

THE MBA PROGRAM – INTERNATIONAL UNIVERSITY

The MBA program at International University is designed to help high potential candidates realize their full business and management visions. They will be equipped with solid theoretical and practical frameworks, and trained to appreciate changes and to stand ready for challenges and opportunities coming from the real business world environment. The MBA program not only creates unique context for the candidates to learn from fellow students of different professional and academic backgrounds under the supervision of experienced facilitators, but also opens up opportunities for them to build networks essential for their future career.

All delivered in English and designed on credit basis, the program's curriculum reflects the latest trend in postgraduate education, combining essential theories in management and practical leadership and organizational skills. The program combines lectures, case studies, team projects and research studies while training materials are selected among the latest textbooks used at leading business schools. Lecturers of the MBA program are faculties from the School of Business and from foreign universities which have twinning programs with IU, as well as executive leaders from major businesses in Vietnam. All lecturers obtained their Ph.D degrees from institutions abroad, and are assisted by experienced tutors during the courses.

1. Structure of the program:

The MBA curriculum of International University is designed on credit basis and tentatively will last 1.5 – 2 years. The program will provide students with business administration core knowledge such as operations (production/service), financial, marketing and human resources management, as well as leadership and decision making skills, and 3 areas of specialization: International Business, Marketing and Finance.

To earn the MBA degree, graduates have to complete 50 credits, including:

- 4 credits of philosophy
- 18 credits of required courses (Foundation Requirement)

- 6 credits of general electives
- 10 credits of major electives
- 12 credits of research study

Besides, students have to obtain English language certificate (with results equivalent to TOEFL ITP \geq 500, IELTS \geq 6.0 hoặc TOEFLibt \geq 61) to be eligible for graduation.

No.	Course	Credits
Core course		18
	Statistics for Business	3
	Financial Management	3
	Marketing Management	3
	Strategic Management	3
	Managerial Economics	3
	Operations & Supply Chain Management	3
	Research Methodology	3
Supplementary courses (Choose 03 of 08 following courses)		
	Negotiation and Problem Solving Skills	2
	Ethics in Business and Society	2
	Decision Support Models	2
	IT for Managers	2
	Managing People	2
	Developing Leadership Skills	2
	Legal Environment of Business	2

	Accounting for Managers	2
Elective course for International Business Specialization		
	International Marketing	2
	International Business	2
	Cross cultural Management	2
	Financial Management for International Business	2
	International Economics	2
	International Business Consulting	2
	International Policy and Strategy	2
	Workshop	1-2
Elective course for Finance Specialization		
	Financial Market and Institutions	2
	Financial Strategies	2
	Financial Management for International Business	2
	Business Analysis and Valuation	2
	Management of Financial Risk	2
	Portfolio Management	2
	Venture Capital and Private Equity	2
	Corporate Financial Management	2
	Workshop	1-2
Elective course for Marketing Specialization		
	Advertising and Promotion Management	2
	Service Marketing	2
	Marketing Research	2

	International Marketing	2
	New Product Development	2
	Consumer Marketing and Brand Management	2
	New Venture Marketing	2
	Workshop	1-2

Course Description

MBA.CO.001 – Statistics for Business

This course helps students to use statistical methods to analyze business problems and make decision. It covers descriptive statistics, probability, basic concepts of sampling and sampling distribution, steps in estimate and hypothesis testing, analysis of classified data, correlation and regression. Students also learn how to use handheld calculators and Excel to solve statistical problems.

MBA.CO.002 – Financial Management

This course considers the financial management decision-making role within the organization. Managers could employ the theory of financial management to understand how firms meet and manage their financial objectives. This course will also provide financial tools and techniques, which can be used to help firms maximize value by improving decisions relating to capital budgeting, capital structure, and working capital management. This course will deal with a number of related topics, including multinational financial management, risk management, mergers and acquisitions.

MBA.CO.003 – Marketing Management

The course of Marketing Management provides learners with all the essential knowledge and necessary tools to analyze the marketing environment and make decisions on marketing issues. The course covers concepts of consumer behavior, strategies and policies on product development, promotion, pricing, channel selection, as well as legal aspects and ethics in marketing activities.

