

Faculty of Business Administration

(School of Management)

OBJECTIVES

The School of Management offers a wide range of undergraduate courses including the traditional disciplines of Marketing, Finance, Management and Accounting in conjunction with the emerging fields of study such as Business Information Systems for students wishing to work in private and public sectors. Through an innovative, practical, and high-quality teaching program, the students are allowed to:

- Develop sound knowledge and practical skills to adapt to the fast changing, highly competitive business world,
- Develop the ability to analyze and solve problems and make management decisions,
- Be equipped with communicative skills and the ability to handle advanced information and communication technology,
- Prepare themselves for a wide range of careers including working as professionals and entrepreneurs,
- Be leaders in the business community.

The School of Management offers programs of study as follows:

- Marketing (MKT)
- Management (MGT)
- Finance and Banking (FIN)
- Accounting (ACT)
- Business Information Systems (BIS)
- Hospitality and Tourism Management (HTM)
- International Business Management (IBM)
- Industrial Management (IDM)
- Real Estate (RE)
- Property and Casualty Insurance (INS)
- Life Assurance (LA)

- **Business Economics (BE)**

REQUIREMENTS FOR GRADUATION

Assumption University confers the degree of Bachelor of Business Administration upon students who meet all the general requirements and the specific requirements listed below.

General Requirements

To be qualified for graduation, the student must

- Complete all the requirements in the curriculum with an accumulation of at least 142 credits to 144 credits.
- Have participated in 16 sessions of the Seminar in Business Ethics.
- Have a cumulative grade point average of 2.00 or above.
- Have library and financial clearance with the University.
- Have good behavior and discipline.
- Have made a formal application for graduation.

Specific Requirements

- The students must have obtained at least a “C” grade in all major required courses.
- Hospitality and Tourism Management majors must complete 400 hours of practical training in their chosen concentration.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE REQUIREMENTS

REQUIREMENTS	MKT	MGT	FIN	ACT	BIS	HTM	IBM	IDM	RE	INS	BE
General Educational Courses	40	40	40	40	40	40	40	40	40	40	45
Business Core Courses	48	48	48	48	48	48	48	48	48	48	33
Major Required Courses	30	30	30	33	30	30	30	30	30	30	30
Plan A: Major Concentration Courses OR	15	15	15	15	15	15	15	15	15	15	-
Plan B: Business Concentration Courses OR											15
Plan C: Major Elective Courses											12
Free Elective Courses	9	9	9	6	9	9	9	9	9	9	9
Total	142	142	142	142	142	142	142	142	142	142	144

SUGGESTED PROGRAM OF STUDY

First and Second Years (Freshman and Sophomore)

During the freshman year, all students in the School of Management pursue the same program of study, which provides them with the basic knowledge of all the disciplines offered by the School. This program prepares each student with adequate knowledge to select a major that suits his/her ability, background, and preference.

First Year (Freshman)

First Semester

Course Code	Course Title	Credits
BG 1000	Communication in Thai	3
BG 1001	English I	3
BG 1100	Physical Education	1
BG 1200	Mathematics for Business	3
BG 1201	Statistics I	3
BG 1202	Science, Man and His Environment	3
BG 1400	Business Law I	3
Total		19

Second Semester

Course Code	Course Title	Credits
ACT 1600	Fundamentals of Financial Accounting	3
BG 1002	English II	3
BG 1401	Business Law II	3
BG 2200	Statistics II	3
BG 2401	Microeconomics	3
BIS 1140	Microcomputer Applications	0
MGT 1101	Introduction to Business	3
Total		18

Second Year (Sophomore)

First Semester

Course Code	Course Title	Credits
ACT 2620	Fundamentals of Managerial Accounting	3
BG 2000	English III	3
BG 2400	Macroeconomics	3
BIS 2180	Information Technology	3
MGT 2404	Managerial Psychology	3
MGT 2900	Principles of Management	3
Total		18

Second Semester

Course Code	Course Title	Credits
BG 2001	English IV	3
BG 2402	Ethics	3
FIN 2700	Money, Banking and Financial Markets	3
GS 1003	World Civilization	3
IBM 2702	International Business Environment	3
MKT 2280	Principles of Marketing	3
Total		18

GENERAL EDUCATIONAL COURSES

	Credits
BG 1000 Communication in Thai	3
BG 1001 English I	3
BG 1002 English II	3
BG 2000 English III	3
BG 2001 English IV	3
BG 2400 Macroeconomics	3
BG 2401 Microeconomics	3
BG 1100 Physical Education	1
BG 2402 Ethics	3
BG 1200 Mathematics for Business	3
BG 1202 Science, Man and His Environment	3
GS 1003 World Civilization	3
MGT 1101 Introduction to Business	3
MGT 2404 Managerial Psychology	3

BUSINESS CORE COURSES

	Credits
BG 1201 Statistics I	3
BG 2200 Statistics II	3
BG 1400 Business Law I	3
BG 1401 Business Law II	3
ACT 1600 Fundamentals of Financial Accounting	3
ACT 2620 Fundamentals of Managerial Accounting	3
FIN 2700 Money, Banking and Financial Markets	3
FIN 3701 Corporate Finance	3
IBM 2702 International Business Environment	3
MKT 2280 Principles of Marketing	3
MGT 2900 Principles of Management	3
MGT 3905 Operations Management	3
MGT 3907 Business Communication	3
MGT 3940 Business Research Methodology	3
MGT 4914 Entrepreneurship	3
BIS 1140 Microcomputer Applications	0
BIS 2180 Information Technology	3
BIS 3340 Computer Tools in Research	0

DEPARTMENT OF MARKETING

MAJOR REQUIRED COURSES

	Credits
BIS 3587 Principles of Electronic Commerce	3
MKT 3102 Integrated Marketing Communications	3
MKT 3515 Purchasing and Supply Chain Management	3
MKT 3525 Sales Management	3
MKT 3530 Consumer Behavior	3
MKT 3620 Global Marketing	3
MKT 4725 Competitive Analysis and Strategy	3
MKT 4730 Marketing Management	3
MKT 4829 Marketing Decision Making	3
MKT 4855 Research in Marketing	3

PLAN A – MAJOR CONCENTRATION COURSES

Students pursuing **PLAN A** must select **ONE** of the following concentrations in the major area and study its five specified courses:

Retail Marketing	Credits
MKT 3212 Retail Promotion	3
MKT 3803 Retail Management	3
MKT 3831 Retail Buying and Merchandising Management	3
MKT 4825 Logistics in Retailing	3
MKT 4831 Strategic Retail Planning	3

Strategic Marketing	Credits
MKT 3629 Pricing Strategy and Decisions	3
MKT 3823 Marketing Channel Strategy and Decisions	3
MKT 4806 Product and Brand Management	3
MKT 4811 Seminar in Marketing	3
MKT 4848 Contemporary Issues in Marketing	3

Integrated Marketing Communications	Credits
MKT 3627 Sales Promotion	3
MKT 3628 Public Relations	3
MKT 4726 Advertising and Creative Strategies	3
MKT 4727 Integrated Media Planning	3
MKT 4849 IMC Campaign Planning	3

PLAN B – BUSINESS CONCENTRATION COURSES

Students pursuing **PLAN B** must select **ONE** of the following concentrations in other business areas and study its five courses:

Advertising	Credits
AD 3106 Art Direction	3
AD 4108 Basic Copywriting (English)	3
AD 4112 Brand Communication	3
CA 2004 Introduction to Advertising	3
CD 3701 Computer Graphics for Communication Design	3

