

1. MICROECONOMICS

(ECO 100. MICROECONOMICS)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory:

- Practice:

3. Prerequisite: Recommended Prerequisite: ECO 100

4. Main purpose of the credit

The purpose of AP Microeconomics is to give students a thorough understanding of the principles of economics that apply to the functions of individual decision makers, both consumers and producers, within the larger economic system. It places primary emphasis on the nature and functions of product markets, and includes the study of factor markets and the role of government in promoting greater efficiency and equity in the economy. It includes the following concepts: scarcity, opportunity costs and production possibilities, specialization and comparative advantage, the functions of any economic system, the nature and functions of product market, supply and demand, models of consumer choice, firm production, costs, revenues, product pricing and outputs, efficiency and government policy, factor markets, efficiency, equity, and the role of government.

5. Main content

An introduction to microeconomics

Scarcity and tradeoffs, opportunity cost, thinking at the margin, markets.

Thinking like an economist: assumptions, theories, and models. The production possibilities frontier, positive vs. normative analysis. Representing economic data with graphs, slope and elasticity, omitted variables and reverse causality.

Specialization and trade, absolute advantage vs. comparative advantage.

Supply and Demand

Competitive markets and price taking, the determinants of an individual's demand, the demand schedule, the demand curve, ceteris paribus, market demand. Shifts in the demand curve vs. movement along the demand curve. The determinants of individual supply, the supply schedule, the supply curve, market supply, shifts in the supply curve vs. movement along the supply curve. Excess supply, excess demand, and equilibrium.

Price elasticity of demand, price elasticity and total revenue, income elasticity of demand, normal and inferior goods, price elasticity of supply

Price floors and price ceilings, how taxes affect markets, elasticity and tax incidence. Consumer surplus, producer surplus, market efficiency and the invisible hand, market failure.

Taxation and deadweight loss, elasticity and deadweight loss, deadweight loss and tax revenue.

Firm Behavior and the Organization of Industry

Costs of production, economic vs. accounting profit, the production function, total cost, fixed cost, variable cost, average cost, marginal cost, short run and long run costs.

Perfect competition, profit maximization and the competitive firm's supply curve, the short run shut down decision, entry and exit in the long run, short run and long run market supply curves, market equilibrium.

Monopoly, production and pricing decisions, welfare cost of monopoly, anti-trust laws and regulation, price discrimination.

6. Textbook reference materials

McConnell and Brue Economics: Principles, Problems, and Policies. 16th edition. Boston: McGraw-Hill, 2005. The text is used in conjunction with the test bank and study guide.

Morton, John, and Rae Goodman, AP Economics Teacher Resource Manual and Workbook, New York: The National Council on Economic Education.

2. THE ENVIRONMENT OF MODERN BUSINESS

(BUS 120. THE ENVIRONMENT OF MODERN BUSINESS)

Class hours: 3, Credit: 3

Schedule: -Theory: 3
-Practice: 0

Prerequisite: None

Main purpose of the credit:

Main content

- ◆ During the past two decades, the business environment in many sectors has been characterized by rapid changes. The main revolution has been the transition from a sellers' market to a buyers' market. This subject provides an overview of the environment of modern business; which consists: environment– political and regulatory environment – demographic, environment – social, cultural and technological environment.
- ◆ Content in detail:
 - International Economic Environment
 - Regional integration and trade blocks
 - Types of integration

- Economic institutions – International Monetary Funds (IMF) – World Bank, Asian Development Bank, UNCTAD, UNIDO, International Trade Centre, WTO, GATT, GATS, TRIM, TRIPS.

- International Trade and Investment Theory
- Historical developments of Modern Trade theory
- Investment theories – Theory of capital movements
- International Trade and Payments
- Government Influence on Trade
- Understanding the role of culture: communicating across cultures, cross cultural negotiations and decision making

- International Investment: Types and significance of foreign investments – factors affecting international investment – growth and dispersion of FDI – cross border mergers and acquisitions

- Multi National Corporation: Importance and dominance of MNCs, transfer of technology, global competitiveness, indicators of competitiveness, competitive advantage of nations, technology and global competitiveness.

- International Monetary System and Foreign Exchange Marketing
- Social Responsibilities and Ethics, MNE Social Responsibilities, Efficiencies, Perspectives, Ethics, Technological Perspective, Foreign Corrupt Practices Act, Cases.

Textbooks and reference materials:

Musselman, V. A. , Hughes, E. H. , & Jackson, J. H. (1981). *Introduction to modern business: issues and environment*. Prentice-Hall.

Dunfee, T. W. (1996). *Modern business law and the regulatory environment*. McGraw-Hill.

Schmidheiny, S. (1992). *Changing course: A global business perspective on development and the environment*. MIT press.

3. INTRODUCTION TO COMPUTERS

(COM 100. INTRODUCTION TO COMPUTERS)

Class hours: 2, Credit: 2

Schedule: - Theory: 1
- Practice: 1

Prerequisite: None

Main purpose of the credit:

- ◆ Use the computer as a tool and be able to demonstrate its use in creating an electronic product.

- ◆ Demonstrate knowledge of the main computer applications used in business and be able to choose the appropriate application for a given task.

Main content:

- ◆ Providing students with a basic understanding of word processing, presentation software, spreadsheet software and simple database operations.

- ◆ Contents in detail:

An Overview of the Computer System

Output Devices

Processing Data

Storing Information

The Operating System and User Interface

Productivity Software

- + Word Processing and Desktop Publishing Software

- + Spreadsheet Software

- + Presentation Programs

- + Database Management Systems

The Internet and Online Resources

Textbooks and reference materials

1. Davis, G. B. (1977). *Introduction to electronic computers*. McGraw-Hill, Inc.
2. Shelly, G. B. , Cashman, T. J. , & Vermaat, M. E. (2008). *Microsoft Office 2007: Introductory Concepts and Techniques*. Course Technology Ptr.

4. FOREIGN LANGUAGE I
(ELEC 81. FOREIGN LANGUAGE 1)

- 1. Class hours: 3, Credit: 3**
- 2. Schedule:** - Theory: 2
 - Practice: 1
- 3. Prerequisite: None**
- 4. Main purpose of the credit:**

This course provides students with grammar structures and vocabulary related to the major of International Business and Logistics in fields such as: Economic, Marketing, transportation... After finishing the course, students should be able to read, translate, write, analyze and gather information from other sources relevant to their major.

5. ENGLISH COMPOSITION
(EGL 100. ENGLISH COMPOSITION)

- 5. Class hours: 3, Credit: 3**
- 6. Schedule:** - Theory: 1
 - Practice: 2
- 7. Prerequisite: None**
- 8. Main purpose of the credit:**

This subject is designed to help students to obtain competence in English skills with the essential abilities to learn and research. Students will be strengthened the general language skills and able to use three main skills: reading, writing, and speaking in the academic environment, in specific situations.

