



**Bachelor of Business Administration Program in International Business
(International Program)
Year 2017 (2560)**

Total Credits **126**

- | | | |
|-----------|---|-------------------|
| 1. | <u>General Education Courses</u> | 30 credits |
| | a. Humanities and Social science | 6 credits |
| | b. Language and Communication | 15 credits |
| | c. Mathematics and Science | 6 credits |
| | d. Aesthetics and Physical Education | 3 credits |
| 2. | <u>Professional Courses</u> | 90 credits |
| | a. Business core courses | 36 credits |
| | b. Major required courses | 39 credits |
| | c. Major elective courses | 15 credits |
| 3. | <u>Free Elective courses</u> | 6 credits |

1. General Education Courses (30 credits) – choose at least 6 credits from the following:

a. Humanities and Social Science: 6 credits

| | | |
|---------|---|----------|
| 117-100 | Principles of Economics and Philosophy of Sufficiency Economy | 3(3-0-6) |
| 117-101 | Introduction to Sociology | 3(3-0-6) |
| 117-104 | Human Relations and Personality Development | 3(3-0-6) |
| 117-105 | ASEAN in the Modern World | 3(3-0-6) |
| 117-107 | Philosophy, Religions and Life Style | 3(3-0-6) |
| 117-108 | Principles of Logics and Thinking Skill for Lifelong Learning | 3(2-2-5) |
| 117-109 | Introduction to Intellectual Property | 3(3-0-6) |
| 117-110 | Study Skills | 3(2-2-5) |
| 117-111 | Civilization Studies | 3(3-0-6) |
| 117-112 | Fundamental of Philosophy and Logic | 3(3-0-6) |
| 117-113 | Psychology in Daily Life | 3(3-0-6) |
| 117-117 | Man and Literature | 3(3-0-6) |
| 117-119 | Peace Studies | 3(3-0-6) |
| 117-120 | Family Life Planning | 3(3-0-6) |

b. Language and Communication: 15 credits

English Language 12 credits

| | | |
|---------|-----------|----------|
| 117-141 | English 1 | 3(2-2-5) |
| 117-142 | English 2 | 3(2-2-5) |
| 117-241 | English 3 | 3(2-2-5) |
| 117-242 | English 4 | 3(2-2-5) |

Second language, choose at least 3 credits from the following:

| | | |
|---------|------------------------------|----------|
| 117-191 | Thai Usage for Communication | 3(2-2-5) |
| 117-192 | Thai Usage for Presentation | 3(2-2-5) |
| 117-151 | Chinese 1 | 3(2-2-5) |

| | | |
|---------|------------|----------|
| 117-152 | Chinese 2 | 3(2-2-5) |
| 117-251 | Chinese 3 | 3(2-2-5) |
| 117-252 | Chinese 4 | 3(2-2-5) |
| 117-161 | Japanese 1 | 3(2-2-5) |
| 117-162 | Japanese 2 | 3(2-2-5) |
| 117-261 | Japanese 3 | 3(2-2-5) |
| 117-262 | Japanese 4 | 3(2-2-5) |
| 117-181 | Korean 1 | 3(2-2-5) |
| 117-181 | Korean 2 | 3(2-2-5) |
| 117-281 | Korean 3 | 3(2-2-5) |
| 117-282 | Korean 4 | 3(2-2-5) |

c. Mathematics and Science – 6 credits

| | | |
|---------|------------------------------------|----------|
| 117-121 | Mathematics in Daily Life | 3(3-0-6) |
| 117-122 | Basic Statistics for Data Analysis | 3(3-0-6) |
| 117-123 | Life and Environment | 3(3-0-6) |
| 117-124 | Information Technology | 3(2-2-5) |
| 117-125 | Computer for Studies and Work | 3(2-2-5) |
| 117-126 | Nutrition for Wellness | 3(3-0-6) |
| 117-127 | Chemistry in Daily Life | 3(3-0-6) |
| 117-128 | Mathematics in Civilization | 3(3-0-6) |
| 117-129 | Statistics and Probability | 3(3-0-6) |

d. Aesthetics and Physical Education – 3 credits

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|---------|-----------------------------------|----------|
| 117-132 | Physical Education and Recreation | 3(2-2-5) |
| 117-133 | Art and Music Appreciation | 3(2-2-5) |

