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AUTUMN SEMESTER COURSES

1. Professional Ethics and Corporate Governance

This module is an integral part of the Chartered Financial Analyst (CFA) certification program. The objective of this course is to develop a framework of ethical standards and standards for securities professionals to build an autonomous environment for the benefit and development of the financial market. Besides, the course also provides knowledge of corporate governance to help students understand the roles, rights, and responsibilities of the board of directors, the board of directors, and shareholders in the enterprise control system. Graduates of a securities investment program are obliged to adhere to ethical codes of practice to protect the credibility and ability of professional development in an international environment.

2. Securities Analysis and Investment

This module helps students to understand and systematically understand methods of analyzing, valuing, and investing in stocks; fixed-income assets, derivative assets, and other types of assets. Students need to understand the basics of stocks, bonds, derivatives, and other assets. Students can understand the nature and rules of the movement of stock prices, bonds, derivatives, and other assets. Students are required to use basic techniques and methods to determine the value of stocks, bonds, derivatives, and other assets. This is one of the four most basic elements of the Chartered Financial Analyst (CFA) certification program regarding asset valuation.

3. Portfolio Management

This course introduces students to portfolio management theory and the tools used in portfolio management. At the end of the course, students will gain knowledge of the portfolio management process, set investment goals, determine investment policies, forecast profits and risks, design portfolio investment, asset allocation, stock selection, supervision, adjustment, and evaluation of investment results. Students will learn how to apply the theory to managing portfolios for different asset types such as stocks, bonds, derivatives.

4. International Business

Doing business in such a big challenge and opportunity for almost all people in the world. Normally, we are launching our business at home (in our motherland), but under the pressure of business growth and penetration, corporations expand cross their national borders toward the international market.



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Is international business like the domestic one? May we apply the currently successful business model to other countries? Or even how to get success and prevent failure risks in the global market?

The answers are in the International Business course

5. Principles of Accounting

Accounting is the language of business; thus, accounting information is essential for decision making. The financial statements provide information generated by the accounting system is communicated to both insiders and outsiders to evaluate the performance of companies to make economic decisions. This module is designed for students with little or no prior background in accounting in general. The main purpose is to provide a basic understanding of financial accounting fundamentals for internal and external users of corporate financial information. Thus, the accounting assumptions and principles, together with qualitative characteristics of accounting information will be discussed in depth. Besides, how economic events of a business are recorded in the four main financial statements (i.e., the income statement, balance sheet, statement of retained earnings, and statement of cash flows) will be provided. Students will develop the basic technical skills needed to analyze financial statements through ratio analysis for financial analysis purposes.

6. Financial Accounting

A course provides a foundation for professional accounting or other areas of business. The course describes and illustrates financial accounting concepts and techniques essential to the management of a business enterprise including analyzing and recording financial transactions; accounting valuation and practices; preparation, analysis, and interpretation of financial statements.

7. Financial Management

This course introduces financial principles that can be utilized across multi-disciplines with the overall goal of maximizing shareholder value in the organization. The concepts of financial statement analysis, forecasting, leverage, working capital management, the time value of money, capital budgeting, security valuation, and capital markets will be addressed through both lectures and active approaches of problem-solving and case discussions. Finance is central to the operation of every organization. This course explores the theoretical aspects of finance. The end goal is to provide students with the tools necessary to conduct accurate financial analysis. For students pursuing a career in finance, the topics provide the foundation for an immersion in the science of finance. Students pursuing non-finance careers will receive an overview of finance issues encountered by managers.



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8. Principles of Auditing

In the period of rapid change in the business environment all over the world, accounting information is essential for decision making. However, the quality of accounting information in general, and the reliability of financial statements in specific are always crucial. Auditors play an important role as the independent third party who increases the credibility of financial statements, thus reduce information risks for stakeholders of the business. The module will cover the most fundamentals of auditing with little background in accounting (at least principles of accounting). After finishing this module, students are expected to be able to explain the economic rationale for audit as well as their requirements; understand the basic technical terms using in audit engagements. The understandings about types of audit; types of auditors; types of audit reports; and auditors' responsibilities are also expected. Students also are expected to describe and understand the overall audit process and works need to be done in each stage

9. Principles of Macroeconomics

This course introduces the Principles of Macroeconomics and its applications. It makes clear firstly the basic terms, and then the basic macroeconomics models to help students understand the overall economic activity.

