



BBA International Program

Chulalongkorn Business School
Chulalongkorn University

Information,
Course Structure and Descriptions



Intake: 2018

GENERAL INFORMATION

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Dean of the Faculty of Commerce & Accountancy:

Assoc. Prof. Pasu Decharin, Ph.D.

BBA International Program Committee:

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Ajarn Parinda Maneeroj, Ph.D.

Ajarn Tim Noparumpa, Ph.D.

Ajarn Kritinee Pongtanalert, Ph. D.

Asst. Prof. Kanyarat Sanoran, Ph. D.

Committee:

Asst. Prof. Pavinee Manowan, Ph. D.

Ajarn Nopmanee Tepalagul, Ph. D.

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Useful Phone Numbers:

- BBA Office (02) 218-5707, 218-5738, 218-5840
- 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



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 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.

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 are showed below.

International Business

International Business Management Major		
General Courses (31 Credits)		
0201232	Multidisciplinary Study for Rural Development (MULTI STUD RUR DEV)	3 Credits
2207103	Philosophy and Logic (PHILOS LOGIC)	3 Credits
2303165	Man and Environment (MAN & ENVIRONMENT)	3 Credits
2400104	Politics and Government of Thailand (POL GOVT THAI)	3 Credits
2602171	Business Concepts and Ethics (BUS CPTS/ETHICS)	3 Credits
2602241	Introduction to Information Technology and Information Systems (INTRO IT/IS)	3 Credits
5506112	Essential English for Business II (ESS ENG BUS II)	3 Credits
5506123	Business Writing Skills (BUS WRIT SKIL)	3 Credits
5506214	Business Written Communication (BUS WRIT COMM)	2 Credits
5506225	Business Report Writing (BUS REP WRIT)	2 Credits
5506236	Business Oral Communication (BUS ORAL COMM)	3 Credits
Core Courses (56 Credits)		
2301115	Calculus for Business I (CALCULUS BUS I)	3 Credits
2600300	Using Spreadsheet Software for Business (USING SPREAD BUS)	1 Credits
2601121	Principles of Accounting (PRIN ACCTG)	3 Credits
2601123	Intermediate Accounting I (INTMD ACCTG I : For International Business Management major only)	3 Credits
2601224	Managerial Accounting (MNGL ACCTG)	3 Credits
2602313	Management and Organization (MGT/ORGANIZATION)	3 Credits
2602327	Quantitative Business Analysis (QUANT BUS ANAL)	3 Credits
2602344	Production/Operations Management (PROD OPER MGT)	3 Credits
2602370	Comparative International Business Management (COMP INTL BUS MGT)	1 Credits
2602371	Principles of International Business Management (PRIN INTL BUS MGT)	3 Credits
2602416	Business Strategy (BUSINESS STRATEGY)	3 Credits
2603210	Introduction to Statistics (INTRO STATISTICS)	3 Credits
2603330	Business Statistics (BUSINESS STAT)	3 Credits
2604271	Business Economics (BUSINESS ECONOMICS)	3 Credits
2604361	Business Finance (BUSINESS FINANCE)	3 Credits
2605311	Principles of Marketing (PRIN MKTG)	3 Credits
2900111	Economics I (ECONOMICS I)	3 Credits
3401250	Business Law (BUSINESS LAW)	2 Credits
3401260	Taxation Law (TAX LAW)	2 Credits
3405251	International Business Law (INTER BUS LAW)	2 Credits
5506101	Essential English for Business I (ESS ENG BUS I)	3 Credits

International Business

Field of Study Courses (33 Credits)

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

2222001	Mandarin I (MANDARIN I)	3 Credits
2222002	Mandarin II (MANDARIN II)	3 Credits
2222003	Business Chinese (BUSINESS CHIN)	3 Credits
OR		
2223001	Japanese I (JAP I)	3 Credits
2223002	Japanese II (JAP II)	3 Credits
2223003	Japanese III (JAP III)	3 Credits
OR		
2231011	Fundamental French I (FUNDAMENTAL FR I)	3 Credits
2231012	Fundamental French II (FUNDAMENTAL FR II)	3 Credits
2231013	Fundamental French III (FUNDAMENTAL FR III)	3 Credits
OR		
XXXXXXXX	Other language (1)	3 Credits
XXXXXXXX	Other language (2)	3 Credits
XXXXXXXX	Other language (3)	3 Credits
AND		
2602311	Intercultural Communication (INTERCULTURE COM)	3 Credits
2602376	Logistic and Supply Chain Management (LOG SUP CHAIN MGT)	3 Credits
2602414	International Business Management Internship (INTER BUS INTERN)	0 Credits
2602475	Current Issues in International Business Management (CI INTL BUS MGT)	3 Credits
2604468	Feasibility Study and Project Evaluation (FEAS STUD/PROJ EVA)	3 Credits
2604471	International Trade (INTL TRADE)	3 Credits
2604472	International Economics (INTL ECONOMICS)	3 Credits
2604477	International Financial Management (INTL FIN MGT)	3 Credits
2605419	Global Marketing (GLOBAL MKT)	3 Credits

Field of Study Elective Courses (6 Credits)

Select any following courses in a total of not fewer than 6 credits.

2602372	Regional Business Environment and Management (REG BUS ENV/MGT)	3 Credits
2602415	Principle of Management of Consulting (PRIN MGT CONS)	3 Credits
2602417	Entrepreneurship (ENTREPRENEURSHIP)	3 Credits
2603347	Fundamental Risk Management (FUND RISK MGT)	3 Credits
2604332	Principle of Investment (PRIN INVESTMENT)	3 Credits
2604420	Current Issues in Finance (CUR ISSUES FIN)	3 Credits
2605320	Current Issues in Marketing (CUR ISSUES MKTG)	3 Credits

Electives Courses (6 Credits)

Select any following courses in a total of not fewer than 6 credits.

- Field of study courses or field of study major elective courses with the last three digits of the course number at 300 or above in the field of study course groups of International Business field of study, or financial analysis and investment

field of study, or brand and marketing management field of study.