◆ Main content:

It consists of both the theory and practice of reading, writing, forming documents in English for the particular purposes of studying or performing the research.

◆ Contents in detail:

- Reading skills
- Scanning
- Skimming
- Writing skills
- Forming an academic document
- Order of chart analyzing
- Creating the map of ideas
- Speaking skills

Skill of performing speech, persuasion, argument

Concepts of information fluency

This course may not be challenged by examination.

5. Textbook and reference materials

Pamela Arlow (2004) *Wordsmith: A guide to college*. Upper Saddle River, N. J. , Pearson Prentice Hall.

Elizabeth Fuseler Avery (2003) *Assessing student learning outcomes for information literacy instruction in academic institutions*, Association of College and Research Libraries, Chicago.

Daniel Sherian. Mahwah, N. J. (2000) *Teaching secondary English*, L. Erlbaum Associates.

6. MATHEMATICS

(MTH 100. MATHEMATICS)

1. Class hours: 4, Credit: 4

2. Schedule: Theory:3

Practice: 0

3. Prerequisite:

Two years of high school algebra or MTH 001, or passing score on ELM, or otherwise exempt from remediation.

4. Main purpose of the credit:

Combines the necessary elements of college algebra and trigonometry to prepare students for subsequent study of calculus, computer programming, navigation and the physical sciences.

5. Main content:

* Topic coverage includes linear, quadratic and higher polynomial equations, rational logarithmic and exponential functions and equations, trigonometric functions and their inverses and equations, with graphical representation of all of the above. Other topics are generalized and periodic functional relationships, multivariable systems with matrix algebra including inversion and determinants, complex numbers, vectors and appropriate computational methods, the rapid computation of values in plane triangles and various functions using the pocket calculator.

* Contents in detail:

Fundamental Concepts (Real Numbers, Exponents and Radicals, Absolute Values, Algebraic Expressions, Equations and Inequalities, Coordinate Geometry, Lines and Circles)

Functions and Graphs (Definition of Functions, Operations on Functions, Inverse Functions)

Polynomial and Rational Functions (Zeros of Polynomials, Complex Zeros)

Exponential and Logarithmic Functions

Trigonometric Functions

Analytic Trigonometry (Trigonometric Identities and Formulae)

6. Textbooks and reference materials

Lial, M. L. , Hornsby, E. J. , Schneider, D. I. , & Daniels, C. J. (1997). *College algebra and trigonometry*. Addison-Wesley.

Aufmann, R. N. , Barker, V. C. , & Nation, R. D. (2010). *College algebra*. Brooks/Cole Publishing Company.

7. BUSINESS DECISION ANALYSIS

(BUS 165. BUSINESS DECISION ANALYSIS)

1. Class hours: 3, Credit: 3

2. Schedule: - Theory: 3

- Practice: 0

3. Prerequisite: MTH 100

4. Main purpose of the credit:

- * Main purpose of this subject is to familiarize students with the mathematical techniques that have become one of the pre-requisites of any manager to make sound decisions regarding the path followed by the company.
- * Moreover, students will be well versed with using low cost and potent IT tools to utilize more advanced management techniques.

5. Main content:

- * Examples and activities that describe the applications of Business Decision Analysis (BDA), how BDA can improve the decision-making process in variegated function, like planning and forecasting, human resource management and manufacturing.
- * Contents in detail:
 - The meaning of Business Decision Analysis
 - The various processes of decision analysis
 - The steps involved in formulating a linear programming problem
 - the technique of regression analysis
 - the main techniques available for the analysis and forecasting of time series
 - the methods used in simulation

6. Textbooks and reference materials

Groebner, D. F. , Shannon, P. W. , Fry, P. C. , & Smith, K. D. (2011). *Business statistics: a decision making approach*. Prentice Hall/Pearson.

Belton, V. , & Stewart, T. J. (2002). *Multiple criteria decision analysis: an integrated approach*. Springer.

Hair, J. F. , Money, A. H. , Samouel, P. , & Page, M. (2007). *Research methods for business* (pp. 210-425). West Sussex: John Wiley & Sons.

8. CRITICAL THINKING ELECTIVE (ELEC 20. CRITICAL THINKING)

1. Class Hours: 3, Credit: 3

2. Schedule: - Theory: 3;
- Practice: 0

3. Prerequisite: EGL 100 Humanities

4. Main purpose of the credit:

Introduces the use of critical thinking skills with emphasis on examining those structures or elements of thought implicit in all argumentation: deductive and inductive reasoning; logical fallacies; implications, assumptions, and consequences; denotative and connotative elements in language; and rhetorical modes and methods

5. Main content:

Introduction. Nacirema exercise. Cultural myths and critical thinking. The power of stereotypes.

Perceiving, Believing, Knowing, Inferring. Perception exercise. Discussion of Chaffee readings.

Rhetoric and Argumentation. Deductive and Inductive Reasoning. Take-Home exercises on Induction, Deduction, and Propaganda Devices.

Logic and Rationalism. Plato's Psychology-Its strengths and problems. Common Propaganda Devices and Logical Fallacies

Reasoning about an issue and opposing perspectives. Moral reasoning

Rhetorical Analysis: Close reading for content (How); Close rading for rhetorical purpose (How). Opposing Perspectives on a controversial topic

Nets Language, Language, Perspective and Framing. Dictionary exercise in class. Discussion on political language: is it relevant today? Discussion of take-home exercises. Argument Analysis due

In-class work in teams: Debate exercise, based on discussion of your returned Argument Analysis papers. In-class writing: Has discussion changed my analysis? Why?

Defining concepts. How does precise definition enable useful exploration of concepts?
What Have We Learned?

6. Textbooks and reference materials:

Chaffee, John Mifflin (2009), *Thinking Critically* (9th edition), Houghton, ISBN 061894791

M. Neil Browne, Stuart M. Keeley (2009), *Asking the Right Questions* (9th edition) – publisher: Prentice Hall

Chuck W. Clayton (2007), *The Re-Discovery of Common Sense: A Guide to: The Lost Art of Critical Thinking* – publisher: iUniverse, Inc

Richard W. Paul, Linda Elder (2002), *Critical Thinking: Tools for Taking Charge of Your Professional and Personal Life* – publisher: FT Press

9. FOREIGN LANGUAGE II (ELEC 82. FOREIGN LANGUAGE II)

1. Class hours: 3, Credit: 3

2. Schedule: - Theory: 2
- Practice: 1

3. Prerequisite: ELEC81

4. Main purpose of the credit:

This course expands and raises the level of understanding to students compared to Foreign Language I. It provides students with grammar structures and vocabulary related to the major of International Business and Logistics in fields such as: Economic, Marketing, transportation... After finishing the course, students should be able to read, translate, write, analyze and gather information from other sources relevant to their major. The brain storming and presenting abilities in different circumstances of students are also improved.