10. Econometrics

The goal of this course is to support the knowledge of econometrics in a wide range of methods to estimate economic relations. Given well-defined economic phenomena, the undergraduate students could use regression analysis to clear the correlations among economic variables. Emphasis will be placed on the students' ability to understand how to establish a regression model, how to implement it, and more importantly how to interpret the results of the regression. Econometrics is seen as the dominant method in terms of applicability, accuracy, and efficiency by measuring exactly the economic relations in economic science. Thank the course, the students know how to use the statistical methods to analyze the quantitative aspects of economic problems in the sector of macroeconomics, microeconomics, labor economics, financial economics, development economics, etc.

11. Business Economics

The course provides students with essential knowledge of business based on the foundation of economic analysis. The course introduces various issues of applying economic principles into customer and firm analysis that directly related to the business decisions of firms.



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12. Development of Economics

Knowledge and skills to analyze the process of development and determinants of economic development in developing countries are important for undergraduate students who wish to become not only researchers but also policymakers and development practitioners. This course equips students with basic knowledge about process and determinants of economic growth, social development as well as environmental improvements in developing countries. The course helps students to grasp both basic development theories and previous experiences on development from advanced countries to apply for analyzing the development process and propose development strategies for developing countries.

13. Principles of Marketing

The principle of marketing course is to develop basic knowledge in the organization and execution of marketing activities in enterprises. The principle of the marketing module provides the students of Business Major and Economic Relations Major the specialized marketing knowledge. The principle of marketing course introduces the art of trading on the market. Contents include The nature, importance, and necessity of marketing activities, marketing environment, modalities to penetrate markets... Based on a deep understanding of markets, then they can build and deploy a mixture of MKT systems serving the implementation of company goals.

14. International Marketing

IM course is to develop basic knowledge in the organization and execution of IM activities in enterprises. IM module provides the students of Business Major and Economic Relations Major the specialized IM knowledge. IM course introduces the art of trading on the international market. Contents include The nature, importance, and necessity of IM activities, IM environment, modes of entry into international markets... Based on a deep understanding of international markets, then they can build and deploy a mixture IM system to serve the implementation of company goals.



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15. Leadership

Leadership is often cited as a key competency that is sought in potential employees. This course will:

- increase students' awareness of the different theoretical approaches to leadership;
- encourage a basic understanding of the practices of leadership;
- help students prepare for any leadership role they may have, now or in the future.

This course will be conducted with a variety of teaching techniques including lectures, cases, assessments, articles, class discussions, and experiential exercises.

16. Fundamentals of Management

This course prepares students with a comprehensive explanation of management principles and practices. It provides students with an introduction to contemporary management concepts and skills. It also encourages students to apply these concepts and skills into practice. Through the course, students are expected to improve their understandings of management and skills to manage their study and personal lives.

17. International Business and Management

This is the fundamental course in international business and international management. It seeks to provide an overview of international business and emphasizes a managerial approach that involves examining the various roles of managers in an international setting.

18. Organizational Behavior Management

This course is concerned with helping managers to better understand the nature and dynamics of social behavior related to organizational performance and to develop strategies that may help one become more effective in an organization. Key elements to consider are people, structure, technology, and the external environment.

19. Human Resource Management

This course is designed to provide an introduction to and an overview of human resource management. Issues related to various related sub-disciplines will also be discussed. Major topic areas include labor market conditions, the legal environment, employee recruitment and selection, training, development, compensation and benefits, and labor relations.



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20. Managing Across Culture

This course addresses the complexities and challenges associated with international management by emphasizing both organizational behavior and human resources management in terms of cross-cultural implications and applications. This course covers issues related to managing people in the international workplace and interacting effectively in an international environment.

21. Principles of Finance

This is the basic theoretical module that connects the basic theoretical modules to the financial business modules. The module presents basic theoretical issues about finance, currency, credit, and banking such as the premise, nature, and function of money and finance; financial system and the role of the stages in the financial system; financial markets; overview of the main contents of financial activities in such fields as the State budget, insurance, credit, corporate finance; monetary content such as monetary regimes, banks and credit institutions, central banks and monetary policy.

22. Money and Banking

This is the basic theoretical module of the industry that connects the basic theoretical modules to the financial banking modules. The course presents basic theoretical issues about money, such as: how the function of money and the development of monetary forms affect payment today, the role of financial intermediaries on financial markets; especially the role of commercial banks. Besides, this module introduces the role of the Central Bank in monetary policy management and considers its impact on the social economy.