2. PROFESSIONAL COURSES: 90 Credits

a. Core courses – 36 credits; choose at least 12 courses from the following:

| | | |
|---------|---|----------|
| 221-101 | Principles of Financial Accounting | 3(3-0-6) |
| 221-200 | Micro Economics | 3(3-0-6) |
| 221-201 | Macro Economics | 3(3-0-6) |
| 221-203 | Organization and Management | 3(3-0-6) |
| 221-204 | Business Finance | 3(3-0-6) |
| 221-205 | Principles of Marketing | 3(3-0-6) |
| 221-300 | Managerial Accounting | 3(3-0-6) |
| 221-303 | Business Law | 3(3-0-6) |
| 221-305 | Production and Operations Management | 3(3-0-6) |
| 221-322 | Human Capital Management | 3(3-0-6) |
| 221-325 | Cross Cultural Business Communication | 3(3-0-6) |
| 221-326 | Strategic Management for Competitiveness | 3(3-0-6) |
| 221-327 | Change Management | 3(3-0-6) |
| 221-328 | Research Methods | 3(3-0-6) |
| 221-329 | Data Analysis for Decision Making in Business | 3(3-0-6) |

b. Major Required Courses – 39 credits, 13 courses as following:

| | | |
|---------|-----------------------|----------|
| 221-410 | International Trade | 3(3-0-6) |
| 221-411 | International Finance | 3(3-0-6) |

| | | |
|---------|---|----------|
| 221-412 | International Marketing | 3(3-0-6) |
| 221-413 | International Trade Operations | 3(3-0-6) |
| 221-414 | Management of International Business | 3(3-0-6) |
| 221-417 | Business Social Responsibility and Service Learning | 3(2-4-4) |
| 221-418 | International Business Seminar | 3(3-0-6) |
| 221-419 | International Accounting and Taxation | 3(3-0-6) |
| 221-420 | Investment and Portfolio Management | 3(3-0-6) |
| 221-459 | Data Science for Business | 3(3-0-6) |
| 221-460 | IoT for Business Applications | 3(2-2-5) |
| 221-461 | Digital Marketing | 3(3-0-6) |
| 221-462 | International Logistic and Supply Chain Management | 3(3-0-6) |

c. Major Elective courses – 15 credits, choose at least 5 courses from the following:

| | | |
|---|--|-----------|
| 221-221 | Information System and Application Development | 3(3-0-6) |
| 221-223 | Business Negotiation | 3(3-0-6) |
| 221-232 | Advertising and Promotion Management | 3(3-0-6) |
| 221-421 | Financial Management | 3(3-0-6) |
| 221-423 | Independent Project | 3(3-0-6) |
| 221-429 | Entrepreneurship and SMEs Management | 3(3-0-6) |
| 221-430 | Investment Banking | 3(3-0-6) |
| 221-433 | E-business Finance | 3(3-0-6) |
| 221-438 | Seminar in Marketing | 3(3-0-6) |
| 221-440 | New Product Development | 3(3-0-6) |
| 221-441 | Brand Management | 3(3-0-6) |
| 221-448 | Risk Management and Insurance | 3(3-0-6) |
| 221-450 | Consumer Behavior | 3(3-0-6) |
| 221-453 | Product and Price Management | 3(3-0-6) |
| 221-456 | Special Topics | 3(3-0-6) |
| 221-457 | Financial Technology | 3(3-0-6) |
| 221-458 | Service Industry Management | 3(3-0-6) |
| Cooperative Education Program (Internship) | | |
| 221-491 | Preparation to Cooperative Education | 3(2-2-5) |
| 221-492 | Cooperative Education I | 6(0-40-0) |
| 221-493 | Cooperative Education II | 3(0-20-0) |

3. FREE ELECTIVE COURSES: 6 credits

Students can freely choose 6 credits from courses offered by International Program of Siam University.

COURSE DESCRIPTIONS

HUMANITIES AND SOCIAL SCIENCE – 6 CREDITS

| | | |
|---------|---|----------|
| 117-100 | Principles of Economics and Philosophy of Sufficiency Economy | 3(3-0-6) |
| | Pre: None | |

General economic principles deal with the allocation of scarce resources for highest utility, consisting of macroeconomics which explains the theory of national income, consumption behavior, savings and investment, price theory, income, government budget, money and banking and global economics. Micro

economics deals with the behavior of the individuals, demand of consumers, the cost theory and market structures. The self-sufficiency philosophy stipulates a middle way and no excess in spending and investment, from the household level, corporate and institutional level and the national level, in order to avoid an economic meltdown and to achieve sustainable economic growth and development.

117-101 [Introduction to Sociology](#) 3(3-0-6)
Pre: None

Influence of social environment to individuals, status and roles of people in society, influence of a group on human behavior, group construction and leadership, opinion towards working, the way to have good human relationships, the consideration of importance and devolution of institutes by ranking, technology progress and population change.

117-104 [Human Relations and Personality Development](#) 3(3-0-6)
Pre: None

Meanings, background, and uses of human relation, interpersonal relationship and groups in society, appropriate adjustment to situations in society, theories of personality, and personality development for social adjustment, personal differences, leadership, and practice appropriate behaviors and social manners.

117-105 [ASEAN in the Modern World](#) 3(3-0-6)
Pre: None

Changes in the modern world; the New World Order; the importance of South-East Asia to the world; background of ASEAN; factors influencing ASEAN such as history, politics, economy, social issues and culture; situations and problems of ASEAN in the present time; relationship within ASEAN countries; roles of ASEAN in Thailand and the world community; roles of power nations for ASEAN, and relationship between Thailand and ASEAN.

