

FOR THE ACADEMIC YEAR 2025 - 2027

# STUDENT HANDBOOK

**MASTER OF DATA-DRIVEN MARKETING**



**DATA**

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# INTRODUCTION



## PROF. DR. NGUYEN DONG PHONG

Chairman of UEH Council  
University of Economics HCMC

UEH's International School of Business (ISB) focuses on developing, implementing, and managing internationally cooperative projects for teaching and research across a variety of business industries. As one of the largest business schools in Vietnam, ISB offers a range of training courses at undergraduate and postgraduate levels in an international and professional environment. ISB is currently part of a dynamic network of 12 universities in Australia, New Zealand, Canada, and the US and it continues to expand its partnerships in Europe and America.

All courses offered at ISB are delivered in English. ISB also provides a modern and dynamic learning

environment where students participate in the exchange of knowledge and experience. The teaching faculty includes international visiting professors from advanced countries and local professors who have both high-level academic qualifications and substantive industry experience.

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



# TENTATIVE ACADEMIC YEAR

No.	Subject	Estimated Time
	Orientation Session	May 2025
1	Business English	May - June 2025
2	Business Research Methods	July 2025
3	Leadership	August 2025
4	Strategic Management	September 2025
5	Project Management	October 2025
6	Philosophy	November - December 2025
7	Strategic Marketing Management	December 2025 - January 2026
8	Retail Marketing Management	February - March 2026
9	Marketing Communication Strategy	April 2026
10	Big Data in Marketing	May 2026
11	Social Media Analytics in Marketing	June 2026
12	Supply Chain Management in Marketing	July 2026
13	Business Analytics	August 2026
14	AI in Business	September 2026
15	Data-Mining	October 2026
16	Master Thesis	November 2026 - March 2027

# THE DATA-DRIVEN MARKETING PHILOSOPHY

In the digital economy, marketing is no longer driven by intuition alone—it is powered by data, technology, and human insight. Our MBA program in Data-Driven Marketing is designed to equip future-ready professionals and business leaders with the skills, knowledge, and mindset necessary to thrive in this rapidly evolving landscape.

Our philosophy is built on five core pillars:

1

**Data-Informed Decision Making:** Data should be the foundation of all marketing decisions. Our program emphasizes the importance of collecting, analyzing, and interpreting data to drive business outcomes.

2

**Customer-Centricity:** Understanding customers is key to marketing success. Our program delves into customer needs, preferences, and behaviors to develop a deep customer understanding.

3

**Innovation and Adaptability:** Marketing leaders must be able to adapt quickly to changing market conditions and technological advancements. Our program encourages creative thinking, challenges assumptions, and fosters innovative solutions.

4

**Ethical & Responsible Marketing:** Transparency, data privacy, and ethical decision-making are paramount in our use of analytics and AI. We ensure marketing practices are responsible, sustainable, and respectful of stakeholders' rights and interests.

5

**Strategic Leadership:** Our program develops future-ready leaders who integrate data insights with creative thinking to drive business success, fostering informed decision-making, innovation, and sustainable growth.

# LECTURER PROFILES



**TRAN HA MINH QUAN**

Teaching area: Marketing

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Dean of UEH-ISB  
Associate Professor  
DBA  
Southern Cross University,  
Australia



**DOUGLAS FOSTER**

Teaching area: Management

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Vice Dean of UEH-ISB  
DBA  
Grand Canyon University, USA



**TRAN PHUONG THAO**

Teaching area: Finance

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Vice Dean of UEH-ISB  
Associate Professor  
DBA  
Western Sydney University,  
Australia



**NGUYEN THI MAI TRANG**

Teaching area: Research Design

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Associate Professor  
PhD  
University of Technology  
Sydney, Australia



**MICHAEL SARAM**

Teaching area: Management

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Director of Winsolutions  
DBA  
Henley Business School, UK



