



THE UNIVERSITY OF

WAIKATO

Te Whare Wānanga o Waikato

NEW ZEALAND

BACHELOR OF BUSINESS

Supply Chain Management and Digital Business

In partnership with National Economics University (NEU), Hanoi, Vietnam



THE UNIVERSITY OF WAIKATO AND NATIONAL ECONOMICS UNIVERSITY

The University of Waikato (Waikato), in partnership with the National Economics University (NEU), is bringing its internationally recognised Bachelor of Business (BBus) degree to Hanoi, Vietnam. Students who have attained university entrance in Vietnam will start a three and a half year - 7 semester - BBus majoring in Supply Chain Management or Digital Business. You will be enrolled with Waikato and will enjoy all the services and support offered to students at NEU. You will receive the world-ranked BBus degree from Waikato on the completion of your studies.

Waikato Management School (WMS)

Waikato Management School (WMS) is one of the best places in the world to study business. We're ranked in the top 1% of business schools worldwide, with Triple Crown Accreditation from EQUIS, AMBA and AACSB. In the prestigious QS World University Rankings by Subject 2021, Waikato is ranked in the world's top 300 for Business and Management Studies. This ensures you'll be gaining a globally recognised qualification that employers trust. Waikato prides itself on being a multicultural university and hosts students from 60 different countries at its campuses in New Zealand. As part of your studies you will have the opportunity to enjoy one or two semesters study abroad in New Zealand.

National Economics University (NEU)

The National Economics University (NEU) is one of the leading universities in Vietnam for Economics, Public Administration and Business Administration. NEU graduates have gone on to hold important positions in the Government and public and private sectors. Internationally, NEU has developed a leading global profile with international universities and leading private organisations. The Waikato Bachelor of Business (BBus) in Supply Chain Management and Digital Business is located in the NEU School of Trade and Economics with its team of highly qualified academic staff. This School has gained the respect of national and international organisations for the quality of its graduates and research activities.



Le Gia Cat Tien (Kathryn)

Vietnam

**Bachelor of Business –
Supply Chain Management**

“My parents helped me to choose the University of Waikato as New Zealand is very peaceful and the people are very friendly and nice. Supply Chain Management is a really interesting major with good prospects for my future. Waikato staff are really helpful and people here will help you if you ask. If you want to succeed, my advice is to keep improving your English and soft skills and be confident and be yourself.”

Hoang Minh Tri Nguyen

Vietnam

**Bachelor of Business -
Supply Chain Management
and Digital Business**

“I have been at the University of Waikato for three years and my sister also studied here. I really like the environment and the people and I've made a lot of good friends. My study helps me learn about artificial intelligence and social media and I really enjoyed the paper on communication leadership. If you want to do well, focus on your English and don't be afraid to open up and talk more.”



DEGREE STRUCTURE

During your first semester you will complete a preparatory programme, designed to build your English Skills to prepare for Western style education. In the second and third semester, you'll be introduced to all the core areas of business through the Business Fundamentals papers. In year two, you'll start taking more advanced papers in Supply Chain Management or Digital Business. In the final year you'll get to test your skills in the real world by completing a management internship with a local company.

Semester One - September to January

Preparatory Programme (common to both programmes)

English for Foundation	Study Skills	Foundation for Business Studies	Critical Thinking
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Bachelor of Business, Major in Supply Chain Management

You will learn how to design and manage global supply chains, and keep raw commodities and consumer goods moving swiftly around the world - by train, truck, plane or ship. You will develop the skills to forecast customer demand, determine order quantities, and numerically analyse problems with scheduling.

Degree Planner

Spring Semester - March to July

Fall Semester - September to January

Y1	Multi Transportation Management	MGSYS101 Digital Business and Supply Chain Management	ACCTN101 Accounting for Management	STMGT101 Introduction to Management	DIGIB101 The World of Digital Business	FINAN101 Introduction to Finance	ECONS101 Business Economics and the NZ Economy	MRKTG101 Fundamentals of Successful Marketing
Y2	SCMGT200 Business Logistics	MNMG202 Intercultural Perspectives on Organisations	ECONS205 Data Analytics with Business Applications	Study Tour/ Seminar on SCM	SCMGT202 Global Supply Chains	DIGIB201 Creating Value with Social Media Analytics	DIGIB202 The Techno-Savvy Business	SCMGT203 Operations Management
Y3	DIGIB302 Digital Business Technology Trends	DIGIB304 Digital Business Enterprise Implementation	PRMGT302 Project Management in Practice	DIGIB303 Managing Digital Business Transformation	Major Research on Supply Chain Management	SCMGT303 Supply Chain Design	WSOMM396 Management Internship	E-logistics



Bachelor of Business, Major in Digital Business

The most successful businesses are digitally advanced businesses that understand the benefits of adopting new technologies such as cloud computing, big data, analytics, gamification, and the internet of things.

In this subject, you will develop the ideal blend of business and information technology skills needed to become a digital business manager, so you can advise companies on using technology to increase their profits and performance.

Degree Planner

Spring Semester - March to July

Fall Semester - September to January

Y1	International Business	MGSYS101 Digital Business and Supply Chain Management	ACCTN101 Accounting for Management	STMGT101 Introduction to Management	DIGIB101 The World of Digital Business	FINAN101 Introduction to Finance	ECONS101 Business Economics and the NZ Economy	MRKTG101 Fundamentals of Successful Marketing
Y2	SCMGT200 Business Logistics	MNMG202 Intercultural Perspectives on Organisations	ECONS205 Data Analytics with Business Applications	DIGIB200 Tools for Managing Projects	Study Tour/ Seminar on Digital business	DIGIB201 Creating Value with Social Media Analytics	DIGIB202 The Techno-Savvy Business	SCMGT203 Operations Management
Y3	DIGIB302 Digital Business Technology Trends	DIGIB304 Digital Business Enterprise Implementation	PRMGT302 Project Management in Practice	DIGIB303 Managing Digital Business Transformation	Major research on Digital business	SCMGT303 Supply Chain Design	WSOMM396 Management Internship	E-Logistics

Career Opportunities

- Business manager
- Business systems analyst
- Customer experience manager
- Data analyst
- Digital business manager or consultant
- Digital marketing specialist
- E-commerce manager
- Entrepreneur
- Importer/exporter
- International trade advisor
- Logistics architect
- Operations manager
- Procurement manager
- Project manager
- Supply chain manager
- Systems analyst
- Technology entrepreneur
- Warehouse manager





Admission requirements:

English: An overall IELTS score of 5.5 with no subscore below 5.0

Academic: Successful completion of the Upper Secondary Education Graduation Diploma - Tot Nghiep Trung hoc Pho thong - with a minimum Grade Point Average (GPA) of 7 out of 10 in Grade 12.

International Baccalaureate (IB): Diploma with a minimum of 24 points.

USA: High School Diploma plus SAT-1 (taken in grade 12) score of at least 1000, combining Critical Reading and Mathematics scores


For other admission requirements please contact the University of Waikato.

Programme information

- Cost: NZ\$6,780
- Intake date(s): September and January
- Duration: 3.5 years (7 semesters), full-time
- Application deadline: 1 September and 1 January

CONTACT US:

Any questions? Reach out to us at:

 vienthuongmaikinhtequocte.neu.edu.vn/

 ceci-stie@neu.edu.vn

 facebook.com/tmktqt.neu



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NEW ZEALAND

FOR THE PEOPLE
KO TE TANGATA

The University of Waikato
Private Bag 3105
Hamilton 3240
New Zealand

0800 WAIKATO 
0800 924 528
info@waikato.ac.nz 
waikato.ac.nz 