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| **MTH 112/TR** Precalculus Algebra (3 credits)  **COURSE DESCRIPTION**  Topics include the algebra of functions, including polynomial, rational, exponential, and logarithmic functions. The course also contains systems of equations and inequalities, linear and quadratic equations and inequalities, graphs of polynomials, and the binomial theorem. |
| **MTH 201/TR** Business Calculus (3 credits)  **COURSE DESCRIPTION**  An introduction to the basic ideas and techniques of differential and integral calculus for students majoring in business related areas. Topics include differentiation and integration of algebraic, exponential, and logarithmic functions, functions of several variables, partial derivatives, Lagrange multipliers, multiple integrals, maximum & minimum, and applications of these concepts to business related topics.  **COURSE OBJECTIVES**  Upon completion of this course, the student should be able to:  1. Differentiate algebraic, logarithmic, and exponential functions.  2. Explain the geometric significance of the derivative.  3. Use First and Second Derivative Tests to find relative maximums and minimums.  4. Sketch accurate graphs of functions, showing relative maximums and minimums, concavity, points of inflection.  5. Find the absolute maximum and absolute minimum values of functions (if they exist). In particular, find the absolute maximum and absolute minimum values of continuous functions defined on closed intervals of finite length.  6. Apply techniques of differentiation to maximum/minimum problems, marginal analysis problems, and approximations using differentials.  7. Compute anti-derivatives and definite integrals involving various algebraic, logarithmic, and exponential functions.  8. Use partial derivatives and Lagrange multipliers in finding relative maximums and minimums of functions of several variables |
| **SPH 241/TR** Fundamentals of Speech (3 credits)  **COURSE DESCRIPTION**  The course provides students with the principles and practice basic to oral communication in the form of presentation.  **COURSE OBJECTIVES**  This course will introduce students to the strategies for competent and effective preparation as well as the delivery of oral presentation by:   * activating and extending the learners’ linguistic competence; * increasing their confidence in using spoken English; * developing their ability to analyze and evaluate spoken performance; and * sharpening their strategic competence in face-to-face interaction. |
| **SCI/L/TR** Physical Science & Lab (4 credits)  *Physics and astronomy for non-science majors.*  *The course will give a general introduction to basic concepts of physics and chemistry. At the end of the course, you will be familiar with the basic concepts in:*  *1)      Patterns of motion and equilibrium*  *2)      Newton’s laws of motion*  *3)      Momentum and energy*  *4)      Gravity, projectiles, and satellites*  *5)      Fluid mechanics*  *6)      Thermal energy and thermodynamics*  *7)      Heat transfer and change of phase*  *8)      Electricity and magnetism*  *9)      Waves and Sound*  *10)  Light*  *11)  Atoms*  *12)  Relativity*  *13)  Quantum mechanics 1*  *14)  Quantum mechanics 2* |
| **BIO/L/TR** Principles of Biology and Lab (4 credits)   1. Basic biological concepts and principles 2. Organization and function of the organisms at molecular, cellular and higher levels 3. The principles of evolution, genetics, ecology and their inter-relationship 4. Plant and animal anatomy and physiology 5. Impact of humans in shaping the world environment and conservation of resources and organisms |
| **ENG 101/TR** Composition and Modern English I (3 credits)  **COURSE DESCRIPTION**  English 101 provides students with the rhetorical foundations that prepare them for the academic and professional writing. The course will help students understand the strategies and processes that good writers use to accomplish the academic purposes of writing to demonstrate understanding; writing to teach, entertain, or persuade a reader; writing to pose or solve problems; and writing to explain knowledge. The course will also teach students how to respond effectively to the writing of others, and to use the suggestions of their teacher and their peers for their own writing improvement. There are also class discussions and readings with the focus on the functions and scope of language and communication in a range of social contexts.  **COURSE OBJECTIVES**  Upon completing English 101, students should be able to   1. effectively use and analyze forms and conventions of academic writing regarding collaborative, research, argumentative, and analytical writing, 2. generate good writing using specific methods for inventing and elaborating ideas, for arranging these ideas to achieve a specific rhetorical purpose, for producing good style, for revising, and for editing, 3. write well in a variety of rhetorical contexts, 4. understand the ways that purpose, process, subject matter, form, style, tone, and diction can be shaped to address a particular audience in a specific situation, 5. demonstrate understanding of the ways that language and communication shape experience, construct meaning, and foster community, and 6. use Edited English appropriately |
