

FPT UNIVERSITY

BUSINESS ADMINISTRATION PROGRAM

Program Educational Objectives

The objectives of the Business Administration undergraduate program at FPT University are to equip students with:

Knowledge:

- Understand the basics of business.
- Understand the concentrations in business administration.
- Apply specialized knowledge in business administration to solve practical problems in business.
- Provide students with a solid foundation in language, science, culture, society, economy

Skills:

- Skills to become potential managers.
- Multi-dimensional thinking skills and decision-making skills based on the analytical and qualitative tools.
- Skills to solve practical problems in a creative business in a dynamic and ever-changing business environment.
- Skills to communicate effectively at work and in society.
- Self-learning skills.

Attitude:

- Helps students to be the effective partner in the group, in the organization.
- Helps students become responsible citizens with ethic issues and social responsibility in their business activities.

Student Outcomes

With these qualities, the graduates will have the capacity to work well in the international business environment with bright career prospects. The Bachelor of Business Administration graduate will be able to undertake key positions at leading companies in Vietnam, multinational companies or become entrepreneurs and qualified international perspective in the context of globalization today.

Program Description

A. Required courses (all students)	: 115 (credits)
Philosophy and Social Sciences	: 10
Mathematics and Informatics	: 12
Soft Skills	: 12
Foreign Language 1	: 15
Foreign Language 2	: 9
Foundation Courses	: 24
Concentrations	: 15
Supplementary Courses	: 18
B. Professional and Personal Development	: 16
C. Graduation	: 5

Course Description

No.	Course code	Course name	Credit	Description	
A	Required Courses (For All Student)				
I	Philosophy and Social Sciences		10		
1	MLN101	Philosophy	5	Content	The course is divided into three parts: - The first part presents the basic content of the Marxist-Leninist philosophy - The second part presents the basic content of the Marxist Leninist political economy - The third part presents the basic content of scientific socialism
				Pre-requisite	N/A
				Textbook	Những nguyên lý cơ bản của chủ nghĩa Mác- Lênin, dùng cho sinh viên Đại học và cao đẳng khối không chuyên ngành Mác- Lênin, tư tưởng Hồ Chí Minh của Bộ Giáo dục và Đào tạo. Nhà xuất bản Chính trị quốc gia 2009. (hoặc 2010)
2	HCM201	Hochiminh Ideology	2	Content	Provide students with the basic knowledge of Ho Chi Minh Thought on the basics of Vietnam's revolution.

				Pre-requisite	MLN101 (Philosophy)
				Textbook	Bộ Giáo dục và Đào tạo, Giáo trình Tư tưởng Hồ Chí Minh, dùng cho sinh viên Đại học và cao đẳng khối không chuyên ngành Mác- Lênin, tư tưởng Hồ Chí Minh, Nhà xuất bản Chính trị quốc gia 2011.
3	VNR201	Revolutionary line of CPV	3	Content	- Provides students with the basic content of the revolutionary path of the Vietnam Communist Party, which mainly focus on the party line on a renovation period. - Helps students apply specialized knowledge to participate actively and positively in economic, political, cultural problem solving.
				Pre-requisite	MLN101 (Philosophy); HCM201 (Hochiminh Ideology)
				Textbook	- Bộ Giáo dục và Đào tạo, Giáo trình Đường lối cách mạng của Đảng Cộng sản Việt Nam, Nhà xuất bản Chính trị quốc gia,
II		Mathematics and Informatics		12	
1	MAC102	Advanced Mathematics for Business	3	Content	This course cover the fundamental calculus concepts generally required in business administration and finance. Topics included: limits & derivatives of single variable function, integral of single variable function, derivatives of multiple variable function. The course will also expose students to a range of applications of calculus in business; for example, optimization. Some of the topics and applications may be left for self-study and the skill of applying calculus in realistic problems will be assessed in examinations. A successful study of the course also involves regular use of course website (at the University course management system) and textbook, receiving online supports from teachers and other students and practicing for assessment.
				Pre-requisite	Students completed the calculus at SE can be waived
				Textbook	David J. Ellenbogen, Marvin L. Bittinger, 2011, <i>Calculus And Its Applications</i> , 10 ed, Pearson Education
2	MAS201	Statistics and Data Processing	3	Content	After a quick introduction to statistics, this course introduces basic concepts of probability and a review of discrete probability. It then explores 5 major topics in statistics: descriptive statistics, parameter estimations, hypothesis testing, regressions & correlations and analysis of variances. For each topic in statistics, students will be exposed to the use of statistical tools (for example Excel with statistics add-on) for solving realistic problems. Emphasis on the application of probability and statistics will be made in appropriate topics. The mathematics

