



Degree Certificate

No. 2010961

Social sciences, Business and Administration

Ngoc Phuong Tram Nguyen
210902A762W

has completed the degree of

Liiketalouden ammattikorkeakoulututkinto, Bachelor of Business Administration (210 cr)

in the Degree Programme in International Business and Logistics

in accordance with the Act of Parliament on Universities of Applied Sciences (932/2014).

The degree entitles the holder to use the Ministry of Education and Culture authorised title of

Tradenomi (AMK), Bachelor of Business Administration.

The achieved credits are assessed in the supplement.

Vantaa 18 December 2023

Riitta Konkola
President

This document is signed electronically.
Unique identifier for this document:
749d0bcl-a258-4467-8f83-baeb8248ee15

Student	Ngoc Phuong Tram Nguyen 210902A762W 2010961	Graduated 18.12.2023
Programme	Degree Programme in International Business and Logistics	Credits Completed
		210 cr 214 cr

Studies	Credits	Assessment
Core Business Studies	60 cr	
Gateway to Business Studies	5 cr	5 Excellent
IT Tools	5 cr	3 Good
Supply Chain Management	5 cr	5 Excellent
Business Accounting	5 cr	5 Excellent
Business Mathematics and Statistics	5 cr	4 Very good
Economics	5 cr	3 Good
Marketing	5 cr	4 Very good
Business Law and Logistics	5 cr	5 Excellent
Communication for Global Business	5 cr	5 Excellent
Finance	5 cr	5 Excellent
Foundations of Management	5 cr	4 Very good
International Markets and Business Practice	5 cr	5 Excellent
Professional Business Studies	15 cr	
Communication for Career Success	5 cr	5 Excellent
Management Accounting	5 cr	1 Satisfactory
Organisational Behaviour	5 cr	5 Excellent
Professional Major	55 cr	
Marketing	55 cr	
International Business	15 cr	
International Trade Operations	5 cr	4 Very good
International Strategies	5 cr	5 Excellent
Global Political Economy	5 cr	4 Very good
Digital Marketing and Design	15 cr	
Digital Marketing	5 cr	4 Very good
Buyer Behaviour and Integrated Marketing Communications	10 cr s1	4 Very good
Contemporary Marketing	25 cr	
Branding	5 cr	4 Very good
Responsible Marketing Strategy	10 cr s1	2 Very satisfactory
Market Research and Planning	10 cr s1	4 Very good
Language Studies	15 cr	
Finnish Language	5 cr	
Finnish 1 (A1.1 - A1.2)	5 cr	3 Good
French Language	10 cr	
French 1 (A1.1 - A1.2)	5 cr	4 Very good
French 2 (A1.2 - A2)	5 cr k1	4 Very good
Elective Studies	14 cr	
Basics of image editing	3 cr s2	H Pass
Entrepreneurship	3 cr s3	3 Good
International Marketing	3 cr s3	4 Very good
Digital well-being sprint or DWS 2021	5 cr s4	4 Very good
Work Placement	30 cr	
Unfair Advantage, Finland	30 cr	H Pass
Thesis and Research Related Studies	10 cr	
Quantitative Research	5 cr	5 Excellent
Research Methods	5 cr	3 Good
Bachelor's Thesis	15 cr	
Planning of the Thesis Work	5 cr	3 Good
Execution of the Thesis Work	5 cr	3 Good

Student	Ngoc Phuong Tram Nguyen 210902A762W 2010961	Graduated 18.12.2023
Programme	Degree Programme in International Business and Logistics	Credits Completed
		210 cr 214 cr

Studies	Credits	Assessment
Reporting and Usefulness of the Thesis and Maturity Test	5 cr	3 Good

Thesis	Assessment	Assessment date
Customer Perceived Values and Relationship Marketing: An Analysis of the Internet Service Industry	3	22.11.2023

Compensated studies

k1 = French language course, 16.5.2023, South-Eastern Finland University of Applied Sciences (Xamk)

Inclusions

s1 = 28.2.2023, University of Northumbria

s2 = 13.2.2023, South-Eastern Finland University of Applied Sciences (Xamk)

s3 = 24.6.2022, MCI Management Center Innsbruck

s4 = Digital well-being sprint or DWS 2021, 15.6.2021, Laurea University of Applied Sciences
Digital wellbeing sprint 5 cr, (4), 15.6.2021, Laurea University of Applied Sciences

The language of the degree programme was English. The graduate has taken the maturity test included in the final year project in English. The graduate has acquired such oral and written English skills that are necessary for practising their profession and for further professional development (Decree 1129/2014, 7 §). The graduate's school education was completed in a language other than Finnish or Swedish, or abroad. Therefore, they were exempted from the requirement of Finnish or Swedish as specified in Decree (1129/2014, 7 § and Act 424/2003, amended by 693/2016, 6 §).