- Major courses or major elective courses of accounting major with the last three digits of the course number at 300 or above opened by the Bachelor of Business Administration Program (International Program).

- The following courses :

2602323	Business Research (BUSINESS RESEARCH)	3 Credits
2602333	Business Psychology (BUS PSYCHO)	3 Credits
2602336	Quality and Productivity Management (QUAL/PROD MGT)	3 Credits
2602358	Managerial Skills Development through Role Playing (MNGL SKIL DEV ROLE)	3 Credits
2602396	CEO Business Experience (CEO BUS EXP)	3 Credits
2602399	Managing Organization and Change and Innovation (MNG ORG CHG INNO)	3 Credits
2602444	Development of Information Systems for Electronic Commerce (DEV ELECT COM)	3 Credits
2602474	Business Management in Asian Countries (BUS MGT ASIAN COUN)	3 Credits
2603244	General Principles of Insurance (GEN PRIN INSURANCE)	3 Credits

Free Elective Courses (6 Credits)

Select free elective courses in a total of 6 credits from any major or faculty that are taught in English in the bachelor level within Chulalongkorn University or courses with transferred credits from other educational institutions.

Financial Analysis and Investment

Field of Study Courses (33 Credits)

2301116	Calculus for Business II (CALCULUS BUS II)	3 Credits
2604260	Financial Intermediation (FIN INTERM)	3 Credits
2604313	Financial Econometrics (FIN ECONOMETRICS)	3 Credits
2604332	Principle of Investment (PRIN INVESTMENT)	3 Credits
2604334	Principle of Equity Analysis (PRIN EQUITY ANAL)	3 Credits
2604421	Ethics for Financial Professionals (ETHIC FIN PROF)	1 Credits
2604463	Analysis of Financial Reports (ANAL FIN REPORTS)	3 Credits
2604467	Advanced Business Finance (ADV BUS FINANCE)	3 Credits
2604477	International Financial Management (INTL FIN MGT)	3 Credits
2604481	Financial Derivatives (FIN DEV)	3 Credits
2604492	Computer Applications in Financial Management (COMP APPLN FIN MGT)	3 Credits
2604493	Advanced Topics in Finance (ADV TOPICS FIN)	3 Credits

Field of Study Elective Courses (6 Credits)

Select any following courses in a total of not fewer than 6 credits.

2604314	Bank Management (BANK MGT)	3 Credits
2604420	Current Issues in Finance (CUR ISSUES FIN)	3 Credits
2604434	Venture Capital (VENTURE CAP)	3 Credits
2604468	Feasibility Study and Project Evaluation (FEAS STUD/PROJ EVA)	3 Credits
2604472	International Economics (INTL ECONOMICS)	3 Credits
2604482	Fixed Income Security Analysis (FIX INC SEC ANAL)	3 Credits
2604496	Investment Banking (INVESTMENT BANKING)	2 Credits

Electives Courses (6 Credits)

Select any following courses in a total of not fewer than 6 credits.

- Field of study courses or field of study major elective courses with the last three digits of the course number at 300 or above in the field of study course groups of International Business field of study, or financial analysis and investment field of study, or brand and marketing management field of study.
- Major courses or major elective courses of accounting major with the last three digits of the course number at 300 or above opened by the Bachelor of Business Administration Program (International Program).
- The following courses :

2602323	Business Research (BUSINESS RESEARCH)	3 Credits
2602333	Business Psychology (BUS PSYCHO)	3 Credits
2602336	Quality and Productivity Management (QUAL/PROD MGT)	3 Credits
2602358	Managerial Skills Development through Role Playing (MNGL SKIL DEV ROLE)	3 Credits
2602396	CEO Business Experience (CEO BUS EXP)	3 Credits
2602399	Managing Organization and Change and Innovation (MNG ORG CHG INNO)	3 Credits
2602444	Development of Information Systems for Electronic Commerce (DEV ELECT COM)	3 Credits
2602474	Business Management in Asian Countries (BUS MGT ASIAN COUN)	3 Credits
2603244	General Principles of Insurance (GEN PRIN INSURANCE)	3 Credits

Free Elective Courses (6 Credits)

Select free elective courses in a total of 6 credits from any major or faculty that are taught in English in the bachelor level within Chulalongkorn University or courses with transferred credits from other educational institutions.

Brand and Marketing Management		
Field of Study Courses (33 Credits)		
2605314	Consumer Behavior (CONSUMER BEHAVIOR)	3 Credits
2605328	Brand Building and Development (BRAND BUILD DEV)	3 Credits
2605329	Marketing Channel (MKTG CHANNEL)	3 Credits
2605330	Integrated Brand and Marketing Communication (INT BRAND MKT COMM)	3 Credits
2605419	Global Marketing (GLOBAL MKT)	3 Credits
2605425	Marketing Strategy (MKT STRATEGY)	3 Credits
2605429	Brand Building for Service Marketing (BRAND SERVICE MKTG)	3 Credits
2605430	Marketing Internship (MKTG INTERNSHIP)	0 Credits
2605431	Marketing Planning and Control (MKTG PLAN CONTROL)	3 Credits
2605452	Pricing (PRICING)	3 Credits
2605481	Marketing Research (MARKETING RESEARCH)	3 Credits
2605491	Seminar in Marketing (SEM MARKETING)	3 Credits
Field of Study Elective Courses (6 Credits)		
Select any following courses in a total of not fewer than 6 credits.		
2605320	Current Issues in Marketing (CUR ISSUES MKTG)	3 Credits
2605326	Sales Management and Selling Technique (SALE MGT SELL TECH)	3 Credits
2605327	Digital Marketing (DIGITAL MKTG)	3 Credits
2605331	New Product Development and Customer Value Creation (NEW PROD DEV VALUE)	3 Credits
2605413	Fashion Marketing (FASHION MARKETING)	3 Credits
2605417	Industrial Marketing (INDL MARKETING)	3 Credits
2605422	Technologies in Marketing (TECH MKT)	3 Credits
Electives Courses (6 Credits)		
Select any following courses in a total of not fewer than 6 credits.		
<ul style="list-style-type: none"> - Field of study courses or field of study major elective courses with the last three digits of the course number at 300 or above in the field of study course groups of International Business field of study, or financial analysis and investment field of study, or brand and marketing management field of study. - Major courses or major elective courses of accounting major with the last three digits of the course number at 300 or above opened by the Bachelor of Business Administration Program (International Program). - The following courses : 		
2602323	Business Research (BUSINESS RESEARCH)	3 Credits
2602333	Business Psychology (BUS PSYCHO)	3 Credits
2602336	Quality and Productivity Management (QUAL/PROD MGT)	3 Credits
2602358	Managerial Skills Development through Role Playing (MNGL SKIL DEV ROLE)	3 Credits
2602396	CEO Business Experience (CEO BUS EXP)	3 Credits
2602399	Managing Organization and Change and Innovation (MNG ORG CHG INNO)	3 Credits
2602444	Development of Information Systems for Electronic Commerce (DEV ELECT COM)	3 Credits
2602474	Business Management in Asian Countries (BUS MGT ASIAN COUN)	3 Credits
2603244	General Principles of Insurance (GEN PRIN INSURANCE)	3 Credits
Free Elective Courses (6 Credits)		
Select free elective courses in a total of 6 credits from any major or faculty that are taught in English in the bachelor level within Chulalongkorn University or courses with transferred credits from other educational institutions.		

