

APPENDIX 2

Course Description of Bachelor of Business Administration

(Issued under Decision 1206/QD-DHFPT of The Principal of FPT University on 18/09/2019)

I GENERAL COURSES

1. SYB301 Start Your Business

This course provides the basic theories of starting a business including: Business environment, qualities, essential skills for a business owner; methods of selecting business ideas, basic business plan for a start-up business; implementation of business activities, responsibilities of entrepreneurs and common risks that they may face.

2. SSG102 Communication and In-Group Working skills

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".

3. SSL101 Academic Skills for University Success

This is a high-level academic skills course designed to increase your level of academic preparedness prior to commencement of your studies in an English-medium university. The course equips you for full participation and engagement with your studies by building awareness and understanding of the core values and expectations of academic culture

4. ENW492 Writing Research Papers

This course develops learners' academic writing skills offering:

- review and extension of the typical parts and formats of essays
- a clear guide to choosing and researching topics
- step-by-step practice of the drafting process, using academic language and presenting research
- special sections on citing references and avoiding plagiarism

5. CHN111/JPD111 2nd Foreign Language (1)

The subject aims at providing adequate knowledge on phonetics, writing system, and basic sentence structure and also basic listening skill.

6. CHN122/JPD121 2nd Foreign Language (2)

This course aims at developing student's knowledge on phonetics, writing system, grammar, sentence patterns used in communication, and listening and speaking skills

II FUNDAMENTAL COURSES

7. SSC101 Business Communication

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.

8. MAS202 Applied Statistics for Business

This course focuses on data summaries and descriptive statistics; introduction to a statistical computer package (Excel, SPSS...); Probability: distributions, expectation, variance, covariance, portfolios, central limit theorem; statistical inference of univariate data; Statistical inference for bivariate data: inference for intrinsically linear simple regression models. This course will have a business focus.

9. ECO111 Microeconomics

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.

10. ECO121 Macroeconomics

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.

11. ACC101 Principles of Accounting

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

12. FIN202 Principles of Corporate Finance

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.

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.

13. MKT101 Marketing Principles

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.

14. OBE101 Organizational Behavior

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.

15. : MGT101 Introduction to Management

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.

16. : PMG201 Project Management

This course provides up-to-date information on how good project, program, and portfolio management can help you achieve organizational success. This course uses a chronological approach to project management, with detailed explanations and examples for initiating, planning, executing, monitoring and controlling, and closing projects.

17. : HRM201 Human Resource Management

This course provides a robust introduction to the key principles, policies, and practices of human resource management. Upon completing the course, learners will have a deeper understanding of what works in the workplace, including a toolkit of best practices for hiring, managing, and rewarding employees.

18. : ITA203 Information System Overview

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.

19. : LAW102 Business Law and Ethics
: Fundamentals

This course addresses the basic concept of the Legal Environment of Business studies. The course highlights the legal and regulatory environment in which people and companies conduct business activities. It appreciates the complexities, ambiguities and many areas of the law in undertaking business. Furthermore, it will focus on business ethics emphasizing how we should treat each other and our organizations in global and local contexts.

20. ENM201 Business English 1

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.

21. ENM301 Business English 2

This course is designed to help students further improve their ability to communicate in English in a wide range of business and business-related situations. It also helps students develop necessary knowledge and skills to succeed in business. In addition to the business-focused content, the course is enhanced with supplementary activities corresponding to the Common European Framework of Reference for Languages.

22. OJT201 On-The-Job-Training

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.

III & IV SPECIALIZED COURSES AND ELECTIVES

3.1 Marketing

23. DTG102 Visual Design tools

This course introduces students to the core principles, production approaches and presentation strategies of visual design and communication. Furthermore, the course focuses on increasing student's design skills by teaching each student the basics of Adobe Creative Cloud tools including Adobe Illustrator, and InDesign

24. MKT301 Marketing Research

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

25. : MKT202 Service Marketing Management

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.

26. : MKT304 Integrated Marketing Communications

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 understanding the communication processes of consumers and marketers, situation analyses of business as well as creative strategies and evaluation methods.

27. : MKT318 Digital Marketing 1

This course refers to the application of marketing principles and techniques via electronic media and more specifically, the Internet. The purpose of this course is to develop learner understanding of, and skills in the use of the complex interactive Digital media which comprise the tools of internet marketing.