10. PRINCIPLES OF MANAGEMENT (MGT 100. PRINCIPLES OF MANAGEMENT)

1. Class hours: 3, Credit: 3

2. Schedule: - Theory: 2
- Practice: 1

3. Prerequisite: None

4. Main purpose of the credit:

Main purpose of this subject is enabling students to:

- * define the manager's terrain and start your own journey as a great manager;
- * apply the four management functions and three management skills in a team project; explain the basic principles of leading and managing, including ethical norms, that affect organizational behavior;

- * analyze the dynamics of effective people engagement as a source of sustainable competitive advantage; and
- * imbibe the “whole-person in a whole-job” philosophy.

5. Main content:

- * “Principles of Management” defines the manager’s terrain and welcomes the student to the fast changing world of management. The course invites the student into a fun journey of the four managerial functions: (a) planning, (b) organizing, (c) implementing, and (d) controlling. The field of management is differentiated from the emerging discipline of leadership from the point of view of the professor. A team project provides an experiential grasp of the key principles of management.

- * Contents in detail:

Foundations of management and organizations

Management history module

Managing in the twenty-first century

- + Constraints and challenges for the global manager
- + Global management
- + The diverse workforce
- + Social responsibility and ethics
- + Change and innovation

Planning

- + Decision-making
- + Foundations of planning
- + Strategic management
- + Planning tools and techniques

Organizing

- + Foundations of organizational design
- + Contemporary organizational design
- + Human resource management
- + Managing your career
- + Groups and teams

Implementing

- + Foundations of individual behavior
- + Communication
- + Motivation
- + Leadership

Controlling

- + Foundations of control
- + Operations management

6. Textbooks and reference materials

Morden, T. (2004). *Principles of management*. Ashgate Pub Limited.

Carpenter, M. , Bauer, T. , & Erdogan, B. (2010). *Principles of management*. flatworld Knowledge.

Dessler, G. , & Starke, F. A. (2004). *Management: principles and practices for tomorrow's leaders*. Prentice Hall.

11. MACROECONOMICS (ECO 101. MACROECONOMICS)

1. Class hours: 3, Credit: 3

2. Schedule: - Theory: 3

- Practice: 0

3. Prerequisite: None

4. Main purpose of the credit:

Both of Microeconomics and Macroeconomics are the basic subjects that provide students the knowledge frame for the other economics related subjects.

Main purpose of this subject is to equip student the basic concepts, principles and some macroeconomics models – the essential point for understanding the way our economy runs. The students are also introduced to the principles of economy planning, the factors that determine production. On the other hand, learners would have analytical tools and the techniques; which are used popularly in economics analyzing. This subject also commends some codes of trade, especially the WTO rules, the effects of globalization under different views.

5. Main content

- ◆ Providing the essential knowledge on macroeconomics, consist of: main indexes of national economy's account system, major economical variables (growth, unemployment and inflation) and their relations, some basic economical models (AS-AD, IS-LM...) and the government's policies of economy.
- ◆ Content in detail:
 - Economic organization of a mixed economy
 - Macroeconomic system
 - Total national product and method of measuring

- Growth and Economic Development
- Total demand and output balance
- Fiscal policy
- The function of the money
- Supply, demand of the money and commercial banking system
- Monetary policy
- Inflation and unemployment
- Balance of payments
- Foreign exchange market and exchange rate system
- The system of trade policy

6. Textbooks and reference materials:

N. Gregory Mankiw (2008), *Principles of Macroeconomics (5th Edition)*, 512 pages, Publisher: Cengage Learning.

Arthur O'Sullivan, Steven M. Sheffrin, Paperback (2002), *Macroeconomics: Principles and Tools (3rd Edition)*, 425 pages, Publisher: Prentice Hall.

Feenstra, Robert and Taylor, Alan (2008), *International Economics (1st Edition)*, Publisher: Worth Publishers.

12. ACCOUNTING PRINCIPLES (BUS 100. ACCOUNTING PRINCIPLES)

1. Class hours: 3, Credit: 3

2. Schedule: - Theory:
- Practice:

3. Prerequisite: None

4. Main purpose of the credit:

Principles of Financial Accounting provides an introduction to the concepts and uses of financial accounting information in a business environment and its role in the economic decision-making process. Accounting is referred to as the language of business. Primary areas of study include the theory of debits and credits, special journals, the accounting cycle, bonds and interest, receivables and payables, accruals and deferrals, measurement and valuation of assets and liabilities, the determination of net income (profit) and the preparation and analysis of basic financial statements.

5. Main content

- Upon completion of this course, students should be able to:
- Interpret data presented in the Balance Sheet; Income Statement; Statement of Cash Flows; and

Statement of Retained Earnings.

- Apply the accounting formula.
- Apply debit and credit theory.
- Effectively use T-accounts.
- Complete journal entries.
- Recognize and apply the basic characteristics of accrual and cash basis accounting
- Identify and apply chart of account entries.
- Complete the accounting cycle.
- Distinguish current assets from intangible and fixed assets.
- Describe and apply various depreciation methods.
- Compare and contrast inventory under LIFO, FIFO, and Accelerated Inventory Methods.
- Compare and contrast cashflows under the direct and indirect methods.
- Calculate accounts receivable, inventory and accounts payable turnover and days on hand.
- Recognize and correctly post accruals and deferrals.
- Complete a classified balance sheet.
- Complete multi-step income statement.
- Complete adjusting entries.
- Compute Net Present Value (NPV), and Internal Rate of Return (IRR) associated with long-term investment projects.
- Compare and contrast the valuation of bonds and equities.
- Construct the full accounting cycle and prepare all required journals, entries, and adjustments.
- Describe the necessity for and features of internal controls.
- Identify the users of accounting information.
- Explain how General Accepted Accounting Principles (GAAP) relate to financial statements and the independent CPA's report.

6. Textbook and reference materials:

GREGORY R. MOSTYN, *Basic Accounting Concepts, Principles, and Procedures*, Volumes 1 and 2, First Edition (Milpitas, CA: Worthy & James Publishing, 2007, Volume 1: pp. xviii, 671; Volume 2: pp. xx, 917).

JERRY J. WEYGANDT, PAUL D. KIMMEL, and DONALD KIESO, *Accounting Principles*, (Ninth Edition Hoboken, NJ: John Wiley & Sons, Inc. , 2009, pp. xxix, 1196)

JAMIE PRATT, *Financial Accounting in an Economic Context*, Seventh Edition (Hoboken, NJ: John Wiley & Sons, Inc. , 2009, pp. xvi, 792).