					knowledge acquired in this course will provide students with tools and methods for data analyzing and decision making in their later career.
				Pre-requisite	MAC102
				Textbook	Triola M. F, 2009, <i>Elementary Statistics Using Excel</i> , 4 edition, Addison Wesley
3	CSI102	Introduction to Informatics	3	Content	<p>This course is intended to give students a general picture of the dynamic Information Technology today and help them moving on to the further courses with a consistent level of knowledge. The fundamental knowledge of computing are better understood by extensively practicing and doing self-study exercises at the end of each chapter. Upon successful completion of this course students should:</p> <ol style="list-style-type: none"> 1. Know about the history of computing, computer architecture, numbering systems, operating systems, networks, the Internet, database fundamentals, and Microsoft Office: Excel, Power Point, and Word. 2. Be able to apply the learned knowledge and use appropriate tools to solve a given problem 3. Be able to self-study, work in group and make a presentation
				Pre-requisite	N/A
				Textbook	<ul style="list-style-type: none"> - Book1 (Hard copy): Greg Anderson, David Ferro, Robert Hilton, 2010, <i>Connecting with Computer Science</i>, 2nd ed., Thomson Course Technology - E-Book (Soft Copy): Ed Bott, Woody Leonard , 2007, <i>Using Microsoft Office Home and Student 2007</i> (Special Edition)
4	PRE201	ICT elective: Excel Programming	3	Content	<p>The course will be divided into two main parts:</p> <ul style="list-style-type: none"> - Part 1 is all about the advanced concept of MS Excel which consists of: <ul style="list-style-type: none"> In-Depth formatting: students should acknowledge the advantages of MS Excel over MS Word in designing table-like documents. Charting: Data visualization is essential for Business Analyst and MS Excel is a perfect tool to support this aspect. While each type of chart in Excel has its unique usage, choosing the best chart is not an easy task. Functioning: the most used functions in Business will be discussed in the very last part (from the most simple ones like aggregation, sorting to advanced mode such as ranking or even conditional data searching) - Part 2 will be focused on programming in Excel using

					VBA environment: Creating new functions by their own in an advanced way for the topics covered in Part 1. Students do NOT need to have previous experiences in programming. However, since this part is a step by step guide so it is strongly recommended that paying attention and attending every lecture are the must.
				Pre-requisite	CSI102 (Introduction to Informatics)
				Textbook	1. Tom Urtis, 2011, <i>Excel VBA: 24-Hour Trainer</i> , Wrox Press 2. Abbott Katz, 2010, <i>Beginning MS Excel 2010</i> , Apress 3. (Optional) Bernd Held, 2011, <i>MS Excel Functions and Formulas</i> , 2nd Edition, Mercury Learning
III	Soft Skills		12		
1	SSG101	Working in Groups	3	Content	This course will cover both classic and current theories of group communication that focus on "how groups work" and include practical information on group communication strategies and skills that emphasize "how to work in groups". Topics included: group development, group membership, group diversity, group leadership, group motivation, conflict and cohesion in groups, planning and conducting meetings and making presentations in groups. Learning in the class will be facilitated through the use of vehicles such as textbook readings, class discussion, exercises/in-class activities, cases and lectures.
				Pre-requisite	N/A
				Textbook	Isa N.Engleberg and Dianna R.Wynn, 2010, <i>Working in Groups: Communication Principles and Strategies</i> , 5th Edition. Boston, MA: Pearson/Allyn & Bacon.
2	SSC101	Business Communication	3	Content	This course is a content-based course to be operated in the communicative approach to provide learners with and to get them to understand thorough basic foundations of Business Communication. It is also to give the learners opportunities to practice and perform well in written and oral essential forms of business communication.
				Pre-requisite	N/A
				Textbook	Courtland L. Bovee and John V. Thill, 2012, <i>Business Communication Essentials</i> , 5th Edition, Pearson
3	SSM201	Management Skills	3	Content	This course provides students with personal and interpersonal skills needed for effective leadership and supervision; especially it focuses on creative thinking and problem solving. This course is skill-based approach, therefore requires a lot of practical exercises. After taking

