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| **MINISTRY OF EDUCATION AND TRAINING**  **THUONGMAI UNIVERSITY** | **THE SOCIALIST REPUBLIC OF VIETNAM**  **Independence – Freedom – Happiness**  **----------------------** |

**CURRICULUM OF MANAGEMENT INFORMATION SYSTEM MAJOR**

**SPECIALITY: E-COMMERCE MANAGEMENT**

**TRAINING TYPE: FULL-TIME REGULAR UNIVERSITY TRAINING**

**(Enacted under Decision No. ……./QĐ-ĐHTM on …… February, 2017)**

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| **1.** | **GENERAL KNOWLEDGE** | **32 C** | **Structure** |
| ***1.1.*** | **Compulsory subjects** | ***30*** |  |
| 1 | Marxism-Leninism basic principles 1 | 2 | 24,6 |
| 2 | Marxism-Leninism basic principles 2 | 3 | 36,9 |
| 3 | Hồ Chí Minh Ideology | 2 | 24,6 |
| 4 | Vietnam Communist Party’s revolutionary approach | 3 | 36,9 |
| 5 | General law | 2 | 24,6 |
| 6 | English 1 | 2 | 24,6 |
| 7 | English 2 | 2 | 24,6 |
| 8 | English 3 | 2 | 24,6 |
| 9 | Advanced mathematics 1 | 2 | 24,6 |
| 10 | Advanced mathematics 2 | 2 | 24,6 |
| 11 | Probability theory and mathematical statistics | 3 | 36,9 |
| 12 | General informatics | 3 | 36,9 |
| 13 | Methods of science research | 2 | 24,6 |
| ***1.2.*** | **Optional subjects** Choose 2 credits from the following subjects: | ***2*** |  |
| 1 | General commercial economics 1 | 2 | 24,6 |
| 2 | General sociology | 2 | 24,6 |
| 3 | Environment economics | 2 | 24,6 |
| **2.** | **SPECIALIZED KNOWLEDGE** | **88** |  |
| **2.1.** | **Major’s background knowledge** | **25** |  |
| ***2.1.1.*** | **Compulsory subjects** | ***20*** |  |
| 1 | Microeconomics 1 | 3 | 36,9 |
| 2 | Macroeconomics 1 | 3 | 36,9 |
| 3 | Administration | 3 | 36,9 |
| 4 | Management information system | 3 | 36,9 |
| 5 | Basic Marketing | 3 | 36,9 |
| 6 | Basic E-commerce | 3 | 36,9 |
| 7 | English 4 | 2 | 24,6 |
| ***2.1.2.*** | **Optional subjects:** Choose 5 credits from the following subjects | ***5*** |  |
| 1 | Service management | 3 | 36,9 |
| 2 | Statistical principles | 3 | 36,9 |
| 3 | Programming base | 3 | 36,9 |
| 4 | Database | 2 | 24,6 |
| 5 | Start-up | 2 | 24, 6 |
| **6** | Computer network and communication | 2 | 24,6 |
| **2.2.** | **Major’s knowledge including specialities** | **39** |  |
| ***2.2.1.*** | **Compulsory subjects** | ***33*** |  |
| 1 | Website designing and realization | 3 | 36,9 |
| 2 | Information security | 3 | 36,9 |
| 3 | E-commerce management 1 | 3 | 36,9 |
| 4 | E-commerce management 2 | 3 | 36,9 |
| 5 | E-commerce Marketing | 3 | 36,9 |
| 6 | E-commerce system development | 3 | 36,9 |
| 7 | E-commerce law | 3 | 36,9 |
| 8 | E-payment | 3 | 36,9 |
| 9 | Mobile commerce | 3 | 36,9 |
| 10 | E-government | 2 | 24,6 |
| 11 | Online advertising practise | 2 | 0,30 |
| 12 | Practise exploiting data on Internet | 2 | 0,30 |
| ***2.2.2.*** | **Optional subjects:** Choose 6 credits from the following subjects | ***6*** |  |
| 1 | Quality management | 3 | 36,9 |
| 2 | Brand management | 3 | 36,9 |
| 3 | Technology management | 3 | 36,9 |
| 4 | Finance management | 3 | 36,9 |
| 5 | International commercial operationmanagement | 3 | 36,9 |
| 6 | Soft wares applied in enterprise | 3 | 36,9 |
| **2.3.** | **Supplementary knowledge** | **14** |  |
| ***2.3.1.*** | **Compulsory subjects** | ***12*** |  |
| 1 | Foreign language 2 | 3 | 36,9 |
| 2 | Accounting principles | 3 | 36,9 |
| 3 | Introduction to finance and monetary | 3 | 36,9 |
| 4 | Strategy management | 3 | 36,9 |
| ***2.3.2.*** | **Optional subjects:** Choose 2 credits from the following subjects | ***2*** |  |
| 1 | E-brand management | 2 | 24,6 |
| 2 | Business administration psychology | 2 | 24,6 |
| 3 | Business culture | 2 | 24,6 |
| **2.4.** | **Graduation** | **10** |  |

*Minimum total credits gained: 131 including 120 from learning and graduation.*

DIRECTOR

Prof. Dr. Đinh Văn Sơn