**DESCRIPTION TRAINING PROGRAM 2023**

**1. School name:** Lac Hong University

**2. Industry name:** Tourism and Travel Management

**3. General information about the program**

**3.1 Graduate internship report Honor:** Bachelor

**3.2 Type of training:** Formal focus

**3.3 Training period:** 3.5 years

**3.4 Introduction to the training program**

The Tourism and Travel Management training program was established in 2019, 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.

**3.5 Job opportunities**

- Graduate internship reports of the program are capable of working at positions of Tourism enterprises such as: managers, specialists in charge of accommodation, restaurants, marketing, Customer Service, 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 charge of tourism or research and teaching on tourism at training institutions and research institutes,...

- Set up and run your own business.

**3.6 Perspective on training program development**

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 .... At the same time, the program also relies on feedback through official surveys, career fairs, annual performance review meetings as well as annual meetings with alumni.

**3.7 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**.**

In addition to the above features, the curriculum also designed 3 more field trips during the program. The practical subjects are all practiced in the field, businesses, clubs regularly organize internship trips, tours at enterprises on weekends ...

**4. Subjects of enrollment**

* Object 1: National high school exam scores
* Graduate internship reportd from high school
* Achieve a floor score according to the regulations of the Ministry of Education and Training.
* Subject 2: Admission to grade 12 transcripts (or grades 10, 11, and 12)
* Graduate internship reportd from high school
* Total grade 12 >=6 (or average of 3 years of grades 10, 11, and 12 >=6)
* Object 3: Selection of national competency test scores

**5. Training objectives**

Learners graduating in Tourism and Travel Management from 2023 years to 2027 will be able to:

|  |  |
| --- | --- |
| **Program Objectives (PEOs)** | **Content** |
| PEO1 | Management of business activities in the field of tourism and Tourism |
| PEO2 | Participate in professional work in the field of domestic and International Travel and Tourism |
| PEO3 | Become the best version of yourself |

**6. Output standards**

Right at the time of graduation, learners can achieve:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Expected Learning Outcomes (ELOs)** | | **PEO 1** | **PEO 2** | **PEO 3** | **BLOOM'S LEVEL** | **BLOOM DOMAIN** |
| **PLO1 - LĐ** | Apply natural and social science knowledge to solve tourism activities PI1.1 Apply natural science knowledge to solve tourism activities  PI1.2 Apply social science knowledge to solve tourism activities | X |  |  | 3 | Knowledge |
| **PLO2 – LĐ** | Manage and operate tourism products and services according to modern trends  PI2.1 Manage tourism and travel products and services  PI2.2 Operate tourism and travel products and services | X | X |  | 3 | Knowledge |
| **PLO3 – LĐ** | Analyze tourism market information to develop effective business strategies PI3.1 Analyze tourism market information to develop effective business strategies  PI3.2. Analyze tourism market information to develop effective business strategies | X | X |  | 4 | Knowledge |
| **PLO4 - LĐ** | Develop business plans for tourism and travel enterprises and start-up activities PI4.1 Develop business plans for tourism enterprises  PI4.2 Develop business plans for travel enterprises  PI4.3 Develop business plans for start-up activities | X | X |  | 4 | Skill |
| **PLO5 -NV** | Effectively present ideas through language, text, and multimedia  PI5.1 Effectively present ideas through language  PI5.2 Effectively present ideas through text  PI5.3 Effectively present ideas through multimedia |  | X | X | 3 | Skill |
| **PLO6**  **PI6.1 – NV** | Collaborate effectively in group activities and adapt to changing real-world environments  PI6.1 Collaborate effectively in group work  PI6.2 Adapt to changing real-world environments |  | X | X | 4 | Skill |
| **PLO7** | Behave responsibly in professional activities and adhere to business ethics PI7.1 Behave responsibly in professional activities  PI7.2 Adhere to business ethics |  | X | X | 2 | Attitudes |
| **PLO8** | Develop lifelong learning habits and conduct continuous research  PI8.1 Develop lifelong learning habits PI8.2 Conduct continuous research |  |  | X | 4 | Attitudes |

**7. Curriculum**

**7.1 Proportion of knowledge blocks**

Not counting physical education and defense education

|  |  |  |  |
| --- | --- | --- | --- |
| **Knowledge Base** | | **Amount**  **Credits** | **Notes** |
| General Education Knowledge Block | Political theory | 11 |  |
| Social Sciences | 2 |  |
| Foreign language | 12 |  |
| Informatics, Natural Sciences, Technology | 3 |  |
| Specialized | 82 |  |
| Graduate internship report | Thesis course, graduation seminar | 10 |  |
| Minimum total credits for the entire course | | **120** |  |

**7.2 General education knowledge block**

| **Module code** | **Modules** | **Number of credits** | | | | **Number of episodes** | **Compulsory (BB)/ Elective (TC)** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Total Credits** | **Theory** | **Practice** | **Assignments** |
| 102063 | Marxist-Leninist philosophy | 3 | 3 | 0 | 0 | 45 | BB |
| 102064 | Marxist–Leninist political economy | 2 | 2 | 0 | 0 | 30 | BB |
| 102065 | Scientific socialism | 2 | 2 | 0 | 0 | 30 | BB |
| 102033 | Ho Chi Minh ideology | 2 | 2 | 0 | 0 | 30 | BB |
| 102066 | The History of the Vietnamese Communist Party | 2 | 2 | 0 | 0 | 30 | BB |
| 102014 | General Informatics {Word, Excel, PowerPoint, Internet | 3 | 2 | 1 | 0 | 75 | BB |
| 102006 | General legal | 2 | 2 | 0 | 0 | 30 | BB |
| 102091 | English 1 | 2 | 2 | 0 | 0 | 30 | BB |
| 102092 | English 2 | 2 | 1 | 0 | 1 | 45 | BB |
| 102093 | English 3 | 2 | 1 | 0 | 1 | 45 | BB |
| 102094 | English 4 | 3 | 2 | 0 | 1 | 45 | BB |
| 102095 | English 5 | 3 | 2 | 0 | 1 | 45 | BB |