Business Information Systems	Credits
BIS 3315 Programming and Algorithms	3
BIS 3635 Database Systems	3
BIS 3655 Data Communications and Networking	3
BIS 3666 Information Systems Analysis and Design	3
BIS 4675 Information Systems Project Management	3

Finance and Banking		Credits
FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3713	Business Analysis and Valuation	3
FIN 4813	Financial Management	3
	<i>(Substituted FIN 4813 with FIN 4832 Entrepreneurial Finance Only for Management Major Students)</i>	
FIN 4815	Bank Management	3
Hospitality and Tourism Management		Credits
HTM 3101	Introduction to Hotel Management	3
HTM 3102	Introduction to Tourism Industry Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3204	Human Resource Management in Hospitality and Tourism	3
HTM 3205	Marketing for Hospitality and Tourism	3
Management		Credits
MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3922	Introduction to New Ventures	3
MGT 4910	Productivity and Quality Management	3
MGT 4916	Negotiation Strategy	3

PLAN C – MAJOR ELECTIVE COURSES

Students pursuing **PLAN C** must select any five courses from the following list:

		Credits
MKT 3212	Retail Promotion	3
MKT 3627	Sales Promotion	3
MKT 3628	Public Relations	3
MKT 3629	Pricing Strategy and Decisions	3
MKT 3803	Retail Management	3
MKT 3823	Marketing Channel Strategy and Decisions	3
MKT 3830	Direct Marketing	3
MKT 3831	Retail Buying and Merchandising Management	3
MKT 3832	Customer Relationship Management	3
MKT 3833	Marketing for Technological Products	3
MKT 3834	Internet Advertising	3
MKT 3835	International Marketing Communications	3
MKT 4726	Advertising and Creative Strategy	3
MKT 4727	Integrated Media Planning	3
MKT 4805	Business-to-Business Marketing	3
MKT 4806	Product and Brand Management	3
MKT 4807	Agricultural Marketing	3
MKT 4809	Marketing for Services	3
MKT 4810	Export-Import Management	3
MKT 4811	Seminar in Marketing	3
MKT 4812	Individual Research	3
MKT 4825	Logistics in Retailing	3
MKT 4831	Strategic Retail Planning	3
MKT 4845	IMC Research	3
MKT 4846	IMC and Build Brand Equity	3
MKT 4847	IMC Workshop	3
MKT 4848	Contemporary Issues in Marketing	3
MKT 4849	IMC Campaign Planning	3
MKT 4857	Qualitative Research in Marketing	3
BIS 3588	Digital Business Enterprise	3
FIN 4841	Credit and Risk Management	3
HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Management	3

Third and Fourth Years (Junior and Senior)

During the junior and senior years, students choose a program of study in a major of their own choice with the following structure:

1. Ten Major Required Courses
2. Plan A: Five Major Concentration Courses
OR
Plan B: Five Business Concentration Courses
OR
Plan C: Five Major Elective Courses
3. Three Free Elective Courses

Third Year (Junior)

First Semester

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
BIS 3587	Principles of Electronic Commerce	3
FIN 3701	Corporate Finance	3
MKT 3102	Integrated Marketing Communications	3
MKT 3530	Consumer Behavior	3
MKT 3620	Global Marketing	3
One Plan A OR Plan B OR Plan C Course		3
Total		18

Second Semester

Course Code	Course Title	Credits
MGT 3905	Operations Management	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
MKT 3515	Purchasing and Supply Chain Management	3
MKT 3525	Sales Management	3
One Plan A OR Plan B OR Plan C Course		3
Total		18

Fourth Year (Senior)

First Semester

Course Code	Course Title	Credits
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
Two Plan A OR Plan B OR Plan C Courses		6
Two Free Elective Course		6
Total		18

Second Semester

Course Code	Course Title	Credits
MGT 4914	Entrepreneurship	3
MKT 4829	Marketing Decision Making	3
MKT 4855	Research in Marketing	3
One Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
Total		15

DEPARTMENT OF MANAGEMENT

MAJOR REQUIRED COURSES

	Credits
BIS 3588 Digital Business Enterprise	3
FIN 3714 Business Condition Analysis	3
FIN 4813 Financial Management	3
MGT 3901 Organization Theory	3
MGT 3923 Strategic Human Resources Management	3
MGT 3941 Quantitative Business Analysis	3
MGT 4910 Productivity and Quality Management	3
MGT 4911 Seminar in Management	3
MGT 4913 Corporate Strategy	3
MKT 4730 Marketing Management	3

PLAN A – MAJOR CONCENTRATION COURSES

Students pursuing **PLAN A** must select **ONE** of the following concentrations in the major area and study its five specified courses:

Entrepreneurship	Credits
MGT 3915 Project Management	3
MGT 3917 Innovation and Change Management	3
MGT 3922 Introduction to New Ventures	3
MGT 4916 Negotiation Strategy	3
MGT 4919 Business Training	3

Strategic Human Resources Management	Credits
MGT 3903 Leadership	3
MGT 3924 Human Resources Development	3
MGT 3942 Organizational Behavior	3
MGT 4916 Negotiation Strategy	3
MGT 4919 Business Training	3

PLAN B – BUSINESS CONCENTRATION COURSES

Students pursuing **PLAN B** must select **ONE** of the following concentrations in other business areas and study its five courses:

Business Information Systems		Credits
BIS 3315	Programming and Algorithms	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project Management	3

Finance and Banking		Credits
FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3713	Business Analysis and Valuation	3
FIN 4832	Entrepreneurial Finance	3
FIN 4815	Bank Management	3

Hospitality and Tourism Management		Credits
HTM 3101	Introduction to Hotel Management	3
HTM 3102	Introduction to Tourism Industry Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3204	Human Resource Management in Hospitality and Tourism	3
HTM 3205	Marketing for Hospitality and Tourism	3

Industrial Management		Credits
IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
IDM 4201	Manufacturing Planning and Control	3
IDM 4203	Quality Management	3
IDM 4302	Industrial Strategic Management	3
	(For students ID.471XXXX to 50XXXXXX)	
IDM 3202	Motion and Time Study	3
	(For students ID.51XXXX onwards)	

Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 3620	Global Marketing	3
MKT 4809	Marketing for Services	3

Real Estate		Credits
REM 3111	Principles of Real Estate	3
REM 3112	Real Estate Law	3
REM 3113	Real Estate Economics	3
REM 3114	Building Design and Construction Techniques	3
REM 3211	Principles of Real Estate Development	3

PLAN C – MAJOR ELECTIVE COURSES

Students pursuing **PLAN C** must select any five courses from the following list:

		Credits
FIN 3724	Financial Feasibility and Planning	3
FIN 4832	Entrepreneurial Finance	3
FIN 4841	Credit and Risk Management	3
MGT 3903	Leadership	3
MGT 3904	Office Management	3
MGT 3906	Managerial Group Dynamics	3
MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3921	Employment Procedure and Evaluation	3
MGT 3922	Introduction to New Ventures	3
MGT 3924	Human Resources Development	3
MGT 3942	Organizational Behavior	3
MGT 4908	Administrative Planning and Control	3
MGT 4909	Communication in Management	3
MGT 4912	Individual Research	3
MGT 4916	Negotiation Strategy	3
MGT 4919	Business Training	3
MGT 4923	Wage and Salary Administration	3
MGT 4924	Manpower Planning	3
MGT 4925	Labor Relations	3
MGT 4943	Organizational Development	3
MGT 4944	Organizational Psychology	3
MKT 3803	Retail Management	3
MKT 4805	Business-to-Business Marketing	3
MKT 4810	Export – Import Management	3

