

# STUDENT HANDBOOK

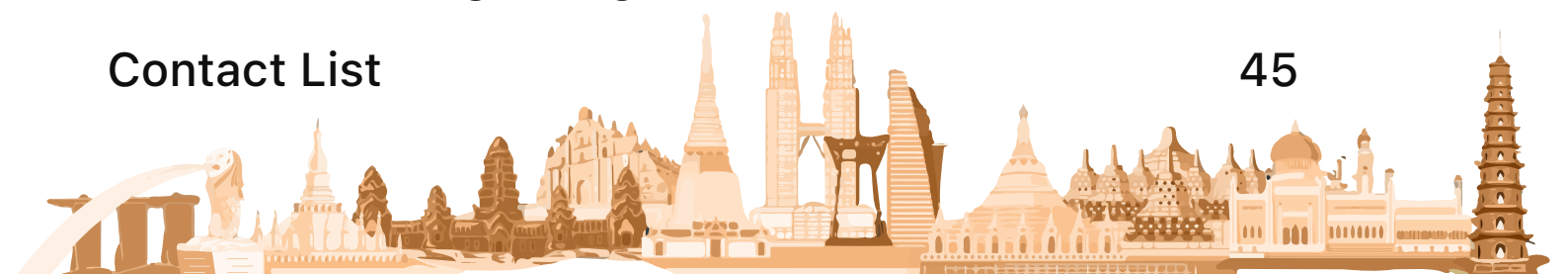
ASEAN CO-OP PROGRAM  
2025 - 2026



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# Welcome Letter



Dear students,

Welcome to the University of Economics Ho Chi Minh City, UEH.ISB Honours College. We are thrilled to have you join our vibrant community, where academic excellence, cultural diversity, and professional growth come together to create an enriching and transformative educational journey.

As you embark on this exciting new chapter of your life, we encourage you to embrace every opportunity that comes your way. The road ahead will be filled with challenges, but these challenges will help you to discover your true potentials including academic, professional, and personal competency.

At UEH.ISB, we believe that each student has the ability to achieve greatness. Our dedicated lecturers and staffs, successful alumni, and wide network of industry partners are here to support you in reaching your full potentials. Whether you aspire to become a leader in your field, a successful entrepreneur, or a change-maker in your community, you have the resources, guidance, and opportunities to make your dreams a reality.

But remember, success is not just about achieving high grades or landing prestigious job positions. It is also about personal growth, forming lasting friendships, and developing a global perspective that will serve you throughout your life. Engage with your peers, participate in extracurricular activities, and immerse yourself in the rich cultural tapestry that UEH.ISB offers. These experiences will shape you into a well-rounded individual, ready to tackle the challenges of an interconnected world.

We are confident that your time at UEH.ISB will be one of the most exciting and rewarding periods of your life. We look forward to supporting you every step of the way as you navigate this journey. Our doors are always open, and we are here to help you succeed.

Once again, welcome to the UEH.ISB community. You have an exciting road ahead, and we can't wait to see all that you will achieve.

Assoc. Prof. Tran Ha Minh Quan  
Rector of the UEH.ISB Honours College

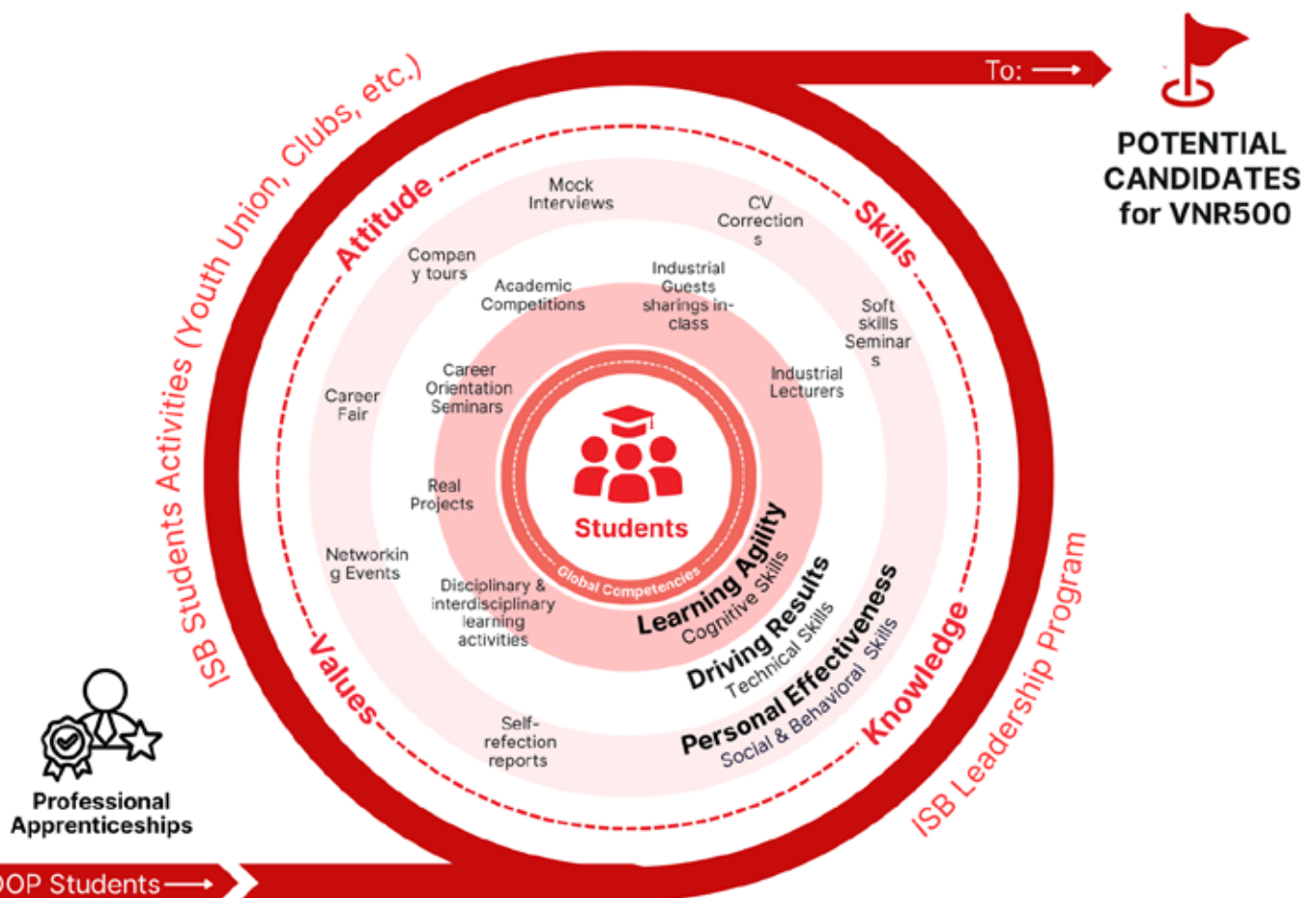
# About us

The UEH.ISB Honours College offers a range of undergraduate and postgraduate programs in an international and professional environment. UEH.ISB is currently a partner of many leading universities in Australia, New Zealand, Canada, the US, and Europe.

All courses offered at UEH.ISB are entirely delivered in English. UEH.ISB also provides a modern and dynamic learning environment where students can participate in the exchange of knowledge and experience. The teaching faculty includes international visiting lecturers from advanced countries and local lecturers who have both high-level academic qualifications and substantive industry experience.

Successful completion of UEH.ISB programs will provide students with the knowledge, competence, and skills to meet the increasing demands of employers in today's challenging business environment.

