



BBA International Program

Chulalongkorn Business School
Chulalongkorn University

Information,
Course Structure and Descriptions



Intake: 2016

GENERAL INFORMATION

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Dean of the Faculty of Commerce & Accountancy :

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BBA International Program Committee:

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- Office of the Registrar (02) 218-0009, 218-0012, 218-0016
- CU Information Office (02) 218-3364-6
- Community Pharmacy (02) 218-8428-9 ext. 112
- CU Health Service Center (02) 218-0563
- Chulalongkorn Hospital (02) 256-4000, 256-4333



Chulalongkorn University

จุฬาลงกรณ์มหาวิทยาลัย

Pillar of the Kingdom

Pillar of the Kingdom

The Pillar of the Kingdom Chulalongkorn University... The Pillar of the Kingdom “When Thai society is faced with difficulties and the country is in need of help, Chulalongkorn University will step up to take the initiative to solve these problems. At such times, everyone shall first be thinking of Chulalongkorn University... By taking on a leading role, Chulalongkorn University is to be the “flagship” of this land. It has to inculcate a sense of justice and righteousness into this country.”

This is the promise King Chulalongkorn (Rama V), the founding father of Chulalongkorn University, had made to the Thai society upon establishing this institution. It has also inspired the vision that will drive all university operations carried out during the year 2008 to 2012. In celebration of Chulalongkorn University 100th Anniversary, the university aims to realize this vision by becoming “The Pillar of the Kingdom”. From the year 2008 to 2012, the university aims to produce to following achievements:

- To become a world-class university
- To serve as the kingdom’s source of knowledge
- To establish a quick, close-knit and efficient management system
- To be a welcoming home for the righteous and competent

To establish itself as the dependable “pillar” of the kingdom and for its people, the university has to start from within; it has to begin by being a “welcoming home for the righteous and competent”. To secure these achievements, 6 basic strategies will be utilized, namely; revolutionary, responsible, strength, stability, compassionate and happiness.

| Achievements | Strategies | General Definition |
|--|-----------------|--|
| To become a world-class university | “Revolutionary” | A world-class university with high academic quality and standards in terms of graduates, researches and other academic achievements. |
| To serve as the kingdom’s source of knowledge | “Responsible” | The university should serve as the country’s source of knowledge and should take responsibility for providing it with adequate information on both national and local level. By participating in developing better teaching practices, researching techniques, and academic curriculums, the university hopes to produce better human resources to cater to the needs of the country, and to discover new means of solving societal problems through researches. |
| To establish a quick, close-knit and efficient management system | “Strength” | A quality university that stays true to its Thai roots and is deeply grounded in righteousness as well as academic excellence and liberation. This must be shown through an internal management system that is productive, efficient and transparent; it should be accountable for all its actions and should involve relevant personnel. |
| | “Stability” | The university should be capable of efficiently managing both its financial and intellectual properties in both short and long terms. It should also be able to form, foster and utilize relationships with its alumni so as to help develop the university. |
| To be a welcoming home for the righteous and competent | “Compassionate” | The university will promote equal access to education for all. It should be compassionate to all students, employees and also give full support to community. |
| | “Happiness” | The university will be home to all that are righteous and competent. This is achieved by tending to the wellbeing of its people, managing their relationships, as well as continuously developing its human resources. |



CHULALONGKORN BUSINESS SCHOOL

FLAGSHIP FOR LIFE

Mission Statement for Chulalongkorn Business School

Vision:

The Pillar of the Kingdom in Business Education

Mission:

“In an environment of **strong business linkages,**

Chulalongkorn Business School ensures **high quality teaching** for students

and prepares them to participate in an innovative business world and progress to leadership positions.

The school complements its teaching mission by producing

disciplinary-based research

and providing **quality academic services**

that will lead to the **sustainable development** of Thai society”

BBA International Program

The total of 138 credits required for graduation comprises 6 types of courses: general, core, major, major electives, electives and free electives. The number of recommended credits for each type and their compositions are showed below.

| Course/Types | | General Courses | Core Courses | Major Courses | Major Elective Courses | Elective Courses | Free Elective Courses | Total Credits |
|----------------------|-----------------------------------|-----------------|--------------|---------------|------------------------|------------------|-----------------------|---------------|
| 1 st Year | | 19 | 21 | - | - | - | - | 40 |
| 2 nd Year | International Business | 9 | 18 | 6 | - | - | - | 33 |
| | Financial Analysis and Investment | 9 | 19 | 9 | - | - | - | 37 |
| | Accounting Major | 9 | 17 | 9 | - | - | - | 35 |
| 3 rd Year | International Business | - | 19 | 12 | 3 | 3 | - | 37 |
| | Financial Analysis and Investment | - | 18 | 12 | - | 3 | 6 | 39 |
| | Accounting Major | - | 20 | 9 | 3 | 3 | 3 | 38 |
| 4 th Year | International Business | 3 | 1 | 12 | 3 | 3 | 6 | 28 |
| | Financial Analysis and Investment | 3 | 1 | 9 | 6 | 3 | - | 22 |
| | Accounting Major | 3 | 1 | 12 | 3 | 3 | 3 | 25 |

Hour Code: 3(2-2-5) means 3 credits (2 lecture hours/week - 2 practice hours/week – 5 self study hours/week)

