

## BBA 4 - LEVEL 4

Course name	ECTS	Course objectives	Pre-requisites
Ethical decision making	4	<ul style="list-style-type: none"> <li>- To enhance and improve the ability of students to reason toward a satisfactory resolution of an ethical dilemma</li> <li>- To investigate whether ethics sets any boundaries on competition, marketing, sales, and advertising</li> <li>- To enable students to develop their own, considered judgments about issues in business ethics</li> <li>- To prepare students to play a constructive role in improving the ethical considerations of organizations with which they may become involved</li> </ul>	n/a
Entrepreneurship	4	<ul style="list-style-type: none"> <li>- Analyse the business environment in order to identify business opportunities</li> <li>- Identify the elements of success of entrepreneurial ventures</li> <li>- Consider the legal and financial conditions for starting a business venture</li> <li>- Specify the basic performance indicators of entrepreneurial activity</li> </ul>	n/a
Team management	4	<ul style="list-style-type: none"> <li>- Develop basic rhetoric and debate tools that allow students to order their ideas in a logical and convincing way, adding eloquence and assertiveness to their speech</li> <li>- Assess one's team and the specific leadership role that the situation requires for the team to become high-performing</li> <li>- Evaluate mechanisms can allow for significant improvements in individual, team, and organizational performance; Expand self-awareness in terms of team role contributions</li> </ul>	n/a
Negotiation and Networking	4	<ul style="list-style-type: none"> <li>- Explain the general principles and terminology of negotiation</li> <li>- Develop negotiation tactics and strategies conceptually and in practice</li> <li>- Describe methods to establish and maintain effective professional relationships with the identified network</li> <li>- Conduct a stakeholder analysis</li> </ul>	n/a
Budgeting & controlling	4	<ul style="list-style-type: none"> <li>- Understand how a Budget (or Operational Plan) relates to Strategic Planning</li> <li>- Explain why most companies produce budgets and list the criticisms and alternatives</li> <li>- Know how to consolidate information into a "Master Budget"</li> <li>- Demonstrate how a budget can be used to exercise control over the business</li> </ul>	n/a
Applied project management	4	<ul style="list-style-type: none"> <li>- Identify and analyse the pitfalls and challenges related to project initiation phase and to identify important conditions for success in projects</li> <li>- Set up logical relationships between work packages in a project, perform network analysis and identify the critical work packages</li> <li>- Apply (cost and time indices) for monitoring project status and for the establishment of future forecasts</li> <li>- Identify and discuss the importance of risk management in projects</li> </ul>	n/a
Data analysis	4	<ul style="list-style-type: none"> <li>- Capture, categorize, simplify, normalize and prepare data to be processed</li> <li>- Work with and analyse large data sets</li> <li>- Visually represent analysis's conclusions to technical and non-technical audiences</li> <li>- Use the most common algorithms, to make sense of large amounts of data, which are applicable to most business and management problems</li> </ul>	n/a

## PGE 2 - LEVEL 4

Course name	ECTS	Course objectives	Pre-requisites
Communication and Professional Project	1	<ul style="list-style-type: none"> <li>- To know the theoretical aspects, rules, procedures and techniques of professional relationships</li> <li>- To master oral professional communication</li> <li>- To master professional writing</li> </ul>	n/a
Corporate Finance	3	<ul style="list-style-type: none"> <li>- To estimate and calculate cash flows</li> <li>- To understand and evaluate investment decisions: NPV, IRR ...</li> <li>- To understand and evaluate financing decisions: cost of equity, cost of capital...</li> </ul>	n/a
Corporate Taxation	2	<ul style="list-style-type: none"> <li>- To understand how to optimize business income tax</li> </ul>	n/a
Data Collection and Analysis	2	<ul style="list-style-type: none"> <li>- To understand the difference between qualitative and quantitative studies</li> <li>- To be able to read and interpret data tables</li> <li>- To propose practical recommendations after collecting relevant data</li> <li>- To analyze data</li> </ul>	n/a
E: Branding : Beyond Marketing	2	<ul style="list-style-type: none"> <li>- To understand how advertising became the dominant culture of our times</li> <li>- To trace the birth of the modern consumer, the mania of materialism and the history of branding</li> <li>- To understand Consumer trends</li> </ul>	n/a
E: Content Creation for IT Projects	2	<ul style="list-style-type: none"> <li>- To create content for a corporate intranet platform, an information site, a network social and a mobile app</li> </ul>	n/a
E: Doing Business in Asia, the Case of Vietnam	2	<ul style="list-style-type: none"> <li>- To understand intercultural issues in the Asian context</li> <li>- To appreciate the underlying reasons of the actions and reactions of the vietnamese</li> <li>- To conduct business negotiations</li> </ul>	n/a
E: FL1 - Intensive Grammar Skills	2	<ul style="list-style-type: none"> <li>- To reinforce written expression</li> </ul>	n/a
E: Inside the Fashion Revolution	2	<ul style="list-style-type: none"> <li>- To understand the origin of fashion in its historical context</li> <li>- To comprehend the meaning of fashion as ideology and theory derived from multidisciplinary fields of study</li> <li>- To identify the language of fashion and its development and prediction over time</li> </ul>	n/a
E: Managing Across Cultures	2	<ul style="list-style-type: none"> <li>- To know and understand the concept of culture in global environment</li> <li>- To handle multicultural business situations</li> </ul>	n/a
E: The Asian, 600 millions Consumer Market	2	<ul style="list-style-type: none"> <li>- To acquire the social cultural codes, customs of the ASEAN member countries</li> <li>- To understand the different underlying economic forces of the countries concerned</li> </ul>	n/a
E: The Wine Industry	2	<ul style="list-style-type: none"> <li>- To be familiar with the specificities of the wine (or even spirits) sector</li> <li>- To identify the main strategies implemented in the wine sector</li> <li>- To propose relevant marketing strategies in the specific wine environment</li> </ul>	n/a
Human Resource Management	3	<ul style="list-style-type: none"> <li>- To understand the fundamental theories of human resource management</li> <li>- To identify professional techniques</li> <li>- To put them into practice through case studies</li> </ul>	n/a