117-107 [Philosophy, Religions and Life Style](#) 3(3-0-6)
Pre: None

Principles of philosophy; religious teachings and their impact on living; meanings and values of life in religious view; dharma for living; significances of precept, concentration, and wisdom; self-improvement and solution of life problems through religious teachings being applied to achievements at work and peaceful living with others.

117-108 [Principles of Logics and Thinking Skill for Lifelong Learning](#) 3(2-2-5)
Pre: None

Principles of logics; basic concepts of thinking processes: inductive and deductive thinking; the adoption of various thinking skills to solve different problems including analytical thinking; comparative thinking; synthesis thinking; critical thinking; considerate thinking; applied thinking; conceptual thinking; strategic thinking; problem-solving thinking; integrative thinking; creative thinking; future thinking; and self-study learning as well as a skill for accessibility of knowledge in order to improve oneself continuously.

117-109 [Introduction to Intellectual Property](#) 3(3-0-6)
Pre: None

The importance of intellectual property, it's role in the creative thinking of human beings as well as the development of science, technology, arts and literature. The individual, business and organizational effects of intellectual property. Overview of Thai intellectual property law including copy rights, patent, and trademarks as well as international trade agreement about copy rights and trade mark such as WTO TRIP's agreement and Patent Cooperation Treaty. The importance role of WIPO toward intellectual property protection among countries as well as the supervision of intellectual property agreement appliance in all involved nations. This course employ a case study approach by which the student will learn how to apply intellectual property concepts that involve in technology, business, bioengineering and computer issues.

117-110 [Study Skills](#) 3(2-2-5)
Pre: None

The value of education and means to become an active as well as a successful learner by analyzing the attitude and values of self, life and its relations to tertiary education system, necessary skills for study i.e. library use, information search from current and new Information and Communication technologies, the problems and barriers of study ; the implementation of education technology to improve analytical skills, critical thinking, constructive criticism skill, team work, team-based study, time management. Conflict management, reading, listening, note-taking, deductive, cognitive skills, report and presentation skills as well as important life skill such as Personal Financial Management Skill and skills needed for a citizen in democratic society etc.

117-111 [Civilization Studies](#) 3(3-0-6)
Pre: None

Civilizations and the evolution of the world civilization; Thai civilization; factors affecting aspects of Thai society and culture; nature and applied science in Thailand, society, economy, government, religion, ritual, folk play, architecture, sculpture, painting, Thai dance, music, education, values, as well as trends of society and culture.

117-112 Fundamental of Philosophy and Logic 3(3-0-6)

Pre: None

Fundamental philosophy, spirituality, moral education, aesthetics both western and eastern philosophy from the ancient to the present world, study thinking process, reasonable thinking method both inductive and deductive by sciences to apply in accordance with the present social conditions.

117-113 Psychology in Daily Life 3(3-0-6)

Pre: None

Theories and concepts of psychology for applying in daily life, development of psychosocial skills; understanding of oneself and others, transactional analysis, perception, attribution of behavioral causality and motivation, personality and individual differences, E.Q. improvement, management of stress and psychological conflicts, mental health and adjustment

117-117 Man and Literature 3(3-0-6)

Pre: None

Definition, derivation and forms of literature, relations between humans and arts performance in forms of literature, analysis of thoughts, spirit, philosophy, objective and human ways of living that appears in various kinds of literature, such as poems, novels, short stories and articles indicating humans' problems in natural and social environment and civilization heritage that is influential to the writers.

117-119 Peace Studies 3(3-0-6)

Pre: None

Basic philosophical viewpoints, human communications process and language levels used to make common understanding, theory and concept on politics and economics in several systems, causes of political, economic and religious conflict, which can lead to conflict with religions which has happened in the past and present.

117-120 Family Life Planning 3(3-0-6)

Pre: None

Importance of the difference between sexes so that the student may realize the developmental process of relationships that lead to a fulfilling, responsible, and proper life in a quick changing society. The materials focus on a quality family life planning for the future and describes how people are different in various cultures and societies.

LANGUAGE AND COMMUNICATION: 15 (12+3) CREDITS

117-141 English 1 3(2-2-5)
Pre: None

Practice Basic English skills including listening, speaking, reading and writing. Practice listening sentences and communicative skills for everyday conversations such as greetings, invitations, introduction, as well as responding to the common situations; the correctness of pronunciation as well as the accuracy of grammar. Practice reading sentences and paragraphs by applying knowledge of grammar and sentence structures. Learn how to use English dictionary and answer questions with grammatically correct response.

117-142 English 2 3(2-2-5)
Pre: 117-141 English 1

Practice additional English skills including listening, speaking, reading and writing. Explore native speakers' culture and expressions as well as problems and differences of English application influencing speaking skill by using both verbal and non-verbal languages. Practice basic readings consisting of reading for details and comprehension. Study relationship between main and supporting sentences. Practice reading passages and answering questions with grammatically correct sentences, words, and expressions.