## Program learning outcome



# Teaching & Learning Philosophy

1

Consume knowledge mainly from textbook & understanding the business basics. Students must:

- Read textbook before class
- Prepare questions
- Join in-class activities to best understand the knowledge

2

Consume knowledge not only from textbook but also extra sources and some practical applications. Student must:

- Read textbook before class
- Prepare questions
- Join in-class activities to best understand the knowledge related to industrial context
- Read extra materials and link the knowledge with that of textbook
- Complete dead-case studies related to units

3

Learn to apply practical knowledge with projects and industry involvement. Students must:

- Read textbook before class
- Join in-class and off-campus activities to best understand the knowledge and apply to industrial context
- Read extra materials and link the knowledge with the real business context
- Complete living-case studies designed by lecturers or industry experts

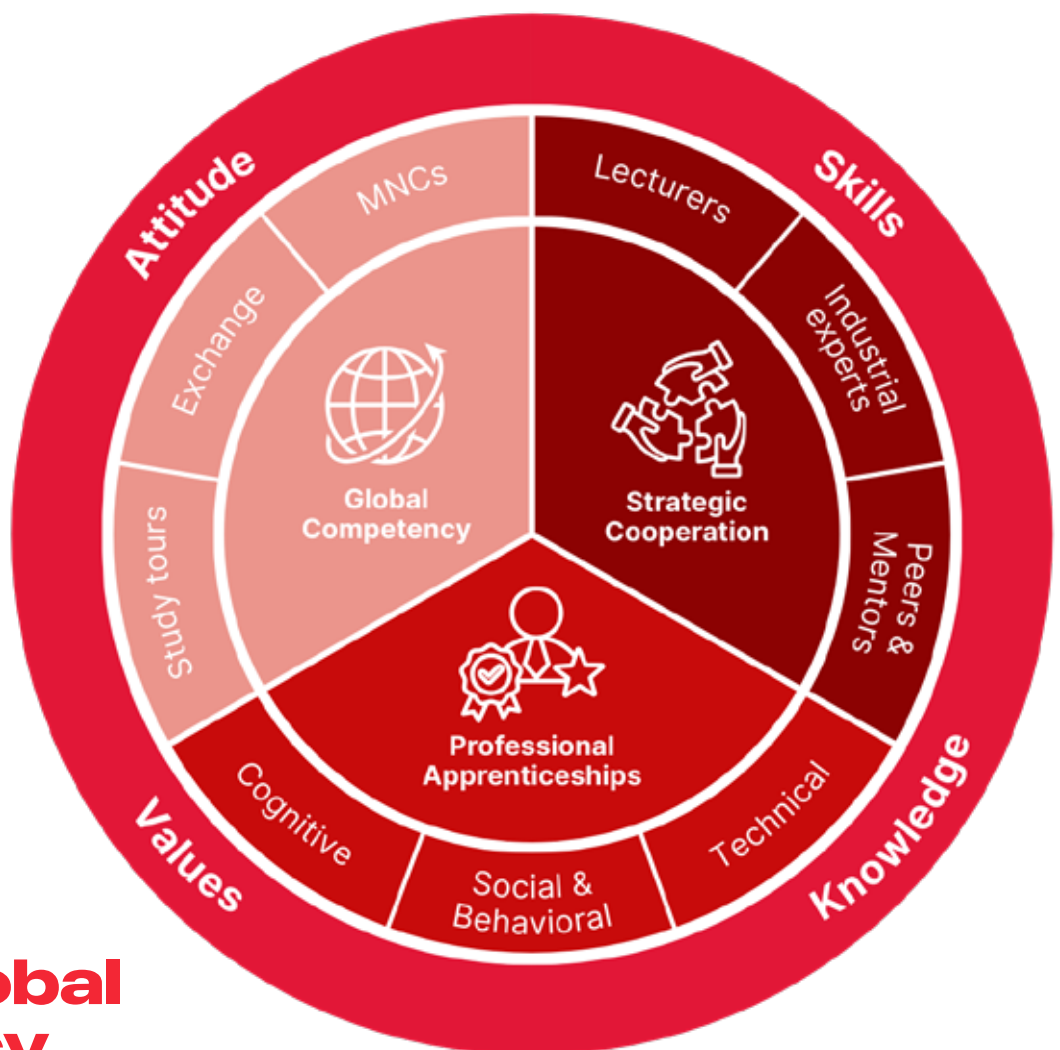
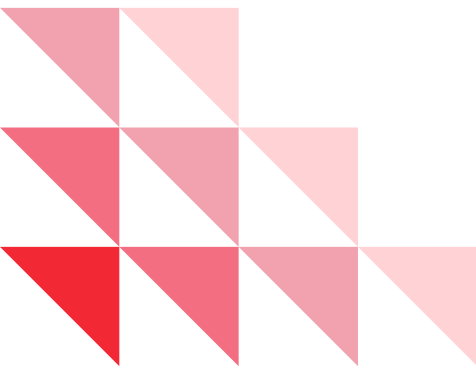
# Learning by doing, growing by experiencing

As part of the program, students are required to complete:

**3 study tours**  
*across ASEAN countries*

**2 work terms**  
*Apprenticeship & Internship*

**1 exchange semester**  
*at partner universities*



## ASKV Shaping global competency

Students are developed under the ASKV model,  
a global competency framework built upon the OECD Learning Compass 2030.



# Course structure from K51 (ASEAN Co-op)

MARKETING MAJOR – MARKETING SPECIALIZATION			
Block		Characteristics	Credits
I. Foundation Units			42
1	Academic & Professional skills	3	
2	Mathematics for Business	3	
3	Applied Statistics	3	
4	Business Law	3	
5	Introductory Accounting	3	
6	Business Management	3	
7	Management Information System	3	
8	Sustainable Entrepreneurship	3	
9	Consumer Behavior	3	
10	Digital Marketing	3	
11	Strategic Marketing Management	3	
12	Brand and Product Management	3	
13	Services Marketing	3	
14	Problem Solving in Organization	3	
II. Study tour		Coop mode	12
15	Business Research Methods	4	
16	Marketing Fundamentals	4	
17	Managerial Economics	4	
III. Specialized Units			18
18	Social Media Analytics in Marketing	3	
19	AI & Emerging Technologies in Marketing	3	
20	Green Marketing	3	
21	Digital Customer Experience	3	
22	Ecommerce	3	
23	Global Marketing Management	3	
Specialized Elective Units		Choose 4/10	12
24	CRM and Customer Experience Management	3	
25	Marketing Planning Project	3	
26	Retail Marketing Management	3	
27	Marketing Channel Management	3	

# Course structure from K51 (ASEAN Co-op)

MARKETING MAJOR – MARKETING SPECIALIZATION			
Block		Characteristics	Credits
28	Marketing Communications	3	
29	Design Thinking for Innovation and Impact	3	
30	Healthy Living & Mental Well-being	3	
31	Career & Leadership skills for the future world	3	
32	Data visualization and analytics	3	
33	Strategic People & Organizational Behavior Management	3	
IV. Second Foreign Language Units			8
34	Mandarin 1	2	
35	Mandarin 2	2	
36	Mandarin 3	2	
37	Mandarin 4	2	
V. Inter-discipline Studies		Exchange	6
38	Cross-disciplinary course 1	3	
39	Cross-disciplinary course 2	3	
VI. Work term 1 (Apprenticeship)		Coop mode	6
40	Professional Internship	6	
VII. Work term 2 (Internship)		Coop mode	10
41	Thesis	10	
VII. Political theory units		Vietnamese	11
42	Marxist-Leninist Philosophy	3	
43	Marxist-Leninist Political Economics	2	
44	History of Communist Party of Vietnam Scientific Socialism	2	
45	Ho Chi Minh Ideology	2	
46	Scientific Socialism	2	
IX. Physical Education			3
47	Physical Education 1	1	
48	Physical Education 2	2	
X. National Defense Education		-	-
Total Credits		128	



# Course structure from K51 (ASEAN Co-op)

FINANCE AND BANKING MAJOR – APPLIED FINANCE SPECIALIZATION			
Block		Characteristics	Credits
<b>I. Foundation Units</b>			<b>42</b>
1	Academic & Professional skills	3	
2	Mathematics for Business	3	
3	Applied Statistics	3	
4	Business Law	3	
5	Introductory Accounting	3	
6	Business Management	3	
7	Management Information System	3	
8	Sustainable Entrepreneurship	3	
9	Corporate Finance	3	
10	Applied Econometrics	3	
11	Ethical and Professional Standards	3	
12	Financial Accounting	3	
13	Managerial Accounting	3	
14	Problem Solving in Organization	3	
<b>II. Study tour</b>		<b>Coop mode</b>	<b>12</b>
15	Business Research Methods	4	
16	Marketing Fundamentals	4	
17	Managerial Economics	4	
<b>III. Specialized Units</b>			<b>18</b>
18	FinTech and Digital Banking	3	
19	Portfolio Management	3	
20	Financial Institutions and Markets	3	
21	International Financial Management	3	
22	Derivatives & Financial Risk Management	3	
23	Financial Modelling and Business Valuation	3	
<b>Specialized Elective Units</b>		<b>Choose 4/10</b>	<b>12</b>
24	Bank Management	3	
25	Taxation	3	
26	Financial Reporting Standards	3	
27	Behavioral Finance	3	

