

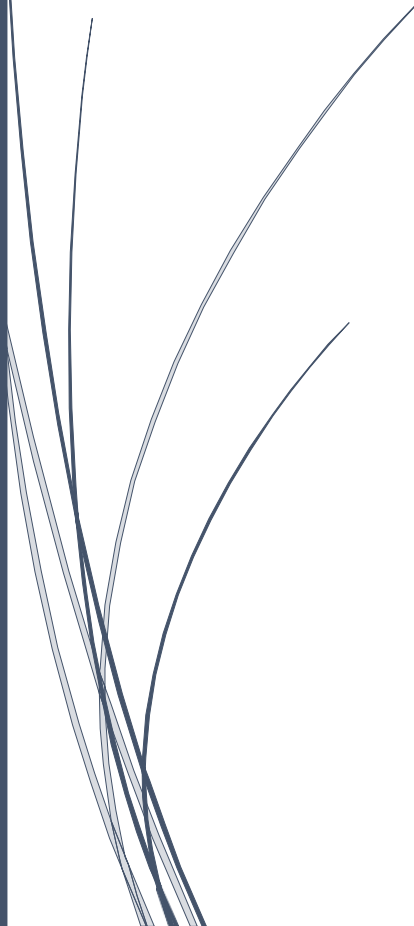
VIET NAM NATIONAL UNIVERSITY HCMC

UNIVERSITY OF ECONOMICS AND LAW

**FACULTY OF INFORMATION SYSTEMS**

# COURSE DESCRIPTION

BACHELOR OF ECOMMERCE



No	Course name	Credit	Description
1	<b><i>Introducing the E-commerce industry</i></b>	2	The module includes 3 parts: Part 1: Basic introduction to the Management Information System industry, basic concepts of organization, business, business processes, and management. Part two: Introduction to the Management Information Systems major training program, structure of module series. Part three: Visiting and interacting with businesses and students, conducting essays, presentations, and group discussions on information technology application solutions for business management, management information system solutions management is being applied in businesses today, career orientations in the field of management information systems.
2	<b><i>Microeconomics</i></b>	3	The course equips learners with basic theoretical issues, forms and measurements of the digital economy. Current status of applications in certain sectors of the economy and the role of government in the digital economy. At the end of the module, learners need to understand and apply basic issues of the digital economy, such as concepts, forms, and manifestations of the digital economy in certain fields. Analyze and evaluate the digital economy through economic measurement indicators. Apply digital economy knowledge in certain fields to equip yourself with more knowledge, trends and practical awareness.
3	<b><i>Introduction to Law</i></b>	3	The subject will provide students with the following knowledge blocks: General knowledge about law such as concepts, characteristics, origins, legal doctrines, sources of law and lines of law.; Legal norms and legal relations; Developing laws and implementing

			them; Violations of law and liability; State and legal institutions; Legal profession and basic legal skills
4	<b><i>Economical maths</i></b>	3	Course summary: The first part of the course provides introductory knowledge of linear algebra and some basic applications of linear algebra in economics, especially information planning. Part 2 equips you with knowledge about differential calculus of multivariable functions, an introduction to multiple integration and differential equations, and basic applications of single and multivariable analysis in economics.
5	<b><i>New information and communication technology (New ICT)</i></b>	2	In this course, students will study the principles of transforming business processes by applying different technologies, driving digital transformations in business and leading to the creation of smart enterprises. This module also discusses, using today's emerging technologies as examples, how to apply these technologies to different business areas. Thereby, helping students explore the various business opportunities that new technologies create and better understand how they can lead to major changes in the way of doing business and enable the creation of smart enterprises. Specifically, the module introduces fundamental issues and technologies in the new era such as: Introduction to information and communication technology, digital transformation, cloud computing, big data. data), artificial intelligence, 3D printing technology, block chain, Internet of Things.
6	<b><i>Logic</i></b>	2	Logic is the science of rational thinking: helping learners manipulate concepts accurately and effectively; helps improve judgment ability; Helps