117-241 English 3 3(2-2-5)
Pre: 117-142 English 2

Practice more complicated English for listening, speaking, reading and writing skills such as talking on the phone, interviews, telling stories and so on. Practice reading longer passages. Study writing paragraphs by focusing on the correctness of grammar. Introduce other contents related to the standard English test.

117-242 English 4 3(2-2-5)
Pre: 117-241 English 3

Practice all communicative skills including listening, speaking, reading and writing. Practice writing the summary of a passage; taking notes; reading and listening for comprehension; and discussing topics of interested using common expressions with correct grammar. Develop skills needed for the Standard English test.

SECOND LANGUAGE: 3 CREDITS

117-191 Thai Usage for Communication 3(2-2-5)
Pre: None

The structure of speaking, writing and communication; the differences between writing and speaking; formal and informal language; orations; royal words; principles of references; telephone communications; principles

of writing in various forms such as application letter, resume, note taking and summarizing, interactive business writing and essay. Practice Thai Usage skills including listening, speaking, reading, and writing.

117-192 Thai Usage for Presentation 3(2-2-5)

Pre: None

The principles of speaking including the correct ways to use words, sentences, conjunctions, orations, pronunciation, and speaking in various situations such as comments and presentations: academic presentation; business presentation; and job interview along with project writing; communication channel selection; and statistical data reading.

117-151 Chinese 1 3(2-2-5)

Pre: None

Phonetic transliteration Chinese pinyin system. 300 vocabularies used in everyday life and simply expressions, Chinese conversation practice, with emphasis on correct pronunciation.

117-152 Chinese 2 3(2-2-5)

Pre: 117-151: Chinese 1

Practice composing basic sentences, finding words in a Chinese-Thai dictionary and conversation with topics of interest. Study 300 additional vocabularies.

117-251 Chinese 3 3(2-2-5)

Pre: 117-152: Chinese 2

Practice composing complex sentences and conversation with topics of interest. Study 300 additional vocabularies used in business settings.

117-252 Chinese 4 3(2-2-5)

Pre: 117-251: Chinese 3

Practice composing more complex sentences. Study the differences between the traditional Chinese characters and the simplified Chinese characters. Practice conversation with topics of interest. Study 300 additional vocabularies.

117-161 Japanese 1 3(2-2-5)

Pre: None

Practical listening and speaking of basic Japanese. Analysis of the basic structure on oral comprehension and basic structures and vocabularies. Practice reading simple sentences and 'Hiragana' and 'Katakana' writing in those structures.

- 117-162 Japanese 2 3(2-2-5)
Pre: 117-161 Japanese 1
- Study and practice listening and speaking skills with broader structures and vocabularies. Practice reading 'Kanji' and writing small essays in everyday life and simply expressions.
- 117-261 Japanese 3 3(2-2-5)
Pre: 117-162 Japanese 2
- Practice listening and learning conversation in various settings. Learn more complicated grammar and develop reading 'Kanji' from previous lessons.
- 117-262 Japanese 4 3(2-2-5)
Pre: 117-261 Japanese 3
- Develop ability in effective speaking skills including Japanese cultural notions and customs. Develop Reading skill and writing skill with more 'Kanji' and extended vocabularies. Comprehension of specific grammatical structures.
- 117-181 Korean 1 3(2-2-5)
Pre: None
- Alphabet, phonetics and sentences patterns. Learn basic Korean grammar structures, vocabularies for daily life. Practice listening skill and speaking skills emphasis on simple conversations for daily communication.
- 117-182 Korean 2 3(2-2-5)
Pre: 117-181 Korean 1
- Practice listening and speaking skills with broader Korean structures emphasis on conversation and vocabularies for daily life. Practice reading and writing small essays in everyday life and simply expressions.
- 117-281 Korean 3 3(2-2-5)
Pre: 117-182 Korean 2
- Practice listening and learning conversation in various settings. Learn more complicated grammar and develop conversation, reading skill, and writing skill in various settings, studying additional vocabularies.
- 117-282 Korean 4 3(2-2-5)
Pre: 117-281 Korean 3

Develop ability in effective speaking skills including Korean cultural notions and customs. Develop reading skill and writing skill and extended vocabularies. Comprehension of specific grammatical structures to understand the full outline of Korean language as previously taught and how to use it as a whole.

MATHEMATICS AND SCIENCE - 6 CREDITS

117-121 Mathematics in Daily Life 3(3-0-6)
Pre: None

The importance and theoretical development of mathematics; relationships between mathematics, numbers, and symbols; mathematics and technology; mathematics and problem solving and decision making; logic and reasoning; basic graph theories application; model design and solutions; and implementation of mathematics in daily life.