				<p>this class, the students should be able:</p> <ol style="list-style-type: none"> 1. To increase your understanding of core behavioral principles upon which important management skills are based 2. To help foster improved competency in several critical management skills 3. To help prepare you to transfer this learning and improvement to real-life, out-of-class settings 4. To develop individual personal ability and skills to work collaboratively
				<p>Pre-requisite</p> <p>MGT101 (Introduction to Management)</p>
				<p>Textbook</p> <p>David A. Whetten and Kim S. Cameron, 2011, <i>Developing Management Skills</i>, 8/E. Pearson, Prentice Hall.</p>
4	SSN301	Negotiation	3	<p>Content</p> <p>Vendor contracts, budget allocations, individual performance objective setting, buying and selling or even daily events are all common activities requiring sophisticated negotiation skills. In addition to formal negotiation and/or mediation, leaders also often find themselves in informal negotiations with various constituents and colleges. This course introduces participants to the techniques of dispute resolution, the process of mediation and facilitation, and various techniques of negotiation. This course will make use of both case studies and simulations. The course will also serve as an introduction to mini case studies, which involves each group working as a management team. Learning in the class will be facilitated through the use of vehicles such as textbook readings, class discussion, exercises/activities, cases, self quizzes and lectures...</p>
				<p>Pre-requisite</p> <p>N/A</p>
				<p>Textbook</p> <p>Roy J. Lewicki, Bruce Barry, David M. Saunders, 2010, <i>Negotiation</i>, 6th Edition, McGraw-Hill International Edition</p>
IV	Foreign Language 1		15	
1	ENL111	Academic English	3	<p>Content</p> <p>This course of study is for students of advanced level learners who need to be able to understand and use the English in the academic context. The units are organized in thematically linked sections and cover a wide range of subjects while introducing various test taking skills.</p>
				<p>Pre-requisite</p> <p>Complete Summit 2 (ENT501 or ENT502, ENI401) or IELTS 4.5 or TOEFL 500 or TOEIC 600 or other equivalent.</p>
				<p>Textbook</p> <p>Barry Cusack and Sam McCarter, 2007, <i>Improve your IELTS - Listening and Speaking Skills</i></p>

2	ENL112	Advanced Academic English	3	Content	This course of study is for students of advanced level learners who need to be able to understand and use the English in the academic context. The units are organized thematically linked sections and cover a wide range of subjects while introducing various test taking skills.
				Pre-requisite	Complete Summit 2 (ENT501 or ENT502, ENI401) or IELTS 4.5 or TOEFL 500 or TOEIC 600 or other equivalent.
				Textbook	Barry Cusack and Sam McCarter, 2007, <i>Improve your IELTS - Listening and Speaking Skills</i>
3	ENM201	Pre-Intermediate Business English	3	Content	This course is designed to help students improve their ability to communicate in English in a wide range of business situations. Besides, it also helps students acquire and develop business knowledge through the authentic sources such as Financial Times. In addition to the Market Leader unit outlines the course is enhanced with supplementary activities corresponding to the Common European Framework of Reference for Languages. In particular the course will help students: * Communicate effectively in discussions, meetings, negotiations, socialization events * acquire and effectively use professional skills including telephoning, presentations, correspondence exchange, and problem solving. * enrich knowledge of business in the fast-changing world
				Pre-requisite	N/A
				Textbook	David Cotton, David Falvey & Simon Kent, 2009, <i>Market Leader Pre-Intermediate Business English Course Book</i> (with CDs), Pearson Longman. John Rogers, 2009, <i>Market Leader Pre-Intermediate Business English Practice File</i> (with CDs), Pearson Longman
4	ENM301	Intermediate Business English	3	Content	This course is designed to help students improve their ability to communicate in English in a wide range of business situations. Besides, it also helps students acquire and develop business knowledge through the authentic sources such as Financial Times. In addition to the Market Leader unit outlines the course is enhanced with supplementary activities corresponding to the Common European Framework of Reference for Languages. In particular the course will help students: * Communicate effectively in discussions, meetings, negotiations, socialization events * acquire and effectively use professional skills including telephoning, presentations, correspondence exchange,