			<p>reason logically and refute fallacies. In short, Logic is the science of improving rational and effective thinking skills in the process of perceiving the real world and practical activities.</p>
7	<b><i>Personal Finance</i></b>	2	<p>The personal finance subject is an elective general course for first-year students of all majors. This module mainly addresses aspects of personal and family financial management. The module aims to provide financial concepts associated with financial issues/decisions that individuals and households frequently face in practice such as: managing funds/income; tax; save; Buying houses and valuable assets, borrowing, insurance, investing, planning financial plans for college and graduate studies. Through the module, students will grasp the principles as well as techniques/methods to manage income and expenditure or financial assets and obligations of individuals/households. In addition, this module also addresses financial intermediaries in the relationship of financial institutions with individuals/households, as well as research on financial instruments used by individuals and households. commonly used family. Comprehensive content in the program includes: Overview of personal financial planning, personal financial reporting and analysis, personal financial risk management, spending and lifestyle, borrowing and relationships. relationship, service and career.</p>
8	<b><i>Creativity and startup</i></b>	2	<p>This subject will help learners discover their own creative abilities and nurture their lifelong creative thinking ability. Providing a starting</p>

			<p>point to foster open thinking and embracing differences, the module also encourages students to develop a sensitive mindset to the changing trends of the digital age, preparing for the journey of construction. own career in a position of autonomy. In addition, the module also initially equips learners with initial awareness of business and management in the field of startups, encouraging students to develop their own entrepreneurial capabilities as entrepreneurs. owner, co-owner or member.</p>
9	<b><i>Leadership</i></b>	2	<p>On the basis of understanding human nature, factors affecting human psychology, and psychological laws, learners can apply knowledge of leadership skills (Style, Authority Limitation, Motivation, Psychology) into handling real-life situations to achieve efficiency in management. Students can flexibly apply each leadership skill to respond to specific situations. Style Skills with 3 Style Model: Authoritarian, Democratic, Liberal. Skills Authority and power with the basis of 3 powers: Position, Personal, Political. Motivation and persuasion skills with the application of Maslow's 5-level theory of needs: Basic, safety, social, respect, expression. Psychological skills with 3 psychological attributes: Temperament, Personality, Ability.</p>
10	<b><i>Physical education 1</i></b>	3	<p>Students understand the principles and methods of practicing sports and the effects of this practice on the development of the body; techniques and rules for some sports such as badminton, volleyball, soccer, martial arts, and aerobics.</p>
11	<b><i>Triết học Mác – Lênin</i></b>	3	<p>Trang bị cho sinh viên hệ thống những nội dung cơ bản về thế giới quan và phương pháp luận duy vật biện</p>

			<p>chúng và duy vật lịch sử của Triết học Mác - Lênin. Bước đầu biết vận dụng các nguyên lý cơ bản của Triết học Mác - Lênin vào phân tích, đánh giá các vấn đề thực tiễn cuộc sống đặt ra.</p>
12	<i>Enterprise law</i>	3	<p>The Business Law course provides students with basic knowledge of business courses, grasping the basic content of a number of legal issues related to businesses, legal issues in public relations. internal business system of the enterprise.</p>
13	<i>Macroeconomic</i>	3	<p>The course focuses on basic content such as studying the operating mechanism and factors that determine macroeconomic indicators and measuring macroeconomic indicators, determining aggregate supply, aggregate demand, and the role of macroeconomic indicators. The role and impact of fiscal policy, monetary policy, foreign trade policy and exchange rate policy, research and explore the relationship between macroeconomic indicators and short-term economic growth term and long term.</p>
14	<i>Accounting principles</i>	3	<p>Accounting principles is a module in the basic knowledge of the industry to equip learners with basic knowledge about accounting: Concepts, definitions, objects, principles, functions, tasks, and roles of accountants. maths; accounting methods; Apply accounting methods to the basic business operations of a specific unit. The accounting methods mentioned include: Accounting documents, inventory, calculating prices of accounting objects, accounts, double-entry bookkeeping and general accounting balance. The basic accounting knowledge of the module helps learners to continue to study</p>