**7.3 Professional education knowledge block**

**\* Group of specialized modules**

| **Module code** | **Modules** | **Number of credits** | | | | **Number of episodes** | **Compulsory (BB)/ Elective (TC)** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Total Credits** | **Theory** | **Practice** | **Assignments** |
| 100002 | Basic Marketing | 2 | 1 | 0 | 1 | 45 | BB |
| 126064 | Introduction to Tourism | 3 | 2 | 0 | 1 | 60 | BB |
| 126065 | Introduction to VietNam Culture | 3 | 2 | 0 | 1 | 60 | BB |
| 125012 | Research Methodology | 2 | 1 | 0 | 1 | 45 | BB |
| 126008 | Marketing in Tourism | 3 | 3 | 0 | 0 | 45 | BB |
| 126067 | Sustainable Tourism | 3 | 3 | 0 | 0 | 45 | BB |
| 100003 | Fundamentals Management | 3 | 3 | 0 | 0 | 45 | BB |
| 126068 | Tourism psychology and diplomatic reception | 3 | 2 | 0 | 1 | 60 | BB |
| 126058 | Geographic of tourism | 3 | 3 | 0 | 0 | 45 | BB |
| 126069 | Applied Informatics In Travel | 3 | 3 | 0 | 0 | 45 | BB |
| 126070 | Cuisine culture | 3 | 3 | 0 | 0 | 45 | BB |
| 126037 | Multicultural Management | 2 | 1 | 0 | 1 | 45 | TC |
| 126011 | History of world civilization | 2 | 1 | 0 | 1 | 45 | TC |
| 126071 | Communication skills | 2 | 1 | 0 | 1 | 45 | TC |
| 126072 | Destinations guide | 3 | 2 | 0 | 1 | 60 | BB |
| 126008 | Tourism economics | 2 | 1 | 0 | 1 | 45 | BB |
| 126012 | The Tourism Law | 2 | 1 | 0 | 1 | 45 | BB |
| 126074 | Customer Service | 2 | 1 | 0 | 1 | 45 | TC |
| 125021 | Human Resource Management | 2 | 1 | 0 | 1 | 45 | TC |
| 125022 | Risk Management | 2 | 1 | 0 | 1 | 45 | TC |
| 126044 | Tour design and operation | 3 | 3 | 0 | 0 | 45 | BB |
| 126075 | Hotel Operations Management | 2 | 1 | 0 | 1 | 45 | BB |
| 126041 | Travel Business Management | 3 | 3 | 0 | 0 | 45 | BB |
| 126076 | Restaurant - hotel operations | 3 | 2 | 0 | 1 | 60 | BB |
| 126077 | International Travel | 2 | 1 | 0 | 1 | 45 | TC |
| 126032 | Game skills and first aid | 2 | 1 | 0 | 1 | 45 | TC |
| 126036 | Sales management in tourism | 2 | 1 | 0 | 1 | 45 | TC |
| 126078 | English for Tourism | 3 | 2 | 0 | 1 | 60 | BB |
| 126079 | Tourism Guideline | 3 | 2 | 0 | 1 | 60 | BB |
| 125052 | Startups and applications | 2 | 1 | 0 | 1 | 45 | BB |
| 126040 | Restaurant Operations Management | 3 | 3 | 0 | 0 | 45 | BB |
| 126081 | Itineraries and Destinations | 2 | 1 | 0 | 1 | 45 | TC |
| 126042 | Event and festival management | 2 | 1 | 0 | 1 | 45 | TC |
| 126082 | The skills of public speaking | 2 | 1 | 0 | 1 | 45 | TC |

**\* Group of practical modules**

| **Module code** | **Modules** | **Number of credits** | | | | **Number of episodes** | **Compulsory (BB)/ Elective (TC)** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Total Credit** | **Theory** | **Practise** | **Assignments** |
| 126063 | Introductory practice | 2 | 1 | 0 | 1 | 45 | BB |
| 126073 | Field trip for specialization 1 | 2 | 1 | 0 | 1 | 45 | BB |
| 126080 | Field trip for specialization 2 | 2 | 1 | 0 | 1 | 45 | BB |

**\* Graduate internship report knowledge block**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **STT** | **Module code** | **Module name** | **Credit** | Theory | Practice | **Assignments** | **Compulsory (BB)/ Elective (TC)** |
| 1 | 22222 | Graduate internship report | 10 | 0 | 10 | 0 | BB |

Students can do graduation reports, scientific research, or equivalent foreign internship programs accredited by Lac Hong University.

**8. Teaching 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 Tourism management will be taught in the next 2 years and students participate in Graduate internship report internships/graduation theses in the final semester.

**9. SUBJECTS AND THE RELATIONSHIP TO OUTCOME STANDARDS**

**9.1 General subjects**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Module Code** | **Module** | PLO1: Apply knowledge of natural sciences and social sciences to solve situations in tourism activities. | | PLO2: Manage and operate tourism products and services according to modern trends | | PLO3: Analyze tourism market information to develop effective business strategies | | PLO4: Develop business plans for tourism and travel enterprises and start-up activities | | | PLO5: Effectively present ideas through language, text, and multimedia | | | PLO6: Collaborate effectively in group activities and adapt to changing real-world environments | | PLO7: Behave responsibly in professional activities and adhere to business ethics | | PLO8: Develop lifelong learning habits and conduct continuous research | |
|  |  |  | PI1.1 | PI1.2 | PI2.1 | PI2.2 | PI3.1 | PI3.2 | PI4.1 | PI4.2 | PI4.3 | PI5.1 | PI5.2 | PI5.3 | PI6.1 | PI6.2 | PI7.1 | PI7.2 | PI8.1 | PI8.2 |
| 1 | 102063 | Marxist-Leninist philosophy | CLO1 |  |  |  |  |  |  |  |  | CLO2 |  |  |  |  |  |  | CLO3 |  |
| 2 | 102064 | Marxist–Leninist political economy | CLO1 |  |  |  |  |  |  |  |  | CLO2 |  |  |  |  |  | CLO3 |  |  |
| 3 | 102065 | Scientific socialism |  | CLO1 |  |  |  |  |  |  |  |  |  |  | CLO2 |  |  |  | CLO3 |  |
| 4 | 102091 | English 1 |  | CLO1 |  |  |  |  |  |  |  | CLO2 |  |  |  |  |  |  |  | CLO3 |
| 5 | 102014 | General Informatics {Word, Excel, PowerPoint, Internet} | CLO1 |  |  |  |  |  |  |  |  |  | CLO2 |  |  |  |  |  | CLO3 |  |
| 6 | 102092 | English 2 |  | CLO1 |  |  |  |  |  |  |  | CLO2 |  |  |  |  |  |  |  | CLO3 |
| 7 | 102093 | English 3 |  | CLO1 |  |  |  |  |  |  |  | CLO2 |  |  |  |  |  |  |  | CLO3 |
| 8 | 102006 | General legal |  | CLO1 |  |  |  |  |  |  |  | CLO2 |  |  |  |  | CLO3 |  |  |  |
| 9 | 102033 | Ho Chi Minh ideology | CLO1 |  |  |  |  |  |  |  |  | CLO2 |  |  |  |  | CLO3 |  |  |  |
| 10 | 102094 | English 4 |  | CLO1 |  |  |  |  |  |  |  | CLO2 |  |  |  |  |  |  |  | CLO3 |
| 11 | 102066 | The History of the Vietnamese Communist Party |  | CLO1 |  |  |  |  |  |  |  |  |  |  | CLO2 |  |  | CLO3 |  |  |
| 12 | 102095 | English 5 |  | CLO1 |  |  |  |  |  |  |  | CLO2 |  |  |  |  |  |  |  | CLO3 |