					and problem solving. * enrich knowledge of business in the fast-changing world
				Pre-requisite	Business English, Pre-Intermediate level
				Textbook	David Cotton, David Falvey & Simon Kent, 2009, <i>Market Leader Pre-Intermediate Business English Course Book</i> (with CDs), Pearson Longman. John Rogers, 2009, <i>Market Leader Intermediate Business English Practice File</i> (with CDs). Pearson Longman
5	ENM401	Upper Intermediate Business English	3	Content	This course is designed to help students further enhance their ability to communicate in English in an almost real business and business-related situations. It covers not only general business administration area but also deals with more complex issues such as management style and crisis management. It also helps students develop necessary knowledge and skills to excel in their future career. In addition to the business-focused contents, the course is enhanced with supplementary activities corresponding to the Common European Framework of Reference for Languages, with a focus on developing students' own style in communication as a plus in their professional communication strategy. In particular the course will help students: * Enhance confidence, accuracy and fluency to communicate professionally and effectively in business-like contexts e.g. discussions, meetings, negotiations for the best business results; * acquire and practice professional communication skills at a higher level of complexity, including dealing with complaints, persuading for loan, negotiating for the best terms in M&A , information-based decision making and problem solving. * expand knowledge of business concepts and business trends in the fast-changing world
				Pre-requisite	Business English - Level: Intermediate (ENM301 or ENI301)
				Textbook	David Cotton, David Falvey & Simon Kent, 2009, <i>Market Leader Upper-Intermediate Business English Course Book</i> (with CDs). Pearson Longman.
V	Foreign Language 2		9		
1	CHN111	Chinese Elementary 1	3	Content	Equip students with basic knowledge of phonics, words, simple communication sentences, and listening skill
				Pre-requisite	N/A
				Textbook	- Giáo trình tiếng Hán năm thứ nhất (Tập 1, quyển thượng) + đĩa : 15 bài - Giáo trình Nghe hiểu tiếng Hán năm thứ nhất (Tập1)

					+băng /đĩa: 10 bài (từ bài 1 đến bài 9 + 1 bài ôn)
2	CHN122	Chinese Elementary 2	3	Content	Strengthen the basic knowledge of phonics, words; equip students with basic knowledge of grammar, simple communication samples and comprehensive listening and speaking skills
				Pre-requisite	CHN111* (Chinese Elementary 1)
				Textbook	- Giáo trình tiếng Hán năm thứ nhất (Tập 1, quyển hạ) + đĩa : 8 bài (bài 16 đến bài 23) - Giáo trình Nghe hiểu tiếng Hán năm thứ nhất (Tập 1) + băng /đĩa: 10 bài (từ bài 10 đến bài 17)
3	CHN132	Chinese Elementary 3	3	Content	Equip students with basic knowledge of grammar and simple sentences to communicate, improve vocabulary, language reflection and communication skills.
				Pre-requisite	CHN122* (Chinese Elementary 2)
				Textbook	Giáo trình tiếng Hán năm thứ nhất (Tập 1, quyển hạ) + đĩa : 7 bài (bài 24 đến bài 30) Giáo trình Nghe hiểu tiếng Hán năm thứ nhất (Tập1) + băng /đĩa: 10 bài (bài 18 đến bài 25)
VI	Foundation Courses		24		
1	ECO111	Microeconomics	3	Content	Economics is the study of how the society manages its scarce resources. Economics has been divided into the subcategories of microeconomics and macroeconomics. While macroeconomics studies aggregate issues related to national and international economic activities, this course - microeconomics - focuses on the behavior of individual economic agents. Microeconomics studies how households (or individuals), business (or firms, enterprises) and the government make decisions, given scarcity of resources. It also studies the interactions among those market members and how these interactions have impacts on their economic benefits and the economy. Because most of these activities occur in the markets, this course also focuses on how the markets work.
				Pre-requisite	N/A
				Textbook	Mankiw, N. G., 2012, <i>Principles of Economics (International Edition)</i> , 6th edition, South-Western CENGAGE Learning
2	ECO121	Macroeconomics	3	Content	Economics is the study of how society manages its scarce resources. Economics has been divided into the subcategories of microeconomics and macroeconomics. While microeconomics focuses on the behavior of individual economic agents, this course - macroeconomics - studies how economists measure macroeconomic