Tentative Course Structure for BBA Students ID 59 (2016-2020)

| Semester | 1st Year (2016-2017) | 2nd Year (2017-2018) | | | 3rd Year (2018-2019) | | | 4th Year (2019-2020) | | |
|--------------------------------|---|---|--|--------------------------|--|---|-----------------------------|--------------------------------|--|-----------------------------|
| | | International Business (IB) | Financial Analysis and Investment (FIN) | Accounting (ACCTG) | International Business (IB) | Financial Analysis and Investment (FIN) | Accounting (ACCTG) | International Business (IB) | Financial Analysis and Investment (FIN) | Accounting (ACCTG) |
| Prep Courses | Business Study&Classroom Preparation | Select only one course from the following : | | | Select only one course from the following : | | | | | |
| | Business Simulation Games | 2222001 MANDARIN I | 2400104 POL GOVT THAI | 2601222 INTMD ACCTG I | 2604334 PRIN EQUITY ANA | 2601227 TAXATION | 2602476 INTS INTL BUS MGT | 2604421 ETHIC FIN PROF | 2601423 ADV ACCTG II | |
| | Introduction to MS Office | 2223001 JP I | 2601123 INTMD ACCTG I | 2400104 POL GOVT THAI | 2604492 COMP APPLN FIN | 2601322 AUDITING (a) | 2605419 GLOBAL MKT | 2604463 ANA FIN REPORTS | 2601429 FIN REPORT & ANA | |
| Fall Aug-Dec | 5506101 ESS ENG BUS I | 2602313 MGT/ORGANIZATION | 2604361 BUSINESS FINANCE | 2602313 MGT/ORGANIZATION | 2604472 INTL ECONOMICS | 2602416 BUSINESS STRATEGY | 2602344 PROD OPER MGT | 1 Elective Course | 1 Elective Course | 1 Elective Course |
| | 2301115 CAL BUS I | 2604271 BUS ECON | 2605311 PRIN MKTG | 2602327 QUANT BUS ANA | 2602344 PROD OPER MGT | 3401260 TAXATION LAW | 2602416 BUSINESS STRATEGY | 1 Free Elective Course | 1 Major Elective Course | 1 Free Elective course |
| | 2303165 MAN & ENV | 2605311 PRIN MKTG | 5506225 BUS REP WRIT | 5506225 BUS REP WRIT | 2604361 BUSINESS FINANCE | 1 Free Elective course | 3405251 INTER BUS LAW | | | 1 Major Elective Course (A) |
| | 2603210 INTRO STATISTICS | 5506225 BUS REP WRIT | | | 3405251 INTER BUS LAW | 1 Elective Course | 1 Elective Course | | | |
| | 2601121 PRIN ACCTG (1, 2) | For students who have not yet taken in Spring (1st year) | | | For students who join the Exchange Program in Spring Semester | | | | | |
| | 2602241 INTRO IT/IS (1, 2) | 2601224 MNGL ACCTG | | | 2600300 USING SPREAD BUS | | | | | |
| | 2602171 BUS CPTS/ETHICS (3) | | | | | | | | | |
| | 2900111 ECONOMICS I (3) | | | | | | | | | |
| | 5506112 ESS ENG BUS II | | | | | | | | | |
| | Spring Jan-May | 2301116 CAL BUS II | Select only one course from the following : | | | 2604471 INTL TRADE | 2604477 INTL FIN MGT | 2601322 AUDITING | 2602475 CI INTL BUS MGT | 2604481 FIN DEV |
| 2603330 BUS STAT | | 2222002 MANDARIN II | 2604313 FIN ECONOMETRICS | 2601225 COST ACCOUNTING | 2602376 LOG SUP CHAIN MGT | 2604467 ADV BUS FINANCE | 2601323 ADV ACCTG I (A) | 2604477 INTL FIN MGT | 2604493 ADV TOPICS FIN | 2601497 SEM ACCTG |
| 2601224 MNGL ACCTG (1, 2) | | 2223002 JP II | 2602313 MGT/ORGANIZATION | 2604271 BUS ECON | 2602371 PRIN INTL BUS MGT | 2602344 PROD OPER MGT | 2602371 PRIN INTL BUS MGT | 1 Major Elective Course | 1 Major Elective Course | Gened-Inter |
| 2602171 BUS CPTS/ETHICS (1, 2) | | 2207103 PHILOS LOGIC | 2602327 QUANT BUS ANA | 2604361 BUSINESS FINANCE | 2602416 BUSINESS STRATEGY | 3405251 INTER BUS LAW | 3401260 TAXATION LAW | 2602370 COMP INTL BUS MGT | 2602370 COMP INTL BUS MGT | 2602370 COMP INTL BUS MGT |
| 2900111 ECONOMICS I (1, 2) | | 2601123 INTMD ACCTG I | 2604271 BUS ECON | 2605311 PRIN MKTG | 3401260 TAXATION LAW | 1 Major Elective Course (A) | 1 Major Elective Course | 1 Free Elective Course | | 1 Major Elective Course |
| 2601121 PRIN ACCTG (3) | | 2602327 QUANT BUS ANA | 5506236 BUS ORAL COMM | 5506236 BUS ORAL COMM | 1 Major Elective Course | 2604468 FEAS STUD/PROJ EVA | 2601326 ANA/DSGN DB | | | |
| 2602241 INTRO IT/IS (3) | | 5506236 BUS ORAL COMM | | | 2602417 ENTREPRENEURSHIP | 1 Elective Course | 1 Free Elective Courses | | | |
| 3401250 BUS LAW (3) | | | | | | 1 Free Elective Course | | | | |
| 5506123 BUS WRIT SKIL | | For students who have not yet taken in Spring (1st year) | | | | Select course from the following courses | | | | |
| | | 3401250 BUSINESS LAW | | | | 1. 2602336 QM | 3. 2604362 PERSONAL FINANCE | | | |
| Summer Jun-Jul | 2400104 POL GOVT THAI (IB) | | | | For students who have not yet taken | | | | | |
| | 2207103 PHILOS LOGIC (FIN) | | | | 2301116 CAL BUS II | | | | | |
| | 3401250 BUSINESS LAW (ACCTG) | | | | For students who are back from the Exchange Program | | | | | |
| | 5506214 BUS WRIT COMM | | | | 2600300 USING SPREAD BUS | | | | | |
| | | | | Internship | | | | | | |

Notes: Prep Courses = Preparation Courses for first year students
 For IB Students For FIN Students For ACC Students
 (1) = group 1, (2) = group 2, (3)= group 3