Third and Fourth Years (Junior and Senior)

During the junior and senior years, students choose a program of study in a major of their own choice with the following structure:

1. Ten Major Required Courses
2. Plan A: Five Major Concentration Courses
OR
Plan B: Five Business Concentration Courses
OR
Plan C: Five Major Elective Courses
3. Three Free Elective Courses

Third Year (Junior)

First Semester

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
FIN 3701	Corporate Finance	3
MGT 3901	Organization Theory	3
MGT 3905	Operations Management	3
MGT 3923	Strategic Human Resources Management	3
One Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
Total		18

Second Semester

Course Code	Course Title	Credits
BIS 3588	Digital Business Enterprise	3
FIN 3714	Business Condition Analysis	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
MGT 3941	Quantitative Business Analysis	3
One Plan A OR Plan B OR Plan C Course		3
Total		18

Fourth Year (Senior)

First Semester

Course Code	Course Title	Credits
FIN 4813	Financial Management	3
MGT 4910	Productivity and Quality Management	3
MGT 4914	Entrepreneurship	3
MKT 4730	Marketing Management	3
One Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
Total		18

Second Semester

Course Code	Course Title	Credits
MGT 4911	Seminar in Management	3
MGT 4913	Corporate Strategy	3
One Plan A OR Plan B OR Plan C Course		3
One Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
Total		15

DEPARTMENT OF FINANCE AND BANKING

MAJOR REQUIRED COURSES

	Credits
BIS 3589 Analysis Tools in Finance and Accounting	3
FIN 3711 Investment	3
FIN 3712 Money and Capital Markets	3
FIN 3713 Business Analysis and Valuation	3
FIN 3714 Business Condition Analysis	3
FIN 4812 International Finance	3
FIN 4813 Financial Management	3
FIN 4814 Quantitative Methods for Financial Decisions	3
FIN 4815 Bank Management	3
FIN 4816 Corporate Strategy and Financial Policies	3

PLAN A – MAJOR CONCENTRATION COURSES

Students pursuing **PLAN A** must select **ONE** of the following concentrations in the major area and study its five specified courses:

Investment Concentration	Credits
FIN 3731 Portfolio Management and Security Analysis	3
FIN 3832 Real Estate Investment Analysis and Valuation	3
FIN 4732 Fixed Income Securities	3
FIN 4831 Derivatives Securities	3
FIN 4931 Seminar in Investment	3

Financial Institutions Concentration	Credits
FIN 3733 Institutional Banking For Emerging Markets	3
FIN 3743 International Banking	3
FIN 4732 Fixed Income Securities	3
FIN 4841 Credit and Risk Management	3
FIN 4941 Seminar in Financial Institutions	3

PLAN B – BUSINESS CONCENTRATION COURSES

Students pursuing **PLAN B** must select **ONE** of the following concentrations in other business areas and study its five courses:

Accounting		Credits
ACT 3602	Intermediate Accounting I	3
ACT 3603	Intermediate Accounting II	3
ACT 3604	Taxation	3
ACT 3621	Budgeting and Planning	3
ACT 3622	Cost Accounting	3

Business Information Systems		Credits
BIS 3315	Programming and Algorithms	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project Management	3

International Business Management		Credits
IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 4811	International Strategic Management	3
MKT 3620	Global Marketing	3
IBM 4712	Export-Import Management	3
	(For students ID.471XXXX to 48XXXXX)	
IBM 3714	Export-Import Policy and Strategy	3
	(For students ID.491XXXX onwards)	

Industrial Management		Credits
IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
IDM 4201	Manufacturing Planning and Control	3
IDM 4203	Quality Management	3
IDM 4302	Industrial Strategic Management	3
	(For students ID.471XXXX to 50XXXXX)	
IDM 3202	Motion and Time Study	3
	(For students ID.51XXXX onwards)	
Insurance Management		Credits
IC 3331	Property Insurance	3
IC 3332	Casualty Insurance	3
IG 1211	Principles of Risk Management and Insurance	3
IL 3321	Principles of Life Assurance	3
IL 3322	Advanced Life and Health Insurance	3
Management		Credits
MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3922	Introduction to New Ventures	3
MGT 4910	Productivity and Quality Management	3
MGT 4916	Negotiation Strategy	3
Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
	<i>(Substituted MKT 4730 with MKT 3620 Global Marketing Only for Management Major Students)</i>	
MKT 4809	Marketing for Services	3
Real Estate		Credits
REM 3111	Principles of Real Estate	3
REM 3112	Real Estate Law	3
REM 3113	Real Estate Economics	3
REM 3114	Building Design and Construction Techniques	3
REM 3211	Principles of Real Estate Development	3

PLAN C – MAJOR ELECTIVE COURSES

Students pursuing **PLAN C** must select any five courses from the following list:

	Credits
BIS 3588 Digital Business Enterprises	3
BIS 3687 Electronic Banking and Payment Systems	3
FIN 3715 Personal Finance	3
FIN 3723 Central Banking System and Policy	3
FIN 3724 Financial Feasibility Planning	3
FIN 3725 Managerial Economics	3
FIN 3731 Portfolio Management and Security Analysis	3
FIN 3733 Institutional Banking For Emerging Markets	3
FIN 3743 International Banking	3
FIN 3832 Real Estate Investment Analysis and Valuation	3
FIN 4721 Laws and Practices in Finance	3
FIN 4723 Export-Import Financing	3
FIN 4732 Fixed Income Securities	3
FIN 4821 Behavioral Finance	3
FIN 4822 Individual Research	3
FIN 4831 Derivatives Securities	3
FIN 4832 Entrepreneurial Finance	3
FIN 4841 Credit and Risk Management	3

FIN 4931 Seminar in Investment	3
FIN 4941 Seminar in Financial Institutions	3

Third and Fourth Years (Junior and Senior)

During the junior and senior years, students choose a program of study in a major of their own choice with the following structure:

1. Ten Major Required Courses
2. Plan A: Five Major Concentration Courses
OR
 Plan B: Five Business Concentration Courses
OR
 Plan C: Five Major Elective Courses
3. Three Free Elective Courses

Third Year (Junior)

First Semester

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
BIS 3589	Analysis Tools in Finance and Accounting	3
FIN 3701	Corporate Finance	3
FIN 3712	Money and Capital Markets	3
FIN 3714	Business Condition Analysis	3
MGT 3905	Operations Management	3
One Free Elective Course		3
Total		18

Second Semester

Course Code	Course Title	Credits
FIN 3711	Investment	3
FIN 3713	Business Analysis and Valuation	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
One Plan A OR Plan B OR Plan C Course		3
One Plan A OR Plan B OR Plan C Course		3
Total		18

Fourth Year (Senior)

First Semester

Course Code	Course Title	Credits
FIN 4812	International Finance	3
FIN 4813	Financial Management	3
FIN 4814	Quantitative Methods for Financial Decisions	3
FIN 4815	Bank Management	3
One Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
Total		18

Second Semester

Course Code	Course Title	Credits
FIN 4816	Corporate Strategies and Financial Policies	3
MGT 4914	Entrepreneurship	3
One Plan A OR Plan B OR Plan C Course		3
One Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
Total		15

DEPARTMENT OF ACCOUNTING

MAJOR REQUIRED COURSES

	Credits
ACT 3602 Intermediate Accounting I	3
ACT 3603 Intermediate Accounting II	3
ACT 3604 Taxation	3
ACT 3607 Financial Statements Analysis	3
ACT 3622 Cost Accounting	3
ACT 3641 Auditing I	3
ACT 3642 Internal Auditing	3
ACT 4607 Advanced Accounting I	3
ACT 4608 Advanced Accounting II	3
ACT 4646 Accounting Information System	3
ACT 4647 Accounting Software Package	3