**9.2 Specialized subjects**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Module Code** | **Module** | PLO1: Apply knowledge of natural sciences and social sciences to solve situations in tourism activities. | | PLO2: Manage and operate tourism products and services according to modern trends | | PLO3: Analyze tourism market information to develop effective business strategies | | PLO4: Develop business plans for tourism and travel enterprises and start-up activities | | | PLO5: Effectively present ideas through language, text, and multimedia | | | PLO6: Collaborate effectively in group activities and adapt to changing real-world environments | | PLO7: Behave responsibly in professional activities and adhere to business ethics | | PLO8: Develop lifelong learning habits and conduct continuous research | |
|  |  |  | PI1.1 | PI1.2 | PI2.1 | PI2.2 | PI3.1 | PI3.2 | PI4.1 | PI4.2 | PI4.3 | PI5.1 | PI5.2 | PI5.3 | PI6.1 | PI6.2 | PI7.1 | PI7.2 | PI8.1 | PI8.2 |
| 1 | 100002 | Basic Marketing | CLO1 |  |  | CLO2 |  |  |  |  |  |  | CLO3 |  |  |  |  |  | CLO4 | CLO1 |
| 2 | 126064 | Introduction to Tourism | CLO1 |  |  | CLO2 |  |  |  |  |  |  |  |  | CLO3 |  |  | CL04 |  | CLO1 |
| 3 | 126065 | Introduction to VietNam Culture | CLO1 |  |  |  |  |  |  |  | CLO2 |  |  |  |  |  |  | CLO3 |  | CLO1 |
| 4 | 125012 | Research Methodology | CLO1 |  |  |  |  |  |  |  | CLO2 | CLO2 |  |  |  |  | CLO3 | CLO4 |  | CLO1 |
| 5 | 126008 | Marketing in Tourism |  |  |  | CLO1 |  | CLO2 |  |  |  |  |  |  |  |  |  |  | CLO3 |  |
| 6 | 126067 | Sustainable tourism |  | CLO1 |  |  |  | CLO2 |  |  |  |  |  |  |  |  | CLO3 |  |  |  |
| 7 | 100003 | Fundamentals Management | CLO1 |  |  |  |  |  |  |  | CLO2 |  |  |  |  |  | CLO3 |  |  | CLO1 |
| 8 | 126068 | Tourism psychology and diplomatic reception |  |  | CLO1 |  |  | CLO2 |  |  |  |  |  |  |  |  |  | CLO3 |  |  |
| 9 | 126058 | Geographic of tourism | CLO1 |  |  | CLO2 |  |  |  |  |  |  | CLO3 |  |  |  | CLO4 |  |  | CLO1 |
| 10 | 126069 | Applied Informatics In Travel |  |  |  | CLO1 |  |  |  |  | CLO2 | CLO2 |  |  | CLO3 |  | CLO4 |  |  |  |
| 11 | 126070 | Cuisine culture | CLO1 |  |  |  |  | CLO2 |  |  |  |  |  |  | CLO3 | CLO4 |  |  |  | CLO1 |
| 12 | 126037 | Multicultural Management |  | CLO1 |  | CLO2 |  |  |  |  |  |  |  |  | CLO3 | CLO4 |  |  |  |  |
| 13 | 126011 | History of world civilization | CLO1 |  |  |  |  |  |  |  |  |  |  |  | CLO2 | CLO3 |  |  |  | CLO1 |
| 14 | 126071 | Communication skills |  |  | CLO1 |  |  |  |  |  | CLO2 |  |  |  |  | CLO3 |  |  |  |  |
| 15 | 126072 | Destinations guide |  |  | CLO1 |  |  |  |  |  | CLO2 |  |  |  |  |  | CLO3 |  |  |  |
| 16 | 126008 | Tourism economics |  | CLO1 |  | CLO2 |  | CLO3 |  |  |  |  |  |  |  | CLO4 |  |  |  |  |
| 17 | 126012 | The Tourism Law | CLO1 |  |  |  |  |  |  |  |  | CLO2 |  |  |  | CLO3 |  |  |  | CLO1 |
| 18 | 126074 | Customer Service |  | CLO1 |  |  |  |  |  | CLO2 |  |  |  |  |  | CLO3 |  |  |  |  |
| 19 | 125021 | Human Resource Management |  |  | CLO1 | CLO2 |  | CLO3 |  |  |  |  |  |  |  |  | CLO4 |  |  |  |
| 20 | 125022 | Risk Management |  |  |  | CLO2 |  | CLO3 |  |  |  | CLO4 |  |  |  | CLO5 |  |  |  |  |
| 21 | 126044 | Tour design and operation |  |  | CLO1 |  | CLO2 |  | CLO3 |  |  |  |  |  |  | CLO4 |  |  |  |  |
| 22 | 126075 | Hotel Operations Management |  | CLO1 |  | CLO2 |  | CLO3 |  |  |  |  |  |  |  | CLO4 |  |  |  |  |
| 23 | 126041 | Travel Business Management |  | CLO1 |  |  | CLO2 |  | CLO3 |  |  |  |  |  |  | CLO4 |  |  |  |  |
| 24 | 126076 | Restaurant - hotel operations |  |  | CLO1 |  |  |  |  |  |  |  |  | CLO2 |  |  |  | CLO3 |  |  |
| 25 | 126077 | International Travel |  |  | CLO1 |  | CLO2 |  | CLO3 |  |  |  |  |  |  | CLO4 |  |  |  |  |
| 26 | 126032 | Game skills and first aid |  |  | CLO1 |  |  |  |  |  |  |  |  |  | CLO2 | CLO3 |  |  |  |  |
| 27 | 126036 | Sales management in tourism |  |  |  | CLO1 |  |  |  |  | q |  |  | CLO2 |  |  | CLO3 |  |  |  |
| 28 | 126078 | English for tourism |  | CLO1 |  |  |  |  |  |  | CLO2 |  |  |  |  |  |  |  | CLO3 |  |
| 29 | 126079 | Tourism Guideline |  |  | CLO1 |  |  |  |  |  | CLO2 |  |  | CLO3 |  |  |  | CLO4 |  |  |
| 30 | 125052 | Startups and applications |  |  |  |  | CLO1 |  |  | CLO2 |  |  |  |  |  |  |  | CLO4 |  |  |
| 31 | 126040 | Restaurant Operations Management |  | CLO1 |  | CLO2 |  |  |  |  |  |  |  |  | CLO3 |  | CLO4 |  |  |  |
| 32 | 126081 | Itineraries and Destinations |  | CLO1 |  |  |  |  |  |  |  | CLO2 |  |  | CLO3 |  |  |  | CLO4 |  |
| 33 | 126042 | Event and festival management |  |  |  | CLO1 |  |  |  |  |  |  |  | CLO2 |  |  | CLO3 |  |  |  |
| 34 | 126082 | The skills of public speaking |  |  |  |  |  |  |  |  | CLO2 |  |  |  | CLO3 |  | CLO4 |  |  |  |