| **ENG 205/TR**  **COURSE OBJECTIVES**   * To introduce students to various masterpieces of world literature * To examine literary works that have become the cornerstones of the world’s major literary traditions * To enrich students’ cultural understanding by bringing them into contact with great literary works created in different socio-cultural contexts. |
| **HIS 122/TR** World History I (3 credits)  **Objectives:** Upon completion, students should be able to analyze significant issues and developments in World History to 1500. |
| **HIS 123/TR** World History II (3 credits)  **Objectives:** *Upon completion, students should be able to analyze significant issues and developments in World History since 1500.* |
| **ART 133/TR** Visual Art (2 credits)  **Course Description:**  This course is an introduction to and survey of the Visual Arts with the purpose of helping students to understand and appreciate art and what it has to offer. The class will include a combination of lectures, discussion, and field trips. Through the 10 weeks of this term, we will consider materials and techniques, historical, religious, and cultural contexts, as well as ideas, concepts, and aethetics. In addition, students will study developments in a few studio exercises, exploring the formal elements of the visual language and how they function in communicating ideas and emotions. |
| **MUS 131/TR** Music Appreciation (2 credits)  **DESCRIPTION**  Orientation, vocal and instrumental media, forms, historical development and guided listening.  **COURSE OBJECTIVES**  Students will strive to explain aspects of musical heritage and what it has done for Western  civilization as well as for the students individually.  Students will listen to selected recorded musical examples with greater perception and with  ability to articulate generalities about such selections. Additionally, students will be expected to  articulate knowledge of some basic vocabulary, identifying styles of music and composers, and be able to describe the various historical periods as related to music history. |
| **IS 241/TR** Computer Concepts and Applications (3 credits)  **COURSE DESCRIPTION:**  The objective of this course is to introduce basic computer concepts and its applications. Students will learn and practice Microsoft Office (Word, Excel, PowerPoint, and Access) and study how use these applications in business and commerce. |
| **ACT 291/TR** Principles of Accounting I (3 credits)  **COURSE DESCRIPTION**  Introduction to accounting - "the language of business". Topics include accounting concepts and conventions, basic accounting procedures and the accounting cycle; classifications of accounts and the accounting equation; principles in revenue recognition, accounting for liabilities and assets, including provision for depreciation; preparation and understanding of simple sets of financial statements. |
| **ACT 292/TR** Principles of Accounting II (3 credits)  **COURSE DESCRIPTION**  An extension of ACT 2291. This course examines topics relating to company, cost and managerial accounting. Company accounting includes formation of limited companies; company financing, final accounts, compliance with disclosure requirement, ratio analysis; and preparation of cash flow statements. Introduction of Cost and Managerial Accounting includes basic understanding of elements of cost and accounting systems, preparation of budgets and Cost-Volume-Profit analysis. |
| **ACT 391/TR** Intermediate Accounting (3 credits)  **DESCRIPTION**  Theory and applications of assets, liabilities, and owners’s equity, revenues, expenses,  and analytical process. List and describe the major accounting isssues associated with  operating, financing, and investing activities of business entities, particularly as those  activities relate to assets, revenues. |
| **LAW 221/TR** Legal Environment of Business (3 credits)  **DESCRIPTION**  This course is an introduction to the fundamental concepts, principles, and rules of law that apply to business activities and to provide knowledge of legal environment of business. This course provides an overview of law in general, the American legal system, federal and state court procedures. The role of ethics and key commercial law areas are focused, including the law on intellectual property rights; business ethics and social responsibility; law of contract; law of corporations.  **COURSE OBJECTIVES**  On completion of the course, the student should be able to:   1. Recognize and understand the scope, extent and importance of the law. 2. Define and differentiate between the various classifications and sources of law in the US and Vietnam. 3. Know the functions of the federal and state court systems and their procedures in the US and the court system in Vietnam. 4. Demonstrate the knowledge of regulation of business such as the protection of intellectual property, antitrust, consumer protection and international business law. 5. Incorporate business ethics to business principles by the law of the US and Vietnam. 6. Demonstrate the knowledge of the technical aspect of contract law including contract formation, breach and remedies afforded pursuant to the law of the US and Vietnam. 7. Evaluate and analyze the ways the various formations of business associations and the formation of corporations in US and Vietnam. 8. Understand the basic contents of the International Business Law 9. Formulate analytical skills and reasoning skills in legal business cases. |