PLAN A – MAJOR CONCENTRATION COURSES

Students pursuing **PLAN A** must select **ONE** of the following concentrations in the major area and study its five specified courses:

Auditing	Credits
ACT 3605 Tax Accounting	3
ACT 3626 Hotel Accounting	3
ACT 4609 Accounting Theory	3
ACT 4642 Auditing II	3
<i>Students may choose one of the following two courses:</i>	
ACT 4611 Seminar in Accounting	3
ACT 4643 Seminar in Auditing	3

Cost Accounting	Credits
ACT 3605 Tax Accounting	3
ACT 3623 Cost Management	3
ACT 3626 Hotel Accounting	3
ACT 4609 Accounting Theory	3
ACT 4624 Seminar in Management Accounting	3

PLAN B – BUSINESS CONCENTRATION COURSES

Students pursuing **PLAN B** must select **ONE** of the following concentrations in other business areas and study its five courses:

For students whose ID start with 471XXXX onwards

Business Information Systems	Credits
BIS 3315 Programming and Algorithms	3
BIS 3635 Database Systems	3
BIS 3655 Data Communications and Networking	3
BIS 3666 Information Systems Analysis and Design	3
BIS 4675 Information Systems Project Management	3

Finance and Banking	Credits
FIN 3711 Investment	3
FIN 3712 Money and Capital Markets	3
FIN 3713 Business Analysis and Valuation	3
FIN 4813 Financial Management	3
<i>(Substituted FIN 4813 with FIN 4832 Entrepreneurial Finance Only for Management Major Students)</i>	
FIN 4815 Bank Management	3

Only for students whose ID start with 491XXXX onwards

Hospitality and Tourism Management		Credits
HTM 3101	Introduction to Hotel Management	3
HTM 3102	Introduction to Tourism Industry Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3204	Human Resource Management in Hospitality and Tourism	3
HTM 3205	Marketing for Hospitality and Tourism	3

Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management <i>(Substituted MKT 4730 with MKT 3620 Global Marketing Only for Management Major Students)</i>	3
MKT 4809	Marketing for Services	3

PLAN C – MAJOR ELECTIVE COURSES

Students pursuing **PLAN C** must select any five courses from the following list:

	Credits
ACT 3605 Tax Accounting	3
ACT 3606 Government and Fund Accounting	3
ACT 3621 Budgeting and Planning	3
ACT 3623 Cost Management	3
ACT 3624 Real Estate Accounting	3
ACT 3625 Hospital Accounting	3
ACT 3626 Hotel Accounting	3
ACT 4609 Accounting Theory	3
ACT 4611 Seminars in Accounting	3
ACT 4612 Independent Study	3
ACT 4624 Seminars in Management Accounting	3
ACT 4642 Auditing II	3
ACT 4643 Seminar in Auditing	3
ACT 4645 International Accounting	3
BIS 3588 Digital Business Enterprise	3
BIS 3589 Analysis Tools in Finance and Accounting	3

Third and Fourth Years (Junior and Senior)

During the junior and senior years, students choose a program of study in a major of their own choice with the following structure:

1. Eleven Major Required Courses
2. Plan A: Five Major Concentration Courses
OR
Plan B: Five Business Concentration Courses
OR
Plan C: Five Major Elective Courses
3. Two Free Elective Courses

Third Year (Junior)

First Semester

Course Code	Course Title	Credits
ACT 3602	Intermediate Accounting I	3
ACT 3603	Intermediate Accounting II	3
ACT 3604	Taxation	3
ACT 3622	Cost Accounting	3
BIS 3340	Computer Tools in Research	0
FIN 3701	Corporate Finance	3
One Free Elective Course		3
Total		18

Second Semester

Course Code	Course Title	Credits
ACT 3607	Financial Statement Analysis	3
ACT 3641	Auditing I	3
ACT 3642	Internal Auditing	3
MGT 3905	Operations Management	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
Total		18

Fourth Year (Senior)

First Semester

Course Code	Course Title	Credits
ACT 4607	Advanced Accounting I	3
ACT 4646	Accounting Information System	3
MGT 4914	Entrepreneurship	3
One Plan A OR Plan B OR Plan C Course		3
One Plan A OR Plan B OR Plan C Course		3
One Plan A OR Plan B OR Plan C Course		3
Total		18

Second Semester

Course Code	Course Title	Credits
ACT 4608	Advanced Accounting II	3
ACT 4647	Accounting Software Package	3
One Plan A OR Plan B OR Plan C Course		3
One Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
Total		15

DEPARTMENT OF BUSINESS INFORMATION SYSTEMS

MAJOR REQUIRED COURSES

	Credits
BIS 3315 Programming and Algorithms	3
BIS 3515 Object-Oriented Concept and Programming	3
BIS 3625 Computer Organization and Architecture	3
BIS 3635 Database Systems	3
BIS 3655 Data Communications and Networking	3
BIS 3666 Information Systems Analysis and Design	3
BIS 4675 Information Systems Project Management	3
BIS 4766 Business Process Reengineering	3
BIS 4875 Strategic Technology Management	3
BIS 4996 BIS Senior Project	3

PLAN A – MAJOR CONCENTRATION COURSES

Students pursuing **PLAN A** must select **ONE** of the following concentrations in the major area and study its five specified courses:

Multimedia	Credits
BIS 3348 Principles of Multimedia	3
BIS 3349 Fundamentals of Computer Graphics	3
BIS 3647 Digital VDO Editing	3
BIS 4747 Graphics and Animation	3
BIS 4848 Integrated Multimedia Applications	3

Enterprise Software Development	Credits
BIS 3567 Human Computer Interaction	3
BIS 3617 Web Design and Programming	3
BIS 3618 Selected Programming Language	3
BIS 4718 Web Applications Development	3
BIS 4878 Software Risk Management	3

Electronic Commerce	Credits
BIS 3587 Principles of Electronic Commerce	3
BIS 3617 Web Design and Programming	3
BIS 3687 Electronic Banking and Payment Systems	3
BIS 4718 Web Applications Development	3
BIS 4857 Internet Security	3

PLAN B – BUSINESS CONCENTRATION COURSES

Students pursuing **PLAN B** must select **ONE** of the following concentrations in other business areas and study its five courses:

Only students whose ID start with 471XXXX onwards

Accounting	Credits
ACT 3602 Intermediate Accounting I	3
ACT 3603 Intermediate Accounting II	3
ACT 3604 Taxation	3
ACT 3621 Budgeting and Planning	3
ACT 3622 Cost Accounting	3

Finance and Banking	Credits
FIN 3711 Investment	3
FIN 3712 Money and Capital Markets	3
FIN 3713 Business Analysis and Valuation	3
FIN 4813 Financial Management	3
<i>(Substituted FIN 4813 with FIN 4832 Entrepreneurial Finance Only for Management Major Students)</i>	
FIN 4815 Bank Management	3

