
COURSE SYLLABUS

FOR FULL-TIME UNDERGRADUATE PROGRAMS

(Issued under Decision No.1380/QĐ-DHKTQĐ on 15/8/2016 by the University President)

1. COURSE NAME: Commercial Statistics

Code: TKKT1118

Number of Credits: 03

2. DEPARTMENT IN CHARGE OF INSTRUCTION:

Socio-Economics Statistics

Office: Room 401-402, Building No 7, NEU

Office Hours: 8:00 – 17:00, from Monday to Friday

Office Telephone: 04.38693275

3. PRE-REQUISITE: Theory of Statistics/ Principles of Statistics

4. COURSE DESCRIPTION:

Commercial activities play an important role in the development of a national economy. Through commercial activities, goods circulate smoothly, which increases the efficiency of the economy. Besides, the commercial activities also ensure the production and the consumption goes smoothly. How to manage the commercial operations efficiently is one of the important requirements to State management agencies or Commercial business organizations. Therefore, the module content of Commercial Statistics provides systems of statistical indicator to measure, analyze and evaluate the commercial business. Module content refers to the methodology to build system of statistical indicators in commerce, which includes systems of statistical indicators: commodity circulation indicators; commodity reserves indicators; circulation costs indicators; the outcome of commercial business activity indicators; production resources and efficient commercial production of commercial business activity. Content module also mentions the application of statistical methods for collecting, processing and analyzing the statistical indicators in the system of commercial statistical indicators.

5. COURSE OBJECTIVES:

- **Audiences:** students majoring in Statistics and Business Education.
- **Knowledge:** Commercial statistics module equips students with knowledge about processing of commodities and services circulation of the national economy, they are reflected through systems of statistical indicators of commercial activities. Students need to understand the principles of building a system of commercial statistical indicators, the content, the meaning and the methods of gathering information on the indicators in the

system of statistical indicators, the relationship between these indicators in the Statistical index system.

- **Skills:** Students will be equipped with skills to collect information related to the statistical indicators, handling skills and statistical analysis of commercial information.

6. COURSE CONTENT:

TENTATIVE SCHEDULE

| <i>No</i> | <i>Contents</i> | <i>Total hours</i> | <i>In details</i> | | <i>Notes</i> |
|-----------|-----------------|--------------------|-------------------|------------------------------------|--------------|
| | | | <i>Theory</i> | <i>Practice, Discussion, Exams</i> | |
| 1 | Chapter 1 | 4 | 3 | 1 | |
| 2 | Chapter 2 | 8 | 6 | 2 | |
| 3 | Chapter 3 | 8 | 6 | 2 | |
| 4 | Chapter 4 | 8 | 6 | 2 | |
| 5 | Chapter 5 | 8 | 6 | 2 | |
| 6 | Chapter 6 | 8 | 6 | 2 | |
| 7 | Midterm exam | 1 | - | 1 | |
| | Total | 45 | 33 | 12 | |

CHAPTER 1 – INTRODUCTION TO COMMERCIAL STATISTICS

Chapter 1 presents the objects of study in Commercial statistics module, how to distinguish the subject between Commercial statistics from other statistics, the role and tasks of commercial statistics in the national economy, the systems of statistic indicators and information organization in commercial statistics.

1.1. What is Commercial statistics?

1.2. Roles of Commercial statistics

1.3. Commercial indicator system

Texts and readings for the chapter:

1. Assoc Prof, Dr. Dang Dinh Dao (2003), “Kinh tế các ngành thương mại – dịch vụ”, [Commercial and Services Economic] Statistical Publishing House.
2. Assoc Prof, Dr. Tran Thi Kim Thu (2012), “Giáo trình Lý thuyết thống kê”, [Theory of Statistics], National Economics Publishing House.

CHAPTER 2 – INDICATORS ON COMODITY CIRCULATION

Chapter 2 presents the commodity circulation process, the categories and statistical indicators system of commodity circulation. The application of statistical methods in analyzing the commodity circulation process, regularity, and change of statistical indicators reflects the commodity circulation in commercial business.

2.1. Concepts of commodity circulation

2.1.1. Definition

2.1.2. Categories

2.2. Indicator system of commodity circulation

2.2.1. Scale of commodity circulation

2.2.2. The structure of commodity circulation

2.2.3. The number of commodities traded

2.2.4. Indicators on commodity quality

2.2.5. Indicators on foreign trade

Texts and readings for the chapter:

1. Assoc Prof, Dr. Phan Cong Nghia (2003), “Nghiên cứu thống kê trong điều kiện toàn cầu hóa và hội nhập”, [Statistical analysis in the context of globalization and integration], Statistical Publishing House.