# Course structure from K51 (ASEAN Co-op)

FINANCE AND BANKING MAJOR – APPLIED FINANCE SPECIALIZATION			
Block		Characteristics	Credits
28	Mergers, Acquisitions, and Corporate Restructuring	3	
29	Design Thinking for Innovation and Impact	3	
30	Healthy Living & Mental Well-being	3	
31	Career & Leadership skills for the future world	3	
32	Data visualization and analytics	3	
33	Strategic People & Organizational Behavior Management	3	
<b>IV. Second Foreign Language Units</b>			<b>8</b>
34	Mandarin 1	2	
35	Mandarin 2	2	
36	Mandarin 3	2	
37	Mandarin 4	2	
<b>V. Inter-discipline Studies</b>		<b>Exchange</b>	<b>6</b>
38	Cross-disciplinary course 1	3	
39	Cross-disciplinary course 2	3	
<b>VI. Work term 1 (Apprenticeship)</b>		<b>Coop mode</b>	<b>6</b>
34	Professional Internship	6	
<b>VII. Work term 2 (Internship)</b>		<b>Coop mode</b>	<b>10</b>
35	Thesis	10	
<b>VIII. Political theory units</b>		<b>Vietnamese</b>	<b>11</b>
36	Marxist-Leninist Philosophy	3	
37	Marxist-Leninist Political Economics	2	
38	History of Communist Party of Vietnam Scientific Socialism	2	
39	Ho Chi Minh Ideology	2	
40	Scientific Socialism	2	
<b>IX. Physical Education</b>			<b>3</b>
1	Physical Education 1	1	
2	Physical Education 2	2	
<b>X. National Defense Education</b>		-	-
<b>Total Credits</b>		<b>128</b>	

# Important dates

Dates	Event
<b>22 September 2025</b>	<b>Trimester 1 2025 - 2026 starts</b>
20 November 2025	Teacher Day
22 December 2025 – 04 January 2026	Exam week K49-K50-K51
05 January – 11 January	End-of-session break
<b>12 January 2026</b>	<b>Trimester 2 2025 - 2026 starts</b>
02 February – 08 February	Online learning
09 February – 22 February	Tet Holiday
23 February – 01 March	Online learning
20 April – 25 April	Exam week K50
27 April 2026	Compensatory Day Off for Hung Kings Commemorations
28 April – 29 April	Exam week K49-K51
30 April – 01 May	Liberation Day- International Workers' Day
04 May – 10 May	Exam week K49-K51
11 May – 17 May	End-of-session break
<b>18 May 2026</b>	<b>Trimester 3 2025 - 2026 starts</b>
17 August – 30 August	Exam week
31 August – 20 September	<b>Long Semester Break</b>
<b>21 September 2026</b>	<b>Trimester 1 2026 - 2027 starts</b>
27 October	50th Anniversary of UEH Establishment
20 November	Vietnamese Teachers' Day
21 December 2026 – 03 January 2027	Exam week K50-K51-K52
04 January – 10 January 2027	End-of-session break

# Student account information

- Student Email
- Student Portal (<https://student.ueh.edu.vn/>): Username is the Student ID number
- Microsoft Teams Account

## Guidelines for Using Student Accounts

- Student Email: <https://go.ueh.edu.vn/hdemail>
- Microsoft Teams Account: <https://go.ueh.edu.vn/hdmsteams>
- Student Portal: <https://go.ueh.edu.vn/hdportal>
- Password Recovery Guide: <https://matkhau.ueh.edu.vn>
- UEH Student App: <https://go.ueh.edu.vn/hdappstudent>

(Students use the Digital Student Card in the UEH Student App)

**Note:** Account information has already been provided in the UEH admission notification email.



# Learning Resource

## Lectures/Tutorials

Lectures are specific topics focusing on critical issues and real-world practical application of the content. Lectures are not simply a regurgitation of the textbook content. Sometimes there may be information presented in lectures that is not covered in the textbook - this information is examinable.

It is helpful if students have completed the required readings prior to viewing lecture resources on the E-learning system and in hard copies (if provided), as this assists in students' ability to engage with the materials. If, for some reason, students are unable to complete required readings in a specific week, they must still view the resources and try to catch up on the readings as soon as possible afterwards. Any such information is examinable, so it will definitely be beneficial to view all lecture resources.

Tutorials following the lectures provide students the opportunity to apply and share knowledge by doing a variety of in-class activities individually or in groups such as exercises, discussions, and presentations. These activities focus on demonstrating students' skills and help them build the ability to achieve the learning outcomes for each unit.

Tutorial questions/exercises will be provided in class. Students will be expected to complete specific readings and exercises from the textbooks and other required materials prior to attending each lecture and tutorial class. If students do not prepare adequately, they will not get the full benefits from this learning opportunity.

## Lectures/Tutorials

All assignments are to be submitted with an Assignment Cover Sheet, either with an individual or group assignment coversheet. In addition, group assignments are to be submitted with a Student Evaluation of Group Member Form.

## Unit Guide

The unit guide is a document that contains all the basic information about a unit, including lecturer name and contact information, learning outcomes, learning resources, and the detailed schedule of teaching/learning activities.

The unit guide also has a detailed description of what will be expected as a student in the course and how students will be assessed. Students should use the unit guide as a resource throughout the duration of the unit and refer back to it for any questions. A soft copy of the unit guide will be available on the E-learning system one week before the commencement of the class.

## Textbooks

Students will find the prescribed textbook(s) for each unit from the unit guide. In most cases, students will be required to pay an additional fee for the required textbooks. It is students' responsibility to find out what books they need for each unit and to make sure they have a copy by the first day of class.

## Extra Materials

Extra materials (including PowerPoint slides, lecture notes, etc.) for each unit will be available at least one week before the first session starts on the E-learning site. Students are required to access the Student Portal <https://student.ueh.edu.vn/> to prepare carefully for the upcoming classes.

Students are also required to access the university's E-library to search for journal articles and other materials to prepare for their assignments. Other sources of unauthorized papers are not encouraged since they may lead to unethical behaviors, resulting in grade reduction for the assignments.



# Student Support

**For Academic issues:** Students must contact their Class Supervisors to get information or ask questions about their plan or content of subjects, study methods, study advice, and other related academic issues. The contacts of Class Supervisors will be given in the first class meeting of the first trimester.

**For Administration issues:** Students must contact the BBUS Program to get information about subject schedules and paper procedures (Add-Drop Subjects, Request for Absence from Examination, Request Form for Leave of Absence, Request for Deferred Examination, Request for Changing Specialization, Request for Deferring the Course, Request for Readmission, Request for Resigning from the Course, Internship Letter of Introduction, Letter of Internship Confirmation, etc.) and other related issues.



**For Exchange Study:** Students must contact the Exchange Program to get information about the Exchange Study Program.

**For Student Activities:** Students must contact the Student Activities Officer to get information about student activities or extracurricular activities.

**For Examination Scores:** Students must contact the Examination Officer to get information about examination scores, reviewing of grades, transcripts, certificates, and other related issues.

**For Tuition Fee Payment:** Students must contact the Accounting Officer to get information about tuition fee payment or other related issues.

**For Study Abroad:** If students have the demand to study abroad, they must contact the Student Abroad Officer to get information about the Study Abroad Program.