			accounting and auditing more deeply, and at the same time can apply it to support HP specialized fields in the economic sector.
15	<b><i>Management studies</i></b>	3	<p>The subject of management studies includes basic knowledge about the process of organizing and coordinating effective activities of administrators to achieve the common goals of the organization, in the changing conditions of the business environment. HP content includes 2 parts. The overview equips learners with general knowledge about management such as: Concepts and roles of management; the birth and development of theories of management; governance environment, the role of information in governance; and decision making in management. The study of the functions of management introduces learners to the four main functions of the Administrator: planning function, organizing function, leadership function, and control function.</p> <p>In addition, the module also introduces learners to portraits of contemporary administrators and practical experiences related to governance issues in companies; and some applications of management theories in domestic and world businesses are integrated in each chapter</p>
16	<b><i>Statistics in business</i></b>	3	<p>The course layout includes 3 parts: Descriptive Statistics, Probability and Inferential Statistics to systematically provide statistical investigation methods including collecting initial information about economic phenomena - society and the processing of collected information. Equipped with basic methods of</p>

			socio-economic analysis as a basis for predicting future levels of phenomena to help make decisions in economic management.
17	<b><i>Applied psychology</i></b>	2	Introduction to the subjects, tasks, and research methods of Psychology in general; Some details about the history of the formation of Psychology; the nature of the phenomenon of human psychology; Characteristic features of basic human psychological phenomena: cognitive, emotional, willful and personality processes and some collective psychological phenomena.
18	<b><i>Communication science</i></b>	2	Communication science is an elective course in the general knowledge block for students majoring in economics and law with content including the most central knowledge system about communication. The module will be systematized and equipped with general issues of communication such as concepts, principles, functions, and roles of communication activities; forms and means of communication; Social communication and communication skill systems need to be developed for students to meet the requirements of future study and work activities.
19	<b><i>Sociology</i></b>	2	The course equips students with non-sociology majors in general and non-major universities in particular with basic knowledge of the theoretical system of Sociology, including: History of formation and development of the discipline social science in the process of cognitive development, social progress and science and technology; basic concepts and categories of sociology; Main research areas of sociological science in human life through research



			methods and techniques, studying sociology modules.
20	<b><i>International relationship</i></b>	2	In addition to introducing some theoretical knowledge, methodology, sociological research methods..., the module also helps students understand that society is a rich system because it includes many complex issues of modern society. The module content includes 14 chapters, briefly presenting the conditions and premises for the birth of sociology, the history of formation and development of this science (from chapter 1 to chapter 3), the issues Basic topics of sociology (chapters 4 to 12), sociological majors (chapter 13) and sociological research methods (chapter 14).
21	<b>CULTURISM</b>	2	The subject equips students with the following knowledge, learning and research methods: Methods and objects of cultural research; Concepts of culture, civilization, trends, schools of cultural studies; Methods of applying cultural studies in economics and tourism; Cultural guidelines and policies, cultural studies in the new context.
22	<b><i>Physical education 2</i></b>	2	Students understand the principles and methods of practicing sports and the effects of this practice on the development of the body; Techniques and rules for some sports such as badminton, volleyball, football, martial arts, aerobics...
23	<b><i>Defense Education</i></b>	165	The course provides students with some basic knowledge about a country's military policy, basic military techniques and tactics, and the role of military politics in the process of economic development. society of a country. At the end of the module, students increase their awareness of national security and