Accounting Major		
General Courses (31 Credits)		
0201232	Multidisciplinary Study for Rural Development (MULTI STUD RUR DEV)	3 Credits
2207103	Philosophy and Logic (PHILOS LOGIC)	3 Credits
2303165	Man and Environment (MAN & ENVIRONMENT)	3 Credits
2400104	Politics and Government of Thailand (POL GOVT THAI)	3 Credits
2602171	Business Concepts and Ethich (BUS CPTS/ETHICS)	3 Credits
2602241	Introduction to Information Technology and Information Systems (INTRO IT/IS)	3 Credits
5506112	Essential English for Business II (ESS ENG BUS II)	3 Credits
5506123	Business Writing Skills (BUS WRIT SKIL)	3 Credits
5506214	Business Written Communication (BUS WRIT COMM)	2 Credits
5506225	Business Report Writing (BUS REP WRIT)	2 Credits
5506236	Business Oral Communication (BUS ORAL COMM)	3 Credits
Core Courses (59 Credits)		
2301115	Calculus for Business I (CALCULUS BUS I)	3 Credits
2301116	Calculus for Business II (CALCULUS BUS II)	3 Credits
2600300	Using Spreadsheet Software for Business (USING SPREAD BUS)	1 Credits
2601121	Principles of Accounting (PRIN ACCTG)	3 Credits
2601222	Intermediate Accounting I (INTMD ACCTG I : For Accounting major only)	3 Credits
2601224	Managerial Accounting (MNGL ACCTG)	3 Credits
2602313	Management and Organization (MGT/ORGANIZATION)	3 Credits
2602327	Quantitative Business Analysis (QUANT BUS ANAL)	3 Credits
2602344	Production/Operations Management (PROD OPER MGT)	3 Credits
2602370	Comparative International Business Management (COMP INTL BUS MGT)	1 Credits
2602371	Principles of International Business Management (PRIN INTL BUS MGT)	3 Credits
2602416	Business Strategy (BUSINESS STRATEGY)	3 Credits
2603210	Introduction to Statistics (INTRO STATISTICS)	3 Credits
2603330	Business Statistics (BUSINESS STAT)	3 Credits
2604271	Business Economics (BUSINESS ECONOMICS)	3 Credits
2604361	Business Finance (BUSINESS FINANCE)	3 Credits
2605311	Principles of Marketing (PRIN MKTG)	3 Credits
2900111	Economics I (ECONOMICS I)	3 Credits
3401250	Business Law (BUSINESS LAW)	2 Credits
3401260	Taxation Law (TAX LAW)	2 Credits
3405251	International Business Law (INTER BUS LAW)	2 Credits
5506101	Essential English for Business I (ESS ENG BUS I)	3 Credits

Field of Study Courses (30 Credits)		
2601223	Intermediate Accounting II (INTMD ACCTG II)	3 Credits
2601225	Cost Accounting (COST ACCOUNTING)	3 Credits
2601226	Accounting Information System (AIS)	3 Credits
2601227	Taxation (TAXATION)	3 Credits
2601322	Auditing (AUDITING)	3 Credits
2601323	Advanced Accounting I (ADV ACCTG I)	3 Credits
2601423	Advanced Accounting II (ADV ACCTG II)	3 Credits
2601426	EDP/IS Audit (EDP/IS AUDIT)	3 Credits
2601429	Financial Reporting and Analysis	3 Credits
2601497	Seminar in Accounting (SEM ACCTG)	3 Credits
Field of Study Elective Courses (6 Credits)		
Select any following courses in a total of not fewer than 6 credits.		
2601228	Internship in Accounting (INTERN ACCTG)	1 Credits
2601324	Profit Planning and Control (PROFIT PLAN & CTR)	3 Credits
2601325	Principles and Techniques for Internal Auditing (PRIN TECH INT AUD)	3 Credits
2601326	Analysis and Design of Accounting Data Base (ANAL & DSGN ACCTG DB)	3 Credits
2601327	Advanced Accounting Information System (ADV AIS)	3 Credits
2601328	ERP Software (ERP SOFTWARE)	3 Credits
2601424	International Accounting (INTL ACCTG)	3 Credits
2601428	Advanced Auditing (ADVANCED AUDITING)	
Electives Courses (6 Credits)		
Select elective courses from courses in the major course groups (major courses and major elective courses) of International Business Major or Financial Analysis and Investment major, or accounting major that are opened by the Bachelor of Business Administration Program (International Program) or the following elective courses:		
2602323	Business Research (BUSINESS RESEARCH)	3 Credits
2602333	Business Psychology (BUS PSYCHO)	3 Credits
2602336	Quality and Productivity Management (QUAL/PROD MGT)	3 Credits
2602358	Managerial Skills Development through Role Playing (MNGL SKIL DEV ROLE)	3 Credits
2602396	CEO Business Experience (CEO BUS EXP)	3 Credits
2602399	Managing Organization and Change and Innovation (MNG ORG CHG INNO)	3 Credits
2602444	Development of Information Systems for Electronic Commerce (DEV ELECT COM)	3 Credits
2602474	Business Management in Asian Countries (BUS MGT ASIAN COUN)	3 Credits
2603244	General Principles of Insurance (GEN PRIN INSURANCE)	3 Credits
Free Elective Courses (6 Credits)		
Select free elective courses in a total of 6 credits from any major or faculty that are taught in English in the bachelor level within Chulalongkorn University or courses with transferred credits from other educational institutions.		