## Counseling

ISB works to ensure that all students have the resources and guidance they need for success. The advising process is a crucial part of the student experience. Class Supervisors can assist, but are not limited to:

- Clarifying academic/career goals
- Formulating an academic degree plan
- Transferring to study abroad
- Understanding university policies and regulations
- Accessing the appropriate university resources
- Advising administrative and financial questions
- Helping with other issues

## Student ID Card

Students will be provided an electronic student card on the UEH student app.

The UEH student app can be downloaded on the App Store and Google Play. Students who need a plastic student card must register via the link: <https://es.ueh.edu.vn/dichvu>

## Student Lounge & Shared Study Area

The ISB campus features several shared areas and rooms for students to study, meet, socialize, or simply relax. Even on days without classes, ISB students are encouraged to use these shared spaces and participate in the ISB community.

These areas are an integral part of the ISB academic environment. When using shared spaces, students should always be responsible, respectful, and adhere to the ISB Code of Ethics.

## Finance Information

Before each academic quarter at ISB, announcements of tuition fee payments will be posted on Student Portal.

There are three methods to make tuition fee payments:

### 1. Going to Phuong Dong Bank (OCB) at 17 Pham Ngoc Thach, Xuan Hoa Ward, HCMC and deposit tuition directly to:

- Bank account: ĐẠI HỌC KINH TẾ THÀNH PHỐ HỒ CHÍ MINH
- Account number: 0036100000119009
- Transfer content: Student's full name – Student ID number

### 2. Internet banking transfer

- Bank account: ĐẠI HỌC KINH TẾ THÀNH PHỐ HỒ CHÍ MINH
- Account number: 0036100000119009
- Transfer content: Student's full name – Student ID number

### 3. Online payment via OCB

Students can also log in to the OCB Online account at <http://ebanking.ocb.com.vn> to make an online payment.

Students can contact any OCB branch or call (028) 3824 4497 for more detailed information.

Students are advised to keep a record of the transfer (in hard or soft copy) during their studies at ISB for confirmation purposes.





# Academic Documents

## Academic Transcript

Transcripts feature a list of all the units students have completed along with the final mark earned in each unit.

## Student Confirmation Letter

During their time at the university, students may need to confirm their status as current students of ISB.

Students request the above academic documents at the link <https://student.ueh.edu.vn/>

## Final Business Project Registration

### Criteria:

- Students must successfully accumulate at least 70% of the academic curriculum credits.
- Students must not be under any admonishment.



# Graduation

Students who have successfully completed the following will be eligible to apply for graduation:

- Successfully complete all the required subjects
- Have the military education certificate
- Obtain the Informatics certificate and English certificate in accordance with the regulations for graduation set by UEH
- Complete ISB Leadership Program

ISB has two graduation applications in January and June. In addition, there will be graduation applications with UEH.

Rank of Graduation	Academic Performance (GPA)
High Distinction	Excellent (GPA 3.6 – 4.0)
Distinction	Very good (GPA 3.2 – 3.59)
Good	Good (GPA 2.5 – 3.19)
Bad	Average (GPA 2.0 – 2.49)

Rank of Graduation at High Distinction or Distinction will be dropped by one level in the case that:

- Repeat units account for 5% of the total credit points for the whole award;
- Student is under caution/disciplinary punishment from the University.



## Graduation reward

The graduation reward is granted to students who graduate at the Distinction Rank or above and within the UEH-given duration.

# School policies

Students can find information regarding academic policies and regulations at MyISB. It is students' responsibility to familiarize themselves with and abide by these regulations during their time as ISB students. Violation may result in academic or disciplinary punishments. A full copy of the ISB Policies Handbook can be found online or at the ISB Office.

## Lectures/Tutorials

Students are announced clearly about the registered courses, schedule, course structure, enrolments' requirements, and examination's requirements before the beginning of the trimester at the Student Portal <https://student.ueh.edu.vn/>.

Students must be formally enrolled before officially participating in classes and all ISB activities. Students cannot receive a final grade if they are not enrolled successfully.

For successful enrollment, students need to:

- Register and make sure they are enrolled correctly in each session via the Student Portal.
- Inform the BBus Program regarding any errors or omissions before the approved census date. Any adjustments after the approved census date will not be solved unless there are unexpected circumstances.
- Ensure the enrollment meets course requirements consistent with the approved ISB course structure.

Students should follow the approved census date which is published on the Student Portal.

Students must check schedules on the Student Portal, attend the right classes, and are not allowed to change the classes or units without the school's approval.



Students who have not paid their tuition fees by the due date will have an encumbrance placed on their student record. In order to have this encumbrance removed, all outstanding fees must be paid. If students have this encumbrance:

- Student's enrollment in the current session will be cancelled.
- Student will not be able to re-enroll for the next studying session.
- Academic documents or transcripts related to students' enrollment will not be issued.
- Students will not be able to graduate.

If there's any issue related to tuition fees, students can send an email to the Accounting Department at [accounting@isb.edu.vn](mailto:accounting@isb.edu.vn).

Students who want to enroll in one more unit for the coming studying session are required to submit an Add-Drop Subject form to the BBus Program.

Students may withdraw from a unit without academic penalty before the approved census date. Students formally withdrawing from units after the approved census date will automatically incur an academic penalty (Fail Discontinued).

Students who withdraw due to extenuating circumstances may apply in writing to the BBus Program for consideration of withdrawal without academic penalty.



## Deferment

Students who want to defer from the course for the coming study session are required to submit a Request for Deferring the Course form to the BBus Program prior to the approved census date in order to avoid academic and financial penalties.

Students who want to defer from the course must have:

- Completed at least 1 trimester at ISB
- An accumulated GPA not lower than 5.0

Students will receive an official deferment decision via email after completing the application.

The University permits students to take a maximum of 2 trimesters of leave of absence during the course.

Requests	Defer from the program
Relevant form	Request for Deferring the Course form
Notes	Students should note that an incomplete record will reflect as zero in their academic transcript.
Submit relevant forms to ISB reception.	

To resume studies from a Leave of Absence, students must contact the BBus Program to obtain advice on procedures and must enroll in units by the same date continuing students are required to finalize their unit enrollment.

Students who have not returned after the deferment will be regarded as having abandoned their course. This means their names will be deleted from ISB's system and they will no longer be recognized as ISB students.

Students cannot re-enroll after abandoning or resigning from the course. They need to re-apply for admission.

However, if students want to extend their deferment, they are required to contact the BBus Program via [bbusprogram@isb.edu.vn](mailto:bbusprogram@isb.edu.vn).

## Academic Assessment

Students' performance will be evaluated progressively by a set of assessment tasks which are clearly indicated in the Unit Outline and Learning Guide at the beginning of each unit. The total mark is the average mark weighted by the proportion of each assessment task in a unit. The final examination usually accounts for the highest percentage.

Assessment tasks could include attendance, individual assignments, group assignments, seminars, mid-term examinations, and final examinations, which are stated clearly in the Unit Guide.

Some units have threshold requirements which may result in a grade of fail if students violate them, even though the total mark could be higher than 5.0.

Students will face mark deductions or even receive a grade of Zero (0) if they commit academic dishonesty such as cheating or plagiarism.

GPA (Grade Point Average) is the average grade of all units in an award, weighted by the credit points of each unit. It is calculated as follows:

$$\text{GPA} = \frac{\sum_{i=1}^n G_i \times c_i}{\sum_{i=1}^n c_i}$$

where:

- $G_i$ : Total mark of Unit i
- $C_i$ : Credit points of Unit i
- $\sum_{i=1}^n c_i$ : Total number of credit points accumulated in an award

**Note:** GPA for graduation will not include Physical Education subjects and Military Courses. However, students are required to complete Physical Education subjects and Military Courses in order to graduate.

## Late Submission of Assessment

Coursework and assignments are expected to be completed within the stated time frame. No late assignments will be accepted unless prior authorization is granted by the coordinator. In case such an authorization is not granted, grade deduction will be applied. The coordinator may decide not to accept assignments that are not submitted within 3 days after the assignment due date.

However, if there are extenuating or unforeseen circumstances, an exception may be granted at the discretion of the unit coordinator and based on a Special Consideration Application for assessment task extension.