**THAI DAM HUY TRUNG**

Teaching Area: Marketing  
and Branding

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Ph.D. in International Management  
Marketing and Strategy Major  
National Cheng Kung University,  
Taiwan ROC



**GARETH JOHN CRAZE**

Teaching area: Organizational  
Behavior, Leadership

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PhD  
Case Western Reserve  
University, USA



**HO TRONG NGHIA**

Teaching area: Marketing

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Ph.D. in Business Management,  
ISB



**NGO CONG KHANH**

Teaching area: International  
Business and Management

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Ph.D. in Industrial Management,  
Joseph Fourier University  
France Senior Lecturer, ISB

# LECTURER PROFILES



**TRAN QUANG KHAI**

Teaching area: Data Analytics

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PhD in Big Data Science – Korea  
Institute of Science and  
Technology Information (KISTI)  
Korea Co-founder of  
CyberLab.Edu.vn



**LE THI THANH XUAN**

Teaching area: Management

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DBA  
Western Sydney University,  
Australia



**PHAN THI MINH THU**

Teaching area: Management

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Director of Western Sydney  
Offshore Programs in VN  
DBA  
Western Sydney University,  
Australia



**LE HUYNH PHUONG THUC**

Teaching Area: Retail Marketing

Global Doctor of Business Administration

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Swiss School of Business and  
Management, Switzerland



**NGUYEN DANG LAM**

Teaching area: HR Management

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Professor of Management and IB  
Director of Global Business  
Institute  
Bloomsberg University  
Pennsylvania, USA  
Doctor of Management  
Webster University, USA



**NGO VIET LIEM**

Teaching area: Marketing

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Associate Professor  
University of New South Wales,  
Australia  
PhD  
University of Newcastle, Australia



# LECTURER PROFILES



**DOAN CAM TU**

Teaching area: Management

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PhD in Ecole Polytechnique -  
France



**DINH MONG KHA**

Teaching Area: Marketing  
Technology

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Doctor's Degree  
EU Business School, Switzerland



**TRAN VI**

Teaching area: Marketing

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PhD in Marketing  
University of Technology Sydney  
(UTS)



**LORENA MATHIENS**

Teaching area: Management  
Information Systems

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Ph.D. in Operations Management  
& Strategy, State University of  
New York at Buffalo



**LY THI MINH CHAU**

Teaching area: Management

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DBA in Business Management,  
Western Sydney University



# STUDENT ACCOUNTS & ONLINE SYSTEMS



## Website

[ISB Website](#) is the primary way students can access information related to ISB and our study programs.



## MyISB

[MyISB](#) is the online information hub for ISB students. Important notices and announcements are displayed here:

- Download important forms
- View class schedules
- See grades and GPA
- Check exam schedules
- View an unofficial transcript
- Look up courses
- Search for classes
- Provide feedback on units
- Look up ISB regulations and policies



## ISB Student Email Account

All students have an official student email account. This is the official communication channel between you and the School. All emails from the School will be sent to your student email account and you must use your account to contact us. You must check this email regularly, otherwise you may miss important messages, which can have serious consequences, such as cancellation of your enrolment.





## UEH Student Email Account & E-Library

UEH library is a massive knowledge repository which has been built up since 1976.

The UEH online library includes:

- **60,000+** books at UEH library.
- **360,000+** materials of 6 EBSCO databases & 2 ScienceDirect Databases.
- **12,000+** international studies, researches, academic theses, journal articles of JABES and UEH community.
- Other open learning access.

For full access to the online library, please go to <https://smartlib.ueh.edu.vn> and log in with your ISB email.



## E-Learning Account

Every student is provided with an account to access to the Canvas system in order to:

- Download necessary learning materials
- Do online quizzes/ exams
- Submit assignments
- Check for grades
- Connect to other students as well as lecturers

In order to log in to the E-learning system, students can go to <https://e-learning.isb.edu.vn/> and log in with their ISB email.