			defense issues and are conscious of protecting national security.
24	<b><i>Financial accountant</i></b>	3	The course equips students with knowledge about the organization of accounting work in enterprises, operations, methods, and accounting procedures of a number of accounting sections (cash capital accounting, capital accounting, capital accounting). Accounts receivable - advances, accounting for raw materials, tools, accounting for salaries and payroll deductions, accounting for fixed assets and investment real estate, accounting for production costs and product price).
25	<b><i>Thinking programming</i></b>	3	The course provides students with knowledge about programming thinking, how to approach programming methods, and write algorithm flow charts. Basic application programming skills with the Python language, how to separate programs into multiple modules for processing, and how to translate real-life operations into computer software.
26	<b><i>Principles of financial markets</i></b>	3	The course includes knowledge related to tools, skills, and methods of economic thinking in some basic economic principles such as: structure and organization of domestic and foreign financial markets; explain the financial category and the role of the state budget; a simple approach to the problem of investment asset selection (asset demand theory); concept of balance, analysis of supply and demand; analyze fluctuations and risk structure of interest rates; operating on the foreign exchange market; information arbitrage (adverse selection and moral hazard)

27	<b><i>Data analysis</i></b>	3	<p>This course introduces the fundamentals of data analysis with python. First, it reviews some of the most popular python libraries in data science, Numpy, Pandas and Matplotlib. It then focuses on the basics of statistics, time series analysis, and natural language processing. The course follows a series of data analysis projects with python as a tool. The course uses a hands-on approach, integrating data analysis concepts with Python source code examples.</p>
28	<b><i>Business information system</i></b>	2	<p>The course is for second-year students majoring in business and management. The course introduces how businesses use technology to manage business and management activities in practice. The content in the module is completely updated with practice, learners can access and practice on the most modern business management systems today, SAP Business Suite ERP and SAP Business One ERP. The practice content is designed according to role-playing situations (case studies), through which learners play the role of employees in a multinational enterprise, working in different positions and participating. operational participation in contextual business processes (business scenarios). All practice materials, case studies, lectures and software systems used in the module are provided by SAP corporation through the SAP UAP program (SAP University Alliances Program) of the University of Economics. - Law is a member. The module is the beginning of an expanded group of elective modules in the Management Information Systems major (for students at the end</p>

			of year 3 and 4), through which learners continue to be equipped with in-depth knowledge of SAP ERP, and can be ready to work in businesses consulting, implementing and using ERP systems with positions such as: ERP Implementation Consultant (ERP Consultant), Business Functional Consultant (Business Functionality Consultant), Bridge Engineer, Information System Audit (IT Audit).
29	<b><i>Technology foundation for Information Systems</i></b>	2	This course equips students with knowledge about network platforms and technology for IOT connection to technology infrastructure.
30	<b><i>Marketing</i></b>	2	The basic Marketing course focuses on teaching basic theories about analyzing the marketing environment, customers, industry and competitors; Market segmentation and target market selection; and a number of issues related to products, pricing, sales distribution, promotion and branding.
31	<b><i>Marxist-Leninist political economy</i></b>	2	Basic theories of Marxist-Leninist political economy, including: theory of commodity production, basic laws of the market; Marx's theory of surplus value; Theory of monopoly capitalism and state monopoly. Basic content of applying Marxist-Leninist theory in the period of building socialism in Vietnam: socialist-oriented market economy; ownership issues and interest relationships; industrialization and modernization associated with knowledge-based economic development and international integration.
32	<b><i>Programming techniques</i></b>	3	The course provides students with advanced knowledge of application programming skills with Python, knowledge of object-oriented programming, file processing, interface design with Qt Designer, and

			library packaging.
33	<b><i>Financial management</i></b>	3	Financial management is a mandatory foundation course for 2nd year students (4th semester) of economics and business majors. The Financial Management module includes 7 chapters providing basic knowledge on topics: financial principles and financial operating mechanisms of private sector enterprises, financial statement analysis, risk theory and profitability and investment capital budgeting decisions. The content covered in the program includes: Overview of financial management, financial reporting and cash flow, financial statement analysis, time value of money, risk and profit, criteria Evaluate the financial efficiency of investment projects, estimate cash flows and assess project risks.
34	<b><i>Econometric</i></b>	3	The course introduces methods of using models, data and analysis to help students understand and describe socio-economic phenomena in order to plan effective policies/strategies. The science is clear. More specifically, the module will introduce standard methods to estimate relationships between observed economic factors and test hypotheses about those relationships.
35	<b><i>Database</i></b>	3	The course presents the role, needs and methods of structured data management in enterprise information systems. The course introduces popular database models, going into depth on the presentation and analysis of relational database models and applications. After completing the module, learners will have all the necessary skills and knowledge to fully carry out all stages of the process