| **QM 241/TR** Business Statistics I (3 credits)  **COURSE DESCRIPTION**  This course is an introduction to the concepts and methods of descriptive and inferential statistics. The course will cover the following topics: collecting and presenting data, measures of central tendency and dispersion, probability concepts and laws, standard random variables, normal distribution, sampling, statistical estimation, and statistical hypothesis testing.  **COURSE OBJECTIVES**  **Upon completion of the course, the student should:**   * **Be able to identify, collect, display, and analyze the numerical type of information generated by business operations.** * **Understand probability theory and be able to use it for solving problems encountered in business.** * **Be able to sample data for drawing inference about the population from which the sample was taken.** * **Be able to perform statistical hypothesis testing.** * **Understand how statistical techniques are used to solve real-world problems from Case Study.** |
| **QM 341/TR** Business Statistics II (3 credits)  **COURSE DESCRIPTION**  A continuation of Business Statistics I. Topics include comparison involving means and proportions, ANOVA, simple linear regression and correlation, multiple linear regression, time-series and chi-squared applications.  **COURSE OBJECTIVES**  To develop advanced statistical-analysis skills appropriate for entry-level employment in business fields. Core requirement for all undergraduate business programs. On completion of the course, the student should be able to:   1. Apply hypothesis-testing and estimate populations, and interpret the results. 2. Apply ANOVA procedures to sample data, and interpret the results. 3. Apply simple and multiple linear-regression techniques and correlation analysis to sample data, and interpret the results. 4. Use a trend equation and deseasonalize data to forecast future time periods. |
| **FIN 331/TR** Managerial Finance I (3 credits)  **COURSE DESCRIPTION:**  This course studies the analysis, planning and control of internal and external finance decisions of a firm with emphasis on corporate structure.  **COURSE PURPOSE AND LEARNING OUTCOMES:**  This course tries to achieve the following learning objectives:   1. Define and explain basic financial concepts, principles, terminology, and techniques in managerial finance. 2. Identify the primary goal of financial management and the firm. 3. Explain how financial markets, institutions, and instruments operate in the financial environment. 4. Analyze the financial condition of a firm by using proper financial-analysis techniques. 5. Calculate financial values based on the concept and techniques of the time value of money. 6. Calculate the value and yield of common financial securities, such as bonds and stocks. 7. Evaluate capital-budgeting projects using proper financial-analysis techniques. 8. Evaluate financial securities and portfolios using appropriate risk-return analysis techniques 9. Use and practice excel techniques in financial calculations. |
| **MKT 361/TR** Principles of Marketing (3 credits)  **Course descriptions:**  This course provides a basic knowledge of marketing that enables students to evaluate, describe, and design marketing activities with practical insights into the real world. Students will be exposed to and expected to learn terms, concepts, and frameworks used by practicing marketing managers. It is also expected that by the end of the course students will have a solid understanding of the major decision areas under marketing responsibility and an appreciation of *how to apply* key frameworks and tools for analyzing customers’ behavior, competitors, and marketing environment. The course should help students to develop insight about creative selection of target markets and blending decisions related to product, price, promotion, and place to meet the needs of a target market.  **- Course objectives**  Upon completion of the subject, students will be able to:   * Assess and understand the history and philosophy of marketing * Identify and explain the micro and macro marketing environment * Discuss the various and importance of marketing planning, analysis, control and implementation * Evaluate the importance of managing the marketing mix * Evaluate the importance of product and service policies * Discuss the various Pricing policies * Analyze the importance of Channel and physical distribution policies * Apply the Marketing communications policies   - Explain the Future developments and the social, environmental and ethical dimensions of marketing |