117-122 Statistics and Probability 3(3-0-6)
Pre: None

Descriptive statistics, frequency distribution, probability theory, probability distributions, sampling, and hypothesis testing.

117-123 Life and Environment 3(3-0-6)
Pre: None

Study relationship between human and environment emphasizing the significance of natural resources, energy, global climate change as well as awareness of environmental problems and impacts from pollutions; loss of biodiversity; environment conservation; the use of biotechnology and alternative energy; environment regulations and laws as well as lifestyle according to philosophy of sufficiency economy.

117-124 Information Technology 3(2-2-5)
Pre: None

Concept of computer technology; components of computer system; the functions of hardware and software; data communication and computer networking; multimedia technology; Internet and its application. Practice data retrieving, using electronic mail, word processing, and developing basic Webpage.

117-125 Computer for Studies and Works 3(2-2-5)
Pre: None

Principles of data and information management; types of data files; algorithm and problem solving; e-business; computer laws; ethics and computer security; computer careers and certification; and trends of information technology. Practice using spreadsheet and presentation software.

117-126 [Nutrition for wellness](#) 3(3-0-6)
Pre: None

Significance and role of food for health; nutrient loss during processing; facts and myths regarding food for health and supplementary foods; food and diseases; nutritional therapy concept; nutritional label and food laws that govern the nutritional quality of foods.

117-127 [Chemistry in Daily Life](#) 3(3-0-6)
Pre: None

The essence of chemistry; matter and their classifications; chemical compounds in daily life such as metals, glass, papers, polymers, plastics, natural and synthetic colors, drugs, addictive drugs, detergents, cosmetics; carcinogenic compounds; toxic compounds used in daily life as well as prevention and alleviation.

117-128 [Mathematics in Civilization](#) 3(3-0-6)
Pre: None

Fundamental principle and development of numbers and thinking system with numbers as the base, the application of numbers to geometry and trigonometry, study the numbering system and development of basic statistic possibilities in order to have fundamental knowledge of logical numbers that will lead to a higher level of mathematics theory study.

117-129 [Basic Statistics for Data Analysis](#) 3(3-0-6)
Pre: None

Basic statistics including data collection, descriptive statistics, basic probability theory, random variables, Binomial distribution, Poisson distribution, Normal distribution, hypothesis testing, analysis of variance, correlation and simple linear regression by utilizing statistical programming package.

[AESTHETICS AND PHYSICAL EDUCATION – 3 credits](#)

117-132 [Physical Education and Recreation](#) 3(2-2-5)
Pre: None

Basic knowledge of physical education; essential recreations for the improvement of life quality in the modern society; types of sports and recreations, need for recreation in each age range; management and administration of recreation. Select one kind of sports to learn about its rules, regulations, manners, and basic skills. Practice physical exercise and body strengthening processing the appropriate way for good health.

117-133 [Art and Music Appreciation](#) 3(2-2-5)
Pre: None

Meanings and the evolution of art and music; principles of aesthetics; and major aspects of art and music. Cultivate understanding, recognition, and appreciation of art and music. Explore masterworks in various fields of art from the ancient to present age and artist's inspiration behind creating those works. Emphasize values of art and music as tools for uplifting human mind.

2. PROFESSIONAL COURSES

BUSINESS CORE COURSES – 36 CREDITS

221-101 [Principles of Financial Accounting](#) 3(3-0-6)
Pre: None

Accounting concepts, financial statement, accounting cycle, inventory, cash receivables, assets, current and long-term liabilities, and equity structure of proprietorships, partnerships and corporations. Valuation of assets, income determination, preparing financial statements. Investment practices, depreciation, depletion, and amortization. Partnerships, acquisition and disposition of assets. Fund and cash flows. Intangible assets, long-term assets, and profit measurements. Procedures for operation, planning and decision making.

221-200 [Microeconomics](#) 3(3-0-6)
Pre: None

Allocation of resources and distribution of income and wealth: i.e. concepts of utility, value, resource allocation, theory of consumer behavior, nature of demand and supply. Relationship of production, cost and supply function. Product pricing under competitive oligopolistic and monopolistic markets. Theory of income distribution, the limitation of market forces and appropriate form of policy.

221-201 [Macroeconomics](#) 3(3-0-6)
Pre: None

Survey of concepts, methods, and fields of psychology, behavior and mental development in humans, variations in intelligence in the human population, understanding him/herself and an application of psychology in general.

221-203 **Organization and Management** 3(3-0-6)
Pre: None

Fundamentals of management showing how the manager in an organization effectively performs the functions of planning, organization, directing and controlling. Accountability, responsibility and authority relationships.

221-204 **Business Finance** 3(3-0-6)
Pre: 221-101 Principles of Financial Accounting

Scope and function of financial management with respect to investment, time value of money, cash flow budgeting, introduction to financial statements analysis, assets management and project funding.