Hospitality and Tourism Management		Credits
HTM 3101	Introduction to Hotel Management	3
HTM 3102	Introduction to Tourism Industry Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3204	Human Resource Management in Hospitality and Tourism	3
HTM 3205	Marketing for Hospitality and Tourism	3
 International Business Management		 Credits
IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 4811	International Strategic Management	3
MKT 3620	Global Marketing	3
IBM 4712	Export-Import Management	3
	(For students ID.471XXXX to 48XXXXX)	
IBM 3714	Export-Import Policy and Strategy	3
	(For students ID.491XXXX onwards)	
 Industrial Management		 Credits
IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
IDM 4201	Manufacturing Planning and Control	3
IDM 4203	Quality Management	3
IDM 4302	Industrial Strategic Management	3
	(For students ID.471XXXX to 50XXXXX)	
IDM 3202	Motion and Time Study	3
	(For students ID.51XXXX onwards)	
 Management		 Credits
MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3922	Introduction to New Ventures	3
MGT 4910	Productivity and Quality Management	3
MGT 4916	Negotiation Strategy	3
 Marketing		 Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
	(Substituted MKT 4730 with MKT 3620 Global Marketing Only for Management Major Students)	
MKT 4809	Marketing for Services	3

PLAN C – MAJOR ELECTIVE COURSES

Students pursuing **PLAN C** must select any five courses from the following list:

		Credits	
BIS	3348	Principles of Multimedia	3
BIS	3349	Fundamentals of Computer Graphics	3
BIS	3567	Human Computer Interaction	3
BIS	3587	Principles of Electronic Commerce	3
BIS	3588	Digital Business Enterprise	3
BIS	3589	Analysis Tools in Finance and Accounting	3
BIS	3617	Web Design and Programming	3
BIS	3618	Selected Programming Language	3
BIS	3647	Digital VDO Editing	3
BIS	3687	Electronic Banking and Payment Systems	3
BIS	4697	Current Topic in Business Information Systems	3
BIS	4698	Selected Topic in Business Information Systems	3
BIS	4699	Advanced Topic in Business Information Systems	3
BIS	4718	Web Applications Development	3
BIS	4747	Graphics and Animation	3
BIS	4757	Local Area Networks	3
BIS	4848	Integrated Multimedia Applications	3
BIS	4857	Internet Security	3
BIS	4878	Software Risk Management	3
BIS	4897	Seminar in Business Information Systems	3
BIS	4898	Directed Study I	3
BIS	4899	Directed Study II	3
TS	4261	Internetworking Workshop I	3
TS	4262	Internetworking Workshop II	3

Third and Fourth Years (Junior and Senior)

During the junior and senior years, students choose a program of study in a major of their own choice with the following structure:

1. Ten Major Required Courses
2. Plan A: Five Major Concentration Courses
OR
Plan B: Five Business Concentration Courses
OR
Plan C: Five Major Elective Courses
3. Three Free Elective Courses

Third Year (Junior)

First Semester

Course Code	Course Title	Credits
BIS 3315	Programming and Algorithms	3
BIS 3340	Computer Tools in Research	0
BIS 3515	Object-Oriented Concepts and Programming	3
BIS 3635	Database Systems	3
FIN 3701	Corporate Finance	3
One Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
Total		18

Second Semester

Course Code	Course Title	Credits
BIS 3625	Computer Organization and Architecture	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
MGT 3905	Operations Management	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
Total		18

Fourth Year (Senior)

First Semester

Course Code	Course Title	Credits
BIS 4675	Information Systems Project Management	3
BIS 4766	Business Process Reengineering	3
MGT 4914	Entrepreneurship	3
One Plan A OR Plan B OR Plan C Course		3
One Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
Total		18

Second Semester

Course Code	Course Title	Credits
BIS 4875	Strategic Technology Management	3
BIS 4996	BIS Senior Project	3
One Plan A OR Plan B OR Plan C Course		3
One Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
Total		15

DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT

MAJOR REQUIRED COURSES

	Credits
HTM 3101 Introduction to Hospitality Management	3
HTM 3102 Introduction to Tourism Management	3
HTM 3103 Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3204 Human Resource Management in Hospitality and Tourism	3
HTM 3205 Marketing for Hospitality and Tourism	3
HTM 4106 Operations Management for Hospitality and Tourism	3
HTM 4107 Hospitality and Tourism Information System	3
HTM 4108 Education and Training in Hospitality and Tourism	3
HTM 4209 Seminar in Hospitality and Tourism	3
HTM 4210 Strategic Management in Hospitality and Tourism	3

PLAN A – MAJOR CONCENTRATION COURSES

Students pursuing **PLAN A** must select **ONE** of the following concentrations in the major area and study its five specified courses:

	Credits
Hospitality Management	
HTM 3211 Food and Beverage Management	3
HTM 3212 Accommodation Management and Operations	3
HTM 4111 Food & Beverage Service	3
HTM 4112 Kitchen Operation	3
HTM 4211 Service Management in Hospitality	3

Tourism Management

HTM 3221 MICE Management	3
HTM 3222 Attraction Management	3
HTM 4121 Tour Operations Management	3
HTM 4122 Planning and Development in Tourism	3
HTM 4221 Tour Guiding	3

Students who would like to obtain an official tour guide certificate (Thai and Non-Thai Students) and license (Thai Students only) from Tourism Authority of Thailand are required to complete the non-credit courses as follows;

HTM 4123 Thai History, Society and Culture for Tourism	0
HTM 4222 Thailand Tourism Products	0

PLAN B – BUSINESS CONCENTRATION COURSES

Students pursuing **PLAN B** must select **ONE** of the following concentrations in other business areas and study its five courses:

Business Information Systems	Credits
BIS 3315 Programming and Algorithms	3
BIS 3635 Database Systems	3
BIS 3655 Data Communications and Networking	3
BIS 3666 Information Systems Analysis and Design	3
BIS 4675 Information Systems Project Management	3

International Business Management

	Credits
IBM 3711 Comparative Management	3
IBM 3713 International Management	3
IBM 4811 International Strategic Management	3
MKT 3620 Global Marketing	3
IBM 4712 Export-Import Management	3
	(For students ID.471XXXX to 48XXXXX)
IBM 3714 Export-Import Policy and Strategy	3
	(For students ID.491XXXX onwards)

Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
	<i>(Substituted MKT 4730 with MKT 3620 Global Marketing Only for Management Major Students)</i>	
MKT 4809	Marketing for Services	3

Management		Credits
MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3922	Introduction to New Ventures	3
MGT 4910	Productivity and Quality Management	3
MGT 4916	Negotiation Strategy	3

PLAN C – MAJOR ELECTIVE COURSES

Students pursuing **PLAN C** must select any five courses from the following list:

		Credits
HTM 3211	Food and Beverage Management	3
HTM 3212	Accommodation Management and Operations	3
HTM 3221	MICE Management	3
HTM 3222	Attraction Management	3
HTM 4111	Food & Beverage Service	3
HTM 4112	Kitchen Operation	3
HTM 4121	Tour Operations Management	3
HTM 4122	Planning and Development in Tourism	3
HTM 4211	Service Management in Hospitality	3
HTM 4221	Tour Guiding	3

Third and Fourth Years (Junior and Senior)

During the junior and senior years, students choose a program of study in a major of their own choice with the following structure:

1. Ten Major Required Courses
2. Plan A: Five Major Concentration Courses
OR
Plan B: Five Business Concentration Courses
OR
Plan C: Five Major Elective Courses
3. Three Free Elective Courses

Third Year (Junior)

First Semester

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
FIN 3701	Corporate Finance	3
HTM 3101	Introduction to Hotel Management	3
HTM 3102	Introduction to Tourism Industry	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
MGT 3905	Operations Management	3
One Free Elective Courses		3
Total		18

Second Semester

Course Code	Course Title	Credits
HTM 3204	Human Resource Management in Hospitality and Tourism	3
HTM 3205	Marketing for Hospitality in Tourism	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
One Plan A OR Plan B OR Plan C Course		3
One Plan A OR Plan B OR Plan C Course		3
Total		18