28. : MKT328 Digital Marketing 2

This course provides a richer understanding of the new digital marketing landscape and tools to help students digitally create, distribute, promote and price products and services. This area of study is subject to rapid rates of change with an immense array of continually developing technology converging and impacting on how e- business operates.

29. : MKT201 Consumer Behaviour

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.

30. MKT208 Social Media Marketing

This course is designed to give students the insights into social analytics tools and resources to build a complete social media marketing strategy – from consumer insights to final justification metrics.

31. SAL301 Professional Selling and management

This course will help student to get accustomed to different valuable sales techniques, which guide them to prepare for sales activities, create better relationship with customers, utilize IT in sales management and deal with key accounts of their business.

32. GRA491 Graduation Thesis

The thesis intends to integrate content already covered in previous courses, as well as to provide an in-depth exploration of a topic of special interest or career relevance to the participant.

3.2 International Business

33. ECO201 International Economics

This course will study the economic relations among nations through analyzing the exchange of goods, services as well as the linkages between trade, labor and capital movements, international fragmentation of production, economic well-being and the income distribution and to identify and critically examine policy implications of these linkages. Besides that, the course provides students both classical and modern theories of international trade in goods and services, as well as empirical research on trade. A substantial fraction of the course is dedicated to examination of efficient trade policies. This course also covers the balance of payments, exchange rates and open-economy macroeconomics.

34. IBI101 Introduction to International Business

This course is designed to provide students with a deep understanding of international business including the techniques and strategies for entering and doing business in the international marketplace, the impact and dynamics of socio-cultural, demographic, economic, and political-legal factors in the foreign trade environment

35. IBF301 International Finance

The course provides a conceptual framework within which the key financial decisions of the multinational firm can be analyzed. Topics covered include multinational firms and globalisation; foreign direct investment; political risk; foreign exchange markets; currency derivatives (currency options and forward contracts); measuring and managing transaction exposure; cost of capital and capital structure for multinational firms; fundamentals of capital budgeting; international capital budgeting and exchange rate effects; international cash management; transfer pricing and international tax strategies.

36. IBC201 Cross Cultural Management and Negotiation

This course explores the effect of cultural differences on organisational behaviour and negotiation in the global context. It exposes students to issues and problems that inevitably arise in international business when managers have to deal with culturally determined differences in values, attitudes and behaviours. The course assists students in developing cross-cultural communication competence and management and negotiation skills to successfully solve problems and capitalise on opportunities in a multicultural environment.

37. MKT204 International Marketing

This course examines the opportunities and challenges associated with global marketing. The impact on marketing of the cultural, economic, political, and technological environments in different countries will be discussed. The relationship between global marketing and global business strategy will be reviewed. Strategies and tactics for developing each of the four "P's" internationally and globally will be examined. Approaches for deciding the extent to which marketing should be globalized versus localized will be explored. This course will examine key considerations in marketing both globally and in each of the major regions of the world.

38. RMB301 Research Methods

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.

39. IBS301 International Business Strategy

This course covers both the dynamics and the global aspects of strategic management. You'll learn how to evaluate industry evolution, build and sustain competitive advantage, formulate and assess business strategies, and align efforts to

organizational strategy.

40. IIP301 International Payment

This course is designed to provide students with a deep understanding of international payment including: parties to the international payment transaction; four primary payment methods: documentary letters of credit, documentary collections, pre-payment and credit transactions with detail description of documentary letters of credit (both standard and special letters of credit) and documentary collections; payment currency; ... It also covers: foreign exchange (forward contracts); documents used in trade; Letter of credit application and instructions; trade terms (Incoterms 2010); Cyber transaction on the Internet.

41. SCM201 Supply Chain Management

Supply chain management is the systemic, strategic coordination of the traditional business functions within a particular company and across businesses within a supply chain, for the purpose of improving the long-term performance of the individual companies and the supply chain as a whole. The major supply chain processes include planning, sourcing, making or converting, fulfillment, and relationships management. The major dimensions for evaluating the performance of supply chain processes and activities are time, cost, quality and compliance. This course covers the major activities of companies involved in profitably coordinating supply and demand in the marketplace to deliver consumer value.

42. GRA496 Graduation Thesis

The thesis intends to integrate content already covered in previous courses, as well as to provide an in-depth exploration of a topic of special interest or career relevance to the participant.

Physical Education

- 59. VOV114 Vovinam 1
- 60. VOV124 Vovinam 2
- 61. VOV134 Vovinam 3