2. Assoc Prof, Dr. Tran Thi Kim Thu (2012), “Giáo trình Lý thuyết thống kê”, [Theory of Statistics], National Economics Publishing House.

CHAPTER 3 – INDICATORS ON COMMODITY RESERVES

Commodity reserves have an important role in the production, distribution and consumption of the economy, commodity reserve statistics researches scale, structure, level of assurance and cost of commodity reserves by each department as well as the entire national economy. The application of methods of , statistical analysis and commodity reserve process analyzes the factors and impact of these factors on stocks and commodities flow rate of the economy as well as each of its constituent parts.

3.1. General principles of commodity reserves

3.1.1. Definition of commodity reserves

3.1.2. Scale of commodity reserves

3.1.3. Significance of commodity reserves

3.1.4. Role of commodity reserves

3.2. Indicator system of commodity reserves

3.2.1. Scale of commodity reserves

3.2.2. Structures of commodity reserves

3.2.3. Security level of commodity reserves

3.2.4. Times of commodity circulation

3.2.5. Commodity reserves costs

Texts and readings for the chapter:

1. Assoc Prof, Dr. Phan Cong Nghia (2003), “Nghiên cứu thống kê trong điều kiện toàn cầu hóa và hội nhập”, [Statistical analysis in the context of globalization and integration], Statistical Publishing House.

2. Assoc Prof, Dr. Tran Thi Kim Thu (2012), “Giáo trình Lý thuyết thống kê”, [Theory of Statistics], National Economics Publishing House.

CHAPTER 4 – INDICATORS ON CIRCULATION COSTS AND BUSINESS OUTCOMES

Chapter 4 presents the operation of commercial enterprises as an economic unit operating for profit with system of statistical indicators reflecting the costs of circulation,

statistical analysis of the cost saving targets informed by the commercial business unit. Besides, the contents of Chapter 4 also refer to the system of indicators reflecting the business results of the enterprise, characteristics and cases which apply statistical methods in analyzing commercial business results.

4.1. Indicators on circulation costs

- 4.1.1. The total cost of circulation
- 4.1.2. The structure of circulation costs
- 4.1.3. Circulation costs per unit

4.2. Circulation cost and goods pricing

- 4.3.1. Pricing in commercial enterprises
- 4.3.2. Relationship between selling price and quantity
- 4.3.3. Analysis of price volatility

4.3. Indicator system of business outcomes

- 4.3.1. Total of turnover
- 4.3.2. Revenue
- 4.3.3. Commercial Gross Output
- 4.3.4. Commercial Value Added
- 4.3.5. Total of trading profit
- 4.3.6. Ratio of profit
- 4.3.7. Accumulation of commercial enterprises
- 4.3.8. Taxes contribution of commercial enterprises

Texts and readings for the chapter:

1. Assoc Prof, Dr. Dang Dinh Dao (2003), “Kinh tế các ngành thương mại – dịch vụ”, [Commercial and Services Economic] Statistical Publishing House.
2. Assoc Prof, Dr. Phan Cong Nghia (2003), “Nghiên cứu thống kê trong điều kiện toàn cầu hóa và hội nhập”, [Statistical analysis in the context of globalization and integration], Statistical Publishing House.
3. Assoc Prof, Dr. Tran Thi Kim Thu (2012), “Giáo trình Lý thuyết thống kê”, [Theory of Statistics], National Economics Publishing House.
4. Dr. Bui Duc Trieu (2010), “Giáo trình Thống kê kinh tế”, [Economics Statistics Textbook], National Economics Publishing House.

CHAPTER 5 – INDICATORS ON RESOURCES AND EFFICIENCIES OF PRODUCTION AND BUSINESS

Resources of commercial operations are reflected in the system of statistical indicators in chapter 5. The first resource is the labor resources. The second source of commercial operations is the capital and assets which are measured through indicators in the system of statistical indicators. In addition, the contents of this chapter also refer to the criteria to assess the effectiveness of production and business activities of trade.

