

UEH International Admissions Prospectus 2026

No	Faculty/ School	Program name	Type of program	Description
College of Business				
1		<u>Auditing</u>	100% English	The Bachelor's program in Auditing is designed to equip learners with broad understanding of socio-economic fields; specialized knowledge in auditing, internal control, and accounting; professional ethics; and comprehensive skills to meet job requirements in the fields of auditing and internal control.
2	School of Accounting	<u>Corporate Accounting</u>	100% English	The Bachelor's program in Corporate Accounting provides specialized knowledge of accounting based on Vietnamese regulations and international practices, as well as business management knowledge utilizing accounting information and supporting knowledge related to economics, management, finance, and taxation. This equips learners with diverse career choices across various types of organizations in society.
3	School of Banking	<u>Securities Market</u>	20% English	The Bachelor's program in Securities Market equips students with in-depth expertise in securities and the broader financial-banking market. Graduates master financial theories and develop comprehensive analytical skills to excel in key industry roles such as securities brokerage, investment analysis, financial advisory, M&A consulting, underwriting, asset management, and risk management. Beyond professional knowledge, the program emphasizes critical soft skills including independent and

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				collaborative work, legal compliance, accountability, and creative thinking. This strong foundation prepares graduates for advanced studies, career advancement, and lifelong learning.
4		<u>Banking</u>	100% English	The Bachelor's program in Banking aims to equip learners with a systematic, modern and in-depth knowledge base in the field of finance and banking, equivalent to the training standards of advanced universities in the Top 200 of the world.
5	School of Finance	<u>Finance</u>	100% English	The Bachelor's program in Finance equips learners with in-depth knowledge in corporate finance, enabling them to take on financial management roles at various levels of demand across all types of businesses, joint-stock companies, and multinational corporations. Learners will also be provided with in-depth knowledge of the financial market, analysis, and investment in the financial market so that they can take on high-specialization jobs at intermediary financial institutions, investment funds, securities companies, banks, and insurance companies
6		<u>Financial Investment</u>	100% English	The Bachelor's program in Financial Investment provides students with a foundational, comprehensive, interdisciplinary, and modern, in-depth understanding of financial investment, comparable to curricula at leading universities worldwide, ensuring they meet the demand for high-quality human resources in a globally competitive environment

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7		<u>International Finance</u>	100% English	The Bachelor's program in International Finance aims to train students to become graduates with solid, comprehensive, interdisciplinary, and up-to-date knowledge in international finance, equivalent to programs offered by top 200 universities worldwide, ensuring the supply of high-quality human resources in the context of global competition
8		<u>International Business</u>	100% English	The Bachelor's program in International Business equips students with the comprehensive knowledge and practical skills to succeed in a volatile and competitive global business environment. Students receive in-depth training in strategic planning, cross-cultural decision making, complex problem solving, and managing innovation and technology to adapt flexibly to global trends.
9	School of International Business - Marketing	<u>Marketing</u>	100% English	The Bachelor's program in Marketing aims to equip graduates with a strong foundation of ethical and social responsibility, fostering their ability to address marketing challenges with integrity and a focus on sustainability. Students will develop comprehensive knowledge of core marketing principles, including market research, consumer behavior, brand management, strategic marketing planning, and analytical and problem-solving skills to make data-driven decisions

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10		<u>Marketing Technology (MarTech)</u>	20% English	The Bachelor's program in Marketing Technology (MarTech) is designed to equip students with a modern and interdisciplinary foundation that integrates marketing, technology, data analytics, and creative thinking. Students learn to understand the customer journey, harness big data and artificial intelligence (AI), and make data-driven marketing decisions that personalize consumer experiences and optimize campaign performance.
11		<u>Commerce</u>	100% English	The Bachelor's program in Commerce (Business Commerce) aims to train graduates with strong political awareness, professional ethics, and a sense of social responsibility; good health, solid knowledge, and professional competence in the field of commerce. Graduates will be able to effectively use foreign languages and information technology to advance their careers and personal development in the context of national integration and development
12		<u>Logistics and Supply Chain Management</u>	100% English	The Bachelor's program in Logistics and Supply Chain Management provides students with the essential knowledge to effectively manage and operate supply chains in both manufacturing and service sectors within the dynamic global business environment. The curriculum is strategically designed to develop expertise in areas such as strategic planning, decision-making, problem-solving, and technology management to meet the specific demands of the logistics and supply chain field. It also emphasizes understanding the interaction and influence of these operations on

