

▶ **International School of Management and Economics**

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Organization

- ▶ **Dean's Name:** Dr. Dong Xuan Dam
- ▶ **Foundation Year:** 2003
- ▶ **Number of staff:** 13 including: 04 Doctor holders, 07 Master holders and 02 Bachelor holders

Number of Specialization:

- Business Administration
 - Public Management and Economics
 - ▶ **Number of ongoing students:** 638
- By Training Mode:
- Undergraduate: 475
 - Post-graduate: 163
- By Specialization:
- Business Administration (Undergraduate): 475
 - Business Administration (Post-graduate): 118
 - Public Management and Economics (Post-graduate): 45

Core Subjects

❖ **Business Administration (Undergraduate)**

1. Foundation Courses

- * Marketing
- * Managing Financial Resources and Decisions
- * Organisations and Behaviour
- * Business Environment
- * Common Law 1
- * Business Decision Making
- * Business Strategy
- * Research Project

2. Specialization Courses in Finance

- * Management Accounting: Costing and Budgeting
- * Financial Reporting

- * Financial Systems and Auditing
- * Taxation

3. Specialization Courses in Marketing

- * Marketing Intelligence
- * Advertising and Promotion
- * Marketing Planning
- * Sales Planning and Operations

4. Specialization Courses in Management

- * Managing Professional Development
- * Working with and Leading People
- * Managing Activities to achieve good results
- * Managing Communications, Knowledge and Information

❖ Business Administration (Post-graduate)

1. Foundation Courses

- * Accounting & Introduction to Corporate Finance
- * Corporate Finance & Business Planning
- * Marketing
- * Strategic Management
- * Human Resources Management
- * Social Law
- * Management and Organization
- * Entrepreneurship & New Ventures
- * Business Law
- * Taxation and VAT
- * Innovation & Property Rights
- * Role of the State in the Economy

2. Specialization Courses in Finance

- * Banking
- * Financial Markets
- * Mergers & Acquisitions
- * Information Systems Strategy

3. Specialization Courses in Marketing

- * Strategic & Operational Marketing Management
- * Market Research, Business Information Systems & Competitive Intelligence
- * Customer Relation Management
- * International Marketing Strategies

4. Specialization Courses in Management

- * 4 courses among above 8 courses

❖ **Public Management and Economics (Post-graduate)**

- * Service Management
- * Human Resources Management
- * Public Marketing
- * Public Audit and Control
- * Public Policies Evaluation
- * Information System in Public Sector
- * Environmental Economics and Policy
- * Role of the State in the Economy
- * Public Procurement
- * Public Governance
- * Territory Management and Sustainable Development
- * Regulation
- * European Integration, Regionalism and International Relations
- * Seminar on Strategy
- * Final project