All quizzes and the final exam must be taken on the assigned dates. If there are extenuating or unforeseen circumstances, the unit coordinator must be contacted prior to the quiz or exam dates to authorize a make-up if required. No make-up quiz or exam will be accepted unless a prior approval is granted by the unit coordinator based on a Special Consideration Application for a supplementary examination.

## Review of Grade

After the final grade is released, if there's any issue related to the grade, students can register for a review of the grade and pay the fee online at <http://es.ueh.edu.vn/DichVu/Chitiet/8>.

Deadline for review of grade: Within forty (40) working days from the exam date.

## Examination

Students should arrive at the examination room at least 20 minutes before the starting time.

Students who arrive 15 minutes after the beginning of the exam will not be allowed to take the exam.



Requests	Absent from exam due to unexpected circumstances
Relevant form	Request for Absence from Examination
Notes	Submit before the examination date or within 3–5 days after the final exam
Requests	Defer Exam
Relevant form	Request for Deferred Examination
Notes	Submit when having an announcement from the BBus Program
Submit relevant forms to ISB reception.	

For some exceptional circumstances, the Training and Testing Department will consider opening a second examination for students.

## Academic Standards of Progress

ISB maintains a system to monitor the academic progress of its students. The purpose of this system is to identify students who are having academic difficulty so that the University can intervene to ensure that they are getting the most out of their educational opportunities.

If a student is struggling to maintain a certain academic standard, ISB may intervene in a number of ways including limiting the number and type of classes that the student can take. In some cases, ISB may ask that the student take a leave of absence from the University, or expel the student from the University altogether.



## Electronic Device Use

- Cell phones must be turned off or switched to vibrate mode before class starts.
- No phone calls or text messaging are allowed inside the classroom during class time.
- Portable listening and/or music devices may not be operated in the classroom.
- Headphones and/or earbuds of any type may not be worn in the classroom, whether operating or not.
- Laptop PCs are not permitted unless specifically authorized by the lecturer exclusively for note-taking.

If students are in violation of these policies, they will be excused from class and an absence will be recorded.

## Attendance

Class attendance is compulsory, and students should provide reasons and supporting evidence for failure to attend a particular lecture or workshop session.

Students are required to attend a minimum number of classes according to the subject syllabus in order to secure assessment marks and qualify to sit the final exam.

- Arriving to class more than 15 minutes late at the beginning,
- Arriving more than 5 minutes late after the break, or
- Leaving prior to the scheduled end time without the lecturer's permission will equate to an absence.

Grade reductions for the unit will be applied when final grades are assigned if the above attendance rules are violated during the unit.

Requests	Absent from Class
Relevant form	Request form for leave of absence
Notes	Submit 3–5 days from date of absence
Submit relevant forms to the lecturer and BBus Program	



## Dress Code

As part of UEH, the International School of Business was established to create a world-class, modern, and dynamic educational environment. Therefore, student appearance is considered of significant importance.

We do not intend to set the specific type of clothes to be worn to school, but occasionally find it necessary to say what shall NOT be permitted:

- Shorts are not allowed at school. Skirts and dresses must be worn on the waist or hips and no more than 10 centimeters above the knee.
- Clothing that exposes underwear, underwear worn as outerwear, or lack of underwear is not allowed.
- Shirts/sweaters must cover the midsection (front and back) and have a modest or appropriate cut or neckline.
- Footwear is required, preferably shoes or sandals.
- Tops must be long enough to cover the midsection when arms are raised above the head. Clothing that exposes the midriff is not allowed.
- Clothing that displays inappropriate writing, pictures, references, or infers inappropriate material is not allowed.
- Headgear (caps, hats, scarves, beanies, stocking caps, wave caps, etc.), sunglasses, headphones, or earphones may not be worn in class or during indoor activities.

## Extra-Curricular Assessment

Grades for Extra-Curricular Activities follow a scale of 100, based on these criteria:

- Attitude towards study (marked 0–20)
- Attitude towards University Policy Compliance (marked 0–25)
- Attitude towards activities of politics, society, culture, art, sport, preventing crime, and social evils (marked 0–20)
- Attitude towards school community (marked 0–25)
- Attitude as Student Representatives; participation in unions, clubs, or other activities in the school; or outstanding results in Academic and Extra-Curricular Activities (marked 0–10)

Total of Grades	
Grade (Notation)	Description
Excellent	90 – 100
Very Good	80 – 89
Good	65 – 79
Bad	50 – 64
Weak	35 – 49
Poor	< 35





# Scholarship

Conditions to apply for the scholarship are as follows:

## Scholarship Recipients

Full-time talented bachelor students who are attending the training plan.

## Regulations

1. Scholarship is reviewed to be granted each trimester and for each course. ISB's Scholarship Council will approve the list of scholarship recipients at the end of the trimester.

2. Average accumulated score for scholarship (GPA for scholarship): is the average score of all subjects in the trimester, including the grades of subjects transferred from ISB's Exchange Study Program.

The formula is below:

$$\text{GPA} = \frac{\sum_{i=1}^n G_i \times c_i}{\sum_{i=1}^n c_i}$$

where:

- $G_i$ : Total mark of Unit  $i$
- $C_i$ : Credit points of Unit  $i$
- $\sum_{i=1}^n c_i$ : Total number of credit points payment before/at the time of reviewing the scholarship
- $i$ : Number of subjects students have finished at the moment of reviewing scholarship in the trimester
- $n$ : Number of subjects in the trimester (excluding subjects still in debt of tuition fee payment and subjects of re-studying to improve the score)

**Note:** GPA for scholarship will not include National Defense Education, Physical Education, re-inforce supplementary English subjects, retaken or improved courses, Second Foreign Language courses, the thesis, or equivalent courses.

Students need to meet the following conditions to be applied for the scholarship:

- Currently studying in at the time of the training plan of ISB. The scholarship is only granted during the training plan.
- Students who defer or prolong their study duration are not considered to be granted scholarships.
- Having a GPA for the scholarship and extra-curricular score of good grades or above in the scholarship trimester.
- Achieving a score of 5.0 or more (on a scale of 10) for all subjects in the scholarship trimester.
- The number of credits in the scholarship trimester must be greater than or equal to 12 credits.
- Students must make full tuition fee payments before/at the time of reviewing the scholarship.

## The Process of Granting Scholarships Encourages Learning

At the end of each trimester, ISB establishes a Scholarship Council. Based on the list of excellent and good students submitted by the Training and Testing Department, the Council will make the decision on the scholarship award.

The Training and Testing Department announces the list of scholarship recipients, scholarship level, and time for resolving complaints about the average score for reviewing the scholarship on the ISB website. Decisions of the Council are final in case of complaints.

## The Level of Scholarship

There are 3 levels of scholarship:

- Scholarship for Excellent students
- Scholarship for Very Good students
- Scholarship for Good students

# Code of Ethics

## Conduct

The University is a large environment of communication where students work with their friends, lecturers, staff, and other visitors. The University expects students to conduct themselves confidently, honestly, and respectfully in all situations, whether in spoken communication or written statements.

Any behaviors inconsistent with the Code of Conduct Policy will be treated under the Misconduct Policy and face disciplinary punishment from the Disciplinary Committee.

## Conduct Towards Community

Students at ISB should feel safe and comfortable expressing their ideas and opinions without the threat of harassment or intimidation. The principle of “Freedom of Expression” will be observed by all ISB students and community members. Students are encouraged to engage in thoughtful and meaningful dialogue while refraining from malicious intent, including the use of disrespectful language (see Respect and Inclusion in Learning and Working Policy).

Conduct towards community includes, but is not limited to:

- Behave in a kind, friendly, polite, and appropriate manner in accordance with Vietnamese tradition/culture.
- Be available and eager to support newcomers and people with disabilities.
- Respect everyone including lecturers, administrators, staff, fellow students, and any visitors to the ISB campus.
- Behave respectfully when representing ISB or any part of the school, including clubs and sports teams, at off-campus events.
- Respect and learn how to conduct oneself with cultural differences.
- Be civilized in email and communication.
- Avoid discrimination, harassment, vilification, and victimization.
- Avoid intimidation and bullying.