**9.3 Practical subjects**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Module Code** | **Module** | PLO1: Apply knowledge of natural sciences and social sciences to solve situations in tourism activities. | | PLO2: Manage and operate tourism products and services according to modern trends | | PLO3: Analyze tourism market information to develop effective business strategies | | PLO4: Develop business plans for tourism and travel enterprises and start-up activities | | | PLO5: Effectively present ideas through language, text, and multimedia | | | PLO6: Collaborate effectively in group activities and adapt to changing real-world environments | | PLO7: Behave responsibly in professional activities and adhere to business ethics | | PLO8: Develop lifelong learning habits and conduct continuous research | |
|  |  |  | PI1.1 | PI1.2 | PI2.1 | PI2.2 | PI3.1 | PI3.2 | PI4.1 | PI4.2 | PI4.3 | PI5.1 | PI5.2 | PI5.3 | PI6.1 | PI6.2 | PI7.1 | PI7.2 | PI8.1 | PI8.2 |
| 1 | 126063 | Introductory practice | CLO1 |  |  |  |  |  |  |  |  |  | CLO2 |  | CLO3 |  | CL04 |  |  |  |
| 2 | 126073 | Field trip for specialization 1 |  |  | CLO1 |  |  |  |  | CLO2 |  |  |  | CLO3 |  |  |  |  | CLO4 |  |
| 3 | 126080 | Field trip for specialization 2 |  |  | CLO1 |  |  |  |  | CLO2 |  |  |  | CLO3 |  |  |  |  | CLO4 |  |

**9.4 Graduation module**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Module Code** | **Module** | PLO1: Apply knowledge of natural sciences and social sciences to solve situations in tourism activities. | | PLO2: Manage and operate tourism products and services according to modern trends | | PLO3: Analyze tourism market information to develop effective business strategies | | PLO4: Develop business plans for tourism and travel enterprises and start-up activities | | | PLO5: Effectively present ideas through language, text, and multimedia | | | PLO6: Collaborate effectively in group activities and adapt to changing real-world environments | | PLO7: Behave responsibly in professional activities and adhere to business ethics | | PLO8: Develop lifelong learning habits and conduct continuous research | |
|  |  |  | PI1.1 | PI1.2 | PI2.1 | PI2.2 | PI3.1 | PI3.2 | PI4.1 | PI4.2 | PI4.3 | PI5.1 | PI5.2 | PI5.3 | PI6.1 | PI6.2 | PI7.1 | PI7.2 | PI8.1 | PI8.2 |
| 1 | 22222 | Graduate internship report |  |  |  | CLO1 |  | CLO2 |  |  |  |  |  | CLO3 |  |  |  | CLO4 |  |  |

**10. SUBJECTS AND RELATIONSHIP TO TEACHING METHODS**

**10.1 General subjects**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Module Code** | **Module** | PLO1: Apply knowledge of natural sciences and social sciences to solve situations in tourism activities. | | PLO2: Manage and operate tourism products and services according to modern trends | | PLO3: Analyze tourism market information to develop effective business strategies | | PLO4: Develop business plans for tourism and travel enterprises and start-up activities | | | PLO5: Effectively present ideas through language, text, and multimedia | | | PLO6: Collaborate effectively in group activities and adapt to changing real-world environments | | PLO7: Behave responsibly in professional activities and adhere to business ethics | | PLO8: Develop lifelong learning habits and conduct continuous research | |
|  |  |  | PI1.1 | PI1.2 | PI2.1 | PI2.2 | PI3.1 | PI3.2 | PI4.1 | PI4.2 | PI4.3 | PI5.1 | PI5.2 | PI5.3 | PI6.1 | PI6.2 | PI7.1 | PI7.2 | PI8.1 | PI8.2 |
| 1 | 102063 | Marxist-Leninist philosophy | 1, 8 |  |  |  |  |  |  |  |  | 8, 10, 13 |  |  |  |  |  |  | 8 |  |
| 2 | 102064 | Marxist–Leninist political economy | 1, 7, 8 |  |  |  |  |  |  |  |  | 7, 8, 13 |  |  |  |  |  | 7, 8 |  |  |
| 3 | 102065 | Scientific socialism |  | 1, 8,11 |  |  |  |  |  |  |  |  |  |  | 1, 8, 11 |  |  |  | 11, 13 |  |
| 4 | 102091 | English 1 |  | 1, 2, 5, 13 |  |  |  |  |  |  |  | 13 |  |  |  |  |  |  |  | 5 |
| 5 | 102014 | General Informatics {Word, Excel, PowerPoint, Internet} | 1, 4, 5 |  |  |  |  |  |  |  |  |  | 1, 4, 5 |  |  |  |  |  | 1, 4, 5 |  |
| 6 | 102092 | English 2 |  | 1, 5, 13 |  |  |  |  |  |  |  | 13 |  |  |  |  |  |  |  | 5 |
| 7 | 102093 | English 3 |  | 1, 5, 11 |  |  |  |  |  |  |  | 13 |  |  |  |  |  |  |  | 5 |
| 8 | 102006 | General legal |  | 1, 8, 11 |  |  |  |  |  |  |  | 1, 8, 13 |  |  |  |  | 8, 13 |  |  |  |
| 9 | 102033 | Ho Chi Minh ideology | 1, 7 |  |  |  |  |  |  |  |  | 7, 8, 13 |  |  |  |  | 7, 13 |  |  |  |
| 10 | 102094 | English 4 |  | 1, 2, 5, 13 |  |  |  |  |  |  |  | 13 |  |  |  |  |  |  |  | 5 |
| 11 | 102066 | The History of the Vietnamese Communist Party |  | 1, 2, 8, 11 |  |  |  |  |  |  |  |  |  |  | 1, 2, 8, 11 |  |  | 2, 13 |  |  |
| 12 | 102095 | English 5 |  | 1, 5, 13 |  |  |  |  |  |  |  | 13 |  |  |  |  |  |  |  | 5 |