# STUDENT SUPPORT



## Class Supervisor

ISB works to ensure that all students have the resources and the guidance they need for their success. The advising process is a crucial part of student experience. Class Supervisor can assist to:

- Clarify academic/career goals
- Formulate an academic study plan
- Clarify university policies and regulations
- Access the appropriate university resources
- Assist in the thesis and graduation process
- Advise administrative and financial questions
- Helping with other issues

To make an appointment with Class Supervisor, students are advised to send an email to assigned Class Supervisor or make a call during emergency. When you make any requests to ISB-MBA program officially via email, you must include her in your receiver list so that she can help to keep track on your requests.

You are required to go over your Orientation materials before contacting her for the quickest solution.



**More details for this section  
can be found in your required  
online courses.**



## Contact Information

### **ISB MASTER PROGRAMS ADMINISTRATIVE TEAM**

✉ masterprograms@isb.edu.vn

📍 B1.1411 - Campus B  
279 Nguyen Tri Phuong,  
District 10, HCMC, Vietnam



## ISB Receptionist

Students can request academic documents at the ISB Reception, Nguyen Tri Phuong campus. It will be issued within 5 – 7 working days.

- Academic Transcripts feature a list of all the units a student has completed along with the final grade earned in each unit.
- Student Confirmation Letters are for students to confirm their status as current students during their time at the university.
- Temporary Certificates of Completion are for students to confirm their status as having completing the program and waiting for the degree to be issued.

You then can contact ISB Receptionist for checking your administrative requests such as the status of your documents if they are ready for picking up and other general information.

**Contact: 028 3920 9999**

**NOTES:** Another method to request academic documents:



**Step 1:** Send a request to [masterprograms@isb.edu.vn](mailto:masterprograms@isb.edu.vn) with appropriate email subject: [Document name] Request – [Student name - Student ID - Cohort]



**Step 2:** In the email, state clearly how many copies are requested and in which language (English or Vietnamese)



**Step 3:** The document should be produced within one working week.



**Step 4:** Students are informed by the School via email to pick up the document and pay a small administrative fee.



## IT Support

Students facing technical issues of accessing school systems can contact:

- Mr. Tuan ([tuan.nguyen@isb.edu.vn](mailto:tuan.nguyen@isb.edu.vn)) on **MyISB & ISB Student Email issues**
- The UEH IT Department ([cnnt@ueh.edu.vn](mailto:cnnt@ueh.edu.vn)) or hotline 028 3825 7263 on **UEH E-library, UEH Student Email & E-learning issues**

**You are advised to follow the following steps when facing IT problems:**

1. Taking a screenshot of your problem
2. Sending an email including the picture along with the brief description of the problem to the correct technical support person (cc your class supervisor)
3. Waiting for their response and informing MBA Program via [masterprograms@isb.edu.vn](mailto:masterprograms@isb.edu.vn) if the issues are not solved after three days

If the problem relates urgently to your study, please also send an email to inform your lecturers to avoid miscommunication and unwanted penalty.



## Tuition Fee Payment & Accounting Support

Before each academic period at ISB, announcements of tuition fee payment will be posted on MyISB. There are four methods to make the tuition fee payment:



### Pay directly

Pay directly at Phuong Dong Bank (OCB) – 17 Pham Ngoc Thach, Vo Thi Sau Ward, District 3, HCMC and:

- Bank account: Truong Dai hoc Kinh te TP. HCM
- Account number: 0036100000119009
- Branch: Gia Dinh (phong giao dich Duy Tan)
- Transfer content: student's full name, student ID number



### Transfer

Transfer using Internet banking:

- Bank account: Truong Dai hoc Kinh te TP. HCM
- Account number: 0036100000119009
- Branch: Gia Dinh (phong giao dich Duy Tan)
- Transfer content: student's full name, student ID number



### Online payment

Online payment at <https://payment.ueh.edu.vn>.  
Contact any OCB branch or call 028.38244497 for more detailed information.



# 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 an ISB student. Violation may result in academic or disciplinary punishments. A full copy of the ISB Policies Handbook can be found online or at ISB Office.