Course Description

Hour Code: 3(3-0-6) means 3 credits (3 lecture hours/week–6 self-study hours/week)

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.

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 MANDARIN II Course 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.	3(3-0-6)
2222003	Business Chinese BUSINESS CHIN Course 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.	3(3-0-6)
2223001	Japanese I JP I Japanese words (approximately 800) and basic sentence patterns; pronunciation, vocabulary usage and greeting expressions.	3(3-0-6)
2223002	Japanese II JP II Course 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.	3(3-0-6)
2223003	Japanese III JP III Course 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 Course Condition: Prerequisite: 2231011 French grammar at an advanced level, vocabulary and expressions used in communication.	3(2-2-5)

- 2231013 FUNDAMENTAL FR III** **3(2-2-5)**
FUNDAMENTAL FR III
 Course Condition: Prerequisite: 2231012
 Practice in listening, speaking, reading and writing complex sentences, with emphasis on vocabulary and expressions concerning French life and culture.
- 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
 Course Condition: 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(0-3-0)**
USING SPREAD BUS
 Functions of spreadsheet software for businesses; usefulness of spreadsheet software for businesses; using spreadsheet software for business-related calculation
- 2601121 Principles of Accounting** **3(3-0-6)**
PRIN ACCTG
 Characteristics and basic concepts of accounting; recording process; special journals and control accounts; adjusting the accounts; accounting cycle; accounting for service, merchandising and manufacturing operations; value-added tax accounting; preparation of cash flow statement.
- 2601222 Intermediate Accounting I** **3(3-0-6)**
INTMD ACCTG I
 Course Condition: Prerequisite: 2601121
 Cash and internal control; voucher system principles and procedures; recognition and valuation of receivables; factoring and assignments of receivables; investments; transfer of investments among categories; recognition and valuation of inventory; estimation of inventory; recognition, valuation, and disposition of property, plant,

and equipment; intangible assets; borrowing costs; impairment of assets; presentation and disclosure of assets.

2601223 Intermediate Accounting II 3(2-3-4)

INTMD ACCTG II

Course Condition: Prerequisite: 2601222

Evolution of accounting and professional accounting institutions; conceptual framework for financial reporting; presentation of financial statements; current liabilities; long-term debts; contingencies; events after the reporting period; troubled debt restructuring; stockholders' equity; retained earnings; stock rights; treasury stock; earnings per share; financial reporting disclosure; accounting changes; accounting errors; Incorporation and liquidation of companies.

2601224 Managerial Accounting 3(3-0-6)

MNGL ACCTG

Course Condition: Prerequisite 2601120 OR 2601121

Role of managerial accounting; basic 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; pricing and transfer pricing.

2601225 Cost Accounting 3(3-0-6)

COST ACCOUNTING

Course Condition: 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.

2601226 Accounting Information System 3(3-0-6)

AIS

Course Condition: 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.

- 2601227 Taxation** **3(3-0-6)**
TAXATION
Course Condition: Prerequisite: 2601223
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.
- 2601228 Internship in Accounting** **1(0-6-0)**
INTERN ACCTG
Prerequisite: 2601223
Internship in Accounting in private or public sectors.
- 2601322 Auditing** **3(3-0-6)**
AUDITING
Course Condition: Prerequisite: 2601223
General knowledge of auditing; audit objective and scope; audit-related service engagements; legal provisions on auditing; professional ethics and responsibilities of auditors; auditing standards; client acceptance and continuance; audit planning; risk identification and assessment; materiality; internal control; audit evidence; use of the work of other experts; auditing techniques; audit sampling; audit of revenues, expenses, assets, liabilities and owners' equity; audit completion; auditor's reports; quality control for auditing.
- 2601323 Advanced Accounting** **3(3-0-6)**
ADV ACCTG I
Course Condition: Prerequisite: 2601223
Head office and branch accounting; accounting for business combinations; preparation of consolidated financial statements between parents and subsidiary companies; accounting for foreign currency translations.
- 2601324 Profit Planning and Control** **3(3-0-6)**
PROFIT PLAN/CTRL
Course Condition: 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.

- 2601325 Principles and Techniques for Internal Auditing** **3(3-0-6)**
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.
- 2601326 Analysis and Design of Accounting Database** **3(2-2-5)**
ANAL / DSGN ACCTG DB
Course Condition: 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.
- 2601327 Advanced Accounting Information System** **3(2-2-5)**
ADV AIS
Prerequisite: 2601226
Impact of emerging technologies on accounting profession and business practices; EDI and web-based accounting system; future trend of accounting information system.
- 2601328 Enterprise Resources Planning Software** **3(2-2-5)**
ERP SOFTWARE
Course Condition: Prerequisite: 2601226
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.
- 2601423 Advanced Accounting II** **3(3-0-6)**
ADV ACCTG II
Course Condition: Prerequisite: 2601223
Accounting for partnership; joint arrangement; revenue recognition; leases; employee benefits; accounting for deferred income tax; accounting and disclosures for derivatives; accounting for non- publicly accountable entities; non- profit organizations and fund accounting; interim financial statements.

