

GENERAL ELECTIVE COURSE LIST

SEMESTER 1, 2021

HANOI CAMPUS

Please click [HERE](#) for course guide information

Course code	Course title	Credit points	Academic group
BUSM4622	Flagship Internship (Business)	12	Business Innovation
BUSM4670	Flagship Internship 2 (Business)	12	Business Innovation
MKTG1205	Marketing Principles	12	Business Innovation
MKTG1419	Social Media and Mobile Marketing	12	Business Innovation
MKTG1420	Digital Business Development	12	Business Innovation
MKTG1422	Digital Marketing Communication	12	Business Innovation
OMGT2085	Intro to Logistics & Supply Chain Mgt	12	Business Innovation
OMGT2197	Procurement Mgmt and Global Sourcing	12	Business Innovation
ISYS2109	Business Information Systems	12	Business Innovation
MKTG1421	Consumer Psychology and Behaviour	12	Business Innovation
VART3626	Photography 101	12	Digital Media
ECON1318	Economics for Tourism and Hospitality	12	Economics and Finance
ACCT2105	Accounting in Organisations & Society	12	Economics and Finance
ACCT2158	Financial Accounting and Analysis	12	Economics and Finance
ACCT2160	Cost Analysis and Organisational Decisions	12	Economics and Finance
BAFI3182	Financial Markets	12	Economics and Finance
BAFI3184	Business Finance	12	Economics and Finance
ECON1192	Macroeconomics 1	12	Economics and Finance
ECON1193	Business Statistics 1	12	Economics and Finance
ECON1194	Prices and Markets	12	Economics and Finance
LAW2447	Commercial Law	12	Economics and Finance
ACCT2197	Performance Analysis and Simulations	12	Economics and Finance
MANU2492	Digital Applications for Fashion Enterprise 1	12	Fashion
BUSM3299	The Entrepreneurial Process	12	Management
BUSM3310	Human Resource Management	12	Management
BUSM4567	Eco-Tourism & Sustainable Hospitality Management	12	Management
BUSM2301	Organisational Analysis	12	Management
BUSM2479	Digital Entrepreneurship	12	Management
BUSM2519	Leading in the Age of Digital Disruption	12	Management
BUSM4185	Introduction to Management	12	Management
BUSM4186	Global Entrepreneurship	12	Management
BUSM4538	Management of Technology and Innovation	12	Management
BUSM4561	Work in Global Society	12	Management
BUSM4568	Room Division Management	12	Management
BUSM4573	Business Communications and Professional Practice	12	Management
BUSM4621	Postgraduate Business Internship	12	Management
BUSM2411	Leadership and Management	12	Management
BUSM4535	Design Thinking for Business	12	Management
BUSM4557	Contemporary Management: Issues and Challenges	12	Management
BUSM3311	International Business	12	Management
COMM2377	Modern Asia	12	Professional Communication
COMM2383	New Media, New Asia	12	Professional Communication
GRAP2659	Art Direction	12	Professional Communication
LANG1265	Vietnamese for Professional Communication	12	Professional Communication
COMM2497	Exploring Asian Popular Culture	12	Professional Communication