01

Enrollment

Students are announced clearly about the registered courses, schedule, course structure, enrolments' requirements, and examination's requirements before the beginning of the semester at MyISB.

Students must be formally enrolled before officially participating in classes and all ISB activities by the approved census date which is published on MyISB.

For successful enrolment, students need to:

- Register and make sure they are enrolled correctly in each session via MyISB.
- Inform Program via [masterprograms@isb.edu.vn](mailto:masterprograms@isb.edu.vn) 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.

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

- Submit relevant forms to ISB Submission Box for 'Forms' at the Reception. All forms are available on MyISB.

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 Program via [masterprograms@isb.edu.vn](mailto:masterprograms@isb.edu.vn) for consideration of withdrawal without academic penalty.

COMMON REQUEST

Request	Add/Drop a unit
Relevant form	Add/Drop Subjects Request form
Note	<p><b>To add a subject:</b> Submit the form and evidence (if any) before the census date which has been announced each quarter/semester on the <a href="http://myisb.isb.edu.vn">myisb.isb.edu.vn</a> website</p> <p><b>To drop a subject:</b> Submit the form and evidences at least 1 week prior to the starting date of the subject</p>



Students who want to defer from the course must:

- Have completed at least 1 semester at ISB.
- Have accumulated GPA not lower than 5.5

The University permits students to take a maximum of 12-month leave of absence during the course and must enroll in units by the same date continuing.

Students who have not returned after the deferment will be regarded as having abandoned their course (which means their names will be deleted from ISB's system and they will be no longer ISB students). Students cannot re-enroll after being abandoned or resigning from the course. They need to re-apply for admission.



On the other hand, if students want to extend their deferment, they are required to contact [masterprograms@isb.edu.vn](mailto:masterprograms@isb.edu.vn) to inform about their situation.

- Submit relevant forms to ISB Submission Box for 'Forms' at the Reception. All forms are available on MyISB.

#### COMMON REQUEST

Request	Add/Drop a unit	Resume study after deferment
Relevant form	Request for Deferring the Course form	Request for Readmission
Note	Submit the form and evidences at least 1 week prior to the starting date of the quarter/semester. Students will receive an official deferred decision via email after completing the application.	Contact Program Administrative Team via <a href="mailto:masterprograms@isb.edu.vn">masterprograms@isb.edu.vn</a> for information.



Students' performance will be evaluated in a progress by a set of assessment tasks which is transparently indicated in the 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. Assessment tasks could be attendance, individual assignment, group assignment, seminar, mid-term examination, and final examination.

Your GPA must be 5.5 to meet the thesis and graduation requirements. Students need to retake the course which is under 5.5

Some units have threshold requirements which lead to a grade of fail if students violate, even though the total mark could be higher than 5.5.

Students will face to mark deduction or even receiving a grade of Zero (0) if they violate academic dishonesty such as cheating and plagiarism.

GPA standing for Grade Point Average is the average grade of all units in an award, weighted by the credit points of each unit following the formula:

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

With  $G_i$  : 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



## 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 authorization is not granted, grade deduction will be applied.

The administrator 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 exams must be taken on the assigned dates. If there are extenuating or unforeseen circumstances, the program administrator 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 prior approval is granted by the unit coordinator based on a Special Consideration Application for a supplementary examination.



## Examination

Students should present in the examination room 20 minutes before the starting time. Students who arrive late from 15 minutes onwards after the beginning of the exam will not be allowed into the exam venue.

The final exam detailed schedule will be available on MyISB from session 4 of the semester. Students can log in to MyISB and double-check. If there are any issues, students are required to contact Program Administrative Team via [masterprograms@isb.edu.vn](mailto:masterprograms@isb.edu.vn).

- Submit relevant forms to ISB Submission Box for 'Forms' at the Reception. All forms are available on MyISB.