**10.2 Specialized subjects**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Module Code** | **Module** | PLO1: Apply knowledge of natural sciences and social sciences to solve situations in tourism activities. | | PLO2: Manage and operate tourism products and services according to modern trends | | PLO3: Analyze tourism market information to develop effective business strategies | | PLO4: Develop business plans for tourism and travel enterprises and start-up activities | | | PLO5: Effectively present ideas through language, text, and multimedia | | | PLO6: Collaborate effectively in group activities and adapt to changing real-world environments | | PLO7: Behave responsibly in professional activities and adhere to business ethics | | PLO8: Develop lifelong learning habits and conduct continuous research | |
|  |  |  | PI1.1 | PI1.2 | PI2.1 | PI2.2 | PI3.1 | PI3.2 | PI4.1 | PI4.2 | PI4.3 | PI5.1 | PI5.2 | PI5.3 | PI6.1 | PI6.2 | PI7.1 | PI7.2 | PI8.1 | PI8.2 |
| 1 | 100002 | Basic Marketing |  | 1, 11, 13, 15 |  |  | 13, 15 |  |  |  |  |  |  | 13 |  |  |  |  |  | 13, 15 |
| 2 | 126064 | Introduction to Tourism |  | 1, 2, 13 |  |  | 1, 2, 12 |  |  |  |  |  |  |  |  | 1, 2, 12, 13 |  |  | 1, 2, 12, 13 |  |
| 3 | 126065 | Introduction to VietNam Culture |  | 1, 2, 13 |  |  |  |  |  |  |  | 1, 8, 13, 20 |  |  |  |  |  |  | 1, 8, 10 |  |
| 4 | 125012 | Research Methodology |  | 1, 2, 13 |  |  |  |  |  |  |  | 13 | 13 |  |  |  |  | 1 | 13 |  |
| 5 | 126066 | Marketing in Tourism |  |  |  |  | 1, 2, 13 |  | 1, 2, 12, 13 |  |  |  |  |  |  |  |  |  |  | 1, 2, 12, 13 |
| 6 | 126067 | Sustainable tourism |  |  | 1, 2, 13 |  |  |  | 1, 8, 13 |  |  |  |  |  |  |  |  | 1, 8, 13 |  |  |
| 7 | 100003 | Fundamentals Management |  | 1, 2, 8, 13 |  |  |  |  |  |  |  | 8, 13 |  |  |  |  |  | 8, 13 |  |  |
| 8 | 126068 | Tourism psychology and diplomatic reception |  |  |  | 1, 9, 10, 13 |  |  | 1, 8, 9, 13 |  |  |  |  |  |  |  |  |  | 7, 10, 13 |  |
| 9 | 126058 | Geographic of tourism |  | 1, 11, 13 |  |  | 1, 11, 13 |  |  |  |  |  |  | 13 |  |  |  | 1, 13 |  |  |
| 10 | 126069 | Applied Informatics In Travel |  |  |  |  | 1, 2, 13 |  |  |  |  | 13 | 13 |  |  | 5 |  | 5 |  |  |
| 11 | 126070 | Cuisine culture |  | 1, 2, 13 |  |  |  |  | 1, 8, 13 |  |  |  |  |  |  | 1, 8, 13 | 1, 8, 13 |  |  |  |
| 12 | 126037 | Multicultural Management |  |  | 1, 11, 13 |  | 1, 11, 13 |  |  |  |  |  |  |  |  | 1, 13 | 1, 2, 13 |  |  |  |
| 13 | 126011 | History of world civilization |  | 1, 11, 13 |  |  |  |  |  |  |  |  |  |  |  | 1, 13 | 1, 2, 13 |  |  |  |
| 14 | 126071 | Communication skills |  |  |  | 1, 4, 13 |  |  |  |  |  | 1, 4, 13 |  |  |  |  | 1, 4, 13 |  |  |  |
| 15 | 126072 | Destinations guide |  |  |  | 1, 10, 11, 13 |  |  |  |  |  | 10 |  |  |  |  |  | 1, 10 |  |  |
| 16 | 126008 | Tourism economics |  |  | 1, 2, 13 |  | 1, 8, 13 |  | 1, 7, 13 |  |  |  |  |  |  |  | 2, 7, 13 |  |  |  |
| 17 | 126012 | The Tourism Law |  | 1, 8 |  |  |  |  |  |  |  |  | 1, 8 |  |  |  | 1, 8 |  |  |  |
| 18 | 126074 | Customer Service |  |  | 1, 2 |  |  |  |  |  | 1, 13 |  |  |  |  |  | 1, 13 |  |  |  |
| 19 | 125021 | Human Resource Management |  |  |  | 1, 8 | 1, 8, 13 |  | 1, 8, 13 |  |  |  |  |  |  |  |  | 1, 8, 13 |  |  |
| 20 | 125022 | Risk Management | 1, 2 |  |  |  | 1, 2, 13 |  | 1, 13 |  |  |  | 1, 13 |  |  |  | 1, 13 |  |  |  |
| 21 | 126044 | Tour design and operation |  |  |  | 1, 7, 13 |  | 1, 7, 13 |  | 1, 8, 13 |  |  |  |  |  |  | 8, 13 |  |  |  |
| 22 | 126075 | Hotel Operations Management |  |  | 1, 13 |  | 1, 9, 13 |  | 1, 8, 9, 13 |  |  |  |  |  |  |  | 1, 13 |  |  |  |
| 23 | 126041 | Travel Business Management |  |  | 1, 8, 13 |  |  | 1, 7, 13 |  | 1, 8, 13 |  |  |  |  |  |  | 7, 13 |  |  |  |
| 24 | 126076 | Restaurant - hotel operations |  |  |  | 1, 9, 10, 13 |  |  |  |  |  |  |  |  | 1, 9, 10 |  |  |  | 9, 10 |  |
| 25 | 126077 | International Travel |  |  |  | 1, 2, 8 |  | 1, 7, 13 |  | 1, 7, 8 |  |  |  |  |  |  | 8, 13 |  |  |  |
| 26 | 126032 | Game skills and first aid |  |  |  | 1, 5, 10, 11, 13 |  |  |  |  |  |  |  |  |  | 10, 11, 13 | 5, 10, 13 |  |  |  |
| 27 | 126036 | Sales management in tourism |  |  |  |  | 1, 2, 3, 8 |  |  |  |  |  |  |  | 2, 13 |  |  | 2, 13 |  |  |
| 28 | 126078 | English for tourism |  |  | 1, 5 |  |  |  |  |  |  | 1, 5 |  |  |  |  |  |  |  | 1.5 |
| 29 | 126079 | Tourism Guideline |  |  |  | 1, 7, 13 |  |  |  |  |  | 1, 8, 13 |  |  | 1, 8, 10 |  |  |  | 1, 13 |  |
| 30 | 125052 | Startups and applications |  |  |  |  |  | 1, 13 |  |  | 1, 13 |  |  |  |  |  |  |  | 1, 13 |  |
| 31 | 126040 | Restaurant Operations Management |  |  | 1, 13 |  | 1, 13 |  |  |  |  |  |  |  |  | 1, 13 |  | 1, 13 |  |  |
| 32 | 126081 | Itineraries and Destinations |  |  | 1, 2, 13 |  |  |  |  |  |  |  | 1, 2, 13, 14 |  |  | 13, 2 |  |  |  | 13, 14, 16 |
| 33 | 126042 | Event and festival management |  |  |  |  | 1, 2, 13 |  |  |  |  |  |  |  | 8, 13 |  |  | 13 |  |  |
| 34 | 126082 | The skills of public speaking | 1, 4 |  |  |  |  |  |  |  |  | 4, 13 |  |  |  | 4, 13 |  | 8 |  |  |

**10.3 Practical subjects**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Module Code** | **Module** | PLO1: Apply knowledge of natural sciences and social sciences to solve situations in tourism activities. | | PLO2: Manage and operate tourism products and services according to modern trends | | PLO3: Analyze tourism market information to develop effective business strategies | | PLO4: Develop business plans for tourism and travel enterprises and start-up activities | | | PLO5: Effectively present ideas through language, text, and multimedia | | | PLO6: Collaborate effectively in group activities and adapt to changing real-world environments | | PLO7: Behave responsibly in professional activities and adhere to business ethics | | PLO8: Develop lifelong learning habits and conduct continuous research | |
|  |  |  | PI1.1 | PI1.2 | PI2.1 | PI2.2 | PI3.1 | PI3.2 | PI4.1 | PI4.2 | PI4.3 | PI5.1 | PI5.2 | PI5.3 | PI6.1 | PI6.2 | PI7.1 | PI7.2 | PI8.1 | PI8.2 |
| 1 | 126063 | Introductory practice | 1, 4 |  |  |  |  |  |  |  |  |  | 13, 20 |  | 13, 16 |  | 8 |  |  |  |
| 2 | 126073 | Field trip for specialization 1 |  |  | 1, 13, 19, 20 |  |  |  |  | 13, 15, 16 |  |  |  | 15, 16 |  |  |  |  | 15 |  |
| 3 | 126080 | Field trip for specialization 2 |  |  | 1, 13, 19, 20 |  |  |  |  | 1, 13, 19, 20 |  |  |  | 13, 15, 16 |  |  |  |  | 2, 15 |  |