## Conduct Towards University Policies

Students are expected to:

- Familiarize themselves with and comply with the UEH.SB Policies.
- Avoid violating discipline due to ignorance or misunderstanding of University Policies.
- Apply specific rules in functional departments such as the Library and IT lab.
- Absolutely not produce, store, or use alcohol and drugs in the University (see Alcohol and Drugs Policy).
- Absolutely not bring or use illegal substances and dangerous chemicals which can cause injury and explosions in the University (e.g., petroleum, gasoline, acids).
- Absolutely not bring or use dangerous tools or weapons in the University.
- Absolutely avoid adverse behaviors that seriously influence community security, such as conflict, acrimonious arguments, and fighting.



## Conduct Towards Academic

Students are expected to maintain the highest standards of academic integrity. Specifically, they are expected to:

- a. Be responsible to read, comprehend, and implement course requirements as stated in the Unit Outline and Learning Guide (including threshold requirements, plagiarism, and assignment deadlines).
- b. Be responsible for their progression in the University and seek advice promptly to improve poor performance.
- c. Stay updated with University information via the website, notice board, and Student Representatives.
- d. Recognize that effective learning is based on knowledge sharing. Selfishness is discouraged as it can limit knowledge absorption and lead to one-sided thinking.
- e. Understand that satisfied learning outcomes result from harmonious interaction between learners and facilitators.
- f. Recognize that self-directed learning under lecturer facilitation plays an important role in effective study.
- g. Be honest in all academic work, including assignments, examinations, and research.
- h. Absolutely avoid plagiarism and cheating in examinations.
- i. Do not use gadgets (e.g., mobile phones, cameras, iPods) in class except with permission or in emergency circumstances.

If students are unclear about what constitutes academic dishonesty, they are encouraged to consult their lecturers or Student Services. Ignorance is not an acceptable defense for academic dishonesty.



## Conduct Towards Extracurricular Activities

The University recognizes the importance of training skills beyond academics. Therefore, it provides a wide range of activities to support students in developing skills and graduate attributes through these opportunities.

Students should understand that joining University activities provides valuable experience and enriches student life. They are expected to participate in all University activities positively, enthusiastically, and constructively.

## Conduct Towards University View and Property

Students are expected to be responsible for the University's property. Gratification and defacement of school property are unacceptable and considered violations of ISB Rules and Regulations. Students must compensate for damages caused by their behavior.

Students are required to:

- a. Keep the University's environment clean and tidy.
- b. Protect University property against damage and loss.
- c. Avoid writing on tables, chairs, walls, or other property.
- d. Avoid wasting electricity, water, and other resources.
- e. Promptly report any damage, loss, or violations to the University.



## Misconduct

The University is a large educational environment where students experience their study and extra-curricular activities. For a healthy educational environment, ISB expects all students to avoid violating misconduct behaviors including General Misconduct, Academic Honesty, and Misconduct in Extra-Curricular Activities. Any violation of Misconduct Policy will lead to disciplinary punishment, even suspension and termination.

General Misconduct behaviors include, but are not limited to:

- a. Be late for school, internship;
- b. Absence without permission;
- c. Make noise, do personal work in class;
- d. Disrespect lecturers and staff;
- e. Consume alcohol, smoking, gambling on the campus;
- f. Store, distribute, access, and use depraved products or participate in superstitious activities, and illegal religious activities;
- g. Track, distribute, store, abuse or induce others to use drugs;
- h. Store and track weapons, explosives, illegal substances and prohibited goods prescribed by the law;
- i. Invite bad elements to campus and dormitory who adversely harm to security and order in the school;
- j. Steal property; store, and sell stolen assets;
- k. Organize or participate in fighting which causes injury;
- l. Incite or induce others to protest and write pamphlets and illegal posters.

## Academic Dishonesty

Academic dishonesty includes lying, cheating, stealing, plagiarism, and using unauthorized materials on any assignment, quiz, or exam. The act of lying is to intentionally provide false information or a false statement. Lying, in both academic and non-academic activities, is impermissible.

Cheating is acting dishonestly in order to gain an unfair advantage. Cheating in assessment tasks includes, but is not limited to:

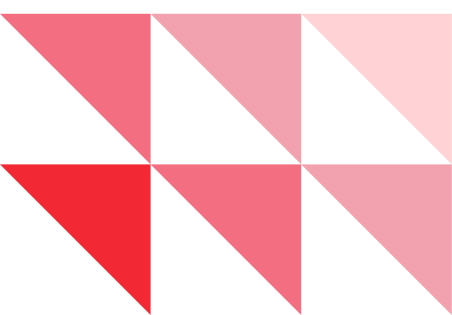
- a. Giving or receiving unauthorized aid on any assignment, quiz, or exam;
- b. Communicating in an examination, or other tests, with other candidates;
- c. Bringing into the examination room unauthorized materials or devices;
- d. Using an electronic device (including mobile phones);
- e. Writing or advising for an examination answer outside the examination room;
- f. Attempting to read or copy other students' examination answers;
- g. Using the same material from work previously submitted for another course unless the student has permission from the lecturer to do so;
- h. Impersonating another student, or arranging for anyone to impersonate a student, in an examination or other assessment tasks.

Plagiarism is when a student uses ideas or words from another author or source and represents them as his or her own. This is considered cheating and is taken very seriously at ISB as a case of Academic Misconduct. Students caught plagiarizing on an assignment will receive a score of zero for that assignment and may face additional repercussions for Academic Misconduct. Students are required to always properly cite the original sources of the materials used in his or her work (Referencing Styles Policy). Stealing is the act of taking without permission and without intention to return. The prohibition of stealing includes property of any nature as well as academic work.

## Misconduct in Extra-Curricular Activities

Misconduct in Extra-Curricular Activities includes behaviors that harm to organizing activities, but is not limited to:

- a. Propagating inconsistently to the activity's content and objective;
- b. Withdrawal from a competition/activity after successful registration without any relevant reason;
- c. Cheating in competitions, contests, and festivals;
- d. Using an electronic device (including mobile phones);
- e. Other adverse behaviors.



# FAQs

## Q1: What should I do if I want to defer from the course?

**A:** Students who want to defer from the course must:

- Have completed at least 1 trimester at ISB.
- Have accumulated GPA not lower than 5.0.
- Submit "Request for Deferring from the Course" form to the BBus Program.

The maximum amount of deferring time is 2 trimesters and will be accumulated to the total number of years students study at ISB.

## Q2: What should I do if I want to come back after deferring from the course?

**A:** Students must contact the BBus Program and acknowledge that students will be studying and following the course structure of a new assigned batch.

For example, if a K51 student comes back after resigning, the student must study and follow the course structure of batch K52.

## Q3: What is the difference between GPA for annual scholarship and GPA for graduation?

**A:** There is no difference between the GPA for the annual scholarship and the GPA for graduation. It will not include Physical Health Education subjects and Military Course. However, students are required to complete Physical Health Education subjects and Military Course to graduate.

## Q4: What if I want to add or drop one subject of a trimester (including repeating any subject)?

**A:** If students want to study more or less than the standard, students must submit a "Request for Adding/Dropping Subject" form to the BBus Program on information in the enrollment announcement.

## Q5: What if I need an Official Academic Transcript and Student Confirmation?

**A:** If you need an Academic Transcript and Student Confirmation, you can print them directly from the Student Portal at <https://student.ueh.edu.vn/>.

## Q6: What if I lose my student ID?

**A:** Students kindly go to: <https://es.ueh.edu.vn/dichvu/chitiet/10037> and register following the instructions.

## Q7: What if I need information about UEH annual seminar, UEH extracurricular score?

**A:** Students can contact the Department of Student Affairs at A0.16 – 59C Nguyen Dinh Chieu or via email [dsa@ueh.edu.vn](mailto:dsa@ueh.edu.vn).

## Q8: What if I want to review my final grade?

**A:** After the final grade is released, if there's any issue related to the grade, students can register for a review of the grade and pay the fee online at <http://es.ueh.edu.vn/DichVu/Chitiet/8>.

Deadline for review of grade: Within forty (40) working days from the exam date.