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SEMESTER 2, 2021

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Course code	Course title	Credit points	Academic group
BUSM4622	Flagship Internship (Business)	12	Business Innovation
BUSM4670	Flagship Internship 2 (Business)	12	Business Innovation
COMM2789	Digital Content Creation	12	Business Innovation
MKTG1205	Marketing Principles	12	Business Innovation
MKTG1417	Global Branding	12	Business Innovation
MKTG1420	Digital Business Development	12	Business Innovation
MKTG1421	Consumer Psychology and Behaviour	12	Business Innovation
OMGT2085	Intro to Logistics & Supply Chain Mgt	12	Business Innovation
ISYS2109	Business Information Systems	12	Business Innovation
OMGT2196	Warehouse and Distribution Channels	12	Business Innovation
OMGT2267	Business IT and Supply Chain	12	Business Innovation
VART3626	Photography 101	12	Digital Media
VART3578	3D Animation	12	Digital Media
VART3702	Drawing Elective	12	Digital Media
ACCT2105	Accounting in Organisations & Society	12	Economics and Finance
ACCT2126	Management Accounting and Business	12	Economics and Finance
BAFI3182	Financial Markets	12	Economics and Finance
BAFI3194	Investment	12	Economics and Finance
BAFI3200	International Finance	12	Economics and Finance
BAFI3250	Cryptofinance & Cryptocurrency	12	Economics and Finance
ECON1192	Macroeconomics 1	12	Economics and Finance
ECON1193	Business Statistics 1	12	Economics and Finance
ECON1194	Prices and Markets	12	Economics and Finance
LAW2447	Commercial Law	12	Economics and Finance
OMGT2326	Financial Technology	12	Economics and Finance
MANU2492	Digital Applications for Fashion Enterprise 1	12	Fashion
BUSM3310	Human Resource Management	12	Management
BUSM3311	International Business	12	Management
BUSM4092	Applied Entrepreneurship	12	Management
BUSM4294	Driving Innovation in Organisations	12	Management
BUSM4566	Tourism Planning & Resource Management	12	Management
BUSM2412	Marketing for Managers	12	Management
BUSM2483	Personal Branding and Authentic Leadership	12	Management
BUSM3250	People and Organisations	12	Management
BUSM4185	Introduction to Management	12	Management
BUSM4188	Leadership and Decision Making	12	Management
BUSM4570	Facilities Management and Development	12	Management
BUSM4571	Event Management	12	Management
BUSM4621	Postgraduate Business Internship	12	Management
FOHO1024	International Food & Beverage Management	12	Management
BUSM4553	Creativity, Innovation and Design	12	Management
COMM2377	Modern Asia	12	Professional Communication
COMM2383	New Media, New Asia	12	Professional Communication
COMM2384	Client Management	12	Professional Communication
COMM2489	Asian Cinemas	12	Professional Communication
LANG1265	Vietnamese for Professional Communication	12	Professional Communication
COMM2497	Exploring Asian Popular Culture	12	Professional Communication
GRAP2413	Advertising Media	12	Professional Communication

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SEMESTER 3, 2021

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Course code	Course title	Credit points	Academic group
BUSM4622	Flagship Internship (Business)	12	Business Innovation
BUSM4670	Flagship Internship 2 (Business)	12	Business Innovation
MKTG1205	Marketing Principles	12	Business Innovation
MKTG1419	Social Media and Mobile Marketing	12	Business Innovation
MKTG1422	Digital Marketing Communication	12	Business Innovation
OMGT2085	Intro to Logistics & Supply Chain Mgt	12	Business Innovation
OMGT2197	Procurement Mgmt and Global Sourcing	12	Business Innovation
ISYS2109	Business Information Systems	12	Business Innovation
VART3626	Photography 101	12	Digital Media
ECON1318	Economics for Tourism and Hospitality	12	Economics and Finance
ACCT2105	Accounting in Organisations & Society	12	Economics and Finance
ACCT2158	Financial Accounting and Analysis	12	Economics and Finance
ACCT2160	Cost Analysis and Organisational Decisions	12	Economics and Finance
BAFI3182	Financial Markets	12	Economics and Finance
BAFI3184	Business Finance	12	Economics and Finance
BAFI3200	International Finance	12	Economics and Finance
ECON1192	Macroeconomics 1	12	Economics and Finance
ECON1193	Business Statistics 1	12	Economics and Finance
ECON1194	Prices and Markets	12	Economics and Finance
LAW2447	Commercial Law	12	Economics and Finance
ACCT2197	Performance Analysis and Simulations	12	Economics and Finance
BUSM4784	The Fashion Workplace	12	Fashion
MANU2492	Digital Applications for Fashion Enterprise 1	12	Fashion
BUSM3299	The Entrepreneurial Process	12	Management
BUSM3310	Human Resource Management	12	Management
BUSM4567	Eco-Tourism & Sustainable Hospitality Management	12	Management
BUSM4769	Employment Relations	12	Management
BUSM2411	Leadership and Management	12	Management
BUSM4185	Introduction to Management	12	Management
BUSM4186	Global Entrepreneurship	12	Management
BUSM4535	Design Thinking for Business	12	Management
BUSM4553	Creativity, Innovation and Design	12	Management
BUSM4557	Contemporary Management: Issues and Challenges	12	Management
BUSM4568	Room Division Management	12	Management
BUSM4573	Business Communications and Professional Practice	12	Management
BUSM4621	Postgraduate Business Internship	12	Management
INTE2560	Technology Futures	12	Management
INTE2562	Digital Innovation	12	Management
COMM2377	Modern Asia	12	Professional Communication
COMM2383	New Media, New Asia	12	Professional Communication
COMM2489	Asian Cinemas	12	Professional Communication
GRAP2659	Art Direction	12	Professional Communication
LANG1265	Vietnamese for Professional Communication	12	Professional Communication
COMM2495	Professional Writing	12	Professional Communication
COMM2497	Exploring Asian Popular Culture	12	Professional Communication