13. SPEECH COMMUNICATION

(EGL 110. SPEECH COMMUNICATION)

1. Class hours: 3, Credit: 3

2. Schedule: - Theory:
- Practice:

3. Prerequisite: None

4. Main purpose of the credit:

This course teaches the basic principles of oral communication and public speaking and offers the opportunity to excel in these areas. It is designed to help students in occupational and social situations by improving self-expression, self-confidence, and self-understanding, while paying attention to the basic elements of organization and delivery.

This class also has a community service-learning component that allows students to join the CMA Toastmasters Club in order to refine their speaking skills and to learn the roles and formal duties of club officers.

5. Main content

Fundamentals of Speech Communication

A variety of experiences that develop basic concepts of the oral communication process. The part includes communication theory as well as speech preparation and delivery. Highly recommended: Prior to enrollment, student should have A) a satisfactory score, as determined by the English faculty, on an English Composition entrance test, and B) evidence of having met the Reading Competency Requirement.

Oral-Interpretation

Basic techniques of the oral performance of literature with emphasis on content analysis and performance.

Small-Group Communication

Study of leadership, group process and interpersonal relations in the small group, conference and public forum.

Public Relations

This part is designed to introduce students to the public relations field. Covers topics from the nature of the work done by public relations practitioners to the description and use of the tools involved. Also, the various functions of public relations are examined including the overall process of research, planning and decision making, action and communication, and evaluation.

Introduction to Business Communication

This part is designed to help students understand communication behaviors and concepts in order to develop effective communication skills in the business environment. It covers topics related to communication between employees and their supervisors, communication within work groups,

and public communication.

Advanced Public Speaking

An interactive course exploring persuasive and informative speech preparation and delivery. Students learn to use visual aids effectively, handle questions and answers, analyze communication events, and understand the media.

6. Textbook and reference materials

McQuail, D. (1987). *Mass communication theory: An introduction* . Sage Publications, Inc.

Rogers, E. M. , & Shoemaker, F. F. (1971). *Communication of Innovations; A Cross-Cultural Approach*.

14. FUNDAMENTAL OF LOGISTICS & SCM

(LGT 500. FUNDAMENTAL OF LOGISTICS & SCM)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory:

- Practice:

3. Prerequisite: None

4. Main purpose of the credit:

This class will provide students with an introduction to the concepts and bases of Logistics and Supply chain management, make students think about how Logistics and supply chain management impact all of the areas and processes of the macroeconomy as well as business firms. After the class, students will have a solid background about specialized terms and abbreviations in such field, understanding structure and contents of major logistics services.

15. ORGANIZATIONAL BEHAVIOR AND LABOR RELATIONS

(MGT 205. ORGANIZATIONAL BEHAVIOR AND LABOR RELATIONS)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory:

- Practice:

3. Prerequisite: None

4. Main purpose of the credit:

Presents the student with a comprehensive overview of the theory and practice of planning and managing human capital in business organizations. The student acquires knowledge and understanding of human resource management, unionism, multiculturalism, diversity, and the integration of business and government in organizing, planning, and controlling human resources. At the completion of the course, the student should be able to:

Explain the terminology associated with organizational behavior

Understand the systems approach as applied to human and organizational behavior.

Gain knowledge of contemporary issues and approaches to the organizational change facing organizations.

Apply organizational behavior approaches to the analysis of one organization's initiative(s).

5. Main content

Organizational Behavior and Labor relations today

The High Performance Organization.

Global Dimensions of Organizational Behavior and Labor relations

Motivation and Reinforcement

Human Resource Management Systems

High Performance Job Designs

The Nature of Groups

Teamwork and High Performance Teams.

Basic Attributes of Organizations

Strategic Competency and Organizational Design.

High Performance Organizational Cultures.

High Performance Leadership.

Power and Politics.

Information and Communication.

6. Textbook and reference materials

Managing for the Future: Organizational Behavior & Processes. – 3rd Edition - By Ancona, Kochan, Scully, Van Maanen, & Westney. ISBN: 0-324-05575-7.

16. CALCULUS FOR BUSINESS

(MTH 205. CALCULUS FOR BUSINESS)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory:

- Practice:

3. Prerequisite: MTH 100 with a C- or higher

4. Main purpose of the credit:

Focuses on basics of calculus and the application of this topic to business decision-making and problem solving. Students will concentrate on formulae that will be performed on Excel later in the curriculum. The course will present math theory and math models. Exercises in critical thinking and model building will be introduced, along with the application of these two

tools to the quantitative analysis of business problems.

5. Main content

Introduction to Business Calculus. Limits.

One-sided limits and limits involving infinite

Rates of change.

Tangent lines and derivatives.

Techniques for finding derivatives.

Derivatives of product and quotients.

Chain rule.

Derivatives of exponential and logarithmic functions.

Continuity and differentiability.

6. Textbook and reference materials

Mathematics with Application in the Management, Natural and Social Sciences, 9th edition, by Margaret L. Lial, Thomas W. Hungerford and John P. Holcomb Jr. , Pearson Education (Addison-Wesley), 2007, ISBN 0-321-33433-7.

17. FINANCIAL MANAGEMENT (BUS 101. FINANCIAL MANAGEMENT)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory: 3

- Practice: 0

3. Prerequisite: BUS 101, MTH 107, MTH 205

4. Main purpose of the credit

The main goal of this course is to develop a foundation of financial management concepts. This will enable to the student to understand how corporations make important investment and financing decisions, and how they establish working capital policies. The course also lays a foundation for more complex financial topics that arise in additional elective courses in finance. This course in financial management describes the corporation and its operating environment; it will help any future manager to understand how the finances of a company work, and how they will be interfacing with finance

5. Main content:

* The focus of this course is in the area of financial management. We will show managers how to interface with accounting and finance departments, help them to understand how firms meet their financial objectives utilizing financial decision-making. This course will also explain financial tools and techniques, which can be used to help firms maximize value

by improving decisions relating to capital budgeting, capital structure, and working capital management. This course will deal with a number of related topics, including multinational financial management, risk management, mergers and acquisitions.

* Contents in detail:

- The Goals & Functions of Financial Management
- Review of Accounting
- Financial Analysis
- Financial Forecasting
- Operating & Financial Leverage
- Working Capital and the Financial Decision
- Current Asset Management
- Sources of Short Term Financing
- The Time Value of Money
- Valuation and Rates of Return

6. Textbooks and reference materials

Brigham, E. F. , & Ehrhardt, M. C. (2010). *Financial management theory and practice*. South-Western Pub.

