

Ho Chi Minh City, February 5, 2026

ANNOUNCEMENT

Regarding: The enrolment for Semester 2, 2025-2026 (Phase 2)

TO: Data-Driven Marketing 15 students

The UEH Honours College would like to announce the enrolment for **Data-Driven Marketing 15** students in the Semester 2, 2025-2026 (Phase 2) as follows:

1. **Enrollee:** Data-Driven Marketing 15
2. **Census date:** **February 11, 2026**
3. **Enrolment requirements:**

All students must follow the course structure and requirements. Those students who are going to study with another batch or to repeat any subject are required to submit the relevant form to Student Advisor before the **Census date**.

4. **Check enrolled units:**

All students have to check your enrolled units each semester to make sure your name already be enrolled in the units. If not, you can't study that semester.

- Step 1: Go to the ISB website: <https://student.ueh.edu.vn/>
- Step 2: Log in to the online system using your student account (Your student ID is your Username and Password – You have to change your password in the first login)
- Step 3: To check your enrolled unit, go to “**Information lookup**” => “**Schedule**” (“Tra cứu thông tin” => “Lịch học”) to check the class schedule.

5. **Unit withdrawal, adding, or repeating:**

- Students are not allowed to add subjects after the **Census date**.
- After the census date, in order to withdraw a unit, students need to submit a required form (which can be downloaded at: <http://myisb.isb.edu.vn/?Page=giaotrinh&idLoai=40>) and all related documents to email masterprograms@isb.edu.vn for approval.
- **Deadline:** Before **February 11, 2026**. Any request after this date will not be considered.

6. Payment:

6.1. General information:

- Tuition depends on the number of units that students enroll in for the Semester 2/ 2025-2026 (Phase 2):
 - Fee per credit (Vietnamese unit) (Cohort 15): **1.500.000VNĐ/credit.**
 - Fee per credit (English unit) (Cohort 15): **2,180,000VNĐ/credit.**
- Total tuition fee: **13,080,000 VND**
- Payment is required to be made from **February 12, 2026.**

6.2. Payment method:

- *Option 1:* Online payment via the website: <https://payment.ueh.edu.vn/>
- *Option 2:* Transfer to:
 - Account name: **ĐẠI HỌC KINH TẾ THÀNH PHỐ HỒ CHÍ MINH**
 - Bank: **Orient Commercial Joint Stock Bank - Gia Dinh Branch**
 - Account number: **0036100000119009**
 - Content: **Student name, Student ID, ISB MBA, Semester...**
- *Option 3:* Card payment (ATM, Visa, Master,) at:
 - Accounting Department (A.009 - 59C Nguyen Dinh Chieu street, District 3, HCMC);
 - *Or* Orient Commercial Joint Stock Bank (OCB) - Duy Tan transaction office (17 Pham Ngoc Thach street, District 3, HCMC)
- *Option 4:* Pay directly at the transaction offices and branches of Orient Commercial Joint Stock Bank (OCB).

7. Notes:

- Students must check the schedule and attend the right classes. Students are not allowed to change classes or units without the school's approval.
- After payment submission, students need to keep all bank statements for payment confirmation if required.
- Students who still own tuition fees after the tuition payment deadline will be eliminated from their enrolled classes.
- Students must email a copy of the invoice to the ISB Accounting Department after making payment. If you have any questions about tuition fees, do not hesitate to contact Ms. Nở (The Accounting Department) – via email: no.le@isb.edu.vn

TENTATIVE COURSE SCHEDULE
SEMESTER 2 – 2025-2026 (Phase 2)

TT	Class code	Class name	Start Date	End Date	Final exam	Credits	Lecturer
1	26D220ISB67400903	Strategic Marketing Management	06/03/2026	29/03/2026	Report	3	Dr. Thai Dam Huy Trung
2	26D220ISB67401001	Data Science for Marketing Decision Making	03/04/2026	24/04/2026	Report	3	Dr. Ho Trong Nghia