- 2601424 International Accounting** **3(3-0-6)**
INTL ACCTG
Course Condition: Prerequisite: 2601123 or 2601222
Problems in financial accounting, managerial accounting and auditing in 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; international professional organizations and development of the accounting profession.
- 2601426 Electronic Data Processing / Information System Audit** **3(3-0-6)**
EDP/IS AUDIT
Course Condition: Prerequisite: 2601226 and 2601322
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.
- 2601428 Advanced Auditing** **3(3-0-6)**
ADVANCED AUDITING
Course Condition: Prerequisite: 2601322
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.
- 2601429 Financial Reporting and Analysis** **3(3-0-6)**
FIN REPORT ANAL
Course Condition: Prerequisite: 2601223 and 2604361
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; perform financial statements; firm valuation; financial analysis of various businesses.

- 2601497 Seminar in Accounting** **3(3-0-6)**
SEM ACCTG
 Course Condition: Prerequisite: 2601423
 Problems and current issues in accounting; application and integration of accounting for business decision making and management
- 2602171 Business Concepts and Ethics** **3(3-0-6)**
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.
- 2602241 Introduction to Information Technology and Information Systems** **3(3-0-6)**
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.
- 2602311* Intercultural Communication** **3(3-0-6)**
INTERCULTURAL COM
 Communication; culture; cultural awareness; cultural differences; organizational culture; cultural characteristics of international organizations; communication processes and strategies in the context of cultural differences; negotiation; strategies and negotiation processes in the context of cultural differences; communication for conflict management.
- 2602313 Management and Organization** **3(3-0-6)**
MGT/ORGANIZATION
 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.

- 2602323 Business Research** **3(3-0-6)**
BUSINESS RESEARCH
Course Condition: 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.
- 2602327 Quantitative Business Analysis** **3(3-0-6)**
QUANT BUS ANAL
Principles, theories, quantitative model and their application in business: transportation model, assignment model, network analysis, inventory model, queuing theory, and simulation.
- 2602333 Business Psychology** **3(3-0-6)**
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.
- 2602336 Quality and Productivity Management** **3(3-0-6)**
QUAL/PROD MGT
Course Condition: 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.
- 2602344 Production/Operations Management** **3(3-0-6)**
PROD OPER MGT
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.

- 2602358 Managerial Skills Development through Role Playing** **3(1-4-4)**
MNGL SKIL DEV ROLE
 Course Condition: Prerequisite: 2602313
 Managerial skills related to communication and creative thinking; role playing in different managerial situations; feeling expression; idea expression; taking other people's perspectives; managerial communication obstacles.
- 2602370 Comparative International Business Management** **1(1-0-2)**
COMP INTL BUS MGT
 Course Condition: Prerequisite: 2602371
 Comparative study of business in foreign countries: investment strategies, business policies, marketing, and practices in international business management.
- 2602371 Principles of International Business Management** **3(3-0-6)**
PRIN INTL BUS MGT
 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.
- 2602372 Regional Business Environment and Management** **3(3-0-6)**
REG BUS ENV/MGT
 Course Condition: 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.
- 2602376 Logistic and Supply Chain Management** **3(3-0-6)**
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.
- 2602396 CEO Business Experience** **3(3-0-6)**
CEO BUS EXP
 Issues and experiences in business; and business examples by CEOs.

- 2602399 Managing Organization and Change and Innovation** **3(3-0-6)**
MNG ORG CHG INNO
 Course Condition: 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.
- 2602414* International Business Management Internship** **(0-18-0)**
INTER BUS INTERN
 Course Condition: Prerequisite: 2602371
 Internship in the organization for enhancing knowledge and skills related to international business management
- 2602415 Principles of Management Consulting** **3(3-0-6)**
PRIN MGT CONS
 Course Condition: Prerequisite 2602313
 Concepts of management consulting; characteristics of management consultants; management consulting process and approaches; managing client requirements; consulting project proposal preparation; data preparation for business problem analysis, principles and tools for business problem analysis, recommendation report preparation; communication for management consulting
- 2602416 Business Strategy** **3(3-0-6)**
BUSINESS STRATEGY
 Course Condition: Prerequisite: 2602313
 Strategy and long-range planning; strategy formulating process; social, economic and political factors affecting strategy, role of a manager as an implementer of strategy.
- 2602417 Entrepreneurship** **3(3-0-6)**
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.

- 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
 Course Condition: 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.
- 2602475 Current Issues in International Business Management 3(3-0-6)**
CI INTL BUS MGT
 Course Condition: Prerequisite: 2602371
 Selected topics of interest in current international business situations, emphasizing management systems, human resources, technology transfer, business negotiations, and foreign investment opportunities.
- 2603210 Introduction to Statistics 3(3-0-6)**
INTRO STATISTICS
 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.
- 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.
- 2603330 Business Statistics 3(3-0-6)**
BUSINESS STAT
 Course Condition: Prerequisite: 2603210
 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.

- 2603347 Fundamental Risk Management** **3(3-0-6)**
FUND RISK MGT
Course Condition: 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.
- 2604271 Business Economics** **3(3-0-6)**
BUSINESS ECONOMICS
Course Condition: Prerequisite: 2900111
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.
- 2604260* Financial Intermediaries** **3(3-0-6)**
FIN INTERM
Perfect capital market and frictions; economics of financial intermediary; functions of financial institutions; benefits, costs, and outcomes of financial intermediary; roles of central banks; monetary policies and monitoring tools; economics of securities market regulation; roles of capital market regulators.
- 2604313 Financial Econometrics** **3(3-0-6)**
FIN ECONOMETRICS
Course Condition: 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.

- 2604314 Bank Management** **3(3-0-6)**
BANK MGT
Course Condition: Prerequisite: 2604361 and 2604332
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.
- 2604332 Principle of Investment** **3(3-0-6)**
PRIN INVESTMENT
Course Condition: Prerequisite: 2604361
Investment process; investment tools; portfolio theory; efficient market theories; security valuation; equity securities analysis; debt securities analysis; alternative investment.
- 2604334 Principle of Equity Analysis** **3(3-0-6)**
PRIN EQ ANAL
Course Condition: 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
- 2604361 Business Finance** **3(3-0-6)**
BUSINESS FINANCE
Course Condition: Prerequisite: 2601121 or 2601212 or (2601116 and 2604161 or 2601117) and 2604161
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.
- 2604420 Current Issues in Finance** **3(3-0-6)**
CUR ISSUES FIN
Course Condition: 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.