(a) = For students who join the Exchange Program in Spring Semester
 (A) = For students who are back from the Exchange Program
 Gened-Inter = Gened Interdisciplinary

General Courses : 31 Credits

- 0201232** **Multidisciplinary Study for Rural Development** **3(2-3-4)**
MULTI STUD RUR DEV
Principles and practices in a holistic approach to community development in rural area; interrelating culture, religion, economics, politics, education, natural resources and community health; field work focusing on communication skills, behavioral change, teamwork, and leadership.
- 2207103** **Philosophy and Logic** **3(3-0-6)**
PHILOS LOGIC
Meaning and scope of philosophy; major problems of philosophy; the problems of ultimate reality, knowledge and sources of knowledge, ethics, aesthetics, and applied philosophy; logic as an instrument of philosophy; nature of inductive and deductive methods of reasoning; principles of valid and invalid reasoning; analysis of reasoning in ordinary language.
- 2303165** **Man and Environment** **3(3-0-6)**
MAN & ENVIRONMENT
Origin and evolution of man. Natural environment and balance of nature. Human environment, society and population growth. Effects of man on natural environment. Solutions to the problems such as environmental management and conservation.
- 2400104** **Politics and Government of Thailand** **3(3-0-6)**
POL GOVT THAI
Evolution of Thai politics and government; the growth of democratic forces; expansion of public bureaucracy in the context of economic changes; various issues in Thai politics and government: instability of government, administrative centralization, constitution, political parties and parliamentary system, election, authoritarianism in Thai political system and government, ex-parliamentary politics.

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| 2602171 | Business Concepts and Ethics BUS CPTS/ETHICS Concepts of business and types of business organizations; ethical theories and the role of social values; awareness and development of personal, social, professional, and business responsibilities and ethical behaviors. | 3(3-0-6) |
| 2602241 | Introduction to Information Technology and Information Systems INTRO IT/IS Introduction of computer and computer applications in business; roles of information technology in solving business problems; concepts and technical background of information technology; planning, development, and management issues of computer-based information system. | 3(3-0-6) |
| 5506112 | Essential English for Business II ESS ENG BUS II Prerequisite: 5506101 Further practice in the four language skills emphasizing reading for main ideas and details, vocabulary development, short and long paragraph writing, and oral communication. | 3(2-2-5) |
| 5506123 | Business Writing Skills BUS WRIT SKIL Prerequisite: 5506112 Practice in writing essays on business topics, using different sentence types and patterns paraphrasing and summarizing. | 3(2-2-5) |
| 5506214 | Business Written Communication BUS WRIT COMM Prerequisite: 5506123 Practice in writing business letters, emails and faxes. | 2(1-2-3) |

- 5506225 **Business Report Writing** 2(1-2-3)
BUS REP WRIT
Prerequisite: 5506214
Practice in writing short business reports and minutes of business meetings.
- 5506236 **Business Oral Communication** 3(2-2-5)
BUS ORAL COMM
Prerequisite: 5506214 and 5506225
Practice in business presentations and formal business meetings.

Core Courses : 59 Credits

- 2301115 **Calculus for Business I** 3(3-0-6)
CALCULUS BUS I
Limits and continuity; differentiation; integration; exponential functions; logarithmic functions; sequences and series of real numbers; interest and annuity; applications in business and finance.
- 2301116 **Calculus for Business II** 3(3-0-6)
CALCULUS BUS II
Prerequisite: 2301115
Differential; functions of several variables; partial derivatives; matrices and business applications; maximum and minimum of functions; linear programming; introduction to differential equations; first order difference equations; double integrals and approximation of functions and integrals; applications in business and finance.
- 2600300 **Using Spreadsheet Software for Businesses** 1(0-0-3)
USING SPREAD BUS
Functions of spreadsheet software for businesses; usefulness of spreadsheet software for businesses; using spreadsheet software for business-related calculation

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| 2601121 | <p>Principles of Accounting 3(3-0-6)</p> <p>PRIN ACCTG</p> <p>Characteristics and basic concepts of accounting; recording process; adjusting the accounts; accounting cycle; accounting for service, merchandising, and manufacturing operations; value-added tax accounting; preparation of cash flow statement and introduction of financial statement analysis.</p> |
| 2601123 | <p>Intermediate Accounting I 3(3-0-6)</p> <p>INTMD ACCTG I (<i>For International Business Management major only</i>)</p> <p>Prerequisite: 2601121</p> <p>Cash and internal control; recognition and valuation of receivable; estimation of bad debts; investments; recognition and valuation of inventory; recognition, valuation, and disposition of fixed assets, natural resources, and intangible assets; depreciation, depletion, amortization; current liabilities; long-term debt; stockholders' equity; retained earnings.</p> |
| 2601222 | <p>Intermediate Accounting I 3(3-0-6)</p> <p>INTMD ACCTG I (<i>For Accounting major only</i>)</p> <p>Prerequisite: 2601121</p> <p>Cash and internal control; recognition and valuation of receivables; estimation of bad debts; factoring and assignments of receivables; investments; transfer of investments among categories; recognition and valuation of inventory; estimation of inventory; recognition, valuation, and disposition of fixed assets, natural resources, and intangible assets; depreciation, depletion, and amortization; accounting for research and development; impairment of assets.</p> |
| 2601224 | <p>Managerial Accounting 3(3-0-6)</p> <p>MNGL ACCTG</p> <p>Prerequisite: 2601121</p> <p>Role of accounting on management; cost concepts and classifications; product costing; job costing; process costing; activity-based costing; full costing and variable costing; cost-volume-profit analysis; analysis of costs for decision making; standard costing and variance analysis; budgeting; responsibility accounting and performance evaluation.</p> |