### COMMON REQUEST

Request	Absent from the exam	Defer final exam <small>*Attend the final exam of the subject in a later semester</small>
Relevant form	Request for Absence from Examination form	Request for Deferred Examination form
Note	<p>Submit the form and evidences the latest of 3 days after the final exam date</p> <p><b>Exceptional circumstances:</b> Please inform Program Adminisrative Team via email <a href="mailto:masterprograms@isb.edu.vn">masterprograms@isb.edu.vn</a></p>	<p>Submit in week 3 of the semester, when the subject is opened</p> <p><b>Exceptional circumstances:</b> Testing Department will consider opening the second examination for the students</p>



## Graduation

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

- Successfully complete all the required subjects with the accumulated GPA not lower than 5.5 & thesis defense has met requirements (thesis marks not lower than 5.5)

### English Certificate Requirement

- Have a valid IELTS (Academic) certificate at 5.5 or equivalent qualifications before graduation proceeding; or
- Have a bachelor's degree or a postgraduate qualification taught by English recognized by a competent authority (100% courses taught by English); or
- Have a Bachelor's degree in English (100% courses taught by English).



### COMMON REQUEST

Request	Review of Grade
Relevant form	Request for Review of Grade Form
Note	Submit within 15 days from the final grade release date via MyISB



## Review of Grade

There may be instances when a student believes that their final grade in a unit does not correctly reflect their performance against the criteria. Students seeking review of assessment should, in the first instance, approach the lecturer responsible for the marking of that assessment item. If students are unable to resolve it with the lecturer involved, they can apply for a formal Review of Grade procedure.

Students will be notified of the outcome of their Review of Grade via their student email account. Where a student's review of grade results in a change of grade, the prescribed charge will be refunded.

- Submit relevant forms to ISB Submission Box for 'Forms' at the Reception. All forms are available on MyISB.

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 student can take. In some cases, ISB may ask that student to take a leave of absence from the University, or expel the student from the University altogether.

- Submit relevant forms to ISB Submission Box for 'Forms' at the Reception. All forms are available on MyISB.

## COMMON REQUEST

Request	Ask permission to be absent from a session
Relevant form	Request for Leave of Absence form
Note	Submit the form and evidences at the latest of 3 days after the session

It is recommended that students attend all scheduled classes in order to succeed in the unit. UEH-ISB policy requires students to sign the follow-up attendance book before entering the classes.

Class attendance is compulsory and students should provide reasons as well as evidences for the failure to attend the class on a particular lecture/workshop session. Students are required to attend a minimum of 80% of all classes in order to secure class assessment marks and be able to sit in the final exams.

Arriving to class late by 15 minutes at the beginning, arriving late by 5 minutes after the break, or leaving prior to the scheduled end time without the permission of the lecturers will equate to an absence. Grade reductions for the unit will be assessed when final grades are assigned if the above absence rule is violated during the unit.



Your lecturers/ISB staff 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, 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 probably best to make an appointment with your lecturers/ISB staff to meet in person.

Cell phones will 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 while in the classroom whether operating or not. Laptop PCs are not permitted unless you are specifically authorized by the lecturers exclusively for note-taking. If students are in violation of these policies they will be excused from class and an absence will be assessed.

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 as one 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.

- Footwear is required, preferably shoes or sandals.
- Shorts are not allowed at the School. Skirts & 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 are not accepted.
- Shirts/sweaters must cover the midsection, front and back, and have a modest or appropriate cut or neckline.
- Tops must be long enough to cover the mid-section when arms are raised above the head. Clothing that exposes the midriff is not permitted.
- Clothing that displays inappropriate writing, pictures, or references or infers inappropriate materials is not allowed.
- Headgear, sunglasses, and headphones or earphones may not be worn in class or during indoor activities.