Higgins, R. C. (1995). *Analysis for financial management* (No. s 53). Chicago: Irwin.

18. INFORMATION SYSTEMS MANAGEMENT (MGT 305. INFORMATION SYSTEMS MANAGEMENT)

1. Class hours: 2, Credit: 3

2. . Schedule: - Theory:

- Practice:

3. Prerequisite: COM 100 or Equivalent course

4. Main purpose of the credit

A comprehensive study of the use of computers for management decision-making. An examination of traditional information systems and system development techniques focusing on the end user's perspective. The course uses applications software to develop knowledge of the computer environment. Students use databases to analyze information about the business environment from such sources as the Internet, the financial databases, and other library and college databases.

5. Main content:

Information, Systems and Management

Information T echnology and Strategy

The Network Economy: Trends and Opportunities
Managing Change
Information Technology and Organization
Information Technology Architecture
Organizing and Leading the Information Technology Function
Information Technology Operations
Managing Information Technology Outsourcing
Project Management
Information Technology Planning
Information Politics

6. Textbook and reference materials

Kenneth C. Laudon (2002), *Essential of Management Information systems*, Upper Saddle River, NJ, Prentice Hall.

19. BUSINESS STATISTICS

(BUS 205. BUSINESS STATISTICS)

1. Class hours: 3, Credit: 3

2. Schedule: Theory: 3; Practice: 0

3. Prerequisite: None, Co-requisite: PHY 100

4. Main purpose of the credit:

The students will learn the basics of using statistical methods in applications related to business and economics. These include the following skills: a basic understanding of the theory of probability and statistics and how it is applied to test different kinds of hypotheses as well as the basic skills required for preparing and analyzing the data. Most of these abilities especially those related with computer software are developed through students' individual practice with the assignments. After this course students should be able to use econometric methods in empirical projects. In particular, the students will be introduced to statistical models used to describe the relationship among multiple variables. The students will be exposed to relevant examples in economics and business applications. The main objective of these examples is to motivate the use of statistical analysis and at the same time encourage students to go beyond the mechanical application of techniques and to develop critical judgment.

5. Main content

- Data and Statistical Thinking
- Methods for Describing Data
- Probability and Random Variables

- Sampling Distributions
- Interval Estimation
- Hypothesis Testing
- Comparisons of Populations
- Analysis of Variance
- Simple Linear Regression
- Multiple Regression Models

6. Textbooks and reference materials

A. K. Sharma (2005), *Textbook of Elementary Statistics*, Publisher: Discovery Publish House

Mario F Triola (2008), *Elementary Statistics Using Excel, Books a la Carte Edition 4/E*,
Publisher: Pearson Education

David R. Anderson (2008), *Statistics for Business and Statistics*, Publisher: South-Western
College Pub

20. INTRODUCTION TO MARKETING (BUS 200. INTRODUCTION TO MARKETING)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory: 3

- Practice: 0

3. Prerequisite: ECO 100

4. Main purpose of the credit

- * Learn the basic concepts of marketing.
- * Understand how marketing ties into consumer data reports, and the initiatives expressed by consumers and competitors.
- * Review the various techniques involved in marketing products based on extensive research conducted by firms.

5. Main content:

- * In this course, students will discuss the process by which a marketing plan is developed by a firm, the disadvantages and benefits of specific marketing techniques, the comparative differences between various techniques then gain an idea of the effective analyses used in marketing to determine the most effective ways to sell a product. Case studies and the analysis of marketing plans are discussed.
- * Contents in detail:
 - Organizational Consideration
 - Databases Marketing/Getting Needed Information

- Consumer Analysis
- Competitive Analysis
- Opportunity Analysis
- Marketing Objectives
- Marketing Strategy Development
- Product Decisions
- Place and Promotion Decisions

6. Textbooks and reference materials

Frain, J. (1999). *Introduction to marketing*. Cengage Learning Emea.

Palmer, A. (2012). *Introduction to marketing: theory and practice*. OUP Oxford.

21. ADVANCED WRITING

(EGL 300. ADVANCED WRITING)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory: 1

- Practice: 2

3. Prerequisite: EGL 100, Junior Class Standing

4. Main purpose of the credit

Students must master four basic essay types and achieve a good grasp of mechanics, coherence, completeness and unity of thought in their writing. They are also taught to plan, organize, and proofread their writing, as well as arrange information in ways conducive to the promotion of good communication. By the end of the course, they are expected to have a thorough grasp of the grammatical, lexical and syntactical aspects of English and to write in a manner consistent with college graduation requirements, focusing on clarity, insightfulness and development of concepts

5. Main content:

- * This subject is designed to help students to obtain proficiency in English Academic Writing, including developing ideas, working through multiple drafts, evaluating papers in collaboration with peers, developing information literacy skills through personal research; and reading, thinking and writing critically by engaging in an ongoing academic discussion.
- * Contents in detail:
 - Critical Thinking
 - + Analyze and judge.
 - + Listen and discuss.
 - + Recognize and respect differences of opinion.

- + Understand their personal biases.
- + Improve their understanding of others' ideas.
- + Engage in synthesis and praxis.
- Writer-Based Writing
 - + Formulate, explore, and express your ideas.
 - + Find and develop your academic voice and style.
 - + Think independently.
 - + Generate ideas.
 - + Analyze your past experiences.
 - + Develop writing fluency.
 - + Practice using writing rituals as learning tools.
 - + Be creative and enjoy writing.
- Audience-Based Writing
 - + Identify your audience and their needs and biases.
 - + Anticipate your audience's beliefs or attitudes.
 - + Research and evaluate information based on what you and your audience need to know.
 - Find, evaluate, and organize information in response to your audience's needs.
- Information Literacy
- Collaboration Skills

6. Textbooks and reference materials

Howarth, P. A. (1996). *Phraseology in English academic writing*. Niemeyer.

Hillocks Jr, G. (1975). *Observing and Writing*.

22. GLOBAL LOGISTICS (LGT 501. GLOBAL LOGISTICS)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory: 2

- Practice: 1

3. Prerequisite: MTH 100

4. Main purpose of the credit

This subject provides students with a basic knowledge of global operations, logistics strategy logistics planning, how the economy, competition, level of technology, and political environment can affect international logistics, the management of logistics over national boundaries, and how to analyze logistics problems.