					variables and covers topics such as determination of national output, economic growth, unemployment, inflation, interest rates, and exchange rates. Macroeconomics also discusses and assesses the effectiveness of monetary and fiscal policies under different scenarios.
				Pre-requisite	ECO111 (Microeconomics)
				Textbook	Mankiw, N. G., 2012, <i>Principles of Economics (International Edition)</i> , 6th edition, South-Western CENGAGE Learning
3	MGT101	Introduction to Management	3	Content	The course explores and focuses around the managerial functions of management: Planning, Organizing, Leading and Controlling. The course is designed to provide basic skills required in management, how the principles of management developed, the necessary attributes of manager, and coverage of significant management theories. The course will also serve as an introduction to mini case studies, which involves each group working as a management team. Learning in the class will be facilitated through the use of vehicles such as textbook readings, class discussion, exercises/activities, cases, self quizzes and lectures...
				Pre-requisite	N/A
				Textbook	Adrew.J. DuBrin, 2011, <i>Essentials of Management</i> , 9th edition, South- Western Cengage Learning
4	ACC101	Principles of Accounting	3	Content	The main content is structured into twelve chapters covering Financial Accounting, Management Accounting and Business Finance. Topics include: business transaction, financial statement format and analysis, inventory and account receivable, type of assets and liability, costing classification, master budget and capital budgeting
				Pre-requisite	N/A
				Textbook	Wild, Shaw, & Chiappetta, 2013, <i>Fundamental accounting principles</i> , 21th Edition, McGraw Hill.
5	MKT101	Marketing Principles	3	Content	The course is designed to provide students with a strong foundation in marketing based on five key activities: (1) identifying customer needs, (2) providing customers with the right products or service to meet their needs, (3) assuring availability to customers through the right distribution channels, (4) using promotional activities in ways that motivate purchase as effectively as possible, (5) setting an appropriate price that maximizes firm profitability while maintaining customer satisfaction.

				Pre-requisite	N/A
				Textbook	Kotler, Philip and Armstrong, Gary, 2012, <i>Principles of Marketing</i> , 14th Edition, Pearson
6	FIN202	Principles of Corporate Finance	3	Content	<p>The course describes the corporation and its operating environment, the manner in which corporate boards and management evaluate investment opportunities and arrangements for financing such investments.</p> <p>It also brings discussion in wide range context under varying conditions of aggregate demand, inflation, tax rates, interest rates, and exchange rates, among other variables as well as the tools for valuing the short-term movements in equity valuations in the various stock markets are even more complexly determined.</p> <p>Topics include: Analyzing Financial Statements, The Time Value of Money, Cash Flows and Capital Budgeting, Risk and Return, Stock Valuation, The Cost of Capital, working capital management</p>
				Pre-requisite	ECO121 (Macroeconomics)
				Textbook	Robert Parrino, David KidWell, 2012, <i>Fundamentals of Corporate Finance</i> , 2nd edition, John Wiley
7	FIN201	Monetary Economics and Global Economy	3	Content	<p>The course is an intermediate-level course in macroeconomics, including topics in international, monetary, and financial economics. The goal of the course is to provide a coherent framework for analyzing macroeconomic events, such as business cycles (recessions and booms) and long-run growth, their impact on financial markets, and to discuss macroeconomic policy. In all parts of the course, theories will be applied to current economic events. Particular emphasis will be placed on the relation between macroeconomic events and financial markets.</p>
				Pre-requisite	ECO121(*) (Macroeconomics)
				Textbook	Andrew Abel, Ben Bernanke and Dean Croushore, 2011, <i>Macroeconomics</i> , 7th Edition, Pearson Education Inc.
8	OBE101	Organizational Behavior	3	Content	<p>The course is organized around three determinants of behavior in organizations: 1) individuals, 2) groups, and 3) organizational structure. Particular emphasis will be placed on individual difference, attitude, motivation, job satisfaction, communication, leadership, stress, change, and organizational culture. Vigorous class discussions, cases, activities, along with group projects and self quizzes will provide the basis for the learning environment</p>