**10.4 Graduation module**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Module Code** | **Module** | PLO1: Apply knowledge of natural sciences and social sciences to solve situations in tourism activities. | | PLO2: Manage and operate tourism products and services according to modern trends | | PLO3: Analyze tourism market information to develop effective business strategies | | PLO4: Develop business plans for tourism and travel enterprises and start-up activities | | | PLO5: Effectively present ideas through language, text, and multimedia | | | PLO6: Collaborate effectively in group activities and adapt to changing real-world environments | | PLO7: Behave responsibly in professional activities and adhere to business ethics | | PLO8: Develop lifelong learning habits and conduct continuous research | |
|  |  |  | PI1.1 | PI1.2 | PI2.1 | PI2.2 | PI3.1 | PI3.2 | PI4.1 | PI4.2 | PI4.3 | PI5.1 | PI5.2 | PI5.3 | PI6.1 | PI6.2 | PI7.1 | PI7.2 | PI8.1 | PI8.2 |
| 1 | 22222 | Graduate internship report |  |  | 16 |  | 16 |  |  |  |  |  | 16 |  |  |  | 16 |  |  |  |

**Teaching method symbol table**

|  |  |
| --- | --- |
| **PPGD symbol** | **Name of Teaching Method** |
| 1 | Preaching |
| 2 | Ask a question |
| 3 | Lectures |
| 4 | Demo/Illustration |
| 5 | Practice |
| 6 | Queries |
| 7 | Problem solving |
| 8 | Case Studies |
| 9 | Simulation |
| 10 | Role Playing/Role Playing |
| 11 | Game |
| 12 | Argue |
| 13 | Discuss |
| 14 | Brainstorming |
| 15 | Assignment of work |
| 16 | Field trips |

**11. SUBJECTS AND THEIR RELATIONSHIP TO ASSESSMENT METHODS**

**11.1 General subjects**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Module Code** | **Module** | PLO1: Apply knowledge of natural sciences and social sciences to solve situations in tourism activities. | | PLO2: Manage and operate tourism products and services according to modern trends | | PLO3: Analyze tourism market information to develop effective business strategies | | PLO4: Develop business plans for tourism and travel enterprises and start-up activities | | | PLO5: Effectively present ideas through language, text, and multimedia | | | PLO6: Collaborate effectively in group activities and adapt to changing real-world environments | | PLO7: Behave responsibly in professional activities and adhere to business ethics | | PLO8: Develop lifelong learning habits and conduct continuous research | |
|  |  |  | PI1.1 | PI1.2 | PI2.1 | PI2.2 | PI3.1 | PI3.2 | PI4.1 | PI4.2 | PI4.3 | PI5.1 | PI5.2 | PI5.3 | PI6.1 | PI6.2 | PI7.1 | PI7.2 | PI8.1 | PI8.2 |
| 1 | 102063 | Marxist-Leninist philosophy | 1,9 |  |  |  |  |  |  |  |  | 8, 9, 7 |  |  |  |  |  |  | 1, 8 |  |
| 2 | 102064 | Marxist–Leninist political economy | 1,9 |  |  |  |  |  |  |  |  | 3, 9, 7 |  |  |  |  |  | 1, 7 |  |  |
| 3 | 102065 | Scientific socialism |  | 1,9,10 |  |  |  |  |  |  |  |  |  |  | 1, 8,10 |  |  |  | 1, 8, 10 |  |
| 4 | 102091 | English 1 |  | 1,4,8 |  |  |  |  |  |  |  | 8 |  |  |  |  |  |  |  | 8 |
| 5 | 102014 | General Informatics {Word, Excel, PowerPoint, Internet} | 2,6,10 |  |  |  |  |  |  |  |  |  | 2, 6, 10 |  |  |  |  |  | 2, 6, 10 |  |
| 6 | 102092 | English 2 |  | 1.8 |  |  |  |  |  |  |  | 8 |  |  |  |  |  |  |  | 8 |
| 7 | 102093 | English 3 |  | 1,4,8 |  |  |  |  |  |  |  | 8 |  |  |  |  |  |  |  | 8 |
| 8 | 102006 | General legal |  | 1,9,10 |  |  |  |  |  |  |  | 8, 9, 10 |  |  |  |  | 1, 9, 10 |  |  |  |
| 9 | 102033 | Ho Chi Minh ideology | 1,9 |  |  |  |  |  |  |  |  | 3, 9 |  |  |  |  | 1, 9 |  |  |  |
| 10 | 102094 | English 4 |  | 1,4,8 |  |  |  |  |  |  |  | 8 |  |  |  |  |  |  |  | 8 |
| 11 | 102066 | The History of the Vietnamese Communist Party |  |  |  |  |  |  |  |  |  |  |  |  | 1, 8, 10 |  |  | 8, 10 |  |  |
| 12 | 102095 | English 5 |  | 1, 4, 8 |  |  |  |  |  |  |  | 8 |  |  |  |  |  |  |  | 8 |