23. Risk Management

The module will provide students with knowledge related to:

- Methods of detecting, measuring, and monitoring the financial risks arising in the process of developing and executing business projects as well as incorporate financial management.
- How to use and evaluate the effectiveness of using financial instruments to limit the above risks.
- Strategies for managing financial risks are being commonly used today.



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24. International Payment

International Payment is one of the professional subjects of Foreign Trade Economics major to equip students with intensive knowledge about issues that are relevant to payments in import and export transactions. The course includes knowledge of foreign exchange rate and market, the balance of payment, means and methods of payment and credits, commercial finance in foreign trade. The course provides students with basic issues about the foreign exchange market, international balance of payment, means and methods of international payment, and ways of international credits in foreign trade (from the perspective of import and export businesses).

25. International Finance

There is two main part of the contents of the course, namely, macro international finance and micro international finance. Macro international finance presents the basic elements of international finance such as different types of international monetary systems in the world economy, international balance of payments, organizations and operations of the international financial markets, and international financial institutions. Micro International Finance studies the practical problems of financial management of multinational companies (MNCs) such as international capital structure and their cost capital in foreign direct and indirect investment, foreign exchange risks, and foreign exchange risks management when the value of a company may be affected by abnormal changes in national exchange rates, payments, and national credit which is mainly related to the multinational companies' international trade activities.

26. International Business Transactions

International Trade Transactions is a core and necessary course, designed for the students in many majors of Foreign Trade University. It provides learners with knowledge and skills relating to cross-border trade in the international market. The course focus on the methods of implementing trade transactions in the complex international environment with many differences in politics, economics systems, trade policies, languages, and cultures, etc. The transactions are conducted under various methods namely sales of goods, intermediatery, re-exporting, counter-trade, bidding, auctions, and franchises, in compliance with international regulations and practices. The course is designed to make a balance between essential theory, practices, and skills of doing cross-border trade to learn others as well as to research at higher education in Vietnam and the world. The course requires students to apply their knowledge in solving cases, disputes, and giving recommendations to traders. Therefore, students are encouraged to be exposed to information and data on performing international trade transactions via various channels. The course provides the labor workforce with high-quality experts in International business, which have good English skills. This is essential for working in an International Business environment, especially in FDI and MNCs.



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27. Freight Forwarding and Insurance

This course involves international transportation and cargo insurance as tools to serve international trade. Emphases are on arranging transportation processes and related things to move goods from the seller's country to the buyer's country by different modes and insurance for importing and exporting goods. Carrier's liability, insurer's liability, and other legal issues in transport and freight forwarding and cargo insurance are also important contents that will be mentioned in the course.

28. E-commerce

This course introduces the principles and procedures related to the design, use, and launch of e-commerce ventures. It gives an overview of e-commerce and its effects on business and society, introduces e-commerce business models, portrays the technological infrastructure of e-commerce, discusses the intersection between marketing and e-commerce, and does all this in context—by presenting and discussing real e-commerce cases, such as Facebook.com, eBay.com, Amazon.com and many other e-commerce companies in Vietnam and other countries. Provides current and emerging issues in business transactions over the electronic medium and examines issues and topics in the functional areas of the 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.

29. Business Communication

This course focuses on the essential components of verbal and written business communications. It emphasizes precision, clarity, accuracy, style, innovation, content, and strategy. It includes a review of the integral components of effective writing—grammar, punctuation, word usage, and syntax. These aspects of written communication are incorporated into various written assignments including business letters, electronic messaging, report writing, and the citation of research using APA formatting. The verbal component of the course includes communication theory, preparing, presenting, and evaluating formal and informal business presentations such as impromptu speeches and informative presentations.



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30. Marketing

This is an introductory course composed of basic knowledge of marketing theories and practices to meet the need of the market. Marketing is the core of an operating business. It is an organizational philosophy and a set of guiding principles for interfacing with customers, competitors, collaborators, and the environment. Marketing includes planning, pricing, promotion, and distribution of ideas, goods, and services. Students will learn to measure consumers' needs and wants, assessing the competitive environment, selecting the most appropriate customer targets, and developing the marketing strategy and to satisfy consumers' needs better than competitors.