- 2604421 Ethics for Financial Professional** **1(1-0-2)**
ETH FIN PROF
 Standard practices in professional and ethical manner.
- 2604434 Venture Capital** **3(3-0-6)**
VENTURE CAPITAL
 Venture investment strategy development; venture capital partnership structure design; capital raising; investment opportunity evaluation; investment structuring; initial negotiation, and flow-up; working with venture portfolio companies; role and board of directors; investment problem; exit strategies; portfolio management; stage of investment, and leveraged buyouts.
- 2604463 Analysis of Financial Reports** **3(3-0-6)**
ANAL FIN REPORTS
 Course Condition: 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.
- 2604467 Advanced Business Finance** **3(3-0-6)**
ADV BUS FINANCE
 Course Condition: 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.
- 2604468 Feasibility Study and Project Evaluation** **3(3-0-6)**
FEAS STUD/PROJ EVA
 Course Condition: Prerequisite: 2604361
 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.

- 2604471 International Trade** **3(3-0-6)**
INTL TRADE
Course Condition: 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.
- 2604472 International Economics** **3(3-0-6)**
INTL ECONOMICS
Course Condition: 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.
- 2604477 International Financial Management** **3(3-0-6)**
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.
- 2604481 Financial Derivatives** **3(3-0-6)**
FIN DEV
Course Condition: 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

- 2604482 Fixed Income Security Analysis** **3(3-0-6)**
FIX INC SEC ANAL
 Course Condition: 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.
- 2604492 Computer Applications in Financial Management** **3(2-2-5)**
COMP APPLN FIN MGT
 Course Condition: 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
 Course Condition: 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.
- 2604496 Investment Banking** **3(3-0-6)**
INVESTMENT BANKING
 Course Condition: Prerequisite: 2604467
 Overview of investment banking; equity and debt offerings; offer price setting; underwriting spread; venture capital and private equity valuation; securities designs; securitization; corporate rehabilitation; regulations and compliance issues.
- 2605311 Principles of Marketing** **3(3-0-6)**
PRIN MKTG
 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.

- 2605314 Consumer Behavior** **3(3-0-6)**
CONSUMER BEHAVIOR
 Course Condition: Prerequisite: 2605311
 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.
- 2605328* Brand Building and Development** **3(3-0-6)**
BRAND BUILD DEV
 Course Condition: Prerequisite: 2605311
 Meaning, roles, and the importance of brand; differences between marketing and branding; brand positioning; brand elements to create brand identity; meaning of brand equity; brand equity models; measuring sources of brand equity; building strong brand; brand communications; meaning and the importance of internal branding; strategic brand management; roles and responsibilities of a brand manager; case studies of brand building and brand development.
- 2605329* Marketing Channel** **3(3-0-6)**
MKTG CHANNEL
 Course Condition: Prerequisite 2605311
 Meaning, roles and importance of marketing channel; marketing channel structure; types of marketing channel; retailing and wholesaling; marketing channel design and management; developing marketing channel strategy; channel conflict and problem solving.
- 2605330* Integrated Brand and Marketing Communication** **3(3-0-6)**
INT BRAND MKT COMM
 Course Condition: Prerequisite: 2605311
 Meaning, roles and importance of Integrated Marketing Communication (IMC); IMC model; IMC mix; advertising; public relations; sales promotions; direct marketing; IMC strategy in brand building; measuring the success of IMC.
- 2605320 Current Issues in Marketing** **3(3-0-6)**
CUR ISSUES MKTG
 Course Condition: Prerequisite: 2605311
 Selected topics of interest in current marketing situations emphasizing marketing and the environment of marketing in Thailand and foreign countries.

- 2605325 Brand and Product Management** **3(3-0-6)**
BRAND PROD MGT
 Course Condition: Prerequisite: 2605311
 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.
- 2605326 Sales Management and Selling Techniques** **3(3-0-6)**
SALE MGT SELL TECH
 Course Condition: Prerequisite: 2605311
 Sales managers' functions in various businesses; salesforce management; sales planning; salesforce recruitment; selection and development of salesforce; work assignment and sales territories; sales quota setting; motivation; compensation; sales assessment control and sales executives' ethics; roles and sales function toward marketing success; types of sales; customer behavior; salesforce personality; selling process; industrial product sales; consumer product sales; service sales; time management; salesforce's ethics.
- 2605327 Digital Marketing** **3(3-0-6)**
DIGITAL MKTG
 Course Condition: Prerequisite 2605311
 Definition of Digital marketing; roles and importance of digital marketing to business, consumer and society; use of social media marketing tools, mobile marketing; measurement of effectiveness of digital marketing tools; customer database of digital marketing; ethics of digital marketers.
- 2605331* New Product Development and Customer Value Creation** **3(3-0-6)**
NEW PROD DEV VALUE
 Course Condition: Prerequisite: 2605311
 Value creation concept; value creation process related to new product development; meaning and importance of new product development toward marketing management; categories of new product development; new product development process and value creation; success factors and the failure in new product development; management of new product development team; strategic planning for new product development; case studies of new product development.

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- 2605413 Fashion Marketing** **3(3-0-6)**
FASHION MARKETING
Course Condition: Prerequisite 2605311
Concept; types and characteristics of fashion products; history of fashion; fashion cycle and fashion industry overview; consumer behavior in market fashion; marketing roles in fashion industry; product design and development for fashion industry; fashion branding strategy; pricing of fashion products; distribution channels in fashion markets; fashion merchandising and retailing; range planning of fashion products; visual merchandising in fashion industry; brand image enhancement of fashion products and integrated marketing communication; laws and ethics in fashion industry.
- 2605410 Integrated Marketing Communication** **3(3-0-6)**
INT MKT COMM
Prerequisite: 2605311
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.
- 2605417 Industrial Marketing** **3(3-0-6)**
INDL MARKETING
Course Condition: Prerequisite: 2605311
Meaning of industrial product; categorization of industrial products; demand-supply and consumer behavior; technology; related laws regulations; government's policies and assistances to producers of industrial products; problem analysis in industrial product market; problem-solving; determining marketing strategy.
- 2605419 Global Marketing** **3(3-0-6)**
GLOBAL MKT
Course Condition: 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.