# SUMMARY OF COMMON REQUEST

Request	Relevant Form	Instruction
Add/Drop a unit	Add/Drop Subjects Request form	<p>To add a subject: Submit the form and evidences (if any) before the census date which has been announced each quarter/semester on MyISB.</p> <p>To drop a subject: Submit the form and evidences at least 1 week prior to the starting date of the subject.</p>
Defer from the course	Request for Deferring the Course form	Submit the form and evidences at least 1 week prior to the starting date of the quarter/semester
Resume study after deferment	Request for Readmission Form	Contact Program Administrative Team via <a href="mailto:masterprograms@isb.edu.vn">masterprograms@isb.edu.vn</a>
Absent from the exam	Request for Absence from Examination form	Submit the form and evidences at the latest of 3 days after the final exam date at the latest of 3 days after the final exam date
Defer final exam	Request for Deferred Examination form	Submit the form and evidences in week 3 of the semester in which the subject is opened
Review of grade	Request for Review of Grade form	Submit within 15 days from the final grade release date via MyISB
Absent from a session	Request for Leave of Absence form	Submit the form and evidences at the latest of 3 days after the session
Academic Transcripts	None	Contact ISB Reception Issued within 5 – 7 working days
Student Confirmation Letters	None	Contact ISB Reception Issued within 5 – 7 working days



# THESIS GUIDELINES



## THESIS REGISTRATION ELIGIBILITY

Students must pass the Research Units (Data-Mining, AI in Business, Business Analytics) and Business Research Methods unit.

## FINAL DEFENSE ELIGIBILITY

Students must pass all units in the program.





Event	Activity	Important Note
<b>Thesis orientation</b>	An orientation workshop is held for instructing students on their final thesis.	Students need to register in order to officially enrol in the Final Thesis.
<b>First meeting with supervisor</b>	Students receive an announcement about the assigned supervisor and first meeting arrangement.	Each supervisor has different supervising method and schedule. Students must attend the first meeting to be informed about the supervisor's arrangements
<b>Before defense</b>	<p>Students are announced about the submission deadline for the upcoming defense date.</p> <p>Students are announced about the official defense date, time, and venue; as well as the presentation slides submission deadline.</p>	<p>Students must strictly follow submission requirements (See Detailed)</p> <p>Students are only allowed to use the slides submitted by the deadline.</p>
<b>Defense date</b>	Students attend the thesis defense panel at the assigned time.	Students wishing to attend other presentations must arrive at the beginning of the defense session.
<b>After defense</b>	Students are informed if the defense is successful and receive comments on their thesis.	<ul style="list-style-type: none"> <li>• Successful Proposal defense: proceed to Final defense</li> <li>• Successful Final defense: proceed to complete graduation procedures (See Detailed Procedures*)</li> </ul>



This information will be provided in details in emails coming to you during the thesis and graduation period.

	Requirement	Important Note
<b>Submission for Final Defense</b>	6 hard copies	Two sided, A4 paper size, binded with cover page
	Academic Profile	Follow the sample provided
	Thesis defense form	Follow the sample provided, signed by supervisor
	Soft copy	Submit on the Canvas
<b>Graduation Procedures</b>	Soft copy of final thesis	Submit on the Canvas
	Commitment letter	Follow the sample provided
	Information form	Follow the sample provided
	Summary of corrected contents	(if available) Modify the thesis based on the comments and summarise all corrected contents Follow the sample provided
	Library receipt	Submit 1 hard copy & 1 CD containing the soft copy to UEH Library (Nguyen Tri Phuong campus) Receive the receipt from the library Hard copy requirements: <ul style="list-style-type: none"> <li>● One sided</li> <li>● Binded with hard cover (following the sample provided) in black board green color, bronze gold printed text</li> </ul>

# 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 which are inconsistent with the Code of Conduct Policy will be 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 others in thoughtful and meaningful dialogues while refraining from acting or using language with malicious intent.

Conduct towards Community includes, but not limited to:

- Behave in a kindly, friendly, polite, and appropriate manner in accordance with Vietnamese tradition/culture;
- Be available to support newcomers and disable people;
- Respect all 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 with the difference in culture;
- Be civilized in email and appeal;
- Avoid discrimination, harassment, vilification, and victimization;
- Avoid intimidation and bullying.