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				other key business functions like marketing, international trade, finance, and accounting.
13	School of Management	<u>Digital Business</u>	20% English	The Bachelor's program in Digital Business supplies the labor market with managers possessing general business administration knowledge, in-depth digital business expertise, and knowledge related to applying the digital technologies of the 5th Industrial Revolution (Industry 5.0) to business and management
14		<u>Entrepreneurial Management</u>	20% English	The Bachelor's program in Entrepreneurial Management provides knowledge and skills related to entrepreneurial activities and business innovation. It trains graduates capable of effectively initiating, developing, and managing business projects
15		<u>Hospital Management</u>	20% English	The Bachelor's program in Hospital Management prepares graduates for successful administrative and executive careers in any public or private healthcare organization. This serves as an ideal preparation for roles within hospitals or healthcare organizations that require personnel with medical knowledge, along with the skills to manage and coordinate healthcare services within a hospital setting, and the ability to collaborate closely with medical and nursing staff to provide the best and most responsible healthcare quality to the community
16	School of Tourism	<u>Hospitality Management</u>	20% English	The modern hotel manager's life is characterized by stress, challenge, and high demands. It requires flexibility to handle

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				<p>irregular hours and a persistent, results-driven attitude. To consistently engage guests with genuine enthusiasm, managers must find passion in their work. Without a deep understanding of service and a commitment to measuring dedication by guest satisfaction, true joy cannot be achieved or radiated to influence both team members and customers.</p> <p>The program's objective is to help students: Understand the profession's noble value in providing guests peace after a tiring journey; Cultivate a passion for executing responsibilities with skill, technique, and discipline to honor the promised guest experience and uphold the hotel's interests.</p>
College of Economics, Law and Government				
17	School of Foreign Languages	<u>Business English</u>		<p>The Bachelor's Program in Business English aims to educate graduates with strong professional expertise, advanced English language competence, and solid career skills, meeting the demands of the labor market in the context of globalization and the digital economy. Learners are expected not only to master business English but also to develop interdisciplinary thinking, adaptability, and innovative problem-solving skills, while upholding professional ethics and prioritizing sustainable solutions with environmental and social considerations. The program also fosters lifelong learning, community engagement, and international collaboration, thereby contributing to the development of a highly qualified workforce that supports Vietnam's socio-economic growth and global integration.</p>

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18	School of Mathematics - Statistics	<u>Actuarial Science</u>	100% English	The Bachelor's program in Actuarial Science provides students with fundamental knowledge of applied mathematics and statistical methods to assess risks in insurance, finance, and other sectors. Designed to balance theory and practice, it prepares graduates to work effectively in financial institutions and meet current labor market demands. Graduates are effective communicators, critical thinkers, creative problem solvers, and responsible decision-makers with strong self-learning abilities to adapt to socio-economic conditions in Vietnam, the region, and the world.
19		<u>Business Statistics</u>	20% English	The Bachelor's program in Business Statistics prepares graduates to be proficient in data collection, analysis, and interpretation to support business decision-making. It provides an applied curriculum for careers as data analysts, business analysts, and market researchers, balancing theory with practice. Graduates develop strong analytical, critical thinking, and communication skills to improve business performance and management efficiency.
20	School of Economics	<u>Development Economics</u> (PhD)	100% English	The PhD in Development Economics program trains researchers in the field of development economics to an international standard. Graduates will master foundational theoretical knowledge and modern economic theories in their specialized area; command methods for analyzing economic data; possess the ability to produce academic research outputs suitable for publication in reputable international scientific journals; and have the capability to organize scientific research.

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21		<u>Investment Economics</u> (Undergraduate)	20% English	The Bachelor's program in Investment Economics trains students to become graduates with fundamental knowledge in business-investment law, political-social studies, technology, national defense and security, and physical education. They will acquire multidisciplinary and interdisciplinary knowledge in economics, public policy, management, business, and data science; specialize in investment economics and management; work efficiently and adapt to the constantly changing global market; and possess self-discipline, as well as a sense of responsibility towards themselves, their families, and society.
22		<u>Public Finance</u> (Undergraduate)	100% English	The Bachelor's program in Public Finance builds a strong foundation in economics, finance, and management, with specialized, globally-relevant knowledge in public finance. It develops practical skills for managing public finances and corporate financial roles. The curriculum emphasizes foreign language proficiency, critical thinking, leadership, and modern IT applications. Through hands-on experience, students gain professional adaptability.
23	School of Public Finance	<u>International Trade and Customs Management</u> (Undergraduate)	20% English	The Bachelor's program in International Trade and Customs Management prepares students for global careers by providing a solid foundation in finance and banking, combined with up-to-date, interdisciplinary expertise in customs and foreign trade. The program emphasizes developing professional skills such as independent thinking, leadership, foreign language proficiency, and applied IT capabilities. Through practical experience with industry

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				partners, students gain the adaptability needed to excel in dynamic international environments.
24		<u>Taxation</u> (Undergraduate)	20% English	The Bachelor's program in Taxation prepares students for high-demand careers in both the public and private sectors, including roles in tax authorities, consulting firms, and multinational corporations. Designed to meet the growing needs of the digital and integrated economy, the program equips students with: (i) A strong foundation in finance, accounting, and auditing; (ii) Specialized knowledge in domestic and international taxation; (iii) Practical problem-solving skills for tax consulting and planning; and (iv) Essential professional competencies for career advancement.
25		<u>Public Finance</u> (Postgraduate)	100% English	The Master's program in Public Finance is designed to develop strategic experts in public financial management within the digital economy. Combining advanced theoretical knowledge with applied research, the program emphasizes scientific thinking, innovation, and the practical skills needed to analyze complex issues and make data-driven decisions. Graduates are equipped with leadership capabilities, a strong sense of accountability, and the competence to manage and lead public finance initiatives in both domestic and international organizations.
26	Sustainable Finance Institute	<u>Corporate Sustainability and</u>	100% English	The Bachelor's program in Corporate and Environmental Sustainability Management (CESM) prepares a new generation of professionals to balance economic goals with social and