- 2605422 Technologies in Marketing** **3(3-0-6)**
TECH MKT
 Course Condition: Prerequisite: 2603271 and 2605311
 Meanings, objectives, roles and importance of marketing technology; current marketing technology; applications of technology in marketing; impacts on business; potential threats and opportunities; future trends in marketing technology.
- 2605429* Brand Building for Service Marketing** **3(3-0-6)**
BRAND SERVICE MKTG
 Course Condition: Prerequisite: 2605311
 Environment of branding for service marketing; service gaps; consumer behavior in service industry; branding process for service marketing; planning for branding for service marketing; examples of successful branding for service marketing; key success factors of branding for service marketing.
- 2605430* Marketing Internship** **0(0-18-0)**
MKTG INTERNSHIP
 Course Condition: Prerequisite: 2605311
 Marketing practice in leading companies.
- 2605431* Marketing planning and Control** **3(3-0-6)**
MKTG PLAN CONTROL
 Course Condition: Prerequisite: 2605324 or 2605410 or (2605412 and 2605452) or Consent of Faculty
 Meaning, role and importance of marketing planning; marketing plan components; situational analysis; external and internal marketing environmental analysis; market and customer analysis; competitor analysis ; SWOT analysis; objectives setting; marketing mix formulation; financial analysis; budgeting; types and methods of marketing control; efficient communication in and presentation of marketing plan.

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- 2605452 Pricing** **3(3-0-6)**
PRICING
 Course Condition: Prerequisite: 2605311
 Meaning of price principle in pricing; pricing policies; pricing procedures; factors to consider in price setting; criteria used in price setting; economics pricing; psychological pricing analysis of relationship among price, costs and profit; ethics in pricing.
- 2605481 Marketing Research** **3(3-0-6)**
MARKETING RESEARCH
 Course Condition: 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.
- 2605491 Seminar in Marketing** **3(3-0-6)**
SEM MARKETING
 Course Condition: Prerequisite 2605314 or 2605325 or (2605412 and 2605452) or Consent of Faculty
 The seminar encourages student to investigate various phases of marketing. Report are prepared individually, but students investigating related subjects participate in group discussions with experienced marketing executives.
- 2605425 Marketing Strategy** **3(3-0-6)**
MKT STRA
 Course Condition: Prerequisite: 2605325 2605410 2605412 and 2605452 or by consent of faculty
 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.
- 2605481 Marketing Research** **3(3-0-6)**
MARKETING RESEARCH
 Course Condition: 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.

2900111 Economics I 3(3-0-6)

ECONOMICS I

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.

3401250 Business Law 2(2-0-4)

BUSINESS LAW

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.

3401260 Taxation Law 2(2-0-4)

TAXATION LAW

Principles and categories of tax; effects of tax on business; personal income tax; corporate income tax; value added tax; specific business tax; stamp duties; customs duties; excise tax; introduction to tax planning for business.

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.
- 5506112 Essential English for Business II** **3(2-2-5)**
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.
- 5506123 Business Writing Skills** **3(2-2-5)**
BUS WRIT SKIL
 Prerequisite: 5506112
 Practice in writing essays on business topics, using different sentence types and patterns paraphrasing and summarizing.
- 5506214 Business Written Communication** **2(1-2-3)**
BUS WRIT COMM
 Prerequisite: 5506123
 Practice in writing business letters, emails and faxes.
- 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.



Tentative Course Structure for BBA Students ID 61 (2018-2022)