Fourth Year (Senior)

First Semester

Course Code	Course Title	Credits
HTM 4106	Operations Management for Hospitality and Tourism	3
HTM 4107	Hospitality and Tourism Information System	3
HTM 4108	Law in Hospitality and Tourism	3
One Plan A OR Plan B OR Plan C Course		3
One Plan A OR Plan B OR Plan C Course		3
One Plan A Non-credit Course		0
One Free Elective Courses		3
Total		18

Second Semester

Course Code	Course Title	Credits
HTM 4209	Seminar in Hospitality and Tourism	3
HTM 4210	Strategic Management in Hospitality and Tourism	3
MGT 4914	Entrepreneurship	3
One Plan A OR Plan B OR Plan C Course		3
One Plan A Non-credit Course		0
One Free Elective Courses		3
Total		15

DEPARTMENT OF INTERNATIONAL BUSINESS MANAGEMENT

MAJOR REQUIRED COURSES

		Credits
BIS 3588	Digital Business Enterprise	3
FIN 4812	International Finance	3
MKT 3620	Global Marketing	3
IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategy	3
IBM 4710	International Operations Management	3
IBM 4711	International Human Resource Management	3
IBM 4809	International Business Research	3
IBM 4811	International Strategic Management	3

PLAN A – MAJOR CONCENTRATION COURSES

Students pursuing **PLAN A** must select **ONE** of the following concentrations in the major area and study its five specified courses:

Only for students whose ID start with 471XXXXX to 48XXXXXX

		Credits
International Marketing		
IBM 3641	International Product and Brand Planning	3
IBM 4840	Global Supply Chain Management	3
IBM 4841	International Services Management	3
MKT 3835	International Marketing Communications	3
MKT 3530	Consumer Behavior	3

Only for students whose ID start with 491XXXXX onwards

		Credits
International Marketing		
IBM 3641	International Product and Brand Planning	3
IBM 3642	International Buyer Behavior	3
IBM 3643	International Marketing Communications	3
IBM 4840	Global Supply Chain Management	3
IBM 4842	International Pricing Strategy	3

PLAN B – BUSINESS CONCENTRATION COURSES

Students pursuing **PLAN B** must select **ONE** of the following concentrations in other business areas and study its five courses:

Only for students whose ID start with 471XXXXX onwards

		Credits
Accounting		
ACT 3602	Intermediate Accounting I	3
ACT 3603	Intermediate Accounting II	3
ACT 3604	Taxation	3
ACT 3621	Budgeting and Planning	3
ACT 3622	Cost Accounting	3

		Credits
Business Information Systems		
BIS 3315	Programming and Algorithms	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project Management	3

Finance and Banking		Credits
FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3713	Business Analysis and Valuation	3
FIN 4813	Financial Management	3
FIN 4815	Bank Management	3

Hospitality and Tourism Management		Credits
HTM 3101	Introduction to Hotel Management	3
HTM 3102	Introduction to Tourism Industry Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3205	Marketing for Hospitality and Tourism	3
HTM 4107	Hospitality and Tourism Information (For students ID.471XXXX to 48XXXXX)	3
HTM 3204	Human Resource Management in Hospitality and Tourism (For students ID.491XXXX onwards)	3

Only for students whose ID start with 491XXXX onwards

Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
MKT 4809	Marketing for Services	3

PLAN C – MAJOR ELECTIVE COURSES

Students pursuing **PLAN C** must select any five courses from the following list:

		Credits
BIS 3587	Principles of Electronic Commerce	3
FIN 3724	Financial Feasibility Planning	3
FIN 3725	Managerial Economics	3
FIN 4722	Personal Finance	3
FIN 4723	Export-Import Financing	3
IBM 3641	International Product and Brand Planning	3
IBM 3642	International Buyer Behavior	3
IBM 3643	International Marketing Communications	3
IBM 3720	International Business Law and Regulations	3
IBM 3721	Export-Import Cargo Insurance	3
IBM 3820	International Accounting and Taxation	3
IBM 4820	International Cooperative Strategies	3
IBM 4821	International Financial Markets	3
IBM 4840	Global Supply Chain Management	3
IBM 4841	International Services Marketing	3
IBM 4842	International Pricing Strategy	3
IBM 4920	Seminar in International Business Management	3
IBM 4921	Individual Research	3
MGT 3915	Project Management	3
MGT 4916	Negotiation Strategy	3
MKT 3530	Consumer Behavior	3

FOREIGN LANGUAGE COURSES

Business French		Credits
FR 0500	French for Beginners I	3
FR 0501	French for Beginners II	3
FR 1500	Introduction to French	3
FR 1501	French I	3
FR 2501	French II	3

Business Chinese		Credits
CN 0400	Chinese for Beginners I	3
CN 0401	Chinese for Beginners II	3
CN 1400	Introduction to Chinese	3
CN 1401	Chinese I	3
CN 2401	Chinese II	3

Business Japanese		Credits
JA 0700	Japanese for Beginners I	3
JA 0701	Japanese for Beginners II	3
JA 1700	Introduction to Japanese	3
JA 1701	Japanese I	3
JA 2701	Japanese II	3

Third and Fourth Years (Junior and Senior)

During the junior and senior years, students choose a program of study in a major of their own choice with the following structure:

1. Ten Major Required Courses
2. Plan A: Five Major Concentration Courses
OR
Plan B: Five Business Concentration Courses
OR
Plan C: Five Major Elective Courses
3. Three Free Elective Courses

Third Year (Junior)

First Semester

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
BIS 3588	Digital Business Enterprise	3
FIN 3701	Corporate Finance	3
IBM 3711	Comparative Management	3
MKT 3620	Global Marketing	3
One Plan A OR Plan B OR Plan C Course		3
One Plan A OR Plan B OR Plan C Course		3
	Total	18

Second Semester

Course Code	Course Title	Credits
IBM 3713	International Management	3
IBM 3714	Export – Import Policy and Strategy	3
MGT 3905	Operations Management	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
One Plan A OR Plan B OR Plan C Course		3
	Total	18

Fourth Year (Senior)

First Semester

Course Code	Course Title	Credits
FIN 4812	International Finance	3
IBM 4710	International Operations Management	3
IBM 4711	International Human Resource Management	3
IBM 4809	International Business Research	3
One Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
	Total	18

Second Semester

Course Code	Course Title	Credits
IBM 4811	International Strategic Management	3
MGT 4914	Entrepreneurship	3
One Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
One Free Elective Course		3
	Total	15

DEPARTMENT OF INDUSTRIAL MANAGEMENT

MAJOR REQUIRED COURSES

	Credits
IDM 3202 Motion and Time Study	3
IDM 3203 Logistics and Supply Chain Management	3
IDM 3204 Industrial Safety and Risk Management	3
IDM 4201 Manufacturing Planning and Control	3
IDM 4202 Production Costing and Budgeting	3
IDM 4203 Quality Management	3
IDM 4204 Industrial Project Feasibility Analysis and Management	3
IDM 4206 Industrial Environmental Management	3
IDM 4302 Industrial Strategic Management	3
IDM 4501 Seminar in Industrial Management	3

PLAN A – MAJOR CONCENTRATION COURSES

Students pursuing **PLAN A** must select **ONE** of the following concentrations in the major area and study its five specified courses:

Logistics and Supply Chain Management Concentration

	Credits
IDM 3301 Warehousing, Transportation and Distribution Management	3
IDM 3305 Customer Relationship Management	3
IDM 4301 Information Technology in Supply Chain	3
MKT 3515 Purchasing and Supply Chain Management	3
MKT 3803 Retail Management	3