					in the classroom.
				Pre-requisite	N/A
				Textbook	S. P. Robbins and T. A. Judge, 2010, <i>Essentials of Organizational Behavior</i> , 10th Edition. Pearson Education, Inc., New Jersey.
VII	Concentrations		25		
	Marketing Concentration				
1	MKT201	Consumer Behavior	3	Content	This course will review concepts, issues, and methods applicable to the study of consumer behavior. It is divided into 4 main parts: (1) Psychological characteristics of consumers; (2) Social and external factors influencing consumer behavior; (3) The role of sub-culture and culture; and (4) Consumer decision-making process. Class discussions, case study analysis, practical activities, along with group projects and quizzes will provide the basis for the learning environment in the classroom.
				Pre-requisite	MKT101* (Marketing Principles)
				Textbook	Solomon, Michael R., 2013, <i>Consumer Behavior: Buying, Having, and Being</i> , 10th edition, Pearson.
2	MKT202	Services Marketing Management	3	Content	The course is to provide students with knowledge of the service sector which now accounts for the majority of world trade. Understanding services marketing becomes a great need to bridge the gap between customers' expectations and experiences. And this course is a study of the techniques and skills required for providing customer service excellence in order to keep customer service satisfaction at the highest levels possible and maintain repeat sales.
				Pre-requisite	MKT101: Principles of Marketing (*)
				Textbook	Jochen Wirtz, Patricia Chew and Christopher Lovelock, 2012, <i>Essentials of Services Marketing</i> , 2nd edition, Prentice Hall
3	MKT301	Marketing Research	3	Content	The course is to introduce the student to the field of marketing research which serves a central basis for marketing decision making. This course covers the basic concepts in measurement, research design, data collection, data analysis and presentation of findings.
				Pre-requisite	MKT101* (Marketing Principles)
				Textbook	Hair, Wolfinbarger, Ortinau, and Bush, 2013, <i>Essentials of Marketing Research</i> , 3rd edition, McGraw Hill

4	MKT304	Integrated Marketing Communication	3	Content	The course aims to provide students a solid foundation on different aspects of advertising and other major integrated marketing communications tools, and the role of these tools in the marketing process. In particular, attention will be given to discussions on (1) understanding the communication processes of consumers and marketers, (2) conducting situation analyses of business and social environments, (3) devising effective creative strategies for achieving marketing objectives, and (4) implementing and evaluating the creative strategy.
				Pre-requisite	MKT201 (Consumer Behavior)
				Textbook	George E. Belch and Michael A. Belch, 2012, <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i> , 9th Edition, Irwin/McGraw-Hill.
5	MKT305	Marketing Strategy	3	Content	This course is about evaluating, developing and managing innovative and competitive Marketing strategies. It aims to deepen the understanding of how marketing relates to the key issues in business strategy: choosing customers, defining and creating value, delivering and appropriating value, and sustaining value in against competitors. Students will be required to synthesize the theories and concepts that you have learned in earlier marketing and business courses to develop well-informed, thoughtful, strategic marketing decisions.
				Pre-requisite	MKT301 (Marketing Research)
				Textbook	Orville Walker, John Mullins, and Jr., Harper Boyd, 2013, <i>Marketing Strategy: A Decision-Focused Approach</i> , 8th Edition, Irwin/McGraw-Hill.
Finance Concentration					
1	FIN303	Advanced Corporate Finance	3	Content	The course provides students with continuous information and knowledge about firm's financial decision, how to manage its financial performance more effectively in order to survive competition and takeover in practical environment. Topics include: Capital Budgeting, Capital Rationing and The Cost of Capital, Working Capital Management, Capital Raising for a Firm, Financial Planning and Forecasting, Capital Structure and Dividend Policy, Corporate Risk Management
				Pre-requisite	FIN202(*) (Principles of Corporate Finance)
				Textbook	Robert Parrino, David KidWell, 2012, <i>Fundamentals of Corporate Finance</i> , 2nd edition, John Wiley

