

Autumn Semester

Course Code	Course Title
QTR406	Critical Approach and Business Ethics
TMA306	E-commerce
QTR401	International Business
QTR303	Principles of Management
KTE309	Econometrics
KET201	Principles of Accounting
PPH101	Business Communication
DTU304	Professional Ethics and Corporate Governance
KET312	Principles of Auditing

Syllabus

Critical Approach and Business Ethics

This course is designed to provide students with rules conforming with ethic codes set by professional organizations, as well as standards to be a professional financial analyst. Besides, students are also equipped with some advanced knowledge about corporate governance.

Objectives:

Knowledge

1. Understand the importance of ethics and ethical issues in the investment industry.
2. Understand the investment ethics in the context of modernizing financial market and corporations.
3. Understand the ethical responsibilities required by the CFA Institute Code of Ethics and Standards of Professional Conduct.
4. Understand the Global Investment Performance Standard

Skills

1. Apply the Code and Standards.
2. Analyze ethical issues in the investment industry.
3. Teamwork and presentation skills.

Attitudes

1. Develop ethical and Professional Standards.

Assessment:

10% - Attendance

90% Mid-term & Final exams



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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 ecommerce 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 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.

Objectives:

1. Understand & describe the major types of e-commerce and describe how it differs from e-business.
2. Explain key business concepts and strategies applicable to e-commerce.
3. Summarize the features of traditional payment systems.
4. Apply basic marketing concepts to Internet marketing and main technologies that support online marketing.
5. Identify and describe basic e-commerce marketing and branding strategies.
6. Identify the key features of the online banking and brokerage, insurance, and real estate industries.
7. Explain the key process in implementation of ecommerce SCM, CRM, ERP.
8. Identify the main types of B2B commerce: Net marketplaces and private industrial networks.
9. Identify the major trends in ecommerce, including social networks, cloud applications.
10. Planning and implementation of e-commerce and e-business projects, especially e-commerce website building for online selling of products and services.

Assessment:

10% - Web Quizzes

30% - Mid-term Assessment (individual assignment, mid-term exam, group project)

60% - Final exam



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International Business

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

Is the 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 the failure risks in global market?

The answers are in the International Business course.

Objectives:

The primary objective of this course is to introduce the students to the global economy to obtain a basic introduction regarding this subject matter and the major issues involved therein. The course will cover basic terminology and theoretical structure as well as practical implications.

In particular, this course has the following specific objectives:

- To give students the knowledge and understanding of the unique aspects of doing business internationally (differences of nations' business environment – culture, legal and economy).
- To draft essential business strategies and market entrant methods for MNEs.

Assessment:

10% - Class Participation

30% - Mid-term Assessment (group presentation & report)

60% - Final exam



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Management

This course prepares students with a comprehensive explanation to 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.

Objectives:

Knowledge

1. Understand fundamental management concepts; explain the functions, roles, and skills of managers.
2. Explain the internal and external factors and forces of the organization that managers must confront in their daily work.
3. Explain the process, types and tools of managerial decision making.
4. Explain the process of planning in general and strategic management as well as the tools, models in business planning and strategic management.
5. Explain different concepts of organizational structure, process of organization designing, types of organizational structure.
6. Explain the key concepts and models of motivations and leadership, the process of leadership.
7. Explain the process of managerial controlling, the key characteristics of effective controlling system, as well as types of managerial controlling and their application.

Skills

1. Ability to demonstrate critical thinking when presented with managerial problems.
2. Build enhances problem-solving and decision-making ability in management situations in general, and in human resource management.
3. Build self-learning and self-study skills.
4. Improve human skills such as team working, communication and presentation and Capacity of Autonomy and Responsibility.
5. Be cooperative and proactive in teamwork

Assessment:

10% - Class Participation & Attendance

30% - Mid-term Assessment (Midterm exam and/or group assignment)

60% - Final exam



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Econometrics I

The goal of this course is to support the knowledge of econometrics in a wide range of methods to estimate the economic relations. Given a 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 regression. Econometrics is seen as the dominant method in terms of applicability, accuracy, and efficiency by measuring exactly the economic relations in economic science.

Thanks to the course, the students know how to use the statistical methods to analyze the quantitative aspects of economic problems in sector of macroeconomics, microeconomics, labor economics, financial economics, development economics, etc.

Objectives:

The course aim at preparing a solid background for empirical research using econometrics techniques. After completing the course, the students are expected to have good knowledge in the classical multiple linear regression model, the ordinary least square estimation, statistical inference. In addition, the students know to regress the model with econometrics soft wares as Stata and Gretl, interpret the results of economic relations as well.

Conclusion, by the end of this module, students should be able to:

- Critically evaluate work in applied economics.
- Analyze empirical data to solve a variety of economic relations.
- Make use of econometric software packages as tools of quantitative and statistical analysis to compute empirical results.
- Understand the assumptions behind the models that are used, and the limitations of the results obtained.
- Understand the nature of uncertainty and the methods that can be used to deal with it.

Assessment:

10% - Class Participation & Attendance

30% - Mid-term Assessment (Midterm exam, assignment, problem sets)

60% - Final exam



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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 in order 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. In addition, 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 purpose.