## Q10: What is the condition for me to be approved for graduation?

**A:** You will be considered for Graduation if you meet the following requirements:

- Completing the entire curriculum and accumulating enough credits assigned to the majors.
- Completing Physical Health Education subjects, Military Course, and ISB Leadership Program.
- Obtaining the Informatics certificate and English certificate in accordance with the regulations for graduation set by UEH.



# Recommendations

## University differs from High School

The University recognizes that many students suffer from being unadaptable to the University environment after graduating high school. Therefore, UEH-ISB expects all students to perceive that:

- The learning outcomes in the University are achieved not only from the lecturers but also from the students. Satisfactory learning outcomes come from the harmonious combination of students' strong motivation for pursuit, awareness of self-directed learning, and good facilitators.
- Unlike the high school environment, performance in the University is assessed based on Academic, Skills, and Attitude. Students should actively participate in teams, groups, or any activities of the University besides academic study.
- Students should learn how to effectively work in a team or group. Being selfish and shy are not encouraged in the University. The more you share your knowledge with your friends and lecturers, the more comprehension you achieve.
- Students should learn how to effectively employ the University facilities including E-learning and the library.
- Students should seek advice from the Student Service or learn from other students.
- Students should put themselves in connection with the University community. The more relationships you can set, the more success you will achieve after.
- Students should familiarize themselves with actively updating University information from all resources including E-learning, the school website, and notice boards instead of waiting for the news to come.





# Recommendations

## How to Achieve Good Performance

- Familiarize yourself with the University's policies on Assessment and Examinations.
- Ensure you read and understand the assessment requirements.
- Actively participate in class.
- Note the due dates and methods for submission of assignments provided in the Learning Guide, and seek clarification from the lecturers or Unit Coordinators if required.
- Actively engage with the learning activities and resources provided in your units and by the University to help you prepare your assessment tasks.
- Follow the lecturers' guidelines and instructions for the format and submission of assignments.
- When enrolling in a unit after teaching has commenced, obtain the relevant information on assessments in the unit from the Unit Coordinator.
- Seek advice if you have a disability or chronic health condition, or acquire one during your course, to ensure that you can meet any inherent requirements of the units.

## How to Avoid Losing Marks

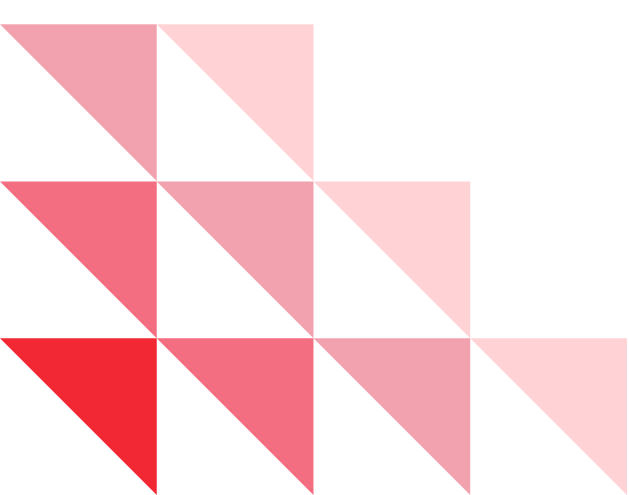
- Undertake all assessment tasks ethically.
- Submit your work on time.
- Collect all marked assessment tasks in sufficient time to learn from the feedback provided.
- Ensure you understand the requirements, including timetables, for assessment tasks.

## Email Etiquette

Your lecturers receive many emails each day. In order to enable them to respond to your emails appropriately and in a timely fashion, students are asked to follow the basic requirements of professional communication.

Firstly, all emails should have a concise and descriptive title, including the class and name of the unit you are enquiring about, as your lecturers may be teaching more than one unit/class.

Students need to be clear about the intention of their emails, use appropriate tone and language, and proofread what is written in the email before sending it. Students should also allow 3–4 working days for a response before following up. If the matter is legitimately urgent, you may indicate this in the email subject header, but be sure that the email does require an immediate response before using this strategy. If your email request is complex and requires a lengthy response, it may be best to make an appointment with your lecturers to meet in person.







**Student  
Activities**  
"Work hard, play hard"





# ISB Youth Union



ISB Youth Union



youth@isb.edu.vn

ISB Youth Union is not only responsible for managing and engaging ISB union members, but also a place where you can fully indulge your passions and immerse yourself in activities such as movements, volunteering, studying, and scientific research.







# ISB Event Team



Ban Phong trào  
Đoàn Viên ISB - ISB Event Team



event@isb.edu.vn

ISB Event Team is a specialized committee within the ISB Youth Union, responsible for organizing large-scale events at ISB. It is the ideal place for ISB-ers who are passionate about event planning and who wish to create meaningful and memorable moments.







# ISB Academic Team

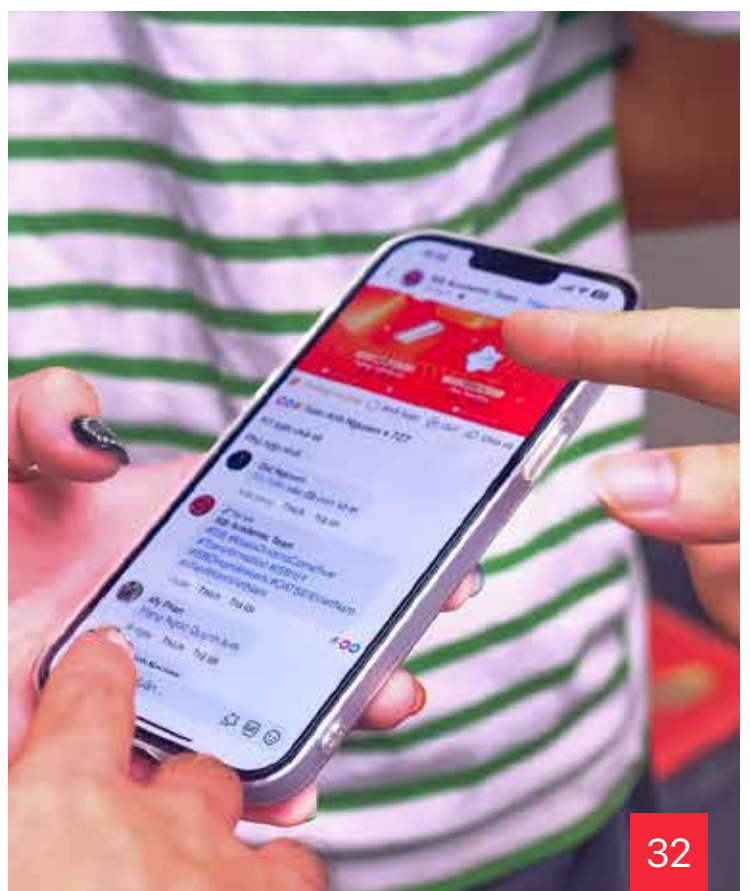


ISB Academic Team



academicteam@isb.edu.vn



ISB Academic Team is a specialized committee within the ISB Youth Union that helps students easily access information about competitions and academic programs.







# Communications and Marketing Club

 CAM - Communications and Marketing Club  
 [camclub@isb.edu.vn](mailto:camclub@isb.edu.vn)

CAM Club provides a professional environment for training and gaining practical experience in the Marketing industry through posts, workshops, and seminars. The club currently manages two main fan pages: CAM - Communications and Marketing Club for marketing knowledge, and Humans of ISB, which introduces the student life at ISB.







# F&I – Finance and Invest

 F&I – Finance and Invest

 fandi@isb.edu.vn



F&I is a place for sharing knowledge about Finance and Investment and promoting opportunities to participate in competitions for like-minded individuals. Regular workshops and seminars help build a solid financial foundation and confidently explore the world of finance in the future.







# Vietnam Universal View Club

 VUV - Vietnam Universal View Club  
 [vuv.vietnamuniversalview@gmail.com](mailto:vuv.vietnamuniversalview@gmail.com)


VUV, established with the goal of becoming the International Business Club at ISB, provides valuable knowledge and sparks innovation for students. It is the ideal place for those passionate about developing a career in International Business and exploring a global mindset.