5. Main content:

- * Logistics is the science of movement of materials from raw material to the customer, a critical factor in today's global business environment. The maritime profession is a crucial part. Enterprises of all kinds find logistics to be a key difference for their customers, and an important way to get competitive advantage. Many recent business successes rely on visions involving logistics, and exploit the latest technologies. Students learn current ideas and technologies in the field from transportation, warehousing, inventory, product design, packaging, security, and reverse logistics, and look at global and management issues as well. Case analysis makes students devise answers and look at alternatives closely, so they can find their own answers later in their career.
- * Contents in detail:
 - Evolution and design
 - Globalisation and its effects on logistics
 - Physical distribution
 - Global supply chain
 - Global logistics network design
 - Risk management
 - Information management
 - Performance measurement for global logistics
 - Governments interest in logistics
 - Documentation, terms of sale and terms of payment

6. Textbooks and reference materials

Gourdin, K. N. (2001). *Global logistics management: a competitive advantage for the new millennium*. Blackwell Publishers.

Waters, D. (Ed.). (2003). *Global logistics and distribution planning: strategies for management*. Kogan Page.

23. BUSINESS LAW

(LAW 100. BUSINESS LAW)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory: 3

- Practice: 0

3. Prerequisite: None

4. Main purpose of the credit

The purpose of this course is to give students an overview of legal matters that they will deal with in their personal and/or professional life. The course begins with a quick review of ethics, how laws are made, sources of law, and civil and criminal procedures. Then, students

differentiate among the different types of law: criminal, civil, “white collar” crimes, employment/business law, etc. Topics such as the rights of minors, contracts, cyberlaw, consumer laws, warranties, rental relationships, negotiable instruments, credit, debt, bankruptcy, intellectual property, laws of patents, copyrights, and trademarks will also be covered. Landmark cases that influence laws today will also be reviewed and discussed to enhance students’ overall understanding of the material.

5. Main content:

- * Business law principles are presented at the appropriate undergraduate level for understanding those most useful and widely applied in the contemporary workplace. Students learn how the legal system facilitates business operations and discourages or controls harmful business practices. Students will recognize that the law is an integral part of our social system, both in shaping and being shaped by the broader society. Topics addressed include law as a business foundation; alternative dispute resolution, litigation and the court system; contract law principles; intellectual property; business torts and crimes; business organizations with emphasis on corporations; international business transactions and devices; real and personal property systems; ethics; and preparing contract proposals.
- * Contents in detail:
 - The nature, sources and major classifications of law.
 - The constitutional powers of government.
 - The basic roles and requirements of the American judicial system.
 - The steps in traditional and alternative dispute resolution.
 - Intentional torts, negligence and strict liability.
 - The major crimes that affect business.
 - The elements and types of contracts.
 - Third party rights and duties.
 - How a contract can be discharged.
 - Damages available upon contract breach.
 - The expressed and implied warranties.
 - The elements and defenses to product liability.
 - The major laws that protect consumers.

6. Textbooks and reference materials

Cheeseman, H. R. (2001). *Business law: ethical, international & E-commerce environment*. Prentice Hall.

Schaffer, R. , Agusti, F. , & Earle, B. (2008). *International business law and its environment*. South-Western Pub.

24. INTERNATIONAL BUSINESS I
(BUS 300. INTERNATIONAL BUSINESS I)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory:

- Practice:

3. Prerequisite: ECO 100

4. Main purpose of the credit

This course introduces the student to the effects of multi-national operations on business strategy and decision making by exploring the economic, political, financial, legal, and social nature of the international environment. The formulation, selection, and implementation of multi-national strategies are examined in the context of the global business environment.

5. Main content:

Globalization: Opportunity or Threat

Political, Economic & Legal

Political, Economic & Legal

Strategy in International Business I

Strategy in International Business II

Ethics in Global Business I

Ethics in Global Business II

International Business and Terrorism & Money Laundering

Trade Theories I

Trade Theories II

Political Economy of International Trade I

Political Economy of International Trade II

Foreign Direct Investment I

Foreign Direct Investment II

Modes of Market Entry

Regional Economic Integration

Foreign Exchange Market I

Foreign Exchange Market II

Discussion, Analysis & Application current IB cases

International Monetary System

Culture & Communications

Global Marketing

6. Textbook and reference materials

Global Business Today, 7th Edition, Charles W. L. Hill, Irwin McGraw-Hill, 2011

Borck, J. R. (2001, February 5). Currency conversion, fraud prevention are hurdles to successful global commerce. *InfoWorld*, 55–58.

Gareiss, D. (2000, December 11). Business on the Worldwide Web. *InformationWeek*, 69–78.

25. FOREIGN INVESTMENT

(KTN 600. FOREIGN INVESTMENT)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory:

- Practice:

3. Prerequisite: None

4. Main purpose of the credit

Foreign investment provides students with the fundamental knowledge about the formation and development of international investment and its impact on the world economy and the participating countries, especially Vietnam. The course introduces from the concepts, characteristics and types of foreign investment, to the theoretical analysis of foreign investment and the factors determining its flow. Following is to test the difference between theory and practice through analysis of statistical data, case studies of flow dynamics of foreign investment and its impact on the world economy, specific countries and especially Vietnam. As a result, students gain knowledge of foreign investment and form analysis skill of this important funding.

26. INTERNATIONAL LAW

(LAW 300. INTERNATIONAL LAW)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory:

- Practice:

3. Prerequisite: None

4. Main purpose of the credit

International Law is presented in a maritime context. Topics addressed include the sources of international maritime law; the state-centric system; treaties; legal aspects of land, air, and water territories; law of the sea; piracy and maritime terrorism; ISPS Code; international jurisdiction over persons and vessels; international arbitration and courts; the law of war; and the law of war at sea. Practical, useful, contemporary knowledge is provided as well as an appreciation and discussion of the esoteric nature of international maritime law. Readings will

involve case studies while lectures will offer substantive international law as it shapes the maritime world. Historic as well as current issues will be discussed employing balanced perspective and dialogue.

5. Main content:

The Nature and Sources of International Law

Foreign Relations Law of the United States

Treaties and International Agreements

The Use of Force—International Law in Conflict Settings

The Structure of Peaceful Relations: General Principles

The Law of the Sea

Human Rights and the Rule of Law

The Environment and Common Areas

International Economic Issues

Peaceful Settlement of Disputes

International Law: Toward a New World Order

6. Textbook and reference materials

Brownlie, I. (1963). *International law and the use of force by states* (pp. 279-n). Oxford: Clarendon Press.

Von Glahn, G. , & Taulbee, J. L. (1965). *Law among nations: an introduction to public international law* (pp. 12-15). Macmillan.

Higgins, R. (1995). *Problems and process: international law and how we use it* (p. 232). Clarendon Press.

Birnie, P. W. , Boyle, A. E. , & Redgwell, C. (2002). *International law and the environment* (Vol. 2). New York: Oxford University Press.

