



ANDREWS UNIVERSITY, USA

International Business Bachelor of Business Administration

YEAR 1

SEM 1

Biology with lab

This module is to provide the students with a basic understanding of biological process common to life; an introduction to classification and taxonomy – comparing fundamental differences in the forms and how they may differ; an introduction to genetics, heredity and evolution – thus explaining how present-day organisms may have arisen; an introduction to ecology and an understanding of how different life forms, including humans, interact with each other and with the physical, chemical and biological world around them.

Business Communication

This module provides students with a practical overview of business communication principles both for external and internal stakeholders. Students will learn the principles and prerequisites for effective business documents, presentations and interactions and verbal interactions. They will learn the importance of group working as well as individual requirements. Writing skills are important and technology enables the work/message to be delivered to a greater number of people than ever before. Employers are now expecting greater communication skills from their employees and The module will look at the differing skills expected. The skills will consider those required for communications with peers, managers, clients and customers where speciality may be needed to account for differences in race, gender, age and lifestyle. Time will be spent on the options on offer for digital communication such as LinkedIn, Zoom, Facebook, email etc.

Introduction to Dance

This module aims to introduce dance, focusing on dancesport. The module includes a survey of international dance forms, the works of contemporary artists, and trends in the art of dance within social and cultural contexts.

The module helps students explore the elements of the art of dance and how dance is expressed in culture, from everyday contexts to the concert stage. Students will

study and practice dance forms, along with the evolution of dance over time in terms of form, ranging from ritual and formal to abstract. Students will practice to master the elements of dance as a means of personal, cultural, and artistic expression.

Foundations of Information Technology

Foundations of Information Technology introduces students to enterprise-level computing technologies used in modern business environments. Combining theory and hands-on practice, students explore key topics such as information security, cloud computing, data management, e-commerce, and CRM systems, while gaining practical experience with industry tools including Microsoft 365, Google Workspace, Tableau, SQL, and HubSpot. The module also prepares students for valuable certifications in Google, Microsoft Office Specialist, and Tableau Desktop Specialist.

College Writing I

College Writing I is a college-level introduction to writing that emphasizes the social and rhetorical dimensions of communication. Through five progressive units, students explore key concepts such as rhetorical situations, literacy experiences, dismodule communities, and creative or professional writing. The module builds both analytical and practical writing skills, culminating in a final integrated portfolio that showcases each student's growth and reflection throughout the semester. Students will also develop critical thinking, peer review, and editing strategies essential for academic and professional success.

SEM 2

Introduction to Environmental Studies

This module will introduce students to the scientific background of the causes, consequences and solutions of environmental problems in relation to development and economic activities. In general, environmental problems are interdisciplinary in nature and are not just technical problems but have economic aspects, and therefore require holistic solutions.

The module will provide students with the knowledge and skills to analyze environmental problems and find solutions to those problems, with emphasis from an economic perspective. Specific topics will be introduced: ecological environment systems and their relationship to economic systems, energy, industrial pollution, biodiversity loss and climate change. In addition, The module will also introduce the connection of current environmental issues with international economic integration trends such as trade, investment and international division of labor. Solutions will be analyzed and presented from a global, national and corporate perspective. The module encourages the participation of students in exploring, analyzing problems and finding solutions, through group work or individual thinking.

Introduction to Calculus

The module is located in the general knowledge of the bachelor's curriculum of the Business Administration in Entrepreneurship management. The module provides the basic contents of calculus applied in economics. The module aims to train thinking ability, improve math skills and apply calculus knowledge to research economic objects. This unit also equips basic knowledge to students learning modules Microeconomics, Macroeconomics, Mathematical models in economics, Probability theory and statistics, Econometrics. The module will introduce mathematical concepts and their applications on economics and business. We emphasize on Calculus, which are widely used in almost all branches of sciences, including business and economics.

Students will get familiar with some basic concepts about calculus of one variable functions, calculus of multivariate functions, Integration, Optimization problems of the multivariate function, and learn how to use them to solve economic problems. The module is application-oriented; students will learn the use of mathematics through its applications.