Tutkintotodistus

Nro 2010961

Yhteiskuntatieteiden, liiketalouden ja hallinnon ala

Ngoc Phuong Tram Nguyen
210902A762W

on suorittanut ammattikorkeakouluopinnoista annetun lain (932/2014) mukaisen

liiketalouden ammattikorkeakoulututkinnon (210 op)

Degree Programme in International Business and Logistics tutkinto-ohjelmassa

Tutkinto oikeuttaa käyttämään opetus- ja kulttuuriministeriön vahvistamaa tutkintonimikettä

Tradenomi (AMK).

Suoritetut opinnot arvosanoineen ilmenevät tämän todistuksen liitteestä.

Vantaalla 18. joulukuuta 2023

Riitta Konkola
rehtori

Tämä todistus on allekirjoitettu sähköisesti.
Dokumentin tunnistus:
749d0bci-a258-4467-8f83-baeb8248ee15

Opiskelija	Ngoc Phuong Tram Nguyen 210902A762W 2010961	Valmistunut 18.12.2023
Ohjelma	Degree Programme in International Business and Logistics	Laaajuus Suoritettu
		210 op 214 op

Opinnot	Laaajuus	Arviointi
Liiketalouden perusopinnot	60 op	
Orientaatio liiketalouden opintoihin	5 op	5 Kiitettävä
IT-työvälineet	5 op	3 Hyvä
Toimitusketjun hallinta	5 op	5 Kiitettävä
Laskentatoimen perusteet	5 op	5 Kiitettävä
Liiketalouden matematiikka ja tilastollinen analyysi	5 op	4 Erittäin hyvä
Kansantalous	5 op	3 Hyvä
Markkinointi	5 op	4 Erittäin hyvä
Yritysjuridiikka ja logistiikka	5 op	5 Kiitettävä
Liike-elämän viestintä globaalissa maailmassa	5 op	5 Kiitettävä
Rahoitus	5 op	5 Kiitettävä
Johtamisen perusteet	5 op	4 Erittäin hyvä
Kansainväliset markkinat ja liiketoimintakäytännöt	5 op	5 Kiitettävä
Liiketalouden ammatilliset opinnot	15 op	
Viestintä urakehityksen tukena	5 op	5 Kiitettävä
Johdon laskentatoimi	5 op	1 Tyydyttävä
Organisaatiokäyttäytyminen	5 op	5 Kiitettävä
Ammatillinen pääaine	55 op	
Markkinointi	55 op	
Kansainvälinen liiketoiminta	15 op	
Kansainvälisen kaupan operaatiot	5 op	4 Erittäin hyvä
Kansainväliset strategiat	5 op	5 Kiitettävä
Gloaali poliittinen kansantalous	5 op	4 Erittäin hyvä
Digitaalinen markkinointi ja sen suunnittelu	15 op	
Digitaalinen markkinointi	5 op	4 Erittäin hyvä
Buyer Behaviour and Integrated Marketing Communications	10 op s1	4 Erittäin hyvä
Ajankohtainen markkinointi	25 op	
Brändäys	5 op	4 Erittäin hyvä
Responsible Marketing Strategy	10 op s1	2 Erittäin tyydyttävä
Market Research and Planning	10 op s1	4 Erittäin hyvä
Kieliopinnot	15 op	
Suomi	5 op	
Suomi 1 (A1.1 - A1.2)	5 op	3 Hyvä
Ranska	10 op	
Ranska 1 (A1.1 - A1.2)	5 op	4 Erittäin hyvä
Ranska 2 (A1.2 - A2)	5 op k1	4 Erittäin hyvä
Vapaasti valittavat opinnot	14 op	
Basics of image editing	3 op s2	H Hyväksytty
Yrittäjyyttä	3 op s3	3 Hyvä
Kansainvälinen Markkinointi	3 op s3	4 Erittäin hyvä
Digital well-being sprint or DWS 2021	5 op s4	4 Erittäin hyvä
Harjoittelu	30 op	
Unfair Advantage, Suomi	30 op	H Hyväksytty
Opinnäytetyötä ja tutkimusta tukevat opinnot	10 op	
Kvantitatiiviset tutkimusmenetelmät	5 op	5 Kiitettävä
Tutkimusmenetelmät	5 op	3 Hyvä
Opinnäytetyö	15 op	
Opinnäytetyön suunnittelu	5 op	3 Hyvä
Opinnäytetyön toteutus	5 op	3 Hyvä