Manufacturing Management Concentration

	Credits
IDM 3401 Manufacturing Information Systems	3
IDM 3402 Facility Management	3
IDM 3403 Industrial Engineering Management	3
IDM 4401 Technology and Innovation Management	3
IDM 4403 Industrial Quantitative Methods and Management	3

PLAN B – BUSINESS CONCENTRATION COURSES

Students pursuing **PLAN B** must select **ONE** of the following concentrations in other business areas and study its five courses:

Accounting

	Credits
ACT 3602 Intermediate Accounting I	3
ACT 3603 Intermediate Accounting II	3
ACT 3604 Taxation	3
ACT 3621 Budgeting and Planning	3
ACT 3622 Cost Accounting	3

Business Information Systems

	Credits
BIS 3315 Programming and Algorithms	3
BIS 3635 Database Systems	3
BIS 3655 Data Communications and Networking	3
BIS 3666 Information Systems Analysis and Design	3
BIS 4675 Information Systems Project Management	3

Finance and Banking

	Credits
FIN 3711 Investment	3
FIN 3712 Money and Capital Markets	3
FIN 3713 Business Analysis and Valuation	3
FIN 4813 Financial Management	3
<i>(Substituted FIN 4813 with FIN 4832 Entrepreneurial Finance Only for Management Major Students)</i>	
FIN 4815 Bank Management	3

Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
	<i>(Substituted MKT 4730 with MKT 3620 Global Marketing Only for Management Major Students)</i>	
MKT 4809	Marketing for Services	3

Real Estate Management		Credits
REM 3111	Principles of Real Estate	3
REM 3112	Real Estate Law	3
REM 3211	Principles of Real Estate Development	3
REM 3212	Real Estate Finance	3
REM 4111	Principles of Real Estate Property Management	3

PLAN C – MAJOR ELECTIVE COURSES

Students pursuing **PLAN C** must select any five courses from the following list:

		Credits
FIN 4841	Credit and Risk Management	3
IDM 3205	Manufacturing Systems Management	3
IDM 3301	Warehousing, Transportation and Distribution Management	3
IDM 3302	Materials Management	3
IDM 3305	Customer Relationship Management	3
IDM 4301	Information Technology in Supply Chain	3
IDM 3401	Manufacturing Information Systems	3
IDM 3402	Facility Management	3
IDM 3403	Industrial Engineering Management	3
IDM 4207	Internship in Industrial Management	3
IDM 4401	Technology and Innovation Management	3
IDM 4402	Total Quality Management	3
IDM 4403	Industrial Quantitative Methods and Management	3
MGT 3903	Leadership	3
MGT 3942	Organizational Behavior	3
MGT 4916	Negotiation Strategy	3
MGT 4925	Labor Relations	3
MKT 3515	Purchasing and Supply Chain Management	3
MKT 3530	Consumer Behavior	3
MKT 3803	Retail Management	3
MKT 4730	Marketing Management	3
MKT 4806	Product and Brand Management	3
MKT 4810	Export-Import Management	3

Third and Fourth Years (Junior and Senior)

During the junior and senior years, students choose a program of study in a major of their own choice with the following structure:

1. Ten Major Required Courses
2. Plan A: Five Major Concentration Courses
OR
Plan B: Five Business Concentration Courses
OR
Plan C: Five Major Elective Courses
3. Three Free Elective Courses

Third Year (Junior)

First Semester

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
FIN 3701	Corporate Finance	3
IBM 2702	International Business Environment	3
MKT 3940	Business Research Methodology	3
IDM 3202	Motion and Time Study	3
IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
Total		18

Second Semester

Course Code	Course Title	Credits
IDM 4201	Manufacturing Planning and Control	3
IDM 4202	Production Costing and Budgeting	3
IDM 4203	Quality Management	3
MGT 3907	Business Communication	3
One Plan A OR Plan B OR Plan C Course		3
One Plan A OR Plan B OR Plan C Course		3
Total		18

Fourth Year (Senior)

First Semester

Course Code	Course Title	Credits
IDM 4204	Industrial Project Feasibility Analysis and Management	3
IDM 4206	Industrial Environmental Management	3
IDM 4501	Seminar in Industrial Management	3
One Plan A OR Plan B OR Plan C Course		3
One Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
Total		18

Second Semester

Course Code	Course Title	Credits
MGT 4914	Entrepreneurship	3
IDM 4302	Industrial Strategic Management	3
One Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
One Free Elective Course		3
Total		15

DEPARTMENT OF REAL ESTATE

MAJOR REQUIRED COURSES

	Credits
REM 3111 Principles of Real Estate	3
REM 3112 Real Estate Law	3
REM 3113 Real Estate Economics	3
REM 3114 Building Design and Construction Techniques	3
REM 3211 Principles of Real Estate Development	3
REM 3212 Real Estate Finance	3
REM 3213 Real Estate Appraisal	3
REM 3214 Principles of Real Estate Investment Analysis	3
REM 4111 Principles of Real Estate Property Management	3
REM 4112 Computer Applications in Real Estate	3

PLAN A – MAJOR CONCENTRATION COURSES

Students pursuing **PLAN A** must select **ONE** of the following concentrations in the major area and study its five specified courses:

Real Estate Development Concentration	Credits
REM 4131 Real Estate Project Management	3
REM 4132 Advanced Real Estate Investment Analysis	3
REM 4231 Real Estate Marketing and Brokerage Management	3
REM 4191 Seminar in Real Estate Business	3
REM 4381 Internship in Real Estate	3

Property Valuation Concentration	Credits
REM 4141 Advanced Real Estate Appraisal	3
REM 4142 Professional Appraisal Practice and Ethics	3
REM 4192 Seminar in Property Valuation	3
REM 4241 Valuation for Special Purposes	3
REM 4382 Internship in Real Estate Appraisal	3

PLAN B – BUSINESS CONCENTRATION COURSES

Students pursuing **PLAN B** must select **ONE** of the following concentrations in other business areas and study its five courses:

Accounting	Credits
ACT 3602 Intermediate Accounting I	3
ACT 3603 Intermediate Accounting II	3
ACT 3604 Taxation	3
ACT 3621 Budgeting and Planning	3
ACT 3622 Cost Accounting	3

Business Information Systems	Credits
BIS 3315 Programming and Algorithms	3
BIS 3635 Database Systems	3
BIS 3655 Data Communications and Networking	3
BIS 3666 Information Systems Analysis and Design	3
BIS 4675 Information Systems Project Management	3

Economics	Credits
ECO 3711 Intermediate Microeconomics	3
ECO 3712 Intermediate Macroeconomics	3
ECO 3716 International trade	3
ECO 3717 Managerial Economics	3
ECO 4911 Seminar in Economics	3

Finance and Banking		Credits
FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3713	Business Analysis and Valuation	3
FIN 4813	Financial Management	3
	<i>(Substituted FIN 4813 with FIN 4832 Entrepreneurial Finance Only for Management Major Students)</i>	
FIN 4815	Bank Management	3
Hospitality and Tourism Management		Credits
HTM 3101	Introduction to Hotel Management	3
HTM 3102	Introduction to Tourism Industry Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3204	Human Resource Management in Hospitality and Tourism	3
HTM 3205	Marketing for Hospitality and Tourism	3
International Business Management		Credits
IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategy	3
IBM 4811	International Strategic Management	3
MKT 3620	Global Marketing	3
Industrial Management		Credits
IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
IDM 4201	Manufacturing Planning and Control	3
IDM 4203	Quality Management	3
IDM 4302	Industrial Strategic Management	3
	<i>(For students ID.471XXXX to 50XXXXX)</i>	
IDM 3202	Motion and Time Study	3
	<i>(For students ID.51XXXX onwards)</i>	
Insurance Management		Credits
IC 3331	Property Insurance	3
IC 3332	Casualty Insurance	3
IG 1211	Principles of Risk Management and Insurance	3
IL 3321	Principles of Life Assurance	3
IL 3322	Advanced Life and Health Insurance	3
Management		Credits
MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3922	Introduction to New Ventures	3
MGT 4910	Productivity and Quality Management	3
MGT 4916	Negotiation Strategy	3
Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
	<i>(Substituted MKT 4730 with MKT 3620 Global Marketing Only for Management Major Students)</i>	
MKT 4809	Marketing for Services	3