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| 2602313 | <p>Management and Organization MGT/ORGANIZATION</p> <p>Nature of organization; managerial process; role of managers and functions of management; planning, organizing, staffing, directing, motivating, and controlling; nature of authority, accountability and responsibility; analysis of managerial roles and the concept of leadership.</p> | 3(3-0-6) |
| 2602327 | <p>Quantitative Business Analysis QUANT BUS ANAL</p> <p>Principles, theories, quantitative model and their application in business: transportation model, assignment model, network analysis, inventory model, queuing theory, and simulation.</p> | 3(3-0-6) |
| 2602344 | <p>Production/Operations Management PROD OPER MGT</p> <p>An introduction to the operations in manufacturing and service organizations; facility location; layout; production process; safety management; forecasting; operations planning and control, work measurement, quality management, inventory control management and just-in-time production.</p> | 3(3-0-6) |
| 2602370 | <p>Comparative International Business Management COMP INTL BUS MGT</p> <p>Prerequisite: 2602371</p> <p>Comparative study of business in foreign countries: investment strategies, business policies, marketing, and practices in international business management.</p> | 1(1-1-1) |
| 2602371 | <p>Principles of International Business Management PRIN INTL BUS MGT</p> <p>Principles and methods of dealing with multinationals; managing multinational companies; models and strategies of multinational corporate management; business functions: international marketing, international finance, comparative management, and international business policy.</p> | 3(3-0-6) |

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| 2602416 | <p>Business Strategy 3(3-0-6)</p> <p>BUSINESS STRATEGY</p> <p>Prerequisite: 2602313</p> <p>Strategy and long-range planning; strategy formulating process; social, economic and political factors affecting strategy, role of a manager as an implementer of strategy.</p> |
| 2603210 | <p>Introduction to Statistics 3(3-0-6)</p> <p>INTRO STATISTICS</p> <p>Statistics and its uses in business; characteristics of business data and their collection, elementary probability theory, random variables; hypergeometric, binomial, Poisson and normal distributions, sampling distribution; estimation of population mean, variance and proportion, testing hypothesis for one and two populations.</p> |
| 2603330 | <p>Business Statistics 3(3-0-6)</p> <p>BUSINESS STAT</p> <p>Prerequisite: 2603210</p> <p>Analysis of variance, simple and multiple regression and correlation, classical time series analysis, index numbers, tests on contingency table, introduction to statistical quality control, non-parametric statistics.</p> |
| 2604271 | <p>Business Economics 3(3-0-6)</p> <p>BUSINESS ECONOMICS</p> <p>Prerequisite: 2900111</p> <p>Business objectives; nature of managerial decision making under uncertainty; concepts of profit; demand analysis and forecasting; cost analysis and control; competition, planning, production and production policies; pricing: theory, practices and policies; investment decision: government policies and business decision.</p> |

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| 2604361 | <p>Business Finance</p> <p>BUSINESS FINANCE</p> <p>Prerequisite: 2601121 or 2601212 or (2601116 and 2604161) or ((2601111 or 2601117) and 2604161)</p> <p>Financial statement analysis; financial planning and forecasting; working capital management; principles of risk and return; basics of financial security valuation; sources of funds and cost of capital; capital budgeting; capital structure; payout policy; derivatives securities.</p> | 3(3-0-6) |
| 2605311 | <p>Principles of Marketing</p> <p>PRIN MKTG</p> <p>Basic concepts in marketing, market and market segmentation, classification of goods and services, marketing functions, institutions and channels, market and the environments, the changing market, consumer's buying behavior and factors affecting consumer demand.</p> | 3(3-0-6) |
| 2900111 | <p>Economics I</p> <p>ECONOMICS I</p> <p>Price determination by demand and supply; basic concepts of utility theory and indifference curve relating to consumer behavior; basic concepts of production; the theory of production and costs; various forms of market and equilibrium of the firm and industry; a survey of factor markets and factor pricing theories.</p> | 3(3-0-6) |
| 3401250 | <p>Business Law</p> <p>BUSINESS LAW</p> <p>Meaning, sources, categories and applicability of law; relationship between law and business; sources of business law; introduction to investment law; introduction to contract; significant business contracts; types of business organization; laws on management of business organization, business finance and marketing; dispute settlement in business.</p> | 2(2-0-4) |

- 3405251** **International Business Law** **2(2-0-4)**
INTER BUS LAW
International law; sources of law on international business law; barrier and elimination of barrier in international business law; World Trade Organization and international trade regulations; public economic law on international business law; international contract; law and contract on foreign investment, international transfer of technology, international trade, international loan; international investment protection; dispute settlement in international business.
- 5506101** **Essential English for Business I** **3(2-2-5)**
ESS ENG BUS I
Basic business vocabulary: practice in the four language skills, emphasizing reading for main ideas and details, vocabulary development, sentence and short paragraph writing, and oral communication.

International Business

Major Courses : 30 Credits

Select any language courses (9 credits) as follows: Mandarin, Japanese, French or other languages as designated by the program.

2222001 **Mandarin I** **3(3-0-6)**

MANDARIN I

The sound system of Mandarin; basic syntactic structures; basic vocabulary in everyday life, with emphasis on correct pronunciation; knowledge of 500 Chinese characters.

2222002 **Mandarin II** **3(3-0-6)**

MANDARIN II

(Condition: PRER 2222001 MANDARIN I OR CONSENT OF FACULTY)

Vocabulary on directions, travels, communications; significant Mandarin grammatical structures and sentence patterns, with emphasis on conversation practice; knowledge of 1,000 Chinese characters.

2222003 **Business Chinese** **3(3-0-6)**

BUSINESS CHIN

(Condition: PRER 2222002 MANDARIN II OR CONSENT OF FACULTY)

Basic Mandarin vocabulary and expressions used in domestic and international trade, business and banking; secretarial work and business writing; speaking and writing skills.

2223001 **Japanese I** **3(3-0-6)**

JAP I

Japanese words (approximately 800) and basic sentence patterns; pronunciation, vocabulary usage and greeting expressions.