Opiskelija	Ngoc Phuong Tram Nguyen 210902A762W 2010961	Valmistunut 18.12.2023
Ohjelma	Degree Programme in International Business and Logistics	Laajuus Suoritettu
		210 op 214 op

Opinnot

Opinnäytetyön raportointi, hyödyntäminen ja kypsyysnäyte

Laajuus

5 op

Arviointi

3 Hyvä

Opinnäytetyö

Customer Perceived Values and Relationship Marketing: An Analysis of the Internet Service Industry

Arviointi

3

Arviointipäivämäärä

22.11.2023

Korvaavat suoritukset

k1 = French language course, 16.5.2023, Kaakkois-Suomen Ammattikorkeakoulu (Xamk)

Sisältyvyydet

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s3 = 24.6.2022, MCI Management Center Innsbruck

s4 = Digital well-being sprint or DWS 2021, 15.6.2021, Laurea-ammattikorkeakoulu
Digitaalinen hyvinvointisprintti 5 op, (4), 15.6.2021, Laurea-ammattikorkeakoulu

Tutkinto on suoritettu englannin kielellä. Tutkinnon suorittanut on kirjoittanut opinnäytetyöhön sisältyvän kypsyysnäytteen englannin kielellä. Hän on saavuttanut englannin kielessä sellaisen suullisen ja kirjallisen taidon, joka ammatin harjoittamisen ja ammatillisen kehityksen kannalta on tarpeellinen (asetus 1129/2014, 7 §). Tutkinnon suorittanut on vapautettu ammattikorkeakouluista annetun asetuksen (1129/2014, 7 §) ja julkisyhteisöjen henkilöstöltä vaadittavasta kielitaidosta annetun lain (424/2003, muut. 693/2016, 6 §) mukaisista suomen ja ruotsin kielen kielitaitovaatimuksista, koska hänen koulusivistyskielensä on muu kuin suomi tai ruotsi.

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The purpose of the Diploma Supplement is to provide sufficient independent data to improve the international 'transparency' and fair academic and professional recognition of qualifications (diplomas, degrees, certificates, etc.) It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It is free from any value judgements, equivalence statements or suggestions about recognition. This Diploma Supplement model was developed by the European Commission, Council of Europe and UNESCO.

1 INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION

1.1	Family name(s)	Nguyen
1.2	Given name(s)	Ngoc Phuong Tram
1.3	Date of birth	21.9.2002
1.4	Student identification number	OID: 1.2.246.562.24.84308742280 2010961

2 INFORMATION IDENTIFYING THE QUALIFICATION

2.1	Name of qualification and title conferred	Liiketalouden ammattikorkeakoulututkinto / Bachelor of Business Administration Tradenomi (AMK), Bachelor of Business Administration
2.2	Main field(s) of study for the qualification	Business, Administration and Law Degree Programme in International Business and Logistics
2.3	Name and status of awarding institution	Metropolia Ammattikorkeakoulu (Metropolia University of Applied Sciences), state recognised university of applied sciences.
2.4	Name and status of institution administering studies	Not applicable
2.5	Language(s) of instruction/examination	English

3 INFORMATION ON THE LEVEL OF THE QUALIFICATION

3.1	Level of qualification	See 8. First-cycle higher education degree (bachelor level)
3.2	Official duration of programme in credits and years	The degree consists of 210 credits (3.5 years of full time study). Finnish credits are fully compatible with the ECTS.
3.3	Access requirement(s)	See 8. There is numerus clausus, i.e. restricted entry, to all fields of study.

4 INFORMATION ON THE CONTENTS AND RESULTS GAINED

4.1	Mode of study	Full-time
4.2	Programme learning outcomes	See Transcript of Records. Structure of studies leading to a first-cycle university of applied sciences degree: The studies consist of core, professional, elective studies, work placement, Bachelor's Thesis and the maturity test. The general aim of studies leading to a first-cycle university of applied sciences degree is to provide the student with: 1) extensive practical basic skills and knowledge and theoretical foundations of these to provide proficiency to operate in expert positions in the field 2) prerequisites for keeping up with and promoting developments in the field 3) a capability for continuous learning 4) sufficient communication and language skills 5) a capability to engage in international activities within the field.
4.3	Programme details (e.g. modules or units studied, and individual grades/marks/credits obtained)	See transcript of records
4.4	Grading scheme and, if available,	5 = Excellent

grade distribution guidance

4 = Very good
3 = Good
2 = Very Satisfactory
1 = Satisfactory
H = Pass

4.5 Overall classification of the qualification

Not applicable

5 INFORMATION ON THE FUNCTION OF THE QUALIFICATION

5.1 Access to further study

Eligible for second-cycle higher education studies. The admissions decisions are made in the receiving higher education institution.