2	ACC305	Financial Statement Analysis	3	Content	The course covers the areas of interpretation, analysis and evaluation of financial reports from viewpoints of creditors, owners, investment firms and others concerned with business strengths or weakness. The impact of general business and specific industry situations, behavior of financial markets, credit or lending criteria, and equity investment standards as related to financial statements to determine present and future financial conditions.
				Pre-requisite	ACC101(*) (Principles of accounting)
				Textbook	K.R. Subramanyam & John J.Wild, 2009, <i>Financial statement analysis</i> , 10th ed, Mc GrawHill
3	FIM301	Valuation and Financial Modeling	3	Content	This course is a follow-up to FIN202 and FIN303, in which students touch on fundamental concepts of finance in general and corporate finance in particular. After the theoretical foundation established in FIN202 and FIN303, students now have chance to acquire hand-on experience of how theories are applied in practice through various financial modeling exercises. MS Excel is chosen to be the modeling platform as this is the most popular one used in practice. Advanced modeling skills with MS Excel will give the students a competitive edge in their job-seeking endeavors. Topics include: Analyzing Financial Statements, The Time Value of Money, Cash Flows Forecasting, Stock Valuation, The Cost of Capital, working capital management, Pro Forma Financial Statements, PE Multiple, EBITDA multiple, Bond valuation, Bond portfolio management strategies.
				Pre-requisite	FIN303 (Advanced Corporate Finance)
				Textbook	Simon Benninga, 2000, <i>Financial Modeling</i> , 2nd edition, The MIT Press
4	FIN402	Derivatives	3	Content	This course is a follow-up to FIN202 and FIN303, in which students touch on fundamental concepts of finance in general and corporate finance in particular. After the theoretical foundation established in FIN202 and FIN303, students now have chance to acquire indepth knowledge about Derivatives valuation and investment strategies. Topics include: Futures and Forwards Valuation and Strategies, Option Valuation and Strategies, Swaps, Interest Rate Forwards and Options, Financial Risk Management
				Pre-requisite	FIN303 (Advanced Corporate Finance)
				Textbook	Chance D.M. and Brooks R., 2012, <i>Introduction to Derivatives and Risk Management</i> , 10th Edition, Cengage

					Learning
5	FIN391	Applied Corporate Finance	3	Content	This course helps students identify issues in financial management; recommend relevant solutions to financial issues; apply theory and models learnt in previous courses to practical problem solving; understand the complex interaction between the economy and the financial markets and current financial market issues; become comfortable engaging in discussion and debate over finance and related issues
				Pre-requisite	FIN 202*, FIN303*, FIM301, FIN402
				Textbook	
VIII	Supplementary Courses		18		
1	LAW101	Business Law Fundamentals	3	Content	<ul style="list-style-type: none"> - To apply basic laws of contracts, and basic laws of business organization to business activities - To identify legal risks in owning and operating a business and in undertaking business transactions. - To provide differences in comparative business law-emphasis United States and Vietnam. - To create pathways in solving business disputes to making business decisions safety in challenging legal environment.
				Pre-requisite	N/A
				Textbook	John D. Ashcroft, Jane E. Ashcroft, 2010, <i>Law for Business</i> , 17th edition, Cengage Publication <i>Phap luat Kinh te</i> , NXB Dai hoc Kinh te Quoc dan, 2011 or other Law documents relevant to business laws written in Vietnamese and available at the place of teaching
2	ETR401	Entrepreneurship	3	Content	<p>The course is organized around five parts:</p> <ol style="list-style-type: none"> 1) Entrepreneurs and ideas: the basis of small business; 2) Small business paths and plans; 3) Marketing in the small business; 4) Cash, Accounting, Finance in the small business; 5) Management and Organization in the small business. <p>Particular emphasis will be placed on internal, external business analysis, business strategies, business plans, marketing plans, asset management, and human resource management.</p> <p>Vigorous class discussions, cases, activities, along with group projects and self quizzes will provide the basis for the learning environment in the classroom.</p>
				Pre-requisite	MGT101 (Introduction to Management) , MKT101 (Marketing Principles), ACC101 (Principles of Accounting)