			<p>of building a database that meets the needs of storing and exploiting information for users. Management issues are raised. The module includes 4 parts: Part one: Introduction to databases and the relational database model, stages of database construction; Part two: Using structured data query language - SQL in database management and information exploitation; Part three: Standardize the database, introduce standard formats, and provide solutions to evaluate and optimize the database; Part four: Programming database mining software with Python.</p>
36	<p><b><i>Management information systems</i></b></p>	3	<p>The course consists of 4 parts (i) Part one: introduces general knowledge about information systems and components of an information system. (ii) Part two: provides knowledge about types of information systems according to management and functional aspects; Information systems in practice today such as ERP, SCM, CRM. (iii) Part three: equipping yourself with knowledge about the process of building and developing information systems. (iv) Part four: introduces knowledge to manage, secure and control information systems.</p>
37	<p><b><i>Interdisciplinary research methods</i></b></p>	2	<p>"Scientific research methods" are taught with the main contents: research, steps to conduct a research, interdisciplinary research methods, quantitative and qualitative research, methods of collecting information. information, data and data analysis methods for research, the contents and content sequence of a research report such as a thesis, and the introduction of interdisciplinary research issues in information systems management and</p>

			<p>e-commerce. In the presented content, there will be discussions about related case studies, as well as suggestions for topics (essays) and ways to present the results of a research as well as apply the methods learned in the course. throughout the student's learning and research process.</p>
38	<b><i>International economy</i></b>	2	<p>The course studies basic issues related to international economic activities and applies knowledge to design an item in an import-export project, thereby creating products related to this item. . In addition, the Module also studies active learning methods, teamwork skills, problem solving, business communication, positive life attitude and business ethics issues.</p>
39	<b><i>Science socialism</i></b>	2	<p>The course is equipped with the basic content of scientific socialism, providing students with scientific theoretical bases to understand the historical mission of the working class and normative issues during the period. the transition period to socialism, the policy guidelines for building socialism in Vietnam; explain and have the right attitude towards the path to socialism - the path that our Party and people have chosen.</p>
40	<b><i>Database Management System</i></b>	3	<p>The course consists of 2 parts. Part one: Learn the basic introduction to SQL using Oracle 11g database technology. The course introduces relational database concepts and the SQL programming language. The course provides the necessary SQL skills that allow software developers to write queries that retrieve data from one or more data tables, and manipulate data in data tables. Learn about objects in the database schema. Create index files, constraints. Create</p>

			<p>and query external data tables, convert data in data warehouse applications</p> <p>Part two: briefly learn about the architectural components of the database, system rights and object rights in the database. Use the Enterprise Manager (EM) tool to create users, assign rights, and create data storage areas. The main tool used in the course is Oracle SQL Developer and SQL*Plus is an optional tool.</p>
41	<b><i>Business Web Development</i></b>	3	<p>The course provides students with knowledge to design and program simple business websites through client-side programming languages: HTML, CSS, JavaScript, XML, DOM model, Angular.</p>
42	<b><i>Advanced Business Web Development</i></b>	2	<p>The course provides students with knowledge to design and program advanced business websites through client and server-side programming languages: Design, build and deploy business web applications with frontends. Popular -end, back-end frameworks.</p> <p>Proficient in working with front-end frameworks: Angular, Veujs, Reactjs,...; back-end: ExpressJs + Nodejs + MogoDB...</p>
43	<b><i>Analysis and design of Management Information Systems</i></b>	3	<p>The course consists of 2 parts. Part one: introduces and reviews knowledge about information systems in general and management information systems in particular; Presents the stages and methods applied at each stage of the analysis and design process, advantages and disadvantages of the methods; Current status of application and deployment of management information systems in our country, advantages, disadvantages as well as development trends, and related job positions. Part two: presents each stage in detail such</p>