## Conduct towards University Policies

Students are expected to:

- Familiarize themselves and comply with the UEH-ISB Policies;
- Avoid violating discipline due to the unknown or misunderstanding of the University Policies;
- Apply specific rules in functional departments such as Library and IT lab;
- Absolutely not be allowed to produce, store or use alcohol and drugs in the University;
- Absolutely not bring or use illegal substances and dangerous chemicals which can cause injury and explosion in the University. For example, petroleum, gasoline, and acids;
- Absolutely not bring or use dangerous tools or weapons in the University;
- Absolutely avoid adverse behaviors which seriously influence the community security such as underlying conflict, acrimonious argument, and fighting.



## Conduct towards Academic Honesty

Students are expected to maintain the highest standards of academic integrity. Specially, you are expected to:

- Be responsible to read, comprehend, and implement course requirements which are transparently written in the Unit Outline and Learning Guide (including threshold requirements, plagiarism, and deadlines for assignments);
- Be responsible for their progression in the University and seek advice promptly to improve poor performance;
- Be updated to the University information via the website, notice board, and Student Representatives;
- Perceive that effective learning is based on knowledge sharing. Selfishness is not welcome because this can limit their knowledge absorption and leads to one-sided thinking;
- Perceive that the satisfied learning outcome results from the harmonious interaction between learners and facilitators;
- Perceive that self-directed learning under facilitation from lecturers plays an important role in effective study;

- Be honest in all academic work including assignments, examinations, and research;
- Absolutely avoid plagiarism violation and cheating in the examinations;
- Do not use gadgets such as mobile phones, cameras, iPod ... in class except for permission and emergency circumstances.

If students are unclear about what might constitute academic dishonesty, they are encouraged to consult their lecturers or Student Service. Students should be aware that ignorance is not an acceptable defense for academic dishonesty.



## Conduct towards University View and Property

Students are expected to be responsible for the University view and property. Graffiti and defacement of school property are unacceptable and a violation of ISB Regulations. Students need to compensate for the costs of the damages resulting from their behaviors.

Students are required to:

- Keep the University environment pure and tidy;
- Protect the University property against damage and loss;



- Not write on tables, chairs, walls, and other property;
- Not waste electricity, water, and other resources;
- Promptly report to the University about any damage, loss, or violation.



## Misconduct

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

General Misconduct behaviors include, but are not limited to:

- Being late for school;
- Absence without permission;
- Making noise, doing personal work in class;
- Consuming alcohol, smoking, and gambling on the campus;
- Disrespecting lecturers and staff;
- Distributing, accessing, and using depraved products or participating in superstitious activities and illegal religious activities;
- Trafficking, distributing, storing, hiding, abusing or inducing others to use drugs;
- Storing and trafficking weapons, explosives, illegal substances, and prohibited goods prescribed by the law;
- Inviting bad elements to campus and dormitory who adversely harm to security and order in the School;
- Stealing property, storing, or selling stolen assets;
- Organizing or participating in fighting which causes injury;
- Inciting or inducing others to protest and writing pamphlets and illegal posters.



## Conduct towards Academic Honesty

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:

- Giving or receiving unauthorized aid on any assignment, quiz, or exam
- Communicating in an examination, or other tests, with other candidates;
- Bringing into the examination room unauthorized materials or devices;
- Using an electronic device (including mobile phones);
- Writing or advising for an examination answer outside the examination room;
- Attempting to read or copy other students' examination answers;
- Using the same material from work previously submitted for another course unless the student has permission from the lecturer to do so.
- 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 Extracurricular Activities

Misconduct in Extracurricular Activities includes behaviors that harm organizing activities, but are not limited to:

- Propagating inconsistently to the activity's content and objective;
- Withdrawal from a competition/ activity after successful registration without any relevant reason;
- Cheating in competitions, contests, and festivals;
- As a member club/ team, but not participating in the group activities;
- Other adverse behaviors.





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