31. Principles of Marketing

This is an introductory course composed of basic knowledge of marketing theories and practices to meet the need of market. Marketing is the core of an operating business. It is an organizational philosophy and a set of guiding principles for interfacing with customers, competitors, collaborators, and the environment. Marketing includes planning, pricing, promotion, and distribution of ideas, goods, and services. Students will learn to measure consumers' needs and want, assessing the competitive environment, selecting the most appropriate customer targets, and developing the marketing strategy and to satisfy consumers' needs better than competitors.

32. Principles of Microeconomics 1

The principles of microeconomics will help you make decisions and understand what goes on in the world around you. We will study the behavior of individuals, business firms, and governments. We will also study how the interactions among those actors induce observed social phenomena such as production, prices, taxes, government regulation, and employment. The tools in this course are also useful in dating, raising children, planning vacations, and eating out.

33. Financial Accounting

The course examines the identification, measurement, recording, and communication of financial information to interested users for decision-making. There are no prerequisites for this course.



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34. Administration

The course presents an overview of the process of administration for-profit and non-profit organizations by giving a general introduction to the functional areas of accounting, finance, management, and marketing as well as the economic, international, and legal/ethical environments in which international business operates.

The administration will give you a general introduction to the areas of accounting, finance, management, and marketing so that you will be ready to tackle the specific courses in these functional areas that will be offered in the second half of the first year and the second year of the business administration program. More importantly, perhaps, this course is designed to sensitize you to the real world of business - what is happening out there daily. All of you taking this course are enrolled in a business-related degree or certificate program. Therefore, by definition, you must have a keen interest in the business. We don't expect that all students taking this course will be interested in each of the functional areas of business (i.e., accounting, finance, marketing, etc.), but we do assume a keen interest in the business in general.

35. Principles of Microeconomics 2

The module introduces the basic principles of microeconomics such as demand, supply, exclusive, competition, and optimization. The main objective of this course is to deepen the study of microeconomics. By the end of the module, the student will build a solid grasp of intermediate level microeconomics and be able to demonstrate knowledge of important areas of application.

36. Human Resources Management

This course will expose students to the dynamic and diverse field of human resources management. Students will be introduced to several essential human resource management topics including job analysis, recruitment and selection of staff, compensation, performance appraisal, training and development, and the relevant legislation governing HR practices.



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37. Introduction to Sociology

Sociologists examine how social arrangements shape human experience and how people create order and conflict. This introduction to sociology offers students foundational understandings of central sociological approaches, including terminology, theory, and methods that sociologists use to understand lifeworlds, social order, social conflict, and social change. The goal of this course is to open students to an awareness of the sociological insights that transcend individualistic explanations of social behavior and organization (i.e. crime is not simply caused by bad people). When students leave this course, they will have a general understanding of what sociologists do, the methodologies of examining social issues, and how to view the world through sociological perspectives.

38. Ethical Issues in Business

The course begins with a general account of business ethics and its role in our lives. It proceeds with a philosophical investigation of some more abstract and general issues such as the nature of philosophical business ethics and basic conceptual frameworks of moral thinking and decision making, the tension between profit-motive and morality, and between competition and cooperation. We will then focus attention on such specific topics as the responsibilities of a businessperson, the ethics of corporate downsizing and the use of overseas sweatshops, the ethics of whistle-blowing and drug testing in employment, the duties of salespeople, the ethics of manipulative advertising, and the proper environmental ethic for the conduct of business. As a philosophical study, the course emphasizes concepts and arguments and in general a reflective approach that strives for clarity, depth, and intellectual balance in the understanding and assessment of the issues.

39. Business Pod - Fundamental of Management

This course prepares students with a comprehensive explanation of management principles and practices. It provides students with an introduction to contemporary management concepts and skills. It also encourages students to apply these concepts and skills into practice. Through the course, students are expected to improve their understandings of management and skills to manage their study and personal lives.



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40. Business Statistics

This is an introductory course in Business Statistics. The course content can be divided into three parts. In the first part, we will discuss descriptive statistics. Descriptive statistics aims to represent and organize data in an efficient way using tables and graphs and summarize data using parameters that highlight the key information. In the second part, we will introduce the basic probability theory. We will investigate what probability is and introduce some concrete probability distributions that are useful in practical applications. The role of probability theory will become evident when we move to the third part of this course: inferential statistics. Here, we will apply the probabilistic tools we learned in the second part to formalize three important statistical techniques: estimation, hypothesis testing, and regression analysis.