			as surveying the current situation, analyzing requirements, designing components, and proposing construction solutions.
44	<b><i>Integrate business processes with ERP systems 1</i></b>	2	The course provides students with basic knowledge about enterprise information systems - ERP systems. In particular, the module presents concepts related to organizations, business processes in organizations and the support of business information systems in the process of computerizing business activities.
45	<b><i>Digital marketing analysis</i></b>	2	This subject is part of a series of modules in the field of E-commerce - Emarketing to help students form an understanding of digital marketing analysis. By providing foundational knowledge, theory and practice of digital marketing analysis, the module will help students form the ability to analyze, set up and analyze digital marketing. At the same time, in-depth career orientation for students in the field of Marketing
46	<b><i>History of the Communist Party of Vietnam</i></b>	2	The course equips students with awareness of: The role of the Communist Party of Vietnam in the process of building and protecting the country, experience in leading the Vietnamese revolution through periods. At the same time, it also provides a panorama of important innovations in the Party's awareness and policies from 1986 onwards through party congresses. These lessons are the basis for learners to strengthen their patriotism, national pride and sense of responsibility in building confidence in the Party's leadership in the current integration context.
47	<b><i>Ho Chi Minh Thought</i></b>	2	The course equips students with Ho Chi Minh's thoughts on the nation and the national liberation revolution;

			<p>socialism and the transition path to socialism in Vietnam; great national unity, combining national strength with the strength of the times; Communist Party of Vietnam; about building a state of the people, by the people, for the people; ethics, humanity and culture.</p>
48	<p><i>Visit and learn about businesses</i></p>	3	<p>The internship program is mandatory for regular students in the enterprise experience program and completes an internship report under the guidance of instructors and support from the enterprise. The program aims to help students have clearer orientation and more passion to pursue their chosen career. The program also helps students learn more knowledge and skills that can be applied in a specific business environment. During the learning process, students can observe activities at businesses, can exchange, learn and draw lessons from experience. Through observing the real environment, students will understand more clearly the importance of the knowledge and skills trained in the classroom. In addition, when students go through the internship process, many of their soft skills will be cultivated and improved effectively by training sessions from experts at the business. Also through observing that reality, students have the opportunity to discuss with the staff at the training site, and their soft skills knowledge will gradually improve, helping students choose jobs that suit their abilities. skills and from there, students have more advantages in the job search phase to prepare for final internships and jobs after graduation.</p>

49	<b><i>Integrate business processes with ERP systems 2</i></b>	2	The module provides advanced knowledge of the module Integrating business processes with ERP 1.
50	<b><i>Software testing techniques</i></b>	2	The course equips students with judgment skills, detecting software errors, how to plan tests, and write test documents. (i) Overview of software testing, (ii) Testing in the software development process, (iii) Test case design, (iv) Testing support tools, (v) Plan testing and test documentation.
51	<b><i>Machine Learning in business analytics</i></b>	3	This course presents some machine learning techniques in a business and management context. Businesses are adopting machine learning (ML) technology at a rapid pace. Besides, this module will help students learn and apply a number of classification and prediction methods using supervised machine learning methods. Applying machine learning methods to analyze customer behavior and experiences to improve decision making and drive new product development, there is almost no modern business field that cannot do without the need for learning. machine.
52	<b><i>Business intelligence and decision support systems</i></b>	3	The course helps students understand and be able to install, operate and exploit artificial intelligence management and exploitation solutions (Business Intelligence - BI). Managing data and information and providing statistics and reports plays a very important role for every unit, organization and especially businesses. Statistics reported in BI are intended to provide intuitive, accurate, complete and timely information that will help administrators in evaluating, forecasting the situation, planning strategies as well as building policies. , business development plan in the