2223002 **Japanese II** **3(3-0-6)**

JAP II

(CONDITION: PRER 2223001 JP I OR CONSENT OF FACULTY)

Approximately 800 additional words and additional basic sentence patterns; vocabulary usage and expressions in everyday conversation.

| | | |
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| 2223003 | Japanese III JAP III (CONDITION: PRER 2223002 JP II OR CONSENT OF FACULTY) Listening and speaking skills; appropriate fundamental language usage according to Japanese culture. | 3(3-0-6) |
| 2231011 | Fundamental French I FUNDAMENTAL FR I Basic French grammar, vocabulary and expressions used in daily communication. | 3(2-2-5) |
| 2231012 | Fundamental French II FUNDAMENTAL FR II Prerequisite: 2231011 French grammar at an advanced level, vocabulary and expressions used in communication. | 3(2-2-5) |
| 2231013 | Fundamental French III FUNDAMENTAL FR III Prerequisite: 2231012 Practice in listening, speaking, reading and writing complex sentences, with emphasis on vocabulary and expressions concerning French life and culture. | 3(2-2-5) |
| 2602376 | Logistic and Supply Chain Management LOG SUP CHAIN MGT Overview of logistics process; transportation, inventory management, order processing, and customer services; structure and process of supply chain; marketing distribution in supply chain; procurement and manufacturing strategy; network and operational integration; enterprise resource planning; strategy in logistics and supply chain management, international logistics and supply chain management. | 3(3-0-6) |

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| 2602476 | Internship in International Business Management INTS INTL BUS MGT Prerequisite: 2602371 Internship in business or government agency with responsibility for particular assignments; writing a report. | 3(0-18-0) |
| 2604471 | International Trade INTL TRADE Prerequisite: 2604112 or (2900111 and 2900112) or 2604271 Gain from trade, theory of comparative cost, mercantilism, free trade and protective policies, systems and types of tariff, import and export regulations, foreign exchange and its control, trade agreements, foreign investment, balance of payments, export and import procedures and arrangement for foreign transactions, trade settlement and marine insurance practices. | 3(3-0-6) |
| 2604472 | International Economics INTL ECONOMICS Prerequisite: 2604271 Roles of international trade in national economy; concepts and tools in international trade analysis; determination of international market equilibrium; price mechanism in international trade; international trade and its impacts on national income; income absorption approach to balance-of-payments problems; exchange rate systems and their effects; characteristics and outcomes of tariff policies and other related policies, balance-of-trade and balance-of-payments problems of a developing economy. | 3(3-0-6) |
| 2604477 | International Financial Management INTL FIN MGT Foreign exchange market, fixed and variable exchange rate; foreign exchange control balance of payment adjustment under fixed and variable exchange rate systems; international fund, Euro-Dollar Market and Asian Dollar Market. | 3(3-0-6) |

2605419

Global Marketing

3(3-0-6)

GLOBAL MKT

Prerequisite: 2605311

Overview of global marketing management; international trade theory; global marketing environment and major institutions; structure and demographics of global markets; culture and global consumer behavior; global marketing strategy; organization and controlling global marketing activities.

International Business

Major Elective Courses : 6 Credits

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|---------|---|----------|
| 2602317 | New Venture Development NEW VENTURE DEV Prerequisite: 2603330 Concepts and methods in new venture development; forecasting techniques in marketing and finance; marketing research; searching for business opportunities; feasibility study for new venture development; sensitivity analysis; problems and obstacles in new venture development. | 3(3-0-6) |
| 2602372 | Regional Business Environment and Management REG BUS ENV/MGT Prerequisite: 2602371 Analysis of regional business environment, management systems and styles; comparison of regional environment: economics, politics, culture, social forces and technology; impacts of the environmental differences on management functions, strategies, styles, systems, and their competitive advantages. | 3(3-0-6) |
| 2602373 | International Business Studies INTL BUS STUD Prerequisite: 2602371 Study and research of business management, problems, and opportunities in Thailand and foreign countries. | 3(1-6-2) |
| 2602417 | Entrepreneurship ENTREPRENEURSHIP Prerequisite: 2602313 Characteristics of entrepreneur; analysis of entrepreneur's problems and opportunities; investigation of new business opportunities; business plan; concept of selecting business and type of investment; managing a young enterprise for profitability and growth. | 3(3-0-6) |

- 2603347** **Fundamental Risk Management** **3(3-0-6)**
FUND RISK MGT
Prerequisite: 2603210
Concept of risk; risk and utility; analysis of management decision and administrative processes; risk management for individual and businesses; insurance; risk management financing and other risk management approaches; portfolio management; use of financial instruments; special topics in risk management.
- 2604332** **Principle of Investment** **3(3-0-6)**
PRIN INVESTMENT
Prerequisite: 2604361
Investment process; investment tools; portfolio theory; efficient market theories; security valuation; equity securities analysis; debt securities analysis; alternative investment.
- 2604420** **Current Issues in Finance** **3(3-0-6)**
CUR ISSUES FIN
Prerequisite: 2604361
Selected topics of interest in current financial management; Thai financial market development and changes including major financial institutions; relationships between local corporate financial management and globalization in financial market.
- 2605320** **Current Issues in Marketing** **3(3-0-6)**
CUR ISSUES MKTG
Prerequisite: 2605311
Selected topics of interest in current marketing situations emphasizing marketing and the environment of marketing in Thailand and foreign countries.