Objectives:

Knowledge

1. Understand the basic accounting assumptions and principles, and how they are applied in recording and reporting economic transactions of a business.
2. Understand the meaning and basic layout of our main financial statements, which are the balance sheet, income statement, statement of retained earnings and statement of cash flows.
3. Understand the elements of each financial statement which are assets, liabilities, equity, revenue, expense and dividend.
4. Understand how three basic financial statements fit together to form the entire picture of the business.

Skills

1. Perform transactions analysis to know how they affect the accounting equation of a business.
2. Apply basic accounting principles in recording economic transactions of a business and preparing financial statements.
3. Perform basic journal entries to record economic transactions of a typical trading corporation.
4. Prepare four main financial statements, which are the balance sheet, income statement, cashflows statement and retained earnings statement.
5. Analyze financial statements using basic ratios reflecting liquidity, profitability and solvency of a corporation.

Attitude

1. Have an appropriate professional attitude in accounting profession, which are serious, careful, hardworking, and faithful.



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2. Have an appropriate respect towards the professional ethics in accounting and auditing profession that would leads to an appropriate behavior in an ethical dilemma.
3. Have duly responsibility for the group works as well as individual works.

Assessment:

10% - Class Participation & Attendance
30% - Mid-term exam
60% - Final exam



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Business Communication

Effective Presentation with Business Vocabulary

Students will read academic materials on Business topics under instruction of lecturer to gain business English vocabulary, then make presentations on assigned topics, utilizing their business vocabulary and presentation skills they have learned throughout the course. The Speaking part is divided into 9 Units in 8 weeks, presenting for 9 main stages of making presentation in a systematic way. These 9 units guide students from the first stages such as making introduction, linking the parts, structuring the presentation, ...to the final stages such as combining visual aids, making conclusion, etc. Most importantly, the students are instructed to use the right kind of language, or expressions for a presentation.

Strategies for Academic Listening

This course will help non-native English students improve their listening and note-taking skills for the purpose of listening to academic lectures. Students will be exposed to a variety of academic studies within three units with two chapters each unit. Each chapter is built around a video lecture from a typical course within the field. In each chapter, students are presented with practice listening, note-taking, academic discussion, and presentation strategies.

Objectives:

Knowledge

1. Articulate with good pronunciation, sentence stress, intonation.
2. Identify the differences between written and spoken languages.
3. Gain English vocabulary in business context conversation.
4. Understand academic lectures, reports, and discussions and apply taught techniques, styles to students' presentation in academic context.
5. Gain and improve background knowledge that facilitates listening and studying in higher-education classrooms.

Skills

1. Make effective presentations by demonstrating such important skills as structuring information, using an appropriate language style, using effective linkers, connectors, emphasizing and minimizing information.
2. Adopt the right body language.
3. Using visual aids, graphs, and charts.
4. Convert written language into spoken form when giving presentations.
5. Listen to the lectures with clear understanding of demands and atmosphere of higher-education classroom.
6. Work out the ideas structure and write a formal note to show the idea map of the lecture/report/discussion.

Capacity of Autonomy and Responsibility

1. Be aware of pronunciation errors in order to correct intonation and pronunciation to sound more similar to native speakers and succeed in communication.



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2. Be aware of a good structure of an effective presentation.
3. Be aware of the importance of listening and study skills in higher education classrooms.
4. Self-practice continuously.

Assessment:

10% - Class Participation & Attendance

30% - Mid-term exam

60% - Final exam



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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. In addition, the course also provides knowledge of corporate governance to help students understand the roles, rights and responsibilities of the board of directors, 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.

Assessment:

- 10% - Class Participation & Attendance
- 30% - Mid-term Assessment (oral presentation/exam/project)
- 60% - Final exam



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Accounting and Auditing

In the period of rapid change in 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 increase the credibility of financial statements, thus reduce information risks for stakeholders of 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 an audit engagement. The understandings about types of audits; 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.

Objectives:

Knowledge

1. Understand the meaning and economic rationale for audit, especially the audit of financial statements, which are the balance sheet, income statement, statement of retained earnings and statement of cash flows.
2. Understand the basic auditing terms and techniques, and how they are applied in an audit engagement.
3. Understand the main works done by auditor in each phase of an audit Engagement.
4. Understand the requirement of an CPA, including the legal and ethical rulings applied in auditing sector.

Skills

1. Identify types and sources of audit evidence available in an audit of financial Statements.
2. Apply basic audit techniques to accumulate audit evidence.
3. Prepare 2 main types of audit report for a financial statement audit engagement.
4. Carry out simple analytical procedure which means analyze financial statements generally using basic ratios reflecting liquidity, profitability and solvency.

Attitude

1. Have an appropriate qualitative characteristic in auditing profession, which are integrity, serious, careful, hardworking, and professional skepticism.
2. Have an appropriate respect towards the professional ethics in accounting and auditing profession that would leads to an appropriate behavior in an ethical dilemma.
3. Have duly responsibility for the group works as well as individual works.



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Assessment:

10% - Class Participation & Attendance

30% - Mid-term Assessment (Midterm exam, assignment, problem sets)

60% - Final exam