| **MGT 478/TR** International Management (3 credits)  **DESCRIPTION**  A survey and analysis of topics important to successfully managing internationalized business operations. Included in the course are considerations of environmental analysis, modes of entry, planning and cross-cultural issues in directing, decision-making, organizing and staffing operations in multinational enterprises.  **COURSE OBJECTIVES**  On completion of the course, the student should be able to:   1. Discuss the major issues and challenges that arise as organizations move from domestic to international operations. 2. Apply theories of national culture to business problems, and explain the role and effects of cultural assumptions on business thinking and planning. 3. Discuss methods of conducting business appropriate to specific foreign environments. 4. Differentiate among the political, legal, ethical, financial, economic, and socioeconomic environments of international business. 5. Determine the appropriate organizational structure for an international firm. 6. Describe the major features of leadership, motivation, and intercultural communication in international business. 7. Discuss the major issues in international human resource management, including expatriate issues.   8. Identify appropriate modes of entry into international operations. |
| **FIN 435/TR** International Banking and Finance (3 credits)  **COURSE DESCRIPTION**  The subject provides a comprehensive introduction and overview of international finance  with emphasis upon multinational corporation management, international trade, foreign  exchange, and international financial markets, institutions, and instruments. |
| **BUS 382/TR** Business Communications (3 credits)  **COURSE DESCRIPTION**  Students will learn about the principles, practice and concepts of communication in the business environment. Emphasis will be on developing skills in effective written communication through the application of writing letters, memos, reports and other common business documents. Effective oral communication such as listening skills and oral reporting will be included. |
| **ECO 251/TR** Principles of Macroeconomics (3 credits)  **COURSE DESCRIPTION**  This course is designed to provide students with a general understanding of macroeconomic concepts, principles and theories, and their application in practice. Topics include national income accounting, unemployment, inflation, money and banking, fiscal and monetary policy and basic concepts on open economy macroeconomics. The subject explores the economic problems and issues in which governments face and the use of policies to resolve them. |
| **ECO 252/TR** Principles of Microeconomics (3 credits)  **Course Descriptions:**  Microeconomic theories of value, production, distribution of income, and basic international economic analysis. |
| **MKT 362/TR** Advertising (3 credits)  **Description**  The planning, creation, utilization, and place of advertising programs, media use, and  research to support marketing strategy. Prerequisite: MKT 3361.  **Objectives**  On completion of the course, the student should be able to:  1. Discussing advertising from the perspectives of marketing overall, management, and  accounting.  2. Identify and discuss marketing, management, and accounting concepts unique to the  advertising field.  3. Create and manage conceptually an advertising campaign for a particular product or  company.  4. List and define essential terms and jargon characteristic of the advertising industry.  **Purpose**  To provide an ability to plan, manage, and evaluate the promotional function of a  business, including the sales and advertising areas. This course will provide an  opportunity to learn about the creation, placement, budgeting, scheduling, and evaluating  necessary to an advertising program. |
| **MKT 468/TR** International Marketing (3 credits)  International marketing subject will give students the insight views of what and how organizations or companies should be taken into account when they want to market their products/services worldwide. This book will also help you understand the elements in the International marketing environment that can affect to your businesses. Beside, decision making and policy formulation relative to the cultural, social, political, legal and economic aspects of marketing in global environments. With the trend of globalization, many of the products, which these organizations sell are targeted at a global customer using a consistent marketing mix, it is also necessary to grasp regional differences, thus the importance of International marketing.  **COURSE OBJECTIVES:**  The basic knowledge of International marketing is the first step for students to enter in the field of marketing. Nowadays, the demand of globalization is more increasing, which results in a huge profitability, significant market growth and expansion that Wal-mart, Carrefour, Apple, Toyota, etc, have been done so far. Students’ tasks for this subject is to remember and understand the four main topics, including: the international marketing environment, International marketing entry and development, export marketing mix and the global marketing mix. Moreover, you will have opportunities to extend your knowledge to apply theories into practical global marketing business in Vietnam by doing in-class discussion, presenting by groups and so on.  Throughout this course, students will be able to enhance the generic skills (Team/individual work, writing/oral presentation skills, critical thinking and problem-solve skills) |