27. STRATEGIC SUPPLY CHAIN MANAGEMENT

(LGT 502. STRATEGIC SUPPLY CHAIN MANAGEMENT)

1. Class hours: 3, Credit: 3

2. Schedule: - Theory: 3
 - Practice: 0

3. Prerequisite: Junior Class Standing

4. Main purpose of the credit

- * Understand how to use the general concepts of process mapping and analysis
- * Understand the general concepts of supply chain management.
- * Understand the processes involved in supply chain management.

- * Understand how to develop and manage efficient and effective global supply chains.
- * Understand how technology and information systems work as enablers to provide leverage in gaining and maintaining competitive advantage in the marketplace.
- * To develop quantitative and qualitative problem solving skills using Excel and other information system tools.

5. Main content

- * This course covers the major issues in supply chain management, including: definition of a supply chain; role of inventory; advanced production-inventory models; supply contracts; bullwhip effect and information sharing; vendor-managed inventories and other distribution strategies; third-party logistics providers; managing product variety; information technology and supply chain management; international issues.
- * Contents in detail:
 - Introduction to Supply Chain Management (SCM)
 - Distribution Network Design in a Supply Chain
 - Aggregate Planning and Product Variety Management
 - Inventory Management: Deterministic & Stochastic; Multi-Period & Multi-Echelon
 - Strategic Alliances and Outsourcing Strategies
 - Supply Chain Coordination and Contracts
 - Customer Value and Supply Chain Management
 - Information Technology and Decision-Support Systems for SCM

6. Textbooks and reference materials

Arndt, H. (2004). *Supply Chain Management*. Gabler.

Bowersox, D. J. , Closs, D. J. , & Cooper, M. B. (2002). *Supply chain logistics management* (Vol. 2). New York: McGraw-Hill.

28. INTERNATIONAL BUSINESS II (BUS 301. INTERNATIONAL BUSINESS II)

1. Class hours: 3, Credit: 3

2. Schedule:

- Theory: 3
- Practice: 0

3. Prerequisite: Senior Class Standing or Chair Approval

4. Main purpose of the credit

Students explore, in detail, some major issues of doing business globally, such as environment, supply chain competition, regulation, security, exchange rates and international finance, and legal and cultural issues. Focus will be principally maritime and transport related.

Students learn through case studies and research and analysis of specific country information from major international organizations.

5. Main content:

* The course will:

- Provide an understanding of the various aspects of international business, as based a review and analysis of current European and Global policies in different countries
- Examine the managerial implications for international business strategies and organizational development
- Discuss cultural implications from an individual, group and organizational level, and their influence within global business transactions

* Contents in detail:

- Globalization / International Business
- Country Differences and Culture
- International Business Strategies
- International Trade Theory
- Competing in a Global Marketplace
- Global Marketing
- Global Operations Management
- Global Human Resource Management
- Executive Challenge (Business Simulation)

6. Textbooks and reference materials

Doole, I. , & Lowe, R. (2008). *International marketing strategy: analysis, development and implementation*. Cengage Learning EMEA.

Craig, C. S. , & Douglas, S. P. (2005). *International marketing research*. Wiley.

Doole, I. , & Lowe, R. (2008). *International marketing strategy: analysis, development and implementation*. Cengage Learning EMEA.

29. WAREHOUSE MANAGEMENT

(LGT 503. WAREHOUSE MANAGEMENT)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory:

- Practice:

3. Prerequisite: MTH 107

4. Main purpose of the credit

Focuses on the concepts of production management. Topics include a discussion of manufacturing and service processes and strategies, production capacity analysis, quality management and other concepts.

The basic purpose of this course is to provide students with a broad understanding and knowledge of several operations management concepts. Such concepts include (but are not limited to) operations strategy, process design, forecasting, inventory management, scheduling, and quality management. Emphasis will be placed on the application of these concepts to actual business situations. Upon completion of this course, the student should be able to:

Understand the dynamics of operations strategy and be able to develop one for a company

Understand and apply the concepts of process improvement and reengineering

Be aware of the various manufacturing technologies and their purposes

Understand the importance of quality management and statistical process control

Be able to recommend a location for a facility and design its layout

Be able to use a variety of forecasting techniques

Understand the concepts and techniques of inventory management for independent and dependent demand items

Know the differences between push and pull systems

Understand project management and be able to apply project scheduling techniques

5. Main content:

Introduction to Course

Introduction to Operation Management and Processes

Operations Strategy

Project Management

Process and Technologies

Process Layout

Quality Management

Statistical Process Control

Human Resource in Operations Management

Supply Chain Management

Forecasting

Aggregate Planning

Inventory Management

Just –in- time and Lean Production

Enterprise Resource Planning

Scheduling

6. Textbook and reference materials

Gou, H. , Huang, B. , Liu, W. , & Li, X. (2003). A framework for virtual enterprise operation management. *Computers in Industry*, 50(3), 333-352.

Chopra, S. , & Meindl, P. (2007). Supply chain management. Strategy, planning & operation. *Das Summa Summarum des Management*, 265-275.

Kazami, I. , Soida, F. , Shimomura, Y. , & Serikawa, S. (2001). *U. S. Patent No. 6,321,204*. Washington, DC: U. S. Patent and Trademark Office.

29. TRANSPORT LOGISTICS

(LGT 504. TRANSPORT LOGISTICS)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory:

- Practice:

3. Prerequisite:

4. Main purpose of the credit

This class will provide students a logistics approach to four popular modes of transportation including: maritime, air, road and railroad transport. After the class, students will understand the differences between the four modes of transportation, the trade-off between them, different types of regulation and their influence on transportation, the legal classification of carriers and to appreciate that different countries have different transportation infrastructure as well as different approaches to regulation. Students will be also provided professional articles and practical case study in order to understand critically the current conditions, opportunities and difficulties of logistics management in the four modes of transportation and the trend of development in the future.

30. BUSINESS ETHICS

(HUM 400. BUSINESS ETHICS)

1. Class hours: 3, Credit: 3

2. Schedule: - Theory: 3

- Practice: 0

3. Prerequisite: None

4. Main purpose of the credit

This course is designed to enable the student to study individual(s) in humanities who are relevant to civilization and the common human experience. It is a study course designed by the

student and the professor. General course goals will enable the student to do the following:

- * Develop a study of a meaningful, relevant individual person who has significance for the degree for which the student is studying.
- * Study this person in more depth than is usual or in a combination with books or articles that contextualize the time, place, and significance of this person.

5. Main content:

Examines ethical dilemmas from theoretical perspectives and considers their application to personal and social issues, with an emphasis on moral reasoning and decision-making. This course examines a variety of controversial moral issues and shows how different views can be reached by appealing to different moral and ethical premises. Students will apply basic ethical theories to specific moral problems within their own fields of study.