221-205 **Principles of Marketing** 3(3-0-6)
Pre: None

Meaning and significance of marketing with respect to main activity for distribution of goods and services, principles of marketing, consumer behavior, function of marketing and marketing institutions, and their effect on society and economy. Market targeting and cultural influences.

221-300 **Managerial Accounting** 3(3-0-6)
Pre: 221-101 Principles of Financial Accounting

Preparation and analysis of statement of changes in financial position, financial statement analysis, financial reporting under price-level changes, analysis and interpretation of cost data as an aid to management for planning, controlling and decision making, budgetary control, and responsibility accounting.

221-303 **Business Law** 3(3-0-6)
Pre: None

Meaning and nature of juristic acts and contracts. Laws relating to sale, exchange, gifts, hire of property and hire-purchase, agency, brokerage, loan, and negotiable instruments. Laws regarding the organization, operation and liquidation of partnerships, limited companies and public companies, intellectual property, labor, and taxation.

221-305 **Production and Operations Management** 3(3-0-6)
Pre: 221-101 Principles of Financial Accounting;
221-204 Business Finance

Fundamentals of Management and production operations underlying the solution of problem relating to optimum utilization of factors of production, production process, control and production operation. Forecasting, quality control, 'just in time' inventory practice and safety practices.

221-322 [Human Capital Management](#) 3(3-0-6)
Pre: 221-203 Organization and Management

Duties and responsibility of the personal manager, man power planning, recruiting, training, developing. Appraising performance, promotional system, motivation and welfare of employees. Promotion, demotion, dismissal and transfer of personal.

221-325 [Cross Cultural Business Communication](#) 3(3-0-6)
Pre: None

Thinking, theory and rule for social cross cultural communication. Emphasis on language, culture, social status, nationality, and social relation structure in each society. Verbal and nonverbal communication across cultures, including understanding gestures, and expressions, preparing reports, documents that varies across cultures. Barriers of cross-cultural communication, cultural bias and how to overcome.

221-326 [Strategic Management for Competitiveness](#) 3(3-0-6)
Pre: None

This course aims to provide the knowledge on Business environment assessment, external and internal environment analysis, strategy formation, implementation, application, review, evaluation and control. Further, based on the theories, students will get a better knowledge on how can business managers assure the strategic management concepts to maintain competitiveness of the business.

221-327 [Change Management](#) 3(3-0-6)
Pre: 221-203: Organization and Management

This course will help develop the skills and knowledge required to promote the use and implementation of innovative work practices to effect change and manage changes so there is minimal work place disruption. Upon course completion, participants will be able to: Understand the role of change in organisational success.

221-328 [Research Methods](#) 3(3-0-6)
Pre: 117-129 Statistics and Probability

This course provides the knowledge on how the research to be conducted. The key topics such as research methods, such as qualitative and quantitative analysis , referencing styles such as author-date, and also will

discuss about the software tool for publishing and managing bibliographies, citations and references (e.g. Endnote), also will brief about document preparation systems such as LaTeX. Also, students will gain knowledge on how to select a good journal for their publications and key items in a research. At the end of this course the student will have to submit a simple research paper using secondary data and with appropriate citation.

221-329 [Data Analysis for Decision Making in Business](#) 3(3-0-6)
Pre: 117-129 Statistics & Probability

Data analysis to decision making in business. Main topics are sampling distributions, hypothesis testing, multivariate data analysis for business decision making.

Major Required courses – 39 credits

221-410 [International Trade](#) 3(3-0-6)
Pre: 221-200 Microeconomics
 221-201 Macroeconomic

Theory of international trade barriers, foreign exchange, discrimination policy and effects on the economic system, theory and policy of economically allied corporations. Theory and policy of international investment balance of trade, balance of payments, international finance, economic development institutions, structure of trade and finance system, international business environment, international trade theories, international monetary system, international trade policy, and international investment. International economic relations of developed countries and analysis of Thai trade structure.

221-411 [International Finance](#) 3(3-0-6)
Pre: 221-101 Principles of Financial Accounting
 221-204 Business Finance

Basic concepts of international finance, interest rates, finance mechanism and international finance system, finance circulation markets, forecasting the rate of finance exchange and cost of management in venturing, taking advantage of the difference in international financial systems. Operations and international relations of commercial banks.

221-412 [International Marketing](#) 3(3-0-6)
Pre: 221-205 Principles of Marketing

Nature of international operation, governmental influences, international trading, foreign trading channels, effects of international agencies, political stability or lack of it on viability of operations and cultural differences considerations, marketing mix in internal marketing and control.

221-413 [International Trade Operations](#) 3(3-0-6)
Pre: None

Basic concepts of management practice on the global scene, including international finance, marketing, multinational corporate management, political and governmental regulations influencing on international operations. Material also include international trade laws, regulatory and policy issued by Thai and other countries. Agreements on trade operations set up by regional or international groups of countries are also discussed.

