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## ACADEMIC PROGRAM

### BACHELOR OF SCIENCE IN MANAGEMENT

International Business Major

*“Studying American program, with American professors, accredited by American and receive American degree in Vietnam”*

[License No. 1496/QĐ-ĐHQG-QHĐH](#)



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The Bachelor of Science in Management with a major in International Business is accredited by the

[States Commission on Higher Education](#) [Middles](#)

, one of the most prestigious accrediting organizations in the United States which is recognized by the Council for Higher Education Accreditation (CHEA). Therefore, this is an international qualified program and the Bachelor of International Business degree is internationally accepted

. In addition, the International Business is also accredited by the International Assembly for Collegiate Business Education -

[IACBE](#)

This program is jointly developed by [Keuka College \(New York, USA\)](#) and Ho Chi Minh University of Science [\(HCMUS\)](#)

with the aim to equip students with the knowledge and skills of international business in a modern, dynamic and competitive environment

. The program provides the wide knowledge base on the necessary management skills in the global integration. Students have a chance to approach all the academic courses in the comprehensive view which brings the best benefits to them.

The highlight of the program is that students will study 30/121 credits with professors from the Keuka College throughout the 4-year period, divided several blocks with 7 weeks per each block.

After completing 3 years and a half of study in the HCMUS, students will receive the Bachelor of Science in Management, International Business major from Keuka College.

Program Objectives

The program objective is to train students to become businessmen, administrators that have enough abilities and qualifications to work in international business and globally competitive environment with these characteristics:

- **Knowledge:** have deep and modern knowledge of business in the international environment and global view. Some the background knowledge includes: economy and business administration, specialized in the international business in the fields of finance, business strategies, import/export (logistic), investment, marketing...
- **Skills:** have negotiated skill and communication with people from many cultures; analysis skills, and synthetic skills to figure out the differences and similarities between the markets, foresee, opportunities and challenges in international business; communication, writing, presentation, improving English, teamwork and leadership skills.
- **Ability:** has the ability to self-develop, self-study, professional working, leadership ability in the international business environment.

#### Program structure

Year	Semester	Course code	Course name
Year 1	I	MUS 101	CMP 120
			COM 122
ENG 110	MAT 102	Music Appreciation	Introduction to Computer Systems
II			
			COM 123

BUS 101

MKT 220

MAT 105

HRM 208

ENG 112

Public

Introduction to Business Society

Principles of Marketing Pre Calculus

Human Resource Management College English 2

Year 2

III

BUS 350

PSY 101

AC

ACC 102

ECO 210

International Business Intro to Psychology

Accounting 1: Financial Accounting Introduction to Philosophy

Accounting 2: Managerial Accounting

Macroeconomics

IV

INS 301

ENG 135

SS 231

PHL 115

MKT 370

MKT 335

Leadership

Great Books: Modern Age

Statistics for Social Sciences

Ethics

Consumer Behaviour

Internet Marketing

Year 3

V

MGT 353

ENG 140

BUS 202

INS 301

MKT 340

ECO 211 Business and Government Relationship

Literature & Film

Legal Environment of Business

Enterprise Information Management & Technology

International Marketing

Microeconomics

VI

BUS 330

POL 140

FIN 312

MK

INS 301M

Operations Production Management

Financial Management Marketing/Sale Management

Culture, Gender and Communication

Year 4

VII

ART202

FP 401

EN

Ecosystem Management

International Financial Management Graphic Design

Eligibility for graduation

- Students must complete all the required number of credits (121).
- Cumulative Grade Point Average (GPA) of the courses taught by Keuka College professors in particular and the final combined GPA must be 2.0 or above.
- Students must meet the English requirements of Keuka College, USA.
- Completion of tuition fees and other fees incurred while studying.

- All the resources and learning materials must be returned.
- Submission of all academic records and English language certificates as prescribed
- At the time of graduation audit, students are not accused of any crime; or not in academic suspension for disciplinary reasons.

Please contact with ITEC's Admission Department for further information through address: Information Center, University of Science, 227 Nguyen Van Cu Street, District 5, HCMC - Tel: 38 303 625/ 0907 171 140 (Ms. Duy) or Email: [itec@hcmus.edu.vn](mailto:itec@hcmus.edu.vn)