Financial Analysis and Investment

Major Courses : 30 Credits

| | | |
|---------|--|----------|
| 2604234 | Financial Markets and Institutions FIN MKT/INST Structure and roles of financial markets; functions and classification of financial markets; types and services of financial institution: commercial bank, investment bank, money markets, capital markets, currency markets, mutual funds, insurance company; regulations and government policies related to the development of financial markets. | 3(3-0-6) |
| 2604313 | Financial Econometrics FIN ECONOMETRICS Prerequisite: 2603330 Concepts of econometrics and its application in finance; statistical properties of financial variables; application of regression analysis in finance; analyzing and interpreting results from regression; diagnostic testing; analyzing and interpreting qualitative financial variables in regression models. | 3(3-0-6) |
| 2604332 | Principle of Investment PRIN INVESTMENT Prerequisite: 2604361 Investment process; investment tools; portfolio theory; efficient market theories; security valuation; equity securities analysis; debt securities analysis; alternative investment. | 3(3-0-6) |
| 2604334 | Principle of Equity Analysis PRIN EQUITY ANAL Prerequisite: 2604332 Fundamental analysis; market efficiency; market anomalies; discounted cash flow model; relative valuation models; economic value added; market value added; technical analysis; alternative investment analysis; real estate investment | 3(3-0-6) |

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|----------------|---|-----------------|
| 2604421 | Ethics for Financial Professional ETHIC FIN PROF Standard practices in professional and ethical manner. | 1(1-0-2) |
| 2604463 | Analysis of Financial Reports ANAL FIN REPORTS Prerequisite: 2604361 Use of techniques and methods for financial statement analysis; financial structure; financial analysis report preparation; financial analysis of various businesses such as banking, finance, insurance, commerce and industry. | 3(3-0-6) |
| 2604467 | Advanced Business Finance ADV BUS FINANCE Prerequisite: 2604361 Investment decisions under certainty and uncertainty; multi-period investment decisions; capital budgeting techniques; cost of equity estimation; agency conflicts; capital structure theories; dividend policy; initial public offerings; follow-on equity issuance; mergers and acquisitions; joint ventures. | 3(3-0-6) |
| 2604477 | International Financial Management INTL FIN MGT Mechanisms in international financial markets; determination of exchange rate systems; international financial system; parity theories between exchange rates and various macroeconomic variables; exchange rate risk management; sources of international fund. | 3(3-0-6) |
| 2604481 | Financial Derivatives FIN DEV Prerequisite: 2604332 Types of financial derivatives: futures contracts and options contracts; roles and functions of derivative markets; trading and mechanisms of futures markets; pricing models for futures contracts; applications of futures contracts in risk management; features of option-based derivatives; trading strategies for option contracts; option pricing models; Binomial model and Black-Scholes model; applications of options in risk management | 3(3-0-6) |

- 2604492** **Computer Applications in Financial Management** **3(3-0-6)**
COMP APPLN FIN MGT
Prerequisite: 2604361
Concepts and methods of computer applications in financial management; process of constructing and maintaining financial information systems; financial simulation; considering financial alternatives under various assumptions; computer application in financial planning and strategies, cash flow, budgeting, financial monitoring and control; securities analysis and portfolio management.
- 2604493** **Advanced Topics in Finance** **2(2-0-4)**
ADV TOPICS FIN
Prerequisite: 2604467
In-depth analysis of problems and issues in advanced financial management; development and changes in financial markets and advanced financial theories; financial research.

Financial Analysis and Investment

Major Elective Courses : 6 Credits

| | | |
|---------|---|-----------|
| 2604314 | Bank Management BANK MGT Structure and evolution of the banking industry; fundamentals of the banking system; commercial bank regulation and central bank policies; analysis of commercial banks' financial statements; noninterest income and expense management; risk analysis and management for commercial bank; interest rate risk management; uses of interest rate derivatives; concepts of liquidity management; process of commercial and consumer loan approval; concepts of BASEL rules. | 3(3-0- 6) |
| 2604373 | Money and Banking MONEY/BANKING Nature, functions and importance of money in an economic system; monetary policies; Graham's law; credit and credit instruments; history, nature and functions of commercial banks; banking system; money supply creation and destruction; management of bank funds; commercial bank liquidity; central banking; value of money theory; roles of central banks in money supply and price stability; international monetary system. | 3(3-0-6) |
| 2604420 | Current Issues in Finance CUR ISSUES FIN Prerequisite: 2604361 Selected topics of interest in current financial management; Thai financial market development and changes including major financial institutions; relationships between local corporate financial management and globalization in financial market. | 3(3-0-6) |

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| 2604433 | <p>Real Estate Finance 3(3-0-6)</p> <p>REAL ESTATE FIN</p> <p>Prerequisite: 2604361</p> <p>Real estate business and its related legal; financial principles in real estate business operations: time value of money, risk and uncertainty in real estate investment analysis, internal rate of return, tax issues, source of fund and feasibility analysis of real estate projects.</p> |
| 2604434 | <p>Venture Capital 3(3-0-6)</p> <p>VENTURE CAP</p> <p>Venture investment strategy development; venture capital partnership structure design; capital raising; investment opportunity evaluation; investment structuring; initial negotiation, and follow-up; working with venture portfolio companies; role of board of directors; investments problems; exit strategies; portfolio management; stages of investment, and leveraged buyouts</p> |
| 2604465 | <p>Credit Management 3(3-0-6)</p> <p>CREDIT MANAGEMENT</p> <p>Prerequisite: 2604361</p> <p>Nature and scope of credit management; organization structure of credit department; types of credit, credit instruments, and collateral; credit risk; consumer credit management; commercial credit management; financial institution credit management; investigation and analysis of credit risk; 5 C's policy; credit limits; collection policies and practices; credit control and follow-up.</p> |
| 2604468 | <p>Feasibility Study and Project Evaluation 3(3-0-6)</p> <p>FEAS STUD/PROJ EVA</p> <p>Prerequisite: 2604361</p> <p>Meaning of project and project evaluation; methods of project study; environmental effects on feasibility study; project feasibility analysis in management, production, marketing, finance, and economics; criteria for decision making; report preparation of feasibility studies; project monitoring and evaluation.</p> |

2604472 International Economics 3(3-0-6)
INTL ECONOMICS

Prerequisite: 2604271

Roles of international trade in national economy; concepts and tools in international trade analysis; determination of international market equilibrium; price mechanism in international trade; international trade and its impacts on national income; income absorption approach to balance-of-payments problems; exchange rate systems and their effects; characteristics and outcomes of tariff policies and other related policies, balance-of-trade and balance-of-payments problems of a developing economy.