Information Systems Management	3	- To understand the interactions of information technology with business processes in order to increase productivity - To make the link between the IT technicians and the end-users	n/a
Mathematics for Management	3	- To cover the essential algebra concepts that students need to know when pursuing a business education	n/a
Industrial Economics	2	- Understand the mechanisms and challenges of the industrial organization by narrowly articulating theoretical considerations and analysis of concrete strategies	n/a
Purchasing and Logistics	3	- To understand the relationship between the company's global strategy and the logistics strategy - To discover how logistics and purchasing create value within the company - To understand the role of transport in the organisation of international channels - To understand the customer and supplier collaboration practices	n/a
Strategy	3	- To understand the tools and concepts of the strategy (corporate and business levels) - To understand the levers of strategic decision-making in an uncertain world	n/a

MSC 1 - LEVEL 4			
Course name	ECTS	Course objective	Pre-requisites
Adaptability and Soft Skills for Managers	1	- To introduce Soft Skills by experimenting with situations and scenarios - To repeat certain concepts in several different ways for a better integration - To encourage creativity, collaboration and agility	n/a
Business Case Days	3	- To understand project management via a Business Game simulation - To work in team coordination and meet deadlines within a defined time	- Introduction to Project Management
Cloud, IOT and Blockchain	3	- To understand the importance of digital transformation as a factor of innovation in companies - To apply, explain and discuss the concepts and theories of digitization and how these relate to solving the composite challenges, both current and future, of digital change - To use theoretical perspectives to analyze digitization businesses and markets in real-life cases	- Digital Tools and Issues
Creativity	3	- To learn creativity techniques and apply it in a real context	n/a
English for Managers	5	- To reinforce oral expression - To reinforce written expression	n/a
Industrial Economy and Analysis	3	- To understand an introductory analysis of the mechanisms and challenges of the industrial economy by closely linking theoretical considerations and analysis of business cases	- Introduction to Economy
Management Communication	3	- To know and understand the main concepts of corporate communication - To know and understand the concept of corporate identity, image and reputation	- Introduction to Corporate Communication
Marketing Concepts and New Tools	3	- To understand the fundamentals of marketing - To know and implement specific methods to analyze a market - To know the basic concepts of marketing: segmentation, targeting and positioning	- Introduction to Marketing
Mathematics for Managers	3	- To cover the essential algebra concepts that students need to know when pursuing a business education	- Fundamentals in Mathematics
Professional Computing	3	- To use basic functions for word , spreadsheet and presentation - To create professional documents	- Office Package
Business Model in the Digital Era	3	- To put into perspective the economic foundations of economic models developed	- Business Model
Crisis and Communication	3	- To apply the strategies to adopt in a crisis situation by a brand	- Management Communication
Customer Relationship Management and Tools	3	- To know the fundamentals of relationship marketing - To discover the different techniques of customer relationship management - To identify the most relevant tools to secure customer relationships	- Marketing Concepts and New Tools
Innovation and Concepts	3	- To understand theoretical knowledge of knowledge management, strategic planning, combination possibilities of innovation and business strategies - To apply the acquired theoretical knowledge while analyzing various cases and problems - To developed skills of applying innovative techniques in execution of strategies	n/a
Quantitative Budgeting and Budget Tools	3	- To develop a full and detailed understanding of budget processes and tools - To understand roles and responsibilities of each stakeholders as well as key success factors - To use the right tools on the market, including BI tools	- Introduction to budgeting and Accounting
Spreadsheet Modeling	3	- To organize data related to a project in an Excel - To create professional documents	- Professional Computing
Foreign languages (Chinese, German, Italian, Spanish, French)	2	- Learn the language (different levels)	n/a