6. Textbooks and reference materials

Velasquez, M. G. , & Velazquez, M. (2002). *Business ethics: Concepts and cases* (5th ed. , pp. 339-348). Upper Saddle River, NJ: Prentice Hall.

Taylor, C. (1991). *The ethics of authenticity* (Vol. 30). Cambridge, MA: Harvard University Press.

31. BUSINESS LEADERSHIP

(BUS 405. BUSINESS LEADERSHIP)

1. Class hours: 3, Credit: 3

2. . Schedule: - Theory: 3

- Practice: 0

3. Prerequisite: EGL 110, CEP 300, EGL 300, Senior Class Standing

4. Main purpose of the credit

- * To demonstrate knowledge of a variety of approaches and theories relating to leadership.
- * To participate in and reflect on an in-depth, on-going service project (Pipkin Leadership).
- * To connect and apply theories about groups to personal experience.
- * To develop a personal definition of leadership integrating the theories of group dynamics

5. Main content:

- * Behavioral and psychological aspects of leadership in the business environment are the focus of this course. Behavioral concepts include practical training in how to follow, development of skills in leadership, communication, team membership, and management of personal stress. Psychological concepts include attitude development, corporate culture values, and personality assessment. In addition, students perform a detailed leadership analysis of their co-op (or other work experience, with instructor's approval), resulting in a

professional paper, and an oral presentation in class.

* Contents in detail:

- Group Goals and Visions
- Motivation and Empowerment
- Leadership Communication
- Developing Leadership Diversity
- Leadership Power and Influence

6. Textbooks and reference materials

Forsyth, D. R. (2009). *Group dynamics*. Wadsworth Publishing Company

Tannenbaum, R. , & Schmidt, W. H. (1958). *How to choose a leadership pattern* (pp. 3-12).
Institute of industrial relations.

Finkelstein, S. , Hambrick, D. C. , & Cannella, A. A. (1996). *Strategic leadership*. St Paul, MN:
West.

32. IMPORT-EXPORT CUSTOM PROCEDURE

(LGT 507. IMPORT-EXPORT CUSTOM PROCEDURE)

1. Class hours: 3, Credit: 3

2. Schedule: - Theory: 3
 - Practice: 0

3. Prerequisite:

4. Main purpose of the credit

This course introduces the overview of Vietnam and Global Customs, the International convention and Agreements on Customs. Additionally, students gain access to knowledge of Customs profession, including procedures to types of import-export, temporary import for re-export, goods for fair/exhibition, goods of border residents...; Customs Monitoring and Inspecting procedure, methods to identify and implement import-export tax and other taxes, Customs procedure agent and business in Vietnam.

33. MARITIME INSURANCE

(KTN 605. MARITIME INSURANCE)

1. Class hours: 3, Credit: 3

2. Schedule: - Theory: 3
 - Practice: 0

3. Prerequisite:

4. Main purpose of the credit

The course provides students with knowledge of marine insurance, hull insurance, fishing boat insurance, sea cargo insurance, insurance of civil liability of ship owners and fishing boats in inland waters and seas of Vietnam; to help people learn how to protect the interests of shipowners, shippers and other stakeholders in maritime transport.

34. LOGISTICS CASE ANALYSIS (MGT 440. LOGISTICS CASE ANALYSIS)

1. Class hours: 3, Credit: 3

2. Schedule: - Theory: 3
 - Practice: 0

3. Prerequisite:

4. Main purpose of the credit

This is a capstone course in logistics management requiring students to utilize and integrate their knowledge acquired in courses taken previously which deal with supply chains, transportation, and logistics. Several modes of learning advance students' ability to analyze complex logistics and supply chain scenarios and make decisions. Student teams compete in a logistics operations simulation with the goal of maximizing logistics contribution through their decision making. Case studies with both written reports and presentations teach students to apply modern principles and practices to achieve competitive advantage. Short critical reviews of current journal articles show how modern techniques are applied. A logistics consulting project with an outside client allows students to see and deal with real situations and practitioners. Quantitative and qualitative modeling techniques will be employed and Microsoft Excel, as well as other computer software, will be utilized.

5. Main content:

An overview of Logistics from the simple to the complex

Financial control of Logistics Performance; Finance Flow in the Logistics Channel

Security in Logistics

Customer Service

Supply chain management

E- Business

Logistics Strategies

Culture change

6. Textbook and reference materials

Blauwens, G. , Vandaele, N. , Van de Voorde, E. , Vernimmen, B. , & Witlox, F. (2006). Towards a modal shift in freight transport? A business logistics analysis of some policy measures. *Transport reviews*, 26(2), 239-251.

Mentzer, J. T. , & Konrad, B. P. (1991). An efficiency effectiveness approach to logistics performance analysis. *Journal of business logistics*.

Daganzo, C. F. (1996). *Logistics systems analysis*. Springer.

35. DEVELOPING ECONOMICS

(LGT 508. DEVELOPING ECONOMICS)

1. Class hours: 3, Credit: 3

2. Schedule: - Theory: 3
 - Practice: 0

3. Prerequisite:

4. Main purpose of the credit

Provides students with fundamental knowledge of economic growth and development;

Provides students with knowledge of economic growth models that developed countries have implemented;

Choosing the way of development based on possessing resources: labors, capital, natural resources and technology.

36. BUSINESS NEGOTIATION

(KTN 606. BUSINESS NEGOTIATION)

1. Class hours: 3, Credit: 3

2. Schedule: - Theory: 3
 - Practice: 0

3. Prerequisite: ECO100, ECO101

4. Main purpose of the credit

Understand the basic general knowledge about international business negotiation, understand the strategies, methods, types of negotiation, understand the basics of negotiation communication, understanding psychological characteristics and considerations when negotiating with foreign partners.

Provides students with the skill to give speeches, charm and self-control, communication manners in negotiation with different partners (types of person). The study is based on understanding the basics of negotiating and understanding of the art techniques and negotiating

skills to communicate in general, in particular, can negotiate successfully held conversations negotiations, international business on the scope, extent, different circumstances in the context of the market economy and international integration.

37. RISK MANAGEMENT

(LGT 509. RISK MANAGEMENT)

1. Class hours: 3, Credit: 3

2. Schedule: - Theory: 3
 - Practice: 0

3. Prerequisite:

4. Main purpose of the credit

Provide knowledge about the risks in the business environment, identify the risks that may occur with an organization, use the methods of risk measurement assess impact of the risk to the organization's activities, construct risk control program after havng it identified and create financing plan when losses happen.

Practice the skills of analyzing, evaluating and constructing risk management systems, hazards analytical skills in the business environment, leadership skills, risk management skills, management skills risk