2604482 Fixed Income Security Analysis 3(3-0-6)
FIX INC SEC ANAL

Prerequisite: 2604332

Types and characteristics of fixed-income securities; roles of fixed-income markets; risks associated with investing in fixed-income securities; fixed income security pricing; analysis of price volatility in fixed-income securities; structure of interest rates; fixed-income securities from securitization; objectives and investment process of fixed-income security portfolios; strategies in fixed income security portfolio management.

Accounting

Major Courses : 33 Credits

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|---------|---|----------|
| 2601223 | Intermediate Accounting II INTMD ACCTG II Prerequisite: 2601222 Evolution of accounting and professional accounting institutions; conceptual framework; presentation of financial statements; recognition of revenues and expenses; current liabilities; long-term debt; contingencies; events after statement of financial position date; trouble debt restructuring; stockholders' equity; concept on equity; retained earnings; stock rights; treasury stock; earnings per share; financial reporting disclosure; accounting changes; accounting errors. | 3(2-3-4) |
| 2601225 | Cost Accounting COST ACCOUNTING Prerequisite: 2601121 Role of cost accounting on management; cost allocation concepts; cost accounting under job order, process and standard costing systems; cost accounting for material, labor, factory overhead, joint products and by-products; scrap, spoilage and defective goods. | 3(3-0-6) |
| 2601226 | Accounting Information System AIS Prerequisite: 2601121 and 2602241 Nature of accounting information systems; elements and procedures of accounting information system; principles of system analysis and design; accounting information systems and control of basic business cycles: sales and cash collections, purchasing and cash disbursements, production cycle, inventory system, human resource management and payroll systems, general ledger and reporting cycle. | 3(3-0-6) |

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|----------------|---|-----------------|
| 2601227 | <p>Taxation</p> <p>TAXATION</p> <p>Prerequisite: 2601223</p> <p>Principles and types of taxation: personal income tax, corporate income tax, custom duty, and property tax; preparation of accounting records, forms and reports for payments of personal income tax, corporate income tax, value-added tax, special business tax, and withholding tax under the provision of the Revenue Code with emphasis on practical problems; difference between generally accepted accounting principles and Revenue Code.</p> | 3(3-0-6) |
| 2601322 | <p>Auditing</p> <p>AUDITING</p> <p>Prerequisite: 2601223</p> <p>General knowledge of auditing; audit objective and scope; legal provisions on auditing; ethics and responsibilities of auditors; professional auditing standards; internal control; audit planning; auditing technique; audit evidence; sampling; verification of revenues, expenses, assets, liabilities and owners' equity; audit reports.</p> | 3(3-0-6) |
| 2601323 | <p>Advanced Accounting</p> <p>ADV ACCTG I</p> <p>Prerequisite: 2601223</p> <p>Head office and branch accounting; accounting for business combinations; preparation of consolidated financial statements between parents and subsidiary companies; accounting for foreign currency translations.</p> | 3(3-0-6) |
| 2601423 | <p>Advanced Accounting II</p> <p>ADV ACCTG II</p> <p>Prerequisite: 2601223</p> <p>Accounting for consignment sales, installment sales, leases and long-term construction, and fund accounting; accounting for specialized business: joint ventures, hire purchase, real estate business, and non-profit organizations; accounting for financial instruments; accounting for deferred tax; interim financial statements.</p> | 3(3-0-6) |

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| 2601426 | <p>EDP/IS Audit</p> <p>EDP/IS AUDIT</p> <p>Prerequisite: 2601226 and 2601322</p> <p>Impact of using computerized accounting systems on auditing; general and application control; computer fraud and crimes; evaluation of internal controls of computerized accounting systems; compliance tests of systems; substantive tests; using computer software to perform analytical review; audit program and techniques for computerized accounting systems.</p> | 3(3-0-6) |
| 2601429 | <p>Financial Reporting and Analysis</p> <p>FIN REPORT & ANAL</p> <p>Prerequisite: 2601223 and 2604361</p> <p>Foundation for financial reporting analysis; impact of generally accepted accounting principles on financial analysis; tools and techniques of financial analysis; analysis of consolidated financial statements and single financial statements; preform financial statements; firm valuation; financial analysis of various businesses.</p> | 3(3-0-6) |
| 2601497 | <p>Seminar in Accounting</p> <p>SEM ACCTG</p> <p>Prerequisite: 2601423</p> <p>Problems and current issues in accounting; application and integration of accounting for business decision making and management</p> | 3(3-0-6) |

Accounting

Major Elective Courses : 6 Credits

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|---------|--|----------|
| 2601228 | Internship in Accounting INTERN ACCTG Prerequisite: 2601223 Internship in Accounting in private or public sectors. | 1(0-6-0) |
| 2601324 | Profit Planning and Control PROFIT PLAN & CTR Prerequisite: 2601225 Strategic planning; roles of profit planning and control; objectives and principles of planning and control; techniques in profit planning and control; budget preparation for trading, manufacturing and service businesses; behavioral aspects of budgeting; management control report and variance analysis; profitability analysis by product, business unit, customer and channel distribution. | 3(3-0-6) |
| 2601325 | Principles and Techniques for Internal Auditing PRIN TECH INT AUD Principles of internal audit; management of the internal audit assignments; practice and techniques for internal audit; computer audit; operational audit; writing an audit manual; audit committee; prevention and detection of fraud. | 3(3-0-6) |
| 2601326 | Analysis and Design of Accounting Data Base ANAL & DSGN ACCT DB Prerequisite: 2601226 Analysis of accounting information requirements and reports of various business cycles; types of data base structure: hierarchical, network, and relational; tools for data base analysis and design, entity relationship diagram and software for analysis and system design; issues in designing data base. | 3(2-2-5) |