MBA.CO.004 – Strategic Management

A capstone course designed to integrate previous MBA course work to the management of the firm at the corporate policy and strategic planning level of the firm. It provides tools in analysis and strategic planning at corporate level. The learning method is mainly focused on real case study.

MBA.CO.006 – Operations & Supply Chain Management

This course provides concepts on managing processes which transform resources into goods and services effectively and efficiently adding value for customers. It covers areas on forecasting, production and service planning, process management, production and service layout, quality management, supply chain management, inventory control etc.

MBA.CO.008 – Research Methodology

This course provides students with concepts on research methodology and steps in research implementation. A solid foundation in investigation techniques, data analysis methods, and report writing is provided to students.

MBA.CO.009 – Managerial Economics

This course is designed to provide the business graduate students with the necessary tools to apply fundamental economic concepts to control business activities and make administrative decisions. It is an application of economic environment which focuses on topics that are of the greatest interest to managers; specifically the relationships between firms, consumers, producers, and the economic environment in which they operate. Such an approach provides the necessary concepts for courses in areas such as Finance, Management, Marketing, and Human Resources.

MBA.GE.001 – Negotiations & Problem Solving Skills

Việc thương thảo xảy ra thường xuyên trong hoạt động của doanh nghiệp, nhưng hiếm có nhà quản trị hiểu rõ nguyên nhân tại sao thương thảo thành công hoặc thất bại. Môn học này cung cấp cho học viên những nguyên lý để đánh giá hiệu quả, cải thiện kỹ năng

thương thảo của bản thân. Môn học cũng cung cấp các công cụ để phân tích giải quyết vấn đề.

MBA.GE.002 – Ethics in Business and Society

This course helps to determine the moral values of business activities, provides the related theories of business ethics and the relationship between business ethics and legal issues. This course is about critical thinking. Through reading, discussing the business ethics issues, we develop a clearer understanding and framework for our own individual ethical systems as well as the ethical systems of the organizations in which we work.

MBA.GE.003 – Decision Support Models

This course introduces you to the concepts and methods of management science, which applies mathematical modeling and analysis to management problems. This course helps you develop the skills necessary to build and evaluate models and to understand the reasoning behind model-based analysis, using Excel to the linear programming, financial models, sensitivity analysis and making decision in uncertainty.

MBA.GE.004 – Information Technology for Managers

Business leaders and entrepreneurs need to have a solid grasp of the organizational dynamics that come into play with the introduction of change, especially when the change is enabled by technology. The course is geared toward future general business managers who do not possess a technical background in IT. This course will explore why some companies realize good returns from their IT investments while others do not.

MBA.GE.005 – Managing People

This course is designed to provide students with an in-depth understanding of the functions and challenges of management. Topics include self-awareness, employee motivation, relationship management, team management, giving and receiving feedback, leadership development, and decision making techniques. This class provides opportunities for students to apply these theories and to practice and develop important managerial skills.

MBA.GE.006 – Accounting for Managers

This course will present and discuss the types of financial information a manager needs in order to plan, assess performance, and choose between alternative courses of action. This course is organized around the major uses of accounting by managers and, at the conclusion of the course, the students will have a better understanding of what accounting information represents, the limitations of traditional accounting systems, and what financial information is needed for effective decision making.

MBA.GE.007 – Legal Environment of Business

The course is the interdisciplinary study of the legal, ethical and public policy issues in the global environment. Topics include restraints on competition, environmental regulation, product quality, employment, and technology.

MBA.GE.008 – Developing Leadership Skills

This course introduces students to not only theoretical concepts but also practical problems in management and leadership. It covers principles in management and leadership, motivation and team behavior, corporate culture and change management.

MBA.IB.001 – International Business Management

The course provides the students with better understanding about the global business environment in which the firms operate, where the regional economies are increasing their connections with international businesses under the influences of globalization. The students are equipped with the general overviews on issues that international manager have to face such as the relationships between governments and MNCs, global strategies, foreign market entry modes, national culture, and social responsibilities of global businesses.