College Writing II

College Writing II builds on College Writing I by introducing students to source-based academic writing, with an emphasis on summarizing, analyzing, synthesizing, and critically reading academic texts. Organized around the theme of writing studies, the module guides students through three major projects: a Rhetorical Analysis of a Writing Experience, a Genre Analysis, and a Dismodule Community Ethnography. Through these projects, students develop essential skills in rhetorical thinking, MLA documentation, peer review, and metacognitive reflection, preparing them for the diverse writing demands of academic and professional life.

Orientation to Human Services

Orientation to Human Services introduces students to the personal and professional values and skills essential for working in human services. The module provides both theoretical and practical knowledge for understanding and addressing community needs, while offering an orientation to the BSW Program. Students explore key topics such as professionalism, diversity, human rights, ethics, and the Christian perspective in social work practice. A significant hands-on component requires 50 hours of documented volunteer service, complemented by field trips, interviews with human service professionals, and reflective journal activities.

Written Communication in Business

Written Communication equips students with the theoretical and practical foundations of communication in professional business settings. Drawing from

psychology, sociology, and linguistics, the module covers a broad range of communication skills including writing effective business messages, letters, memos, and emails, delivering oral presentations, creating reports, and navigating employment processes such as resumes, cover letters, and interviews. Students also develop teamwork, interpersonal communication, and conflict resolution skills essential for success in today's global business environment.

Computer skills

This module provides students with basic knowledge of informatics, trains their logical thinking methods, and equips them with computing skills and tools to better serve the study and research of other subjects. The main content covers an overview of information technology, basic concepts of informatics, computer operating systems, database basics, computer networks, the Internet, information security, and computer maintenance. Additionally, students will learn the basic use of the Microsoft Office suite, including Microsoft Word word processing software, Microsoft Excel spreadsheet software, and Microsoft PowerPoint presentation software.

YEAR 2

SEM 1

Business Decision Making 1

This module gives learners the opportunity to examine a variety of sources and develop techniques in relation to four aspects of information: data gathering, data storage, the tools available to create and present useful information. Specifically, learners will use spreadsheets as well as other software for data analysis and the preparation of information. The use of spreadsheets to manipulate numbers, and understanding how to apply the results, are seen as more important than the mathematical derivation of formulas used. Learners will have access to the databases currently used in business to support decision making.

Microeconomics

This module is to introduce basic terms, core concepts and foundation theories for many years of study in economics, business, banking and finance or related fields. By the end of the module, students will be able to understand introductory microeconomic theory and use these theory frameworks to analyze a wide range of policy questions in the real economy.

Principles of Accounting

Accounting is often referred to as the language of business then understanding this means of communication is key to performing functions of business managers.

This module provides an introduction to the field of accounting, to the basic fundamentals of the accounting cycle (recording, summarizing, and reporting), being illustrated by a manual bookkeeping system. This module also introduces managerial cost concepts.

Operations Management

The primary goal of this module is to provide an understanding of the fundamentals of Operations Management. In particular, this module provides an examination of operating activities in production and service industries. Emphasis is on the principles of design, operation and control of service delivery systems. Lectures, cases and assignments focus on such topics as global operations and business level strategies, design of goods and services, location strategy, human resources and job design, motivation and incentives, inventory management, materials requirement planning.

Psychology

The overarching aim of the module is to provide students a broad introduction to the field of psychology and its basic concepts, theories, and contributions to the

understanding of human behaviors and mental processes. Topics include sensation and perception, learning, memory, language, thought, motivation, personality, psychological theories and principles of human behaviors. This knowledge will allow students to evaluate psychological claims and assumptions in popular media. Throughout the module, students will have the chance to test psychological findings through experiments. The module also includes activities to help business students apply psychological concepts into business.

SEM 2

Information Systems: Theory & Application

Information Systems: Theory & Application provides students with foundational knowledge of information systems within an enterprise environment. The module covers the core components and categories of information systems, including transaction processing, management information systems, ERP, e-commerce, business intelligence, and data analytics. Students also gain an understanding of the information systems development life cycle, along with key challenges such as cybersecurity, ethics, and global IS management, preparing them for roles that require technology driven decision-making in business.