| **ECO 358/TR** Macroeconomics for Managers (3 credits)  **COURSE DESCRIPTION**  This course provides a deep analysis in factors of aggregate demand and aggregate supply, inflation, unemployment, productivity and economic growth and the role of government policy in influencing economic performance.  **COURSE OBJECTIVES** On completion of the course, the student should be able to:  1. Define GDP, national income and other major measures in the National Income and Product Accounts (NIPA). 2. Illustrate the circular flow of the macroeconomy, showing the position of business firms within it. 3. Explain the causes of and cures for inflation and why high unemployment persists, and discuss how these affect business decisions. 4. Understand what make up aggregate demand and aggregate supply, how national output is determined and what causes of economic fluctuations. 5. Understand long run economic growth and the sources of economic growth. 6. Explain how a mix of government policy (demand side and supply side policies) can influence the economic performance of a nation. |
| **MGT 373/TR** Operations Management (3 credits)  **Description:**  Operations Management is the systematic direction and control of the processes that transform inputs into finished goods or services. This course provides an introduction to the concepts and analytic methods that are useful in understanding the management of operations in organizations. Managing operations well requires both strategic and tactical skills therefore, during the semester, the following topics are considered: the strategic relationship of operations with other functional organizations, the size and type of production process, purchasing the appropriate raw materials, planning and scheduling the flow of materials, the nature and content of inventories. The course equips the students with quantitative methods of operations, including forecasting models, inventory models, statistical process control, process models and project management methods. The course also provides a review of current supply chain philosophies such as JIT, MRP, and EOQ inventory management methods. |
| **ECO 353/TR** Money and Banking (3 credits)  **Description**  Money and banking is an exciting discipline that covers issues of importance in real life. This course provides an overview of the working of the financial and economic system and seeks to provide an understanding of how a financial economy operates. Problems arising from asymmetric information in markets are shown to be of vital importance in appreciating the structure and functioning of the financial system. Research in the areas of money, banking and financial markets is highly active, and deals with issues continuously in the news and the subject of vigorous policy debate. International concerns are also increasingly influencing the direction of discussion on financial economic issues. In the course, emphasis will be given to the role of asymmetric information in financial markets and associated regulatory issues that arise, the fundamentals of interest rates and financial institutions, the money supply process and the conduct of central bank, the behavior of exchange rates and the international financial system, and rational expectations and the working of efficient markets. |
| **MGT 472/TR** Organizational behavior (3 credits)  To provide an understanding of how interaction among individuals and groups affects the performance of business organizations. This course covers the concepts, logic, methodology, and terms used by the technicians in the field of organizational behavior. It also presents the latest developments in the field and addresses research patterns and trends in organizational behavior. |
| **MGT 375/TR** Human-resource management (3 credits)   * Describe and define the current field of human-resource management, including the roles played by members of the human-resource management function in organizational-strategy formulation. * Apply human-resource management techniques and strategies to support organizational objectives in recruitment and selection, training and development, performance and evaluation, discipline and control, compensation and benefits, and union and employee relations. * Explain human-resource planning and its importance to both the human-resource function and organizational strategy. * Describe the functions of job design and job analysis. * Explain work rules, policies, and procedures within a functioning organization. |