Semester	1st Year (2018-2019)	2nd Year (2019-2020)				3rd Year (2020-2021)				4th Year (2021-2022)			
		International Business (IB)	Financial Analysis and Investment (FIN)	Brand and Marketing Management (BM)	Accounting (ACCTG)	International Business (IB)	Financial Analysis and Investment (FIN)	Brand and Marketing Management (BM)	Accounting (ACCTG)	International Business (IB)	Financial Analysis and Investment (FIN)	Brand and Marketing Management (BM)	Accounting (ACCTG)
Prep Courses	Business Study&Classroom Preparation Business Simulation Games Introduction to MS Office 5506101 ESS ENG BUS I	Select only one course from the following : 2222001 MANDARIN I	2604260 FIN INTERM 2301116 CAL BUS II 2601123 INTMD ACCTG I 2605311 PRIN MKTG	2605314 CONSUMER BEHAVIOR 2605429 BRAND SERVICE MKTG 2601123 INTMD ACCTG I 2602313 MGT/ORG	2601226 AIS 2601222 INTMD ACCTG I 2301116 CAL BUS II 2602313 MGT/ORGANIZATION	Select only one course from the following : 2222003 BUSINESS CHIN 2604472 INTL ECONOMICS 2602311 INTERCULTURE COM	2604477 INTL FIN MGT 2604492 COMP APPLN FIN 2602371 PRIN INTL BUS MGT 2602416 BUSINESS STRATEGY 3401260 TAXATION LAW	2605329 MKTG CHANNEL 2605330 INT BRAND MKT COMM 2602371 PRIN INTL BUS MGT 2602416 BUSINESS STRATEGY 3401260 TAXATION LAW	2601227 TAXATION 2605419 GLOBAL MKT 2601322 AUDITING (a) 2601323 ADV ACCTG I 2602344 PROD OPER MGT	2602476 INTS INTL BUS MGT 2604463 ANA FIN REPORTS 2605431 MKTG PLAN CONTROL 2605331 NEW PROD DEV VALUE	2604421 ETHIC FIN PROF 2604481 FIN DEV (A)	2605430 MKTG INTERNSHIP 2605431 MKTG PLAN CONTROL 2605331 NEW PROD DEV VALUE	2601423 ADV ACCTG II 2601429 FIN REPORT & ANA 2601325 PRIN TECH INT AUD 2601326 ANA/DSGN DB or 2601424 INTL ACCTG
	Fall Aug-Dec	2301115 CAL BUS I 2603210 INTRO STATISTICS 5506112 ESS ENG BUS II 2601121 PRIN ACCTG (1, 2) 2602241 INTRN IT/IS (1, 2) 2602171 BUS CPTS/ETHICS (3) 2900111 ECONOMICS I (3)	2605311 PRIN MKTG GENED HUMAN 2604271 BUS ECON 5506225 BUS REP WRIT	2605314 CONSUMER BEHAVIOR 2605429 BRAND SERVICE MKTG 2601123 INTMD ACCTG I 2602313 MGT/ORG	2601226 AIS 2601222 INTMD ACCTG I 2301116 CAL BUS II 2602313 MGT/ORGANIZATION	Select only one course from the following : 2222003 BUSINESS CHIN 2604472 INTL ECONOMICS 2602311 INTERCULTURE COM	2604477 INTL FIN MGT 2604492 COMP APPLN FIN 2602371 PRIN INTL BUS MGT 2602416 BUSINESS STRATEGY 3401260 TAXATION LAW	2605329 MKTG CHANNEL 2605330 INT BRAND MKT COMM 2602371 PRIN INTL BUS MGT 2602416 BUSINESS STRATEGY 3401260 TAXATION LAW	2601227 TAXATION 2605419 GLOBAL MKT 2601322 AUDITING (a) 2601323 ADV ACCTG I 2602344 PROD OPER MGT	2602476 INTS INTL BUS MGT 2604463 ANA FIN REPORTS 2605431 MKTG PLAN CONTROL 2605331 NEW PROD DEV VALUE	2604421 ETHIC FIN PROF 2604481 FIN DEV (A)	2605430 MKTG INTERNSHIP 2605431 MKTG PLAN CONTROL 2605331 NEW PROD DEV VALUE	2601423 ADV ACCTG II 2601429 FIN REPORT & ANA 2601325 PRIN TECH INT AUD 2601326 ANA/DSGN DB or 2601424 INTL ACCTG
		For students who have not yet taken in Spring (1st year) 2601224 MNGL ACCTG				For students who join the Exchange Program in Spring Semester 2600300 USING SPREAD BUS							
Spring Jan-May	2603330 BUS STAT 5506123 BUS WRIT SKIL GENED-So (1,2,3) 2601224 MNGL ACCTG (1, 2) 2602171 BUS CPTS/ETHICS (1, 2) 2900111 ECONOMICS I (1, 2) 2601121 PRIN ACCTG (3) 2602241 INTRN IT/IS (3) 3401250 BUS LAW (3)	Select only one course from the following : 2222002 MANDARIN II 2223002 JP II 2231012 FR II 2604361 BUSINESS FINANCE 2601123 INTMD ACCTG I 2602327 QUANT BUS ANA 5506236 BUS ORAL COMM	2604313 FIN ECONOMETRICS 2604332 PRIN INVESTMENT 2602313 MGT/ORGANIZATION 2602327 QUANT BUS ANA 2604361 BUSINESS FINANCE 2604271 BUS ECON 5506236 BUS ORAL COMM	2605328 BRAND BUILD DEV 2605452 PRICING 2602327 QUANT BUS ANA 2604361 BUSINESS FINANCE 2604271 BUS ECON 5506236 BUS ORAL COMM	2601225 COST ACCOUNTING 2601223 INTMD ACCTG II 2604361 BUSINESS FINANCE 3401260 TAXATION LAW 3405251 INTER BUS LAW GENED HUMAN	2604471 INTL TRADE 2602376 LOG SUP CHAIN MGT 2602371 PRIN INTL BUS MGT 3401260 TAXATION LAW 3405251 INTER BUS LAW 2604468 FEAS STUD/PROJ EVA	2604334 PRIN EQUITY ANA 2604467 ADV BUS FINANCE 2602344 PROD OPER MGT 2602344 PROD OPER MGT 3401260 TAXATION LAW 3405251 INTER BUS LAW 2605327 DIGITAL MKTG	2605425 MKT STRATEGY 2605481 MKT RESEARCH 2602344 PROD OPER MGT 2602344 PROD OPER MGT 3401260 TAXATION LAW 3405251 INTER BUS LAW 2605327 DIGITAL MKTG	2601322 AUDITING 2601323 ADV ACCTG I (A) 2604477 INTL FIN MGT 2604493 ADV TOPICS FIN 2601326 ANA/DSGN DB 2604332 PRIN INVESTMENT	2602370 COMP INTL BUS MGT 2602475 CI INTL BUS MGT 2604481 FIN DEV 2604493 ADV TOPICS FIN 2603347 FUND RISK MGT or 2604373 MONEY BANKING or 2604468 FEAS STUD/PROJ EVA	2602370 COMP INTL BUS MGT 2604481 FIN DEV 2605491 SEM MARKETING 2604481 FIN DEV (A)	2602370 COMP INTL BUS MGT 2605491 SEM MARKETING 2605320 CUR ISSUES MKTG 2605320 CUR ISSUES MKTG	2602370 COMP INTL BUS MGT 2601426 EDP/IS AUDIT 2601497 SEM ACCTG 2601326 ANA/DSGN DB or 2601424 INTL ACCTG
		For students who have not yet taken in Spring (1st year) 3401250 BUS LAW				For students who are back from the Exchange Program 2600300 USING SPREAD BUS							
Summer Jun-Jul	5506214 BUS WRIT COMM 2602313 MGT/ORGANIZATION (IB) GENED HUMAN (FIN) 2605311 PRIN MKTG (BM) 3401250 BUSINESS LAW (ACCTG)					Internship			Internship				

Notes: Prep Courses = Preparation Courses for first year students
(1) = group 1, (2) = group 2, (3) = group 3

 For IB Students

 For FIN Students

 For BM Students

 For ACC Students

(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
Gened-So = Gened Social Sciences
Gened-Sci = Gened Science-Mathematic
Gened-Human = Gened Humanities