Macroeconomics

This module aims to equip students with basic tools and knowledge related to macroeconomic theories and practices that would be useful for their business careers upon graduation. In these modules, they would learn various macroeconomic topics like economic growth, inflation, unemployment, the financial system, exchange rate, and the government's interventions through monetary and fiscal policies. To enhance students' learning outcomes, the module combines formal lectures with class activities to encourage students' participation and greater learning outcomes, such as case studies, and the group works/presentations of the relevant macro-topics in Vietnam and in the global economy.

Principles of Marketing

The module provides students with basic concepts in marketing, the roles of marketing for individuals and organizations in a market economy mechanism and the main marketing decisions in enterprises.

After completing the module, students will be able to: describe the marketing tasks and roles in a business organization; distinguish between the marketing and selling activities; present the whole process of marketing activities in an enterprise; analyze the macro-marketing environment, market research, competitors; conduct market segmentation, target market selection; build marketing-mix strategies and programs; name and describe the common criteria used for segmenting consumers and organizational customers; explain the advantages and disadvantages of target-market selection strategies; present the contents of marketing-mix policies in businesses; compare the marketing-mix strategies for different products and in different market conditions.

Business Law

Business Law is a foundational module that is required of all business students. The module focuses on the legal and regulatory environment in which people and organizations conduct business. It exemplifies the complexities, ambiguities, and numerous areas of the law involved in conducting business.

Enjoyment of Music

Enjoyment of Music gives students a broad and accessible overview of music history in the Western world, spanning from 1000 A.D. to the present day. The module explores how classical music, folk songs, jazz, spirituals, gospel, rock and roll, and pop music are interconnected across historical periods. Students develop listening skills, study significant composers, and attend live concerts to deepen their appreciation and understanding of music. Through research presentations, quizzes, and a final project, students build both critical thinking and cultural awareness through the universal language of music.

Self Defense

Self Defense equips students with essential knowledge and practical skills in personal safety and self-defense. Students will choose between two martial arts disciplines Karate or Taekwondo as their primary training foundation. The module covers situational awareness, body mechanics, and a progressive range of defense techniques against single, multiple, and armed attackers. Alongside technical training, students improve their overall physical fitness through core strength exercises, developing both confidence and discipline that extend beyond the classroom into everyday life.

YEAR 3

SEM AU

American History II

American History II traces the development of the United States from Reconstruction to the present day, with emphasis on cultural, religious, ethnic, and social issues alongside politics, economics, and foreign relations. Through primary source analysis, blog posts, writing assignments, and three exams, students engage critically with key historical events such as the Gilded Age, World War I and II, the Great Depression, the Cold War, and the social movements of the 1960s. The module strengthens historical thinking, analytical writing, and the ability to connect the past to contemporary American society.

Economic Development

Economic Development examines the complex challenges facing developing countries, exploring the root causes of poverty, inequality, and underdevelopment on a global scale. Students analyze classical and contemporary theories of economic growth, population dynamics, urbanization, human capital, agricultural transformation, international trade, and foreign aid. Through homework, quizzes, a group term paper, and exams, students develop the analytical tools to compare development strategies across nations and evaluate the role of governments, markets, and international institutions in promoting sustainable economic progress.

Accounting II

Accounting II builds on foundational accounting knowledge to develop students' ability to analyze and apply financial information from both managerial and external perspectives. The module covers key topics such as job order and process costing, activity-based costing, cost-volume-profit analysis, budgetary planning, pricing strategies, and capital investment planning. Through the WileyPLUS platform, blog posts, creative assignments, and a final paper, students develop practical decision-making skills essential for managing and evaluating the financial health of real-world organizations.

American Government I

American Government I is an introductory survey of the United States national government, covering its foundational principles, political processes, and institutional structures. Students explore key topics such as constitutional democracy, civil liberties, federalism, Congress, the presidency, the federal judiciary, political parties, interest groups, and the role of the media. Through position papers, research papers, blog posts, and three proctored exams, students develop critical thinking skills and a deeper understanding of how government functions and how citizens engage with the political process.

Corporate Finance

The overarching aim of the module is to provide the students with the fundamental concepts, principles and approaches of corporate finance. After completing the module, students should be able to understand the theory, apply relevant principles and techniques that have been developed in solving problems of corporate finance. The module also helps students improve their overall capacities.