# UEH – ISB Toastmaster Club

 UTC – UEH ISB Toastmasters Club

 ueh.isb.toastmasters@isb.edu.vn

UTC is the oldest club at UEH – ISB, affiliated with Toastmasters International, specializing in developing Public Speaking and Leadership skills. UTC members receive comprehensive training and connect with the Toastmasters community both nationally and globally.







# L.O.M Club



L.O.M Club



lom@isb.edu.vn

The L.O.M Club – the Music Club at ISB – is for students to express their passion for music and the arts. The club not only provides opportunities for performances but also allows members to explore media and event organization, featuring the participation of many renowned artists.







# RED Dance Community



RED Dance Community



red.since2018@isb.edu.vn

With the image of a powerful lion, RED embodies the vibrant spirit and intensity of the dancers at ISB. The slogan "RED - HOT - SPICY" promises to deliver fiery and explosive performances.







**BASKETBALL CLUB**

# IBC - ISB Basketball Club



ISB Basketball Club



[basketballclub@isb.edu.vn](mailto:basketballclub@isb.edu.vn)

IBC is the basketball club at ISB. With the growing popularity of the sport, IBC has gradually become one of the top choices for students at ISB. IBC is a perfect blend of basketball passion and the development of your communication and media skills.







# BEASTs Football Club



BEASTs Football Club



beasts.footballclub@gmail.com

BEASTs, the football club of ISB, is the top choice for students passionate about football, improving their fitness, and connecting with friends. By joining BEASTs, you have the opportunity to immerse yourself in lively matches and participate in creative and dynamic media activities.





## Build Foundation for Future Leaders

Leadership Program is designed based on the advanced ASKV model, equipping students with essential global competence for the integration era.

We don't just transfer knowledge – we focus on holistically developing Attitude, Skills, Knowledge, and Values – the core elements that create future leaders. Through a unique experiential journey, the program helps you build a solid internal foundation, develop strategic thinking, and breakthrough leadership capabilities.

### Career Orientation Seminars

*Seminar for student's career path orientation*



### Soft Skills Seminars

*Seminar to help improve soft skills for students*



### Company Tours

*Company tours bring ISB Students closer to businesses*



### Mock Interview

*Interviews between students and experts (HRs & Line Managers) in the field of recruitment*







# Student Exchange Program



exchange.program@isb.edu.vn



## **The Netherlands**

NHL Stenden University of Applied Sciences  
Saxion University of Applied Sciences  
The Hague University of Applied Sciences  
Rotterdam University of Applied Sciences



## **Canada**

Université du Québec à Montréal



## **German**

International School of Management GmbH  
Nurtingen Geislingen University  
Baden-Wuerttemberg Cooperative State University  
WHU – Otto Beisheim School of Management  
Technical University of Applied Sciences Wurzburger-Schweinfurt  
Karlsruhe International University



## **France**

University de Montpellier  
The University of Burgundy Europe  
EDC Paris Business School  
ESC Clermont Business School



## **Austria**

Vienna University of Economics and Business  
Fachhochschule Kufstein Tirol

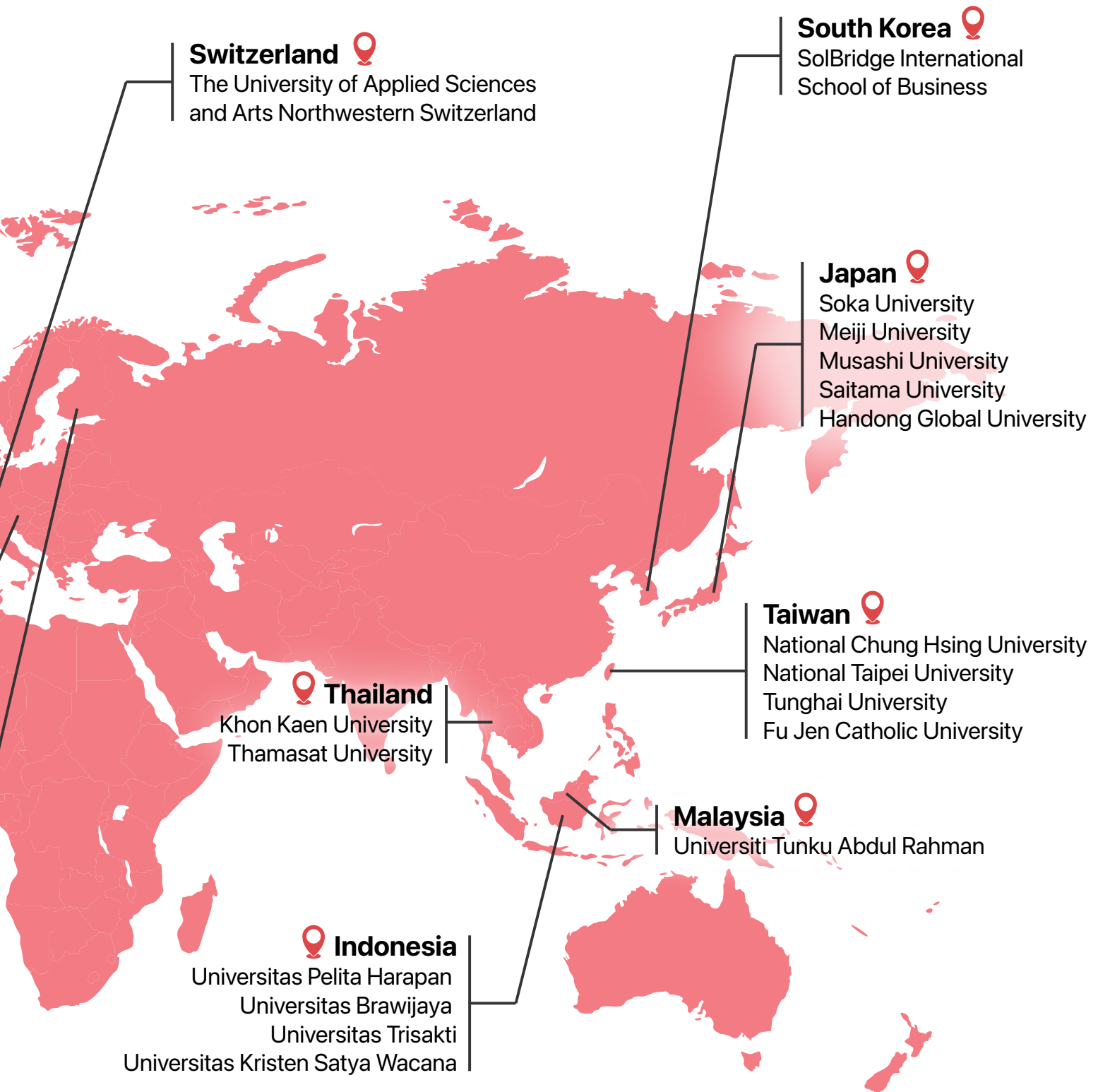


## **Finland**

University of Tampere



# Where can you go?



# Contact information

## Class Supervisor

**Faculty Office**  
028 3920 9999

## ISB Leadership Program

**Dr. Dung**  
isbleadership@isb.edu.vn

## BBUS Program Admin

**Ms. An**  
028 3920 9999 (line 305)  
bbusprogram@isb.edu.vn

## Accounting

**Ms. No**  
028 3920 9999 (line 337)  
accounting@isb.edu.vn

## Student Exchange

**Ms. Tram Anh**  
exchange.program@isb.edu.vn

## Student Activities

**Ms. Thuy My**  
studentsupport@isb.edu.vn

## Overseas Study (Pathway Program)

**Ms. Phuong**  
090 962 5468  
(028) 3535 8888 Ext: 220-221-232

## Testing

**Ms. Bich Hien**  
028 3920 9999 (line 304)  
hien.pham@isb.edu.vn



**UEH University**  
**UEH Honours College**

17 Pham Ngoc Thach, Xuan Hoa Ward, Ho Chi Minh City  
279 Nguyen Tri Phuong, Dien Hong Ward, Ho Chi Minh City  
196 Tran Quang Khai, Tan Dinh Ward, Ho Chi Minh City