MBA.IB.002 – Cross-cultural Management

The course examines how management theories and practices influence as well as how they are affected by the cultural environments of firms and nations. The course will

facilitate the students to identify the reasons why management have to be fine-tuned in terms of culture, and develop the capacity to migrate management practices from one environment to another. Understanding about cultural values and context gives those who are operating in multi-culture environment invaluable experience. Comparative research methodology will be applied in this course.

MBA.IB.003 – International Economics

Alfred Marshall defined economics as an area of science studying people in business. Therefore, International Economics concerns business across borders (directly and indirectly). During the current period of globalization, the importance of International Economics increases and forces businesses, whether involving in international business or not, to be alert and have thorough understanding of the subject.

MBA.IB.004 – International Management

Companies nowadays are facing the increasing diversity of markets, from geographical perspectives to modes of transaction and market penetration. The course focuses on aspects of international business strategy, examines effective models of business strategy development in a more and more complicated world economy. Topics covered in this course include mergers and acquisitions, new market penetration and risk management in international business

MBA.IB.005 – International Business Consulting

Student teams consult on real company projects requiring decisions, recommendations, and action. Considerable interaction is required between the student teams, participating companies, and faculty. Material covered in class will be linked to the projects being performed. Explanation and rationale for the techniques and skills that will be required to complete the projects successfully will be developed sequentially. Lectures focus on subjects directly relevant to the objectives of student projects

MBA.IB.006 – International Policy and Strategy

Business policy deals with general management and the tasks of strategy formulation and implementation. International business policy must take into account the complexities of corporate operations in different cultures. Prerequisites: All required MIB courses. This course is recommended as the MIB programs capstone course.

This course is designed to provide participants with conceptual and practical underpinnings of strategic and organizational challenges to small, medium, and large businesses when faced with decisions of going global or retreating from global scenes

MBA.FI.001 – Financial Market and Institution

Financial markets and institutions channel trillions of dollars through the economy, affecting business, government, and consumer decisions and the welfare of consumers throughout the world. The purpose of this course is to guide students in developing critical thinking skills as applied to financial markets and institutions. Topics include the determination of asset prices; the risk and term structure of interest rates; the efficient markets hypothesis; risk management and financial derivatives, and financial crises

MBA.FI.002 – Corporate Financial Management

This course will provide students with an advanced understanding of corporate finance. Topics covering in the course include risks, capital budgeting, dividend policy, capital structure, options, mergers & acquisitions.

MBA.FI.003 – Financial Management in International Business

International trade presents new opportunities and risks, and international finance provides ways to deal with both. We will briefly examine the broad issue of the rationale for International trade and the potential side effects on society. Our primary concern will be with the fundamentals. We will learn the analytical aspects of financial instruments; currencies, options, futures and stocks. At the end of the course you will have sufficient tools, terminology and excitement to continue learning on your own

MBA.FI.004 – Business Analysis and Valuation

This course draws on concepts from financial economics, business strategy, accounting, and other business disciplines for evaluating business decisions in a variety of contexts. The objective of the course is to provide hands-on experience and general tools in financial statement analysis for strategies and investments decision – making. It will be useful to students planning careers in investment banking, securities analysis, credit analysis, consulting, public accounting, and corporate management

MBA.FI.005 – Management of Financial Risk

This course is designed to provide the basic concepts of modeling, measuring and managing financial risks, including mean-variance portfolio theory, fixed income securities, cash flows at risk (CFaR)... The course also covers topics in measurement of risks and tools to manage these risks such as insurance contracts and other derivatives

MBA.FI.006 – Portfolio Management

The course will focus on the application of financial theory to the issues and problems of investment management. Topics will include portfolio optimization and asset allocation, the basics of bond pricing and debt portfolio management, the theory of asset pricing models and their implications for investment as well as techniques for evaluating investment management performance

MBA.FI.007 – Venture Capital and Private Equity

The venture capital industry is core to the engine of growth in developed and, increasingly, in developing countries over the past decades. Many of the largest companies such as Microsoft, Apple, Google, Facebook, etc., are formed as new ventures in the last several decades emerged from an ecosystem in which angel investors, venture capitalists, private equity firms, entrepreneurs and university research all play a role. In Vietnam there only two major sources of capital available: banks and funds. The course is motivated by both the current situation and long-term increases in both the supply of and demand for Private Equity (PE) and Venture Capital (VC) funds. PE and VC firms not only provide capital for their investee companies but also work with the management

to grow and improve them by providing support in financial structuring, strategy, recruitment, and operations to maximize shareholder value.