SEM SP

Management and Organization

Management and Organization introduces students to the fundamental concepts and practices of effective management in organizational settings. The module covers the four core functions of management: planning, organizing, leading, and controlling alongside topics such as ethics, diversity, decision-making, organizational structure, motivation, leadership, teamwork, human resources, and operations management. Through case analyses, group research projects, forum discussions, and exams, students develop both analytical and interpersonal skills needed to navigate the challenges of managing people and organizations in today's dynamic business environment.

Quality Management

Quality Management provides students with comprehensive knowledge and practical skills in managing quality within organizational and supply chain contexts. The module covers four core domains: understanding quality concepts, designing and assuring quality, implementing quality tools, and continuously improving quality systems. Through group projects, presentations, and a mid-term exam, students explore topics such as quality theory, strategic planning, customer and market voice, statistical quality improvement, Lean-Six Sigma, and supplier management, preparing them to lead quality initiatives in both local and multinational business environments.

Advertising and Promotion

Advertising and Promotion equips students with a thorough understanding of the principles and practices of advertising and promotional strategy in modern marketing. The module examines the full spectrum of promotional tools including advertising, sales promotion, public relations, direct marketing, personal selling, and social media. Through four exams, chapter quizzes, a Hootsuite social media certification, and a hands-on group project developing a real advertising campaign for a local business, students build both analytical thinking and creative communication skills essential for careers in marketing.

Investments

Investments provides students with a comprehensive introduction to the principles and analytical tools used in the contemporary investment environment. The module covers core topics such as global investment markets, security evaluation, risk-return relationships, asset pricing models, market efficiency, fixed-income securities, and derivative options. Through end-of-chapter problems, three non-cumulative exams, and a major hands-on semester project where students construct, monitor, and quantitatively analyze a hypothetical investment portfolio using Excel, students develop the practical skills necessary to formulate sound investment plans and measure portfolio performance effectively.

Business Ethics

Business Ethics explores the critical interrelationships among business, government, and society, focusing on how organizations navigate their social, political, and legal environments. The module guides students through stakeholder management, corporate sustainability, and the practical resolution of moral dilemmas in managerial decision-making. Through case studies, a mid-term, a final exam, and a collaborative group presentation project, students develop critical thinking and practical problem-solving skills to uphold high ethical standards and manage organization-environment relations effectively.

International Marketing

International Marketing introduces students to core marketing concepts, systems, and theories within the highly competitive global business arena. The module emphasizes strategic thinking, requiring students to analyze marketing campaigns from the perspective of the customer, provider, and agency while learning how firms deliver cohesive value propositions internationally. Through dynamic lectures, current articles, and comprehensive case study analyses, students explore critical topics such as digital marketing trends, market globalization, target segmentation, product positioning, consumer psychology, and brand trust to successfully integrate marketing principles into the broader managerial process.

YEAR 4

SEM AU

International Economics

International Economics examines the complexities of globalization, exploring why nations trade, what goods are exchanged, and how global markets influence economic growth. Grounded in foundational models like the Ricardian and Heckscher-Ohlin theories, the module guides students through timely macroeconomic issues such as trade protectionism, trade wars, labor productivity, and external economies of scale. Through critical homework, a mid-term exam, a comprehensive final exam, and an in-depth country research term paper paired with a 12-minute presentation, students develop the analytical tools necessary to evaluate how sovereign policies, multinational corporations, and global trade dynamics shape modern financial systems.

International Environment of Business

This module provides a comprehensive introduction to the rapidly evolving, highly competitive international business arena. Designed for future global managers, it explores the essential skills and strategies required to navigate a global firm through contemporary shifts, including the post-COVID-19 landscape and rapid advancements in artificial intelligence. The curriculum seamlessly integrates core business disciplines such as strategy, leadership, cross-cultural management, and human resources. Students will transition from traditional "certainty-focused" business models to "opportunity-focused," agile frameworks. Ultimately, this module challenges students to "connect the dots" in a complex world enhancing their capacity for original thinking, data analysis, complex problem-solving, and strategic decision-making through interactive lectures and intensive case studies.