221-414 [Management of International Business](#) 3(3-0-6)
Pre: 221-203 Organization and Management

Management and international business operations considering the objectives and strategic operations limits and opportunities of foreign investment development. Development and adjustment of policy in management of international corporations to coincide with international business environment, globalization, ethics in international business, regional economic integration, global capital market, strategy of international business.

221-417 [Business, Social Responsibility and Service Learning](#) 3(2-4-4)
Pre: None

Socially responsible business decision making and civic responsibility. The class takes students into diverse dimensions-social, political and cultural-in which business organizations operate to analyze and participate in the challenges which necessitate social and civic responsibilities.

221-418 [International Business Seminar](#) 3(3-0-6)
Pre: 221-203 Organization and Management
221-411 International Finance

A directed study and seminar on selected business topics and issues in international business. Students study the unique challenges faced by international companies and the strategies utilized to meet those challenges. Study and seminar on such areas as global business opportunities, economic, technological, and political environments that influence global business initiatives.

221-419 [International Accounting and Taxation](#) 3(3-0-6)
Pre: 221-101 Principles of Financial Accounting

Accounting theories pertaining to international business, including regulations, criteria, methods of accounting and finance used in international financial situations. Effects of the difference in exchange rate and inflation pricing for international transactions, balance sheet papers according to the regulations of

government agencies and also taxation systems of major countries in order to gain perspective of their regulation and collecting system.

221-420 **Investment and Portfolio Management** 3(3-0-6)
Pre: 221-204 Business Finance

Fundamental of investment including definitions of investment, investment process, and important of investment strategies in financial markets. Moreover, students will learn how to manage portfolio using different kinds of securities based on risk and return. In addition, this class will introduce practical work by using recent interesting case studies on the financial market.

221-459 **Data Science for Business** 3(3-0-6)
Pre: None

This course introduces the vital principles of data science, data mining techniques for business and finally students will be able to extricate the useful knowledge for adding a value for business. Further, the course provides examples from real-world business problems to demonstrate these data science principles. The key topics which will cover throughout this course are; data-mining process to gather good data in the most appropriate way, how to improve communication between business stakeholders and data scientists, how to use data-analytically, how data science methods can support business decision-making., understand how data science fits in your organization and how you can use it for competitive advantage, and also how to secure the business data and computer security aspects.

221-460 **IoT for Business Application** 3(2-2-5)
Pre: None

Internet of Things (IoT) for business applications is an important subject for present day business managers. The course delivers how the IoT can be used to run a business efficiently. In this course, students will learn about integrated IoT devices, and how are these paving the way for the gathering of actionable data. How the IoT helps organisations to predict consumer behaviours, how the employees can use IoT to streamline their workload, and allow the business managers/employees to focus on the essential parts of the business. Finally the students would have the knowledge how “IoT “applications are improving business’s bottom line by, Reducing operating costs, Increasing Productivity and providing the opportunity to explore new platforms and developments in the business area.

221-461 **Digital Marketing** 3(3-0-6)
Pre: 221-205 Principles of Marketing

This course is designed in order to meet the marketing strategies in modern world, using digital media. Throughout the course, students will explore digital marketing tools such as search engine optimization (SEO), email marketing, online advertising, paid search marketing, web analytics, social media marketing, viral marketing, online reputation management, and mobile marketing. Class assignments will be conducted to gain knowledge on how to plan a successful digital marketing campaign, and what are the practical issues, steps to follow and finally to analyze the efficiency of digital marketing campaigns for selected products and services. Laboratory sessions are to be conducted with the Search-engine Optimization (SEO) topic using universities website, and considering functionality of Google analytics accounts. Students are able to work with page tags, key words, as well as the structure of a website for SEO, running SEO audits, blogs, and use of social media etc.

221-462 [International Logistic and Supply Chain Management](#) 3(3-0-6)
Pre: None

Concepts and Theories of International Logistics and Supply Chain management covering logistics activities of international business in transportation, supply acquisition, packing, inventory control, warehouse management and distribution, international sourcing.

MAJOR ELECTIVE COURSES – 15 CREDITS

221-221 [Information System and Application Development](#) 3(3-0-6)
Pre: None

Impact of information to global management activities, planning, controlling, decision making etc. Application of software to solving international problem development from end user's perspective. Computer-based information system utilizations.

221-223 [Business Negotiations](#) 3(3-0-6)
Pre: 221-205 Principles of Marketing

Negotiation as confronted in the various environments of different geographical economic political conditions such as cultural influences, varying governmental regulations, and changing economic situations. Language barriers and potential errors and misunderstandings arising from interpretations and translations.

221-232 [Advertising and Promotion Management](#) 3(3-0-6)
Pre: 221-205 Principles of Marketing

Role of mass media to communicate product information to potential and current customers, advertising principles and practices as an integral part of marketing promotions and policy, advertising media selection, budgeting and promotional planning and advertising effectiveness evaluation.