**11.2 Specialized subjects**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Module Code** | **Module** | PLO1: Apply knowledge of natural sciences and social sciences to solve situations in tourism activities. | | PLO2: Manage and operate tourism products and services according to modern trends | | PLO3: Analyze tourism market information to develop effective business strategies | | PLO4: Develop business plans for tourism and travel enterprises and start-up activities | | | PLO5: Effectively present ideas through language, text, and multimedia | | | PLO6: Collaborate effectively in group activities and adapt to changing real-world environments | | PLO7: Behave responsibly in professional activities and adhere to business ethics | | PLO8: Develop lifelong learning habits and conduct continuous research | |
|  |  |  | PI1.1 | PI1.2 | PI2.1 | PI2.2 | PI3.1 | PI3.2 | PI4.1 | PI4.2 | PI4.3 | PI5.1 | PI5.2 | PI5.3 | PI6.1 | PI6.2 | PI7.1 | PI7.2 | PI8.1 | PI8.2 |
| 1 | 100002 | Basic Marketing |  | 2,3,8, |  |  | 2,3,8, |  |  |  |  |  |  | 2, 8 |  |  |  |  |  | 2, 8 |
| 2 | 126064 | Introduction to Tourism |  | 1.2 |  |  | 1.2 |  |  |  |  |  |  |  |  | 1, 2 |  |  | 2, 5, 9 |  |
| 3 | 126065 | Introduction to VietNam Culture |  | 1, 3 |  |  |  |  |  |  |  | 1, 5 |  |  |  |  |  |  | 3, 8 |  |
| 4 | 125012 | Research Methodology |  | 1 |  |  |  |  |  |  |  | 8 | 3, 8 |  |  |  |  | 3 | 3, 8 |  |
| 5 | 126066 | Marketing in Tourism |  |  |  |  | 2.5 |  | 2, 5 |  |  |  |  |  |  |  |  |  |  | 2, 9 |
| 6 | 126067 | Sustainable tourism |  |  | 1, 3 |  |  |  | 3, 8 |  |  |  |  |  |  |  |  | 3, 8 |  |  |
| 7 | 100003 | Fundamentals Management |  | 1,8 |  |  |  |  |  |  |  | 1, 8 |  |  |  |  |  | 1, 8 |  |  |
| 8 | 126068 | Tourism psychology and diplomatic reception |  |  |  | 2, 5, 6 |  |  | 2, 6, 5, 8, 7 |  |  |  |  |  |  |  |  |  | 6, 8, 7 |  |
| 9 | 126058 | Geographic of tourism |  | 2,8,3 |  |  | 2,8,3, |  |  |  |  |  |  | 2, 8 |  |  |  | 1, 8 |  |  |
| 10 | 126069 | Applied Informatics In Travel |  |  |  |  | 1, 6 |  |  |  |  | 8 | 3 |  |  | 6 |  | 3 |  |  |
| 11 | 126070 | Cuisine culture |  | 1, 3 |  |  |  |  | 1, 8 |  |  |  |  |  |  | 1, 8 | 1, 9 |  |  |  |
| 12 | 126037 | Multicultural Management |  |  | 1,8,3, |  | 1,8,3, |  |  |  |  |  |  |  |  | 1, 8 | 1, 8 |  |  |  |
| 13 | 126011 | History of world civilization |  | 1,3,8 |  |  |  |  |  |  |  |  |  |  |  | 1, 8 | 1, 3, 8 |  |  |  |
| 14 | 126071 | Communication skills |  |  |  | 1.8 |  |  |  |  |  | 1, 8 |  |  |  |  | 1, 8 |  |  |  |
| 15 | 126072 | Destinations guide |  |  |  | 2,10, |  |  |  |  |  | 2, 10 |  |  |  |  |  | 2, 10 |  |  |
| 16 | 126008 | Tourism economics |  |  | 1, 2 |  | 2, 3 |  | 3, 8 |  |  |  |  |  |  |  | 3, 9 |  |  |  |
| 17 | 126012 | The Tourism Law |  | 1.8 |  |  |  |  |  |  |  |  | 1, 8 |  |  |  | 1, 8 |  |  |  |
| 18 | 126074 | Customer Service |  |  | 1.2 |  |  |  |  |  | 1.2 |  |  |  |  |  | 7 |  |  |  |
| 19 | 125021 | Human Resource Management |  |  |  | 1,8,10 | 1,8,10 |  | 1, 8, 10 |  |  |  |  |  |  |  |  | 1, 8, 10 |  |  |
| 20 | 125022 | Risk Management | 1.2 |  |  | 1.2 |  |  | 1, 2, 8 |  |  |  |  |  | 8 |  | 8 |  |  |  |
| 21 | 126044 | Tour design and operation |  |  |  | 2, 3 |  | 1, 8 |  | 3, 8, 9 |  |  |  |  |  |  | 3, 8 |  |  |  |
| 22 | 126075 | Hotel Operations Management |  |  | 2, 8 |  | 2, 6, 8 |  | 2, 5, 6 |  |  |  |  |  |  |  | 8 |  |  |  |
| 23 | 126041 | Travel Business Management |  |  | 1, 3 |  |  | 3 , 8 |  | 3, 8 |  |  |  |  |  |  | 3, 9 |  |  |  |
| 24 | 126076 | Restaurant - hotel operations |  |  |  | 2,10, |  |  |  |  |  |  |  |  | 2, 10 |  |  |  | 2, 10 |  |
| 25 | 126077 | International Travel |  |  |  | 1, 3 |  | 2, 3 |  | 1, 8 |  |  |  |  |  |  | 3, 9 |  |  |  |
| 26 | 126032 | Game skills and first aid |  |  |  | 2, 10, 7 |  |  |  |  |  |  |  |  |  | 2, 10 | 2, 10 |  |  |  |
| 27 | 126036 | Sales management in tourism |  |  |  |  | 2, 9 |  |  |  |  |  |  |  | 3, 8 |  |  | 3, 8 |  |  |
| 28 | 126078 | English for tourism |  |  | 1.8 |  |  |  |  |  |  | 1, 8 |  |  |  |  |  |  |  | 1, 8 |
| 29 | 126079 | Tourism Guideline |  |  |  | 1, 3 |  |  |  |  |  | 2, 8 |  |  | 3, 8 |  |  |  | 3, 9 |  |
| 30 | 125052 | Startups and applications |  |  |  |  |  | 2, 8 |  |  | 2.8 |  |  |  | 2, 8 |  |  |  | 2, 8 |  |
| 31 | 126040 | Restaurant Operations Management |  |  | 2,8,3, |  | 2,8,3 |  |  |  |  |  |  |  |  | 2, 8 |  | 2, 8 |  |  |
| 32 | 126081 | Itineraries and Destinations |  |  | 2, 5 |  |  |  |  |  |  |  | 5, 8 |  |  | 5, 8 |  |  |  | 5, 8 |
| 33 | 126042 | Event and festival management |  |  |  |  | 2, 8 |  |  |  |  |  |  |  | 2, 8 |  |  | 8 |  |  |
| 34 | 126082 | The skills of public speaking | 2 |  |  |  |  |  |  |  |  | 8, 10, 7 |  |  |  | 8, 10, 7 |  | 8 |  |  |

**11.3 Practical subjects**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Module Code** | **Module** | PLO1: Apply knowledge of natural sciences and social sciences to solve situations in tourism activities. | | PLO2: Manage and operate tourism products and services according to modern trends | | PLO3: Analyze tourism market information to develop effective business strategies | | PLO4: Develop business plans for tourism and travel enterprises and start-up activities | | | PLO5: Effectively present ideas through language, text, and multimedia | | | PLO6: Collaborate effectively in group activities and adapt to changing real-world environments | | PLO7: Behave responsibly in professional activities and adhere to business ethics | | PLO8: Develop lifelong learning habits and conduct continuous research | |
|  |  |  | PI1.1 | PI1.2 | PI2.1 | PI2.2 | PI3.1 | PI3.2 | PI4.1 | PI4.2 | PI4.3 | PI5.1 | PI5.2 | PI5.3 | PI6.1 | PI6.2 | PI7.1 | PI7.2 | PI8.1 | PI8.2 |
| 1 | 126063 | Introductory practice | 2 |  |  |  |  |  |  |  |  |  | 2, 6 |  | 8 |  | 4, 5 |  |  |  |
| 2 | 126073 | Field trip for specialization 1 |  |  | 2,5,8,7 |  |  |  |  | 2, 5, 8, 7 |  |  |  | 2, 5 |  |  |  |  | 2, 5 |  |
| 3 | 126080 | Field trip for specialization 2 |  |  | 2,5,8,7 |  |  |  |  | 2, 5, 8, 7 |  |  |  | 2, 5, 8, 7 |  |  |  |  | 5, 8 |  |