Consumer Behavior

This module combines behavioral sciences with marketing theory to explain and predict consumer decisions. Students will explore psychological factors, group influences, and underlying cognitive biases behind purchasing choices. Beyond common sense, the curriculum emphasizes why placing the customer at the center drives successful marketing strategies. Through tools like customer personas and journey mapping, students build critical thinking skills to analyze global market trends and ethical marketing dilemmas.

Human Resource Management

This module explores the essential knowledge, expertise, and competencies of Human Resource Management (HRM) required for successful business careers. Focusing on three core domains: People, Workplace, and Organization; the

curriculum covers fifteen functional areas, including HR strategies, talent acquisition, and workforce management. Students will develop eight behavioral competencies, such as leadership and ethical practice, alongside technical HR expertise. Through lectures, case studies, and group discussions reflecting both USA and local contexts, students learn to align HR functions quantitatively with organizational performance and global best practices.

SEM SP

Internship

This module provides students with practical, structured business experience within a professional environment. Designed for Juniors maintaining a cumulative GPA of at least B-, the program bridges classroom learning with real-world industry practices. A total of 225 hours of documented work experience is required to complete the internship. Full arrangements for the structured program must be planned and approved in advance, and students must obtain explicit instructor permission to register. The module is graded on a Satisfactory/Unsatisfactory basis and is repeatable up to 3 credit hours per major under the Practicum schedule type.

Entrepreneuring

This module offers a systematic study of entrepreneurship, focusing on contemporary trends and the real-world challenges of founding a new business. Through a problem-based learning approach, the program guides students through the entire lifecycle of a startup venture, including the creation, assessment, development, and operation of new business models such as home-based businesses, franchises, or the acquisition of existing businesses. Students will work in teams to analyze entrepreneurial profiles, conduct feasibility studies, and design practical business models. This process requires learners to apply all levels of thinking from memorization to creation and culminates in an individual Business Plan presentation at the end of the module.

International Management

International Management equips students with a global mindset to navigate complex, cross-border business challenges. Throughout this module, students examine how diverse political, economic, legal, and cultural environments shape strategic international business decisions. The module analyzes the profound impact of cultural differences on key managerial functions, including negotiation, communication, leadership, and employee motivation. Additionally, students explore the underlying structures and strategies of multinational corporations, tracking their journey from initial market entry to fully integrated global operations. The module also investigates global human resource management focusing on staffing, training, and cross-cultural leadership while teaching students to apply ethical frameworks to

the social responsibilities of international organizations. As a culmination of their learning, students develop and present a comprehensive International Business Plan as a capstone team project.

SEM SU

Multicultural Business Relations

Multicultural Business Relations prepares students to navigate the complexities of cross-cultural communication and international negotiation. Throughout the module, students will define culture and understand how it shapes business behaviors, communication styles, and negotiation approaches, while learning to distinguish between high context; low context and monochronic and polychronic cultures. Furthermore, they will analyze the impact of cultural differences on relationship-building, decision-making, and informal influences. This enables them to develop adaptation strategies to effectively engage with negotiators from diverse cultural backgrounds. By examining real-world negotiation styles across key regions such as France, the EU, China, the US, and the Middle East where students will ultimately build practical cultural intelligence to strengthen international business partnerships.

International Finance

International Finance equips students with the analytical tools and conceptual foundations to manage financial decisions in a global context. The module covers the international monetary system, foreign exchange markets, currency risk management, and the use of financial instruments such as futures, options, and hedging strategies. Students also examine foreign direct investment and cross-border acquisitions, applying Excel-based analysis and teamwork through a hands-on group project.

Business Strategy & Decisions

Business Strategy and Decision is a capstone module that integrates knowledge from across the business curriculum to develop students' strategic thinking and decision-making skills. Students analyze real organizational challenges through the lens of corporate governance, environmental scanning, competitive analysis, and strategy formulation and implementation. The module applies key frameworks such as SWOT analysis and Porter's Five Forces to both for-profit and non-profit contexts, while also addressing ethics, social responsibility, and global market dynamics. The centerpiece of the module is a comprehensive capstone case study, challenging students to think and act as strategic leaders.