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|----------------|--|-----------------|
| 2601327 | <p>Advanced Accounting Information System</p> <p>ADV AIS</p> <p>Prerequisite: 2601226</p> <p>Impact of emerging technologies on accounting profession and business practices; EDI and web-based accounting system; future trend of accounting information system.</p> | 3(2-2-5) |
| 2601328 | <p>ERP Software</p> <p>ERP SOFTWARE</p> <p>Prerequisite: 2601226</p> <p>Applications of widely used commercial ERP software; nature of enterprise information architecture; business process reengineering; customization and implementation of enterprise software emphasizing financial accounting module.</p> | 3(2-2-5) |
| 2601424 | <p>International Accounting</p> <p>INTL ACCTG</p> <p>Prerequisite: 2601123</p> <p>A study of the problems in financial accounting, managerial accounting and auditing faced by international enterprises operating in countries with different economic, social, cultural, political and legal conditions; analysis of accounting variations and their fundamental causes; effects of foreign currency translation on accounting; effort of international professional organization in developing the accounting profession.</p> | 3(3-0-6) |
| 2601428 | <p>Advanced Auditing</p> <p>ADVANCED AUDITING</p> <p>Prerequisite: 2601322</p> <p>Ethical issues in auditing; applications of auditing techniques in various audit situations; statistical sampling in auditing; working paper preparations; auditor's reports; problems and cases.</p> | 3(3-0-6) |

Elective Courses : 6 Credits

Select from the following subjects or from the Major Elective Courses offered in other Majors.

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|---------|---|----------|
| 2602323 | Business Research BUSINESS RESEARCH Prerequisite: 2603330 Managerial uses of business research, determination of situations requiring research, theoretical concepts, appraisal of alternative research methods and analysis of obtained data for decision making. | 3(3-0-6) |
| 2602333 | Business Psychology BUS PSYCHO History and value of business psychology; motivation; working conditions; environment and work role of psychology in assessment, recruitment and selection of personnel, job analysis, performance evaluation, learning and training, mental health and work, and basic knowledge of consumer behavior. | 3(3-0-6) |
| 2602336 | Quality and Productivity Management QUAL/PROD MGT Prerequisite: 2602344 Concepts of quality management; policies and processes of quality management; international standards of quality; statistical quality control; definitions of productivity; types of productivity; productivity cycle; measurement and evaluation of productivity; techniques in developing productivity; relationship between quality management and productivity management. | 3(3-0-6) |
| 2602396 | CEO Business Experience CEO BUS EXP Issues and experiences in business; and business examples by CEOs. | 3(3-0-6) |

- 2602399** **Managing Organization and Change and Innovation** **3(3-0-6)**
MNG ORG CHG INNO
Prerequisite: 2602313
Concepts of organization changes; process of change; internal and external change response; managing change resistance; organization development; entrepreneurship; creativity development; concepts and development of organization innovation.
- 2602444** **Development of Information Systems for Electronic Commerce** **3(3-0-6)**
DEV ELECT COM
Concepts of Information system development for electronic commerce; software packages used in electronic commerce development; data in electronic commerce system; data security technology; current issues in information technology supporting electronic commerce.
- 2602474** **Business Management in Asian Countries** **3(3-0-6)**
BUS MGT ASIAN COUN
Prerequisite: 2602371
Asian business environment, philosophy, culture, beliefs, and ways of life that affect Asian management styles of Asian enterprises; problems and opportunities of foreign corporations in Asian countries, especially in Asian newly industrialized countries.
- 2603244** **General Principles of Insurance** **3(3-0-6)**
GEN PRIN INSURANCE
Risk and risk management; insurance, types of insurance, principles of insurance contract, insurance statutes, different kinds of life insurance and non-life insurance.

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|----------------|--|-----------------|
| 2605314 | <p>Consumer Behavior</p> <p>CONSUMER BEHAVIOR</p> <p>Prerequisite: 2605311</p> <p>Relationships between consumer behavior and marketing management; models of consumer behavior, variables influencing the purchasing decision; analysis of consumer behavior from the points of view of psychology, sociology, anthropology and economics.</p> | 3(3-0-6) |
| 2605325 | <p>Brand and Product Management</p> <p>BRAND PROD MGT</p> <p>Prerequisite: 2605311</p> <p>Target market selection; definitions of brand; brand positioning; brand building strategies; brand management; integrating brand with marketing mix; brand evaluation; meaning of products; types of products; product management; product strategies; new product development process; issues in brand and product management and corrections; ethics in brand building and product management.</p> | 3(3-0-6) |
| 2605410 | <p>Integrated Marketing Communication</p> <p>INT MKT COMM</p> <p>Prerequisite: 2605311</p> <p>Meanings; integrated marketing communications process; benefits of marketing communications; the marketing promotional mix; budgeting for marketing promotional activities; advertising; media selection for advertising; sales promotion; public relations; measuring marketing promotional effectiveness; personal selling and sales management; ethics in marketing communications.</p> | 3(3-0-6) |
| 2605425 | <p>Marketing Strategy</p> <p>MKT STRATEGY</p> <p>Prerequisite: 2605325 2605410 2605412 and 2605452 or by consent of faculty</p> <p>Meanings, roles, and importance of marketing strategies for business competition; analysis of internal and external environments; integration of marketing functions with other business functions; formulating marketing mix strategies.</p> | 3(3-0-6) |

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|----------------|---|-----------------|
| 2605481 | Marketing Research MARKETING RESEARCH Prerequisite: 2603330 and 2605311 Marketing management background, marketing research content and strategy, research design and strategy, types of information and sources of error in information from respondents, the means of obtaining information from respondents, measurement and scaling in marketing research, sampling of respondents, the field force, research presentation, follow-up and research process evaluation. | 3(3-0-6) |
| 3401452 | Seminar in Business Law SEM IN BUS LAW Prerequisite: 3401250 and 3405251 Problems and current issues in business law and international business transactions. | 2(2-0-4) |
| 3401461 | Seminar in Tax SEM IN TAX Prerequisite: 3401260 Problems and current issues in tax law. | 2(2-0-4) |

Free Elective Courses : 6 Credits

Select any two subjects at the university level that are taught in English.