**11.4 Graduation module**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Module Code** | **Module** | PLO1: Apply knowledge of natural sciences and social sciences to solve situations in tourism activities. | | PLO2: Manage and operate tourism products and services according to modern trends | | PLO3: Analyze tourism market information to develop effective business strategies | | PLO4: Develop business plans for tourism and travel enterprises and start-up activities | | | PLO5: Effectively present ideas through language, text, and multimedia | | | PLO6: Collaborate effectively in group activities and adapt to changing real-world environments | | PLO7: Behave responsibly in professional activities and adhere to business ethics | | PLO8: Develop lifelong learning habits and conduct continuous research | |
|  |  |  | PI1.1 | PI1.2 | PI2.1 | PI2.2 | PI3.1 | PI3.2 | PI4.1 | PI4.2 | PI4.3 | PI5.1 | PI5.2 | PI5.3 | PI6.1 | PI6.2 | PI7.1 | PI7.2 | PI8.1 | PI8.2 |
| 1 | 22222 | Graduate internship report |  |  | 2, 5 |  | 2, 5 |  |  |  |  |  | 5 |  |  |  | 2, 5 |  |  |  |

**Table of assessment method symbols**

|  |  |
| --- | --- |
| **Ampersand** | **Name of Assessment Method** |
| 1 | Short and multiple-choice tests – often do not test higher-order thinking skills |
| 2 | Short answer test – usually does not test higher-order thinking skills: requires students to answer briefly |
| 3 | Essay – can test higher-order thinking skills |
| 4 | Competency test – can test higher-order thinking skills |
| 5 | Written reports – can test higher-order thinking skills |
| 6 | Field/practical tests – can test higher-order thinking skills |
| 7 | Cross-review |
| 8 | Presentations – can test higher-order thinking skills |
| 9 | Case studies – can test higher-order thinking skills |
| 10 | Observation/Visualization |

**12. BRIEF DESCRIPTION OF MODULES**

**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.

**126064 – INTRODUCTION TO TOURISM**

Fundamentals Management 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.

**126065 – 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 VietNam 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.

**125012 – 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.

**126066 – 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.

**126067 – 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.

**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.

**126068 – TOURISM PSYCHOLOGY AND DIPLOMATIC RECEPTION**

This module teaches contents related to the basics of tourism psychology and receptionist professions, general generalities of reception (concept, role, nature, principles, requirements), performing the basic tasks of a hotel receptionist.

**126058 – 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.

**126069 – APPLIED INFORMATICS IN TRAVEL**

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 Tourism management.

**126070 – 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

**126037 – 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.

**126011 – 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.

**126071 – COMMUNICATION SKILLS**

The module covers the basics of communication such as: General overview of communication (Concept, functions of communication, communication process, classification of communication,...), means of communication (non-verbal communication and language communication), basic communication skills (Listening skills, speaking and questioning skills, praise - criticism skills ...), intercultural communication (issues of intercultural communication, communication culture of Vietnamese people and some countries in the world ...). This is a subject that helps students improve their communication skills.

**126072 – DESTINATIONS GUIDE**

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 guiding visitors at a tourist destination.

In addition, helping students practice the profession of guiding visitors at tourist destinations, more confident in communication, ability to speak, explain and master a problem being spoken, capable of solving common basic situations when guiding guests...

**126008 – 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.

**126012 – 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.

**126074 – CUSTOMER SERVICE**

**The course will equip students with basic knowledge and skills such as: Identifying types of customers, Understanding the importance of Customer Service and Customer Service management, implementing principles of behavior in customer contact situations, Master the ways and methods to identify needs, wants and feedback from customers, Understand and apply well the Customer Service management process in specific jobs.**

**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.

**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.

**126044 – 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

**126075 – HOTEL OPERATIONS MANAGEMENT**

This module helps learners grasp an overview of accommodation businesses, understand facilities and investment processes, organizational structure and accommodation management. In addition, learners will be equipped with marketing skills, service quality management in accommodation business establishments, business operations management, human resource management and analysis of business results with finance.

**126041 – TRAVEL BUSINESS MANAGEMENT**

The subject of Travel Business Management equips learners with basic knowledge of Tourism business activities, helping learners initially form skills to establish, operate and manage business activities of a Tourism enterprise.

**126076 – 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.

**126077- INTERNATIONAL TRAVEL**

This course helps students understand and practice the concepts and processes related to International Travel: organizing and operating an International Travel program, international inbound tourism, outbound tourism, regulations in the field of immigration, customs, arrival and departure procedures at an international airport/border gate, operations of airlines.

**126032 – 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...

**126036 – 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 Service and after-sales service.

**126078 – 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.

**126079 – 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...

**126052 – 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-up business plans; Implement business activities from theory to practice, while assessing the responsibilities and common risks of starting a business.

**126040 – 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.

**126081 – 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.

**126042 – 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.

**126082 - THE SKILLS OF PUBLIC SPEAKING**

The course aims to provide students with the most core things in speaking, public speaking, knowing how to compose a persuasive speech and presentation.

Besides, the course also aims to provide students with confidence in their ability to speak in public, know their strengths and weaknesses when speaking in public and plan to practice their weaknesses.

**126063 – INTRODUCTORY PRACTICE**

The introductory practice is an internship that brings students into contact with reality in Bien Hoa route and in Dong Nai province. Directly approach tourist spots and routes in the area that the route passes through to find out the current status of tourism activities that have been taking place.

**126073 – FIELD TRIP FOR SPECIALIZATION 1**

In fact, major 1 is an internship that brings students to practical access along the route through the West, from Bien Hoa to the Western provinces, and possibly to the Central Highlands provinces. Directly approach tourist spots and routes in the area that the route passes through to find out the current status of tourism activities that have been taking place.

**126080 – FIELD TRIP FOR SPECIALIZATION 2**

In fact, major 2 is an internship that brings students practical access along the route through Vietnam, from Bien Hoa to the central provinces and can go to the northern provinces of Vietnam or outbound trips when possible. Directly approach tourist spots and routes in the area that the route passes through to find out the current status of tourism activities that have been taking place.

**GRADUATION THESIS:** *Includes: Scientific research report and Graduate internship report 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 internship report is the student's participation in internship activities at tourism enterprises, restaurants – hotels, services, media, tourism 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.

**13. ASSESSMENT OF THE LEARNING PROCESS**

With the use of a variety of teaching and learning strategies, the bachelor's program in Tourism and Tourism 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.

**14. GRADUATION INTERNSHIP REPORT**

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

* + - Level 3 diploma (attestation not older than 6 months).
    - Complete the required number of TCs (no longer owed any TC).
    - Have 2 certificates of Physical Education and National Defense Education as prescribed by the Ministry.
    - Have a Certificate of Basic or Advanced Information Technology Application and B Foreign Language as prescribed by the University.
    - Have sufficient certificates of Soft Skills as prescribed by the University.

In addition, students must meet other criteria according to the Regulation on regular university and college training under the credit system for the course 2020 – 2024, issued under Decision No. 583/QD-ĐHLH dated September 14, 2020 of the Rector of Lac Hong University.

**15. ANNOUNCEMENT**

Issued May 05, 2023