		<p>short and long term. Numbers and statistical forms are the most important basis for checking and evaluating the implementation of those plans, strategies and policies. Studying this module will help students apply the series of previous modules such as: Database, accounting, finance and management tools to organize a BI system to support good decision making. in businesses based on analyzing data inside and outside the business and this helps businesses gain a competitive advantage. In addition, this module will help students practice data analysis skills, soft skills and attitudes for future work.</p>
53	<p style="text-align: center;"><b><i>Digital transformation in business</i></b></p>	<p>3</p> <p>The course introduces the "real-life" experience of the Digital Transformation process by author Lindsay Herbert - who is in charge of digital transformation at IBM, directly directing large-scale innovation projects globally in all fields. organization, and is also a famous speaker in the field of digital transformation. You will participate in a detailed discussion about the five basic stages of the digital transformation process, which are: 1) Narrowing the gap: Narrowing the gap of inherent differences between businesses and customers customers and with the changes taking place every day in the business environment; 2) Discovery: Uncover your organization's hidden barriers, useful assets, and necessary resources to plan and prioritize routes to digital transformation; 3) Iterate: Iterate on short cycles, test with real users, and drive scalable innovations; 4) Using leverage: Using leverage successfully will eliminate barriers, access greater</p>

			resources, expand influence and scope of activities; 5) Expand: Expand innovation and ways of working to adapt and change the new “business normal”.
54	<b><i>Ecommerce</i></b>	3	The course provides students with general knowledge about e-commerce as well as issues to grasp related to developing e-commerce systems and building e-commerce business projects.
55	<b><i>Accounting information system</i></b>	3	The course provides basic knowledge about information systems, helping students systematize modules in the field of business administration, thereby organizing an accounting information system to control assets as well as provide Timely useful information for managers inside and outside the enterprise when making business decisions. The module starts from introducing accounting information systems in businesses, then describes the main business processes and control objectives in each process, and finally the criteria and basis for Select and operate the accounting information system in the enterprise. Through the theory presented in class, combined with guided reference materials, students will build one or several specific business processes at a business unit. These processes must be appropriate to scale, management requirements and feasible.
56	<b><i>Open source ERP development</i></b>	3	Learn open source code, programming languages and open source applications to develop basic ERP systems.
57	<b><i>Advanced data analysis</i></b>	3	Businesses in most industries use data as a basis to make important decisions to gain competitive advantage, stimulate demand, find new customers, improve internal

			operating systems, and maximize maximize profits as well as to achieve many other goals. Therefore, data analysis skills become essential to provide useful information to help businesses make appropriate decisions. This module provides knowledge about deep learning, one of the advanced techniques applied to business data analysis that helps improve prediction performance compared to models from traditional machine learning. .
58	<b><i>Developing mobile commerce</i></b>	3	Mobile computing, technical foundation of mobile application programming on the Android platform, front-end level. Mobile commerce concept and business and marketing models and forms.
59	<b><i>Art of leadership</i></b>	3	On the basis of understanding human nature, factors affecting human psychology, and psychological laws, learners can apply knowledge of leadership skills (Style, Authority Limitation, Motivation, Psychology) into handling real-life situations to achieve efficiency in management. Students can flexibly apply each leadership skill to deal with specific situations. Style Skills with 3 Style Model: Authoritarian, Democratic, Liberal. Skills Authority and power with the basis of 3 powers: Position, Personal, Political. Motivation and persuasion skills with the application of Maslow's 5-level theory of needs: basic, safety, social, respect, and expression. Psychological skills with 3 psychological attributes: temperament, personality, and ability.
60	<b><i>Recommendation system</i></b>	3	The course provides students as well as learners with basic knowledge about recommendation systems, classification of recommendation