				Textbook	Jerome A. Katz, Richard P. Green II, 2014, <i>Entrepreneurial Small Business</i> , 4th ed., McGrawHill
3	ITA202	Management Information System	3	Content	This course provides a foundation for the understanding and analysis of information systems in organizations. It presents fundamental knowledge about the role that information systems play in businesses, how to design and build an appropriate information system and how to effectively manage the business' information resources
				Pre-requisite	MGT101 (Introduction to Management)
				Textbook	Kenneth C Laudon, Jane Price Laudon, 2013, <i>Management Information System - Managing the digital firm</i> , 13th ed., Pearson
4	ISC302	E-Commerce	3	Content	Provides current and emerging issues in business transactions over the electronic medium and examines issues and topics in the functional areas of business as they relate to electronic commerce. Includes study of business models and concepts, infrastructure, marketing, security and encryption, retailing, supply chain, ethical, social, and political issues.
				Pre-requisite	MKT101 (Marketing Principles)
				Textbook	Efraim Turban, David King 2012, <i>Electronic Commerce 2012: A Managerial and Social Networks Perspective</i> , 7th Edition, Pearson.
5	BUE201	Business Ethics	3	Content	(1) Understanding Business Ethics, Corporate Social Responsibility and their relationship; and examine their importance; (2) Investigating different perspectives of business ethics theories; (3) Understanding the roles of corporate culture and corporate leadership in business ethics; (4) Understanding the concepts of ethics in the working place; (5) Applying an ethical framework to business fields: Marketing, Corporate Governance, Accounting, and Finance; (6) Describing business environment responsibilities.
				Pre-requisite	MGT101 (Introduction to Management)
				Textbook	Laura P. Hartman & Joe DesJardins, 2014, <i>Business Ethics: Decision-Making for Personal Integrity and Social Responsibility</i> , 3rd edition, NY: McGraw-Hill/Irwin
Choose one of two following courses					
6	GPD101	Applied Graphic Design	3	Content	The course aims at helping students use the most common and powerful images editing tool – Photoshop. Photoshop is considered to be a magician of images,

					provides users with different images editing tools, from very simple like crop, resize to more complicated function such as images effects. The subject focuses on fundamental images editing skills for website, advertising and brand identity design.
				Pre-requisite	MKT101 (Marketing Principles)
				Textbook	Mark Galer, Philip Andrews, 2009, <i>Photoshop CS4: Essential Skills</i> , Focal Press
	RMB301	Business Research Methods	3	Content	This course introduces students to a number of research methods useful for academic and professional investigations of business practices. By examining the applications, strengths, and weaknesses of methodologies drawn from both the qualitative and quantitative traditions, this course permits an understanding of the various steps involved in designing and executing a research project so that students will be able to conduct their research later.
				Pre-requisite	N/A
				Textbook	Mark N.K. Saunders, Philip Lewis, and Adrian Thornhill, 2012, <i>Research Methods for Business Students</i> , 6/E, Financial Times Press
B	Professional and Personal Development				
1	OJB	On the job training	10		This course helps students approach the reality of the economy, business, apply their knowledge to analyze and solve problems of enterprise or of the economy in general. Students will have weekly seminars to discuss & exchange practical working experiences.
2	VOV	Physical Education	6		
3		Military Training	4 weeks		
4	ENT	Preparation English (if required)	Up to 10 months		
C	Graduation				