5.2 Access to a regulated profession

The degree falls under the Article 11 of the Directive 2005/36/EC of the European Parliament and of the Council on the recognition of professional qualifications, level d or e (d= lower university degree, Bachelor's degree, e= Master's degree, licentiate degree, doctoral degree).

6 ADDITIONAL INFORMATION

6.1 Additional information

Not applicable

6.2 Further information sources

Metropolia Ammattikorkeakoulu (Metropolia University of Applied Sciences),
Student and Admission Services
PL 4000
FI - 00079 Metropolia
Tel. +358 9 7424 5000
Fax +358 9 7424 5005
www.metropolia.fi

www.minedu.fi, The Ministry of Education and Culture
www.oph.fi/recognition, www.oph.fi/qualificationsframework
The Finnish National Agency for Education, the ENIC: European Network of
Information Centres in the European Region and the NARIC: National Academic
Recognition Information Centres in the European Union and the National
Coordination Point for the European Qualifications Framework (EQF)
www.karvi.fi, The Finnish Education Evaluation Centre

7 CERTIFICATION OF THE SUPPLEMENT

7.1 Date

18.12.2023

7.2 Signature

The document is electronically signed by the President of Metropolia University of Applied Sciences and the document is only valid in its original electronic form with the accompanying electronic signature.

7.3 Capacity

7.4 Official stamp or seal

8 INFORMATION ON THE NATIONAL HIGHER EDUCATION SYSTEM

The description of the higher education system has been prepared by the Finnish National Agency for Education.

The Finnish education system consists of pre-primary and basic education, general and vocational education and higher education. The compulsory schooling consists of one-year pre-primary education for 6-year-olds and nine-year basic education for children aged 7-16.

Post-compulsory education consists of general and vocational upper secondary education that lead to the national Matriculation Examination (ylioppilastutkinto/studentexamen), vocational upper secondary qualification (ammattillinen perustutkinto/yrkesinriktad grundexamen), further vocational qualification (ammattitutkinto, yrkesexamen) and specialist vocational qualification (erikoisammattitutkinto/specialyrkesexamen).

Higher education system in Finland

The Finnish higher education system comprises universities (yliopisto/universitet) and universities of applied sciences (ammattikorkeakoulu, AMK/yrkeshögskola, YH). The universities engage both in education and research and have the right to award doctorates. The universities of applied sciences are multi-field institutions of professional higher education. Universities of applied sciences engage in applied research and development.

First and second cycle higher education studies are measured in credits (opintopiste/studiepoäng). Study courses are quantified according to the work load required. One year of full-time study is equivalent to 1600 hours of student work on average and is defined as 60 credits. The credit system complies with the European Credit Transfer and Accumulation System (ECTS).

Higher education qualifications in Finland are referenced at levels 6, 7 and 8 both in the National Qualifications

Framework as well as in the European Qualifications Framework.

University degrees

The Government Decree on University Degrees and Specialisation Studies (794/2004 including amendments) defines the objectives, extent and overall structure of degrees. The universities decide on the detailed contents and structure of the degrees they award. They also decide on their curricula and forms of instruction.

First-cycle university degree

The first cycle university degree consists of at least 180 credits (three years of full-time study). The degree is called kandidaatti/kandidat in all fields of study except for Law (oikeusnotaari/rättsnotarie) and Pharmacy (farmaseutti/farmaceut). The determined English translation for all of these degrees is Bachelor's degree, the most common degree titles being Bachelor of Arts and Bachelor of Science.

Studies leading to the degree provide the student with: (1) knowledge of the fundamentals of the major and minor subjects or corresponding study entities or studies included in the degree programme and the prerequisites for following developments in the field, (2) knowledge and skills needed for scientific thinking and the use of scientific methods or knowledge and skills needed for artistic work, (3) knowledge and skills needed for studies leading to a higher university degree and for life-long learning, (4) a capacity for applying the acquired knowledge and skills to work and in international co-operation, and (5) adequate language and communication skills for working in one's own field and for international work and co-operation.

Studies leading to the degree may include: basic and intermediate studies; language and communication studies, interdisciplinary programmes, and other studies and work practice for professional development. The degree includes a Bachelor's thesis (6 – 10 credits).