		<p>systems, similarity measures, and evaluation indicators in recommendation systems. Basic knowledge of recommendation systems based on collaborative filtering and content-based recommendation systems. Besides, prediction methods for recommendation systems are also researched at basic and advanced levels. Machine learning techniques for collaborative filtering recommendation systems are also considered such as KNN and its variants, SAR; Matrix decomposition models: SVD, SVD++, NMF, ALS. The module also provides knowledge about collaborative filtering recommendation systems using advanced models such as sequential models (A2SVD, Caser, SUM, SLI-Rec), models based on derivative properties (VAE), BiVAE), deep learning-based models (FastAI, NCF, LightGCN...). The fundamental knowledge of content-based recommendation systems is also discussed and researched (TF-IDF, Word2Vec, GloVe, Doc2Vec, Bert...). In addition, concepts and basic knowledge about hybrid recommendation systems are also included in the content of the module.</p>
61	<p><b><i>Introducing the major of Digital Business and Artificial Intelligence</i></b></p>	<p>2</p> <p>The module introduces students to basic knowledge of Digital Business and Artificial Intelligence; Equipping students with university study skills and methods, teamwork skills, report writing skills, written communication and opinion presentation. This module also introduces each module in detail and each series of modules in the training program will also be introduced so that students can clearly orient themselves throughout the</p>

			<p>learning process and explore their own potential to Choose a suitable career and be inspired to study the chosen field. Students can visit and learn about businesses, survey business sectors through e-commerce websites on the Internet, business processes and data analysis to serve business management purposes. . From there, students gain the ability to apply data mining techniques to discover new knowledge to support decision making at organizations and businesses in specific fields.</p>
62	<i>Internship</i>	4	<p>Internship is a mandatory internship for full-time students to create conditions for students to access practice and consolidate the knowledge and skills they have been trained through an internship report under the guidance of students. guidance from lecturers and businesses. Internships at the end of the course help students connect trained knowledge and skills with industry-related practice, creating conditions for students to gain a deeper understanding of business operations and participate in activities. motivated and even have the opportunity to be assigned to perform actual work at the company as an employee. The internship at the end of the course also aims to create conditions for students to develop their creative thinking ability in practice, practice soft skills, and meet the demands of specific operations and jobs at the internship unit. practice. In addition, the internship at the end of the course also helps students build a more professional working style, have a more positive attitude towards the profession, and approach practice to gain a deeper</p>



			<p>understanding of professional work. Furthermore, students have many opportunities to learn deeply about professional expertise, organizational structure and specific tasks related to the training major in the internship agency, helping students raise their sense of responsibility on the job and prepare for your chosen career after graduation.</p>
63	<p><b><i>Special Topic: Big Data and Applications</i></b></p>	2	<p>The module provides students with basic knowledge about Big Data: Basic concepts, benefits of Big Data, as well as support tools for big data processing such as Hadoop, Spark... Besides, , students are also provided with knowledge about big data processing, understanding the mechanism and operating principles of online data stream processing in the Big Data environment. In addition, students are also equipped with knowledge about libraries, techniques related to supervised machine learning, unsupervised machine learning and deep learning (Deep Learning) to solve problems of collecting, data preprocessing, model selection, model refinement and model evaluation for data analysis, data visualization in Big Data environment.</p>
64	<p><b><i>Special Topic: Information System project management</i></b></p>	2	<p>This module provides basic knowledge about information system project management including the processes performed in the project and the software project deployment model. For each process, students will learn in detail about the management tasks that will be performed as well as clearly understand the inputs and outputs of each process.</p>
65	<p><b><i>Graduation thesis</i></b></p>	4	<p>The graduation thesis helps students have the conditions and opportunities to improve their knowledge and</p>

		<p>practice more necessary in-depth skills through conducting research in the field of training to solve real-life problems. . After completing the thesis report, students will practice their thinking ability and know how to pose problems to come up with solutions independently and creatively. Create conditions and opportunities for students to improve the knowledge and skills they have been equipped with and promote their strengths through the implementation of scientific research. More specifically, the graduation thesis will help students systematize knowledge and skills and apply them in research topics in a scientific and creative way; Train and improve your ability to think, pose and solve problems independently and creatively; and train students to be self-motivated and independent in research and develop their strengths through a report of research results that can be related to practice.</p>
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**FACULTY OF INFORMATION SYSTEMS**

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