221-421 **Financial Management** 3(3-0-6)
Pre: 221-204 Business Finance

An in-depth course on techniques of financial management for analyzing and decision making. Topics on financial statement, techniques on current assets management, short-term and intermediate-term long-term financing, capital budgeting, cost of capital and capital structure of business.

221-423 **Independent Project** 3(3-0-6)
Pre: All first three year required courses

An individual activity to be arranged by teacher and student to enhance in a relevant manner, his/her educational major.

221-430 **Investment Banking** 3(3-0-6)
Pre: none

Definition, importance and investment banking activities. Topics cover financial structure, business analysis, business appraisal, financial advising, initial public offering (IPO), secondary market trading, debt capital market activities, underwrite and distribution, fund administration, principles of.

221-433 **E-Business Finances** 3(2-2-5)
Pre: none

Trade and technologies used currently. Focusing on electronic transaction in practical in the group of finance, banking and insurance. The transaction conduct by website in the group of finance, banking and insurance and other applications via the Internet. Topic also focus on case study and practical.

221-438 **Seminar in Marketing** 3(3-0-6)
Pre: 221-205 Principles of Marketing

Analysis and discussion of marketing problems from case study. Writing a report of marketing problems and solutions from case study, writing a marketing plan, and organizing marketing activities.

221-440 **New Product Development** 3(3-0-6)
Pre: 221-205 Principles of Marketing

Development and introduction of new products. Definition of new products and stages of new product development. Management and administrative organization for new products. New products management.

Measurement of new products performance. The market test of new products feasibility. Marketing strategy for the life cycle of new products.

221-441 **Brand Management** 3(3-0-6)
Pre: 221-205 Principles of Marketing

Elements and factors that influence the success of brand, brand name, trade mark, copyright, logo and packaging design. Communication tools that create brand awareness of target group. Strategies used to create strong brand. Evaluation of brand success.

221-448 **Risk and Insurance Management** 3(3-0-6)
Pre: none

A study of different types of risks and financial loss which may occur to individuals, businesses, and organizations. Topics cover different types of damages, factors affecting risk management, principles of insurances, need for insurance, insurer operations, risk evaluation, selection of insurance, types of insurance, insurance agent ethics, corporate governance and enhance the insurance.

221-450 **Consumer Behavior** 3(3-0-6)
Pre: 221-205 Principles of Marketing

Principles and analysis of consumer behavior in buying decision. Consider the various factors that affect buying decision process. The course also provides students with knowledge of motivations, learning theories, attitudes, values and influence of social and cultural traditions.

221-453 **Product and Price Management** 3(3-0-6)
Pre: 221-205 Principles of Marketing

The components of product, product classification and product life cycle (PLC). The course also provide students with knowledge of product strategy, product line management, new product development, brand strategy, packaging strategy and price strategy. These strategies are important to the success of business today.

221-456 **Special Topics** 3(3-0-6)
Pre: All first three year required courses

This course brings students to work on a selected topic which is related to the course syllabus. The student will work under a supervisor and need to submit a report at the end of the course. Two or more teachers will

act as members of the evaluating committee and evaluate the work individually. The course may be a combination of research methodology and independent project.

221-457 [Financial Technology](#) 3(3-0-6)
Pre: None

This course aims to provide the knowledge on Business environment assessment, external and internal environment analysis, strategy formation, implementation, application, review, evaluation and control. Further, based on the theories, students will get a better knowledge on how can business managers assure the strategic management concepts to maintain competitiveness of the business.

221-458 [Service Industry Management](#) 3(3-0-6)
Pre: None

The service industry management aspects in airline business, hospitality, banks, insurance, media and entertainment etc. will be discussed in this course. Key topics that students would learn are HRM, TQM, Cross Cultural management and entrepreneurship aspects of those industries, especially the characteristics of above key topics will be compared in selected service industries. At the end of the course, students will be able to understand the key management areas of service type industries for an efficient service delivery.

221-429 [Entrepreneurship and SMEs Management](#) 3(3-0-6)
Pre: none

The characteristics, types, and roles of entrepreneurs, business idea generation and screening process, self-assessment for entrepreneurs, good government and business ethics. Including importance, benefits and components of business plan consist of situation analysis, marketing plan, management plan, operation plan and financial plan by case study analysis.

[Cooperative Education: 12 Credits](#)

221-491 [Preparation to Cooperative Education](#) 3(2-2-5)
Pre: None

To prepare for the training of cooperative education such as writing an application for a job, a good resume, and how to be interviewed. Developing soft skills such as presentation, teamwork, leadership as well as personality development. Conducting principle of working in organization, duties, and responsibilities. Appropriate working attitudes. Application of theories into work.

221-492 Cooperative Education I 6(0-40-0)
Pre: 221-491 Preparation to Cooperative Education

Practices in business related company approximately 16 weeks.

221-493 Cooperative Education II 3(0-20-0)
Pre: 221-491 Preparation to Cooperative Education

Practices in business related company approximately 12 weeks.