MBA.FI.008 – Financial Strategies

This course explores the interaction between the financial decisions and the business strategy of a firm. Topics covered include: financial forecasting and cash management; capital structure choice; risk management; business valuation, value-based management, project analysis; payout policy, corporate restructuring and reorganization, and mergers and acquisitions. The main emphasis is on the identification of value creating financial strategies and investments for the firm

MBA.MA.001 – Advertising and Promotion Management

The course of Advertising and Promotion Management is designed to deeply analyze management issues applied to advertising and promotion. The course focuses on utilizing various communication facilities and tools, from which advertising is the most important, to achieve the set marketing objectives. Through this course, the learners will study how to approach and understand customers in order to find out more effective marketing solutions. Although the course partly mentions about creative activities in advertising, management aspects still remain the main focus.

MBA.MA.002 – Service Marketing

The course is to introduce more details about theories and major issues of marketing strategies applied to services organizations. The course covers topics on growth of the service sector, marketing mix for service providers, evaluation on service marketing opportunities, service- product designs and supply of services

MBA.MA.003 – Marketing Research

The Course of Marketing Research enables learners to use latest marketing research methods and access the best information sources. Learners can identify marketing problems, suggest necessary marketing research solutions, evaluate lessons drawn from research activities, collect and analyze marketing data quantitatively, and make effective

decisions based on these data. The learners can also apply the skills they learn from the course into reality to solve marketing problems in both markets: consumer (B2C) and business (B2B) and also in both: the government and private sectors

MBA.MA.004 – International Marketing

The course of International Marketing gives learners general knowledge about international marketing concepts. In addition, the course also updates new content and mentions currently critical issues which are considered “hot” to the community of global marketers. The course includes topics on trade barriers and international economic integration, cultural differences in marketing, international strategies on products and services, distribution, promotion and advertising, pricing and selling in the global market.

MBA.MA.005 – New Product Development

This course emphasizes the natural-but-principled essence of rather complicated problems on new product development, its marketing in the current marketing environment. Learners will be introduced to all problems happen during the whole product life cycle, including: product development, economic and technical feasibility, product positioning, product line management. Especially, the course also helps to improve the learners’ capability of developing their own strategies through various cases studies and reading texts

MBA.MA.006 – Customer Marketing and Brand Management

The course of Customer Marketing and Brand Management provides learners with all necessary knowledge to understand the consumer behavior, buying decision making process, cultural effect on consumer behavior, brand positioning and developing, as well as the implementation of a brand strategy

MBA.MA.007 – Global Internet Marketing

Concepts, tools, and strategies for understanding and exploiting opportunities associated with electronic commerce; focus on the strategic aspects of marketing using the Internet. The Internet is dramatically altering the way business is conducted on a local and global

basis, changing the way organizations conduct business, provide customer service, interact with internal and external stakeholders, advertise, develop products, build brands, generate new prospects, monitor the marketplace, and distribute products and services

MBA.MA.008 – New Venture Marketing

The special marketing challenges faced by start-up firms require focus, planning, and creativity in place of the money, experience, and people that are the strengths of established companies. The course assumes that a venture has identified an idea or a business; it will not specifically address idea generation and evaluation. The course will deal with marketing research, however, for marketing planning and growth. Includes segmentation and positioning, competitive strategy, the 4 Ps (product, pricing, distribution and promotion with special emphasis on Internet and direct marketing), and marketing planning

Entrance Exam

The Entrance Exam, both written and oral, carrying equal weight, is designed to consider your potential suitability for the program.

Entrance Exam subjects:

- Written test: “Principles of Business Administration”, is structured to explore your prospective managerial and problem-solving skills
- Oral test is conducted to investigate your ability to deal with practical problems and issues
- English test is waived for candidate with TOEFL score above 400 or TOEFLiBT above 32 or having graduated from an English based university