5.1. Labor in commerce enterprise

- 5.1.1. Labor
- 5.1.2. Structure of labor
- 5.1.3. Indicators on employment status

5.1.4. Indicators on labor income

5.2. Capital and Assets in commercial enterprises

5.2.1. Fixed capital and fixed assets

5.2.2. Current capital and current assets

5.2.3. General capital of commercial enterprises

5.3. Efficiency of production process in commercial enterprises

5.3.1. The concept and methods of efficiency of production process

5.3.2. Indicators on production and business efficiency

Texts and readings for the chapter:

1. Assoc Prof, Dr. Dang Dinh Dao (2003), “Kinh tế các ngành thương mại – dịch vụ”, [Commercial and Services Economic] Statistical Publishing House.

2. Assoc Prof, Dr. Phan Cong Nghia (2003), “Nghiên cứu thống kê trong điều kiện toàn cầu hóa và hội nhập”, [Statistical analysis in the context of globalization and integration], Statistical Publishing House.

3. Assoc Prof, Dr. Tran Thi Kim Thu (2012), “Giáo trình Lý thuyết thống kê”, [Theory of Statistics], National Economics Publishing House.

4. Dr. Bui Duc Trieu (2010), “Giáo trình Thống kê kinh tế”, [Economics Statistics Textbook], National Economics Publishing House.

5. Assoc Prof, Dr. Doan Thi Hong Van (2006), “Logistics”

CHAPTER 6 - ANALYSIS METHODS IN COMMERCE

The content of chapter 6 presents the roles and methods of statistical analysis in commerce, especially the characteristics and the case to apply this method to analyze commercial statistics.

6.1. Disaggregated

6.2. Measures of central tendency and dispersion

6.3. Regression analysis

6.4. Time series analysis

6.5. Index numbers

Texts and readings for the chapter:

1. Assoc Prof, Dr. Dang Dinh Dao (2003), “Kinh tế các ngành thương mại – dịch vụ”, [Commercial and Services Economic] Statistical Publishing House.

2. Assoc Prof, Dr. Phan Cong Nghia (2003), “Nghiên cứu thống kê trong điều kiện toàn cầu hóa và hội nhập”, [Statistical analysis in the context of globalization and integration], Statistical Publishing House.

3. Assoc Prof, Dr. Tran Thi Kim Thu (2012), “Giáo trình Lý thuyết thống kê”, [Theory of Statistics], National Economics Publishing House.

4. Dr. Bui Duc Trieu (2010), “Giáo trình Thống kê kinh tế”, [Economics Statistics Textbook], National Economics Publishing House.

7. REQUIRED TEXTBOOKS & COURSE MATERIALS

Dr. Phan Cong Nghia (1999), “Thống kê thương mại”, Statistical Publishing House.

8. RECOMMENDED TEXTS & OTHER READINGS

1. Dr. Bui Duc Trieu (2010), “Giáo trình Thống kê kinh tế”, [Economics Statistics Textbook], National Economics Publishing House.
2. Prof. Dr. Bui Xuan Luu and Associate Prof, Dr. Nguyen Huu Khai (2006), “Giáo trình Kinh tế ngoại thương”, [Foreign Economy Textbook], Labor Publishing House.
3. Assoc Prof, Dr. Dang Dinh Dao (2003), “Kinh tế các ngành thương mại – dịch vụ”, [Commercial and Services Economic] Statistical Publishing House.
4. Assoc Prof, Dr. Đoàn Thi Hong Van (2006), “Logistics”
5. Assoc Prof, Dr. Phan Cong Nghia (2003), “Nghiên cứu thống kê trong điều kiện toàn cầu hóa và hội nhập”, [Statistical analysis in the context of globalization and integration], Statistical Publishing House.
6. Assoc Prof, Dr. Tran Thi Kim Thu (2012), “Giáo trình Lý thuyết thống kê”, [Theory of Statistics], National Economics Publishing House.
7. Wolfgang Jank and Galit Shmueli (2008), Statistical methods in E-commerce research
8. Statistical Handbook of international trade in services, United Nation, 2009.

9. ASSESSMENT & GRADING POLICY:

The assessment and grading policy complies with the current regulations of the National Economics University. Specifically:

- class attendance: 10%
- Mid-term exam: 30%
- Final exam: 60%

(To be eligible for final exam, students need to achieve minimum scores of 5 and 3 for attending class and mid-term exam, respectively)

Hanoi, 2016

HEAD OF DEPARTMENT

PRESIDENT

(signed)

(signed)

MSc. Nguyen Thi Xuan Mai

Prof.Dr. Tran Tho Dat