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		<u>Environmental Management</u>		environmental responsibility. The program builds a strong theoretical foundation and develops practical skills in legal compliance, climate risk management, sustainable investment, and stakeholder engagement. Graduates are well-equipped for diverse careers in multinational corporations, financial institutions, public agencies, and NGOs, both in Vietnam and internationally.
College of Technology and Design				
27	Institute of Smart Cities and Management	<u>Architectural and Urban Design for Inclusive Smart City</u> (Undergraduate)	20% English	The Bachelor's program in Architectural and Urban Design for Inclusive Smart City offers a multidisciplinary and sustainable approach to addressing urban challenges through technology and interdisciplinary thinking, guided by the principle of "Global Vision, Local Commitment." Taught partly in English with international lecturers, the program prepares students for creative roles such as Concept Architect or Architectural Concept Designer, where they develop innovative, functional, and practical design concepts.

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28	Institute of Innovation	<u>Technology and Innovation</u> (Undergraduate)	20% English	<p>The Bachelor's program in Technology and Innovation educates students to become managers who understand and apply emerging technologies (AI, Big Data, VR/AR) within innovation-driven business contexts, thereby delivering technological solutions with impact across local economic sectors. The program also provides structured collaboration with enterprises and overseas universities, enabling students to undertake authentic industry projects and to gain experience in contemporary professional environments.</p> <p><i>Note: For international students, the Bachelor of Technology and Innovation currently offers the 3-credit <u>Entrepreneurship</u> course, delivered in an intensive two-week format. At present, the program offers only a partial English-taught track, with 6 courses delivered in English. Therefore, international students may participate on a credit recognition basis only, and full-semester enrollment is not yet available.</i></p>
		Innovation & Entrepreneurship (I&E)	Credited academic exchange	For more details, please contact the Institute of Innovation (UEH-UII)
29	School of Media Design	<u>Digital Communication and Media Design</u>	100% English	The Bachelor's program in Digital Communication and Media Design, under the Communication Technology discipline, trains students to become managers in media design and production, as well as digital communication, in the context of global integration and the new technological revolution. In addition, the program collaborates with enterprises and international universities to support students in implementing real-world communication

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				projects in businesses and communities, enabling them to develop skills and gain experience in new working environments.
30		<u>ArtTech</u>	20% English	The Bachelor's program in ArtTech, under the Information Technology discipline, aims to equip learners with fundamental knowledge, disciplinary foundations, specialized expertise, and practical and research skills, enabling them to carry out professional work in art, technology, and design in the context of global integration and the technological revolution.
Honours College				
31	School of Business Honours	<u>International Business</u> (Talent Program)	100% English	The Bachelor's program in International Business (Talent Program) is built based on the international educational system, entirely taught 100% English, graduates are always ready with their skills and potential ability to become a skillful leader adapting with the domestic and international business
32		<u>Management</u> (Talent Program)	100% English	The Bachelor's program in Management (Talent Program) helps students to have a comprehensive understanding of the business market, which is a prerequisite for taking leadership positions in many fields. After graduating, students have the ability to analyze, critical thinking, and problem-solving real business cases.
33		<u>Marketing</u> (Talent Program)	100% English	The Bachelor's program in Marketing (Talent Program) will help students accumulate core knowledge in business, in-depth

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				research on Marketing activities, and tools of Marketing. The curriculum aims to equip future employees who can adapt quickly to the dynamic and modern labor market.
34		<u>Finance and Banking</u> (Talent Program)	100% English	Graduates from the Bachelor's program of Finance and Banking (Talent Program) will have adequate knowledge and skills in the Finance field as well as foundation knowledge of the economics market in many industries such as Mathematics, Accounting, Commercial law, and Management.
35		<u>Accounting</u> (Talent Program)	100% English	The Bachelor's program of Accounting (Talent Program) equips students with core knowledge in many fields such as mathematics, statistics, finance, commercial law, macroeconomics, microeconomics. After graduating, they have full knowledge and skills to develop their career including processing, analyzing, comparing, and synthesizing economic data.
36		<u>Applied Finance</u> (ASEAN Co-op)	100% English	The Bachelor's programs in ASEAN Co-op aim to develop graduates who are capable of integrating interdisciplinary marketing knowledge, global perspectives, ethical values, and practical skills to become proactive professionals and responsible citizens in the ASEAN region and beyond. It emphasizes cooperative education (Co-op) as a core component - enabling students to gain hands-on experience through real-world internships, regional exposure, and industry collaboration across ASEAN countries.
37		<u>Marketing</u> (ASEAN Co-op)		