

**FACULTY OF BUSINESS ADMINISTRATION
DEPARTMENT OF INTERNATIONAL BUSINESS**

Course for Foreign Exchange Students

1. Objectives

The objective of this short course is to provide a working knowledge of Business Administration. This will include a discussion of the theory of International trade, finance, business analysis, and most importantly, real experience. All attendees will use theory to practice, characterize soft skills, and examine the effectiveness of theory in real life performance. In addition, the attendee will learn methods of data presentation, data interpretation and analysis, and model fitting both in the classroom and in the company. The students will become familiar with commercial for experimental control, data analysis, and model fitting.

2. Outcomes

- Specialized knowledge
- Communication skill
- Analysis skill and Critical Thinking
- Teamwork skill
- Develop personality of a young successful person in the integration trend
- Understand and apply the fundamentals to become **International Business Manager**

3. Time: 1 semester

4. Place: Classroom

5. Schedules:

FALL SEMESTER					
No	Name	Credits	Periods	Description	Evaluation
1	Asian Business and	3(3,0)	45	❖ Describe the management of organizations in Asia from both managers' and workers' perspectives	❖ 30%: Assignment

	Management			<ul style="list-style-type: none"> ❖ Explain the major theories of Asian management and illustrate them with case material ❖ Analyze how factors from the external environment, such as gender, religion, ethnic diversity, union cultures, affect Asian management processes and compare how these vary between Asian nations ❖ Conduct an individual research exercise by applying one aspect of Asian management theory to a chosen Asian country context ❖ Develop oral and written communication skills. 	<ul style="list-style-type: none"> ❖ 30%: Presentation ❖ 40%: Final Report
2	Cross-Cultural management	3(3,0)	45	<ul style="list-style-type: none"> ❖ Recognize and respect the cultural differences ❖ Sincerely differences in thinking ❖ More confidence in the multicultural environment ❖ Change the way of communication to suit the new environment ❖ Aims to improve the development of multicultural 	<ul style="list-style-type: none"> ❖ 30%: Assignment ❖ 30%: Presentation ❖ 40%: Final Report
3	Practice of International Trade	3(3,0)	45	<ul style="list-style-type: none"> ❖ The aim of this unit of study is to introduce business students to the various procedures and documentation required to facilitate an international trade (export and import) transaction; ❖ The instruments of trade finance; ❖ The various methods of financing/settling exports and imports transactions. These processes will be introduced using industry-based computer software. 	<ul style="list-style-type: none"> ❖ 30%: Assignment ❖ 30%: Presentation ❖ 40%: Final Report
4	International Business Management	3(3,0)	45	<ul style="list-style-type: none"> ❖ Familiarize students with the core theories, frameworks and issues in international business at the level of both the country and the firm and how these influence public policy and managerial decision-making in organizations. Apply international business frameworks to solve practical real life problems confronted by global business managers and public policy makers. 	<ul style="list-style-type: none"> ❖ 30%: Assignment ❖ 30%: Presentation ❖ 40%: Final Report
5	Consumer Behavior	2(2,0)	30	<ul style="list-style-type: none"> ❖ Learn key theories and research from the behavioral sciences (e.g., psychology, sociology, and economics) that help us understand consumer behavior. ❖ Apply these concepts and theories in developing and evaluating marketing strategies, understanding their value and their limitations. 	<ul style="list-style-type: none"> ❖ 20%: Multiple Choice Test – Individual Task

					<ul style="list-style-type: none"> ❖ 30%: Individual Presentation ❖ 50%: Final Report – Group.
SPRING SEMESTER					
No	Name	Credits	Periods	Description	Evaluation
1	Global Marketing	3(3,0)	45	<ul style="list-style-type: none"> ❖ Analyze the role of economic development international trade and, environmental factors in global marketing; ❖ Identify, evaluate and select attractive global markets; ❖ Apply marketing concepts and models in analyzing and formulating global marketing plans; ❖ Critically assess strategic approaches used in global marketing; ❖ Develop and evaluate cohesive marketing strategies for organizations involved in global marketing and formulate global marketing programs for a hypothetical or real product and organization. 	<ul style="list-style-type: none"> ❖ 20%: Quiz Test – Individual. ❖ 30%: Case Presentation – Group. ❖ 50%: Final Report – Group.
2	Business Communication	3(3,0)	45	<ul style="list-style-type: none"> ❖ Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction; ❖ Write effective and concise letters and memos; ❖ Prepare informal and formal reports; ❖ Proofread and edit copies of business correspondence; ❖ Use career skills that are needed to succeed, such as using ethical tools, working collaboratively, observing business etiquette, and resolving workplace conflicts; ❖ Plan successfully for and participate in meetings and conduct proper techniques in telephone usage; ❖ Use e-mail effectively and efficiently; ❖ Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and ❖ Utilize electronic presentation software. 	<ul style="list-style-type: none"> ❖ 30%: Assignment ❖ 30%: Presentation ❖ 40%: Final Report

3	Seminars in General Vietnam Economy	1(1,0)	15	<ul style="list-style-type: none"> ❖ Understanding Economic growth of Vietnam in the past; ❖ How export and import affect trade balance of Vietnam; ❖ Main trade partners of Vietnam nowadays; ❖ Vietnam Economics structure. 	❖ Case study:
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