The Second-cycle university degree

The second cycle university degree consists of at least 120 credits (two years of full-time study). The degree is usually called maisteri/magister. Other second cycle degree titles are diplomi-insinööri/tutkinto/diplomingenjöröexamen (Technology), provisorin tutkinto/provisorexamen (Pharmacy), arkkitehdin tutkinto/arkitektexamen (Architecture) and maisema-arkkitehdin tutkinto/ landskapsarkitektexamen (Landscape Architecture). The determined English translation for all these degrees is Master's degree, the most common degree titles being Master of Arts and Master of Science. The second cycle university degree title in the fields of Medicine, Veterinary Medicine and Dentistry is lisensiaatti/licentiat, the English title being Licentiate. The admission requirement for the second cycle university degree is a first cycle degree.

In the fields of Medicine and Dentistry the university may arrange the education leading to the second cycle university degree without including a first cycle university degree in the education. In Medicine, the degree consists of 360 credits (six years of full-time study) and in Dentistry the degree consists of 330 credits (five and a half years of full-time study).

Studies leading to the second cycle university degree provide the student with: (1) good overall knowledge of the major subject or a corresponding entity and conversance with the fundamentals of the minor subject or good knowledge of the advanced studies included in the degree programme; (2) knowledge and skills needed to apply scientific knowledge and scientific methods or knowledge and skills needed for independent and demanding artistic work; (3) knowledge and skills needed for independently operating as an expert and developer of the field and for international co-operation; (4) knowledge and skills needed for scientific or artistic postgraduate education and for life-long learning; and (5) good language and communication skills for working in one's own field and for international work and co-operation.

The studies leading to the second cycle university degree may include: basic and intermediate studies and advanced studies, language and communication studies; interdisciplinary studies, other studies, and internship improving expertise. The degree includes a Master's thesis (20 – 40 credits).

Doctoral degrees

The aim of doctoral studies is to provide student with an in-depth knowledge of their field of research and capabilities to produce novel scientific knowledge independently.

The degree of lisensiaatti/licentiat (Licentiate) may be taken before the Doctor's degree and in general it takes two years of full-time study to complete.

The Doctor's degree takes approximately four years to complete after a second cycle degree and two years when completed after a Licentiate's degree. A student who has been admitted to studies leading to Doctor's degree must complete a given amount of studies, show independent and critical thinking in their field of research and write a Doctor's dissertation and defend it in public.

University of applied Sciences degrees

The universities of applied sciences Act (932/2014 including amendments) defines the objectives, extent and overall structure of universities of applied sciences degrees. The universities of applied sciences decide on the detailed contents and structure of the degrees they award. They also decide on their curricula and forms of instruction.

First-cycle university of applied sciences degrees

The first cycle university of applied sciences degree consists of 180, 210, 240 or 270 credits (three to four and a half

years of full-time study) depending on the field of study. The first cycle university of applied sciences degree is called ammattikorkeakoulututkinto/yrkeshögskoleexamen. The determined English translation for the degree is Bachelor's degree. The degree titles indicate the field of study, e.g. Bachelor of Engineering and Bachelor of Health Care.

Studies leading to the degree provide the student with: (1) broad overall knowledge and skills with relevant theoretical background for working as expert of the field, (2) knowledge and skills needed for following and advancing developments in the field, (3) knowledge and skills needed for professional development and life-long learning, and (4) adequate language and communication skills for working in one's own field and for international work and co-operation.

The first-cycle university of applied sciences degree comprises basic and professional studies, elective studies, a practical training period and a final project.

The second cycle university of applied sciences degrees

The second cycle university of applied sciences degree consists of 60 or 90 credits (a year or a year and a half of full-time study). The Master of Police Services degree consists of 120 credits. The degree is called ylempi ammattikorkeakoulututkinto/högre yrkeshögskoleexamen. The determined English translation for the degree is Master's degree. The degree titles indicate the field of study, e.g. Master of Culture and Arts or Master of Business Administration.

Studies leading to the degree provide the student with: (1) broad and advanced knowledge and skills for developing the professional field as well as the theoretical skills for working in demanding expert and leadership positions in the field, (2) profound understanding of the field, its relation to working life and society at large as well as the knowledge and skills needed for following and analysing both theoretical and professional developments in the field, (3) capacity for life-long learning and continuous development of one's own expertise, and (4) good language and communication skills for working in one's own field and for international work and co-operation.

The second cycle university of applied sciences degree comprises advanced professional studies, elective studies, and a final project.

Professional specialisation programmes

Universities and universities of applied sciences offer professional specialisation programmes for those who have completed a degree and have already entered working life. Professional specialisation programmes aim to promote professional development and specialisation by means of providing education based on the research.

Provisions on the joint objectives and minimum scope of professional specialisation programmes are issued by government decree. The minimum scope of professional specialisation studies is 30 credits.