PLAN C – MAJOR ELECTIVE COURSES

Students pursuing **PLAN C** must select any five courses from the following list:

	Credits
REM 4131 Real Estate Project Management	3
REM 4132 Advanced Real Estate Investment Analysis	3
REM 4141 Advanced Real Estate Appraisal	3
REM 4142 Professional Appraisal Practice and Ethics	3
REM 4191 Seminar in Real Estate Business	3
REM 4192 Seminar in Property Valuation	3
REM 4221 Directed Study in Real Estate	3
REM 4222 Capital Markets Related to Real Estate Business	3
REM 4231 Real Estate Marketing and Brokerage Management	3
REM 4241 Valuation for Special Purposes	3
REM 4381 Internship in Real Estate Business	3

Third and Fourth Years (Junior and Senior)

During the junior and senior years, students choose a program of study in a major of their own choice with the following structure:

1. Ten Major Required Courses
2. Plan A: Five Major Concentration Courses
OR
Plan B: Five Business Concentration Courses
OR
Plan C: Five Major Elective Courses
3. Three Free Elective Courses

Third Year (Junior)

First Semester

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
FIN 3701	Corporate Finance	3
MGT 3905	Operations Management	3
REM 3111	Principles of Real Estate	3
REM 3112	Real Estate Law	3
REM 3113	Real Estate Economics	3
REM 3114	Building Design and Construction Techniques	3
Total		18

Second Semester

Course Code	Course Title	Credits
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
REM 3211	Principles of Real Estate Development	3
REM 3212	Real Estate Finance	3
REM 3213	Real Estate Appraisal	3
REM 3214	Principles of Real Estate Investment Analysis	3
Total		18

Fourth Year (Senior)

First Semester

Course Code	Course Title	Credits
REM 4111	Principles of Real Estate Property Management	3
REM 4112	Computer Applications in Real Estate	3
Three Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
Total		18

Second Semester

Course Code	Course Title	Credits
MGT 4914	Entrepreneurship	3
Two Plan A OR Plan B OR Plan C Course		3
One Free Elective Course		3
One Free Elective Course		3
Total		15

DEPARTMENT OF INSURANCE

Major Required Courses	30 Credits	Credits
INS 3101	Principles of Risk Management and Insurance	3
INS 3102	Insurance Law	3
INS 3201	Property Insurance	3
INS 3202	Casualty Insurance	3
INS 3301	Principles of Life Assurance	3
INS 4103	Insurance Marketing	3
INS 4104	Reinsurance	3
INS 4203	Marine and Aviation Insurance	3
INS 4302	Accident, Group and Health Insurance	3
INS 4303	Life Assurance Underwriting	3

PLAN A – MAJOR CONCENTRATION COURSES

Students pursuing **PLAN A** must select **ONE** of the following concentrations in the major area and study its five specified courses:

Property and Casualty Insurance	Credits	
INS 3203	Engineering Insurance	3
INS 4204	Property and Casualty Insurance Accounting and Finance	3
INS 4205	Survey and Claim Management in Property and Casualty Insurance	3
INS 4206	Essential of Risk management	3
INS 4207	Insurance Management	3

Life Assurance	Credits	
INS 4304	Life Assurance Mathematics	3
INS 4305	Claim Management in Life Assurance	3
INS 4306	Life Assurance and Financial Planning	3
INS 4307	Life Assurance Agency Administration	3
INS 4308	Managing for Solvency and Profitability in Life Assurance	3

PLAN B – BUSINESS CONCENTRATION COURSES

Students pursuing **PLAN B** must select **ONE** of the following concentrations in other business areas and study its five courses:

Accounting	Credits	
ACT 3602	Intermediate Accounting I	3
ACT 3603	Intermediate Accounting II	3
ACT 3604	Taxation	3
ACT 3621	Budgeting and Planning	3
ACT 3622	Cost Accounting	3

Business Information Systems	Credits	
BIS 3315	Programming and Algorithms	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project management	3

Finance and Banking		Credits
FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3713	Business Analysis and Valuation	3
FIN 4813	Financial Management	3
FIN 4815	Bank Management	3
Hospitality and Tourism Management		Credits
HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3204	Human Resource Management in Hospitality and Tourism	3
HTM 3205	Marketing for Hospitality and Tourism	3
International Business Management		Credits
IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategy	3
IBM 4811	International Strategic Management	3
MKT 3620	Global Marketing	3
Industrial Management		Credits
IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
IDM 4201	Manufacturing Planning and Control	3
IDM 4203	Quality Management	3
IDM 4302	Industrial Strategic Management (For students ID.471XXXX to 50XXXXX)	3
IDM 3202	Motion and Time Study (For students ID.51XXXX onwards)	3
Management		Credits
MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3922	Introduction to New Ventures	3
MGT 4910	Productivity and Quality Management	3
MGT 4916	Negotiation Strategy	3
Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Comparative Analysis and Strategy	3
MKT 4730	Marketing Management	3
MKT 4809	Marketing for Services	3
Real Estate		Credits
REM 3111	Principles of Real Estate	3
REM 3112	Real Estate Law	3
REM 3113	Real Estate Economics	3
REM 3114	Building Design and Construction Techniques	3
REM 3211	Principles of Real Estate Development	3

PLAN C – MAJOR ELECTIVE COURSES

Students pursuing **PLAN C** must select any five courses from the following list:

		Credits
INS 3203	Engineering Insurance	3
INS 4105	Seminar in Insurance	3
INS 4106	Information Management in Insurance	3
INS 4204	Property and Casualty Insurance Accounting and Finance	3
INS 4205	Survey and Claim Management in Property and Casualty Insurance	3
INS 4206	Essentials of Risk Management	3
INS 4207	Insurance Management	3
INS 4208	Internship in Property and Casualty Insurance	3
INS 4209	Directed Studies in Property & Casualty Insurance	3
INS 4210	Risk Control and Risk Financing	3
INS 4304	Life Assurance Mathematics	3
INS 4305	Claim Management in Life Assurance	3
INS 4306	Life Assurance and Financial Planning	3
INS 4307	Life Assurance Agency Administration	3
INS 4308	Managing for Solvency and Profitability in Life Assurance	3
INS 4309	Internship in Life Assurance	3
INS 4310	Directed Studies in Life Assurance	3

Third and Fourth Years (Junior and Senior)

During the junior and senior years, students choose a program of study in a major of their own choice with the following structure:

4. Ten Major Required Courses
5. Plan A: Five Major Concentration Courses
OR
Plan B: Five Business Concentration Courses
OR
Plan C: Five Major Elective Courses
6. Three Free Elective Courses

Third Year (Junior)

First Semester

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
FIN 3701	Corporate Finance	3
MGT 3905	Operations Management	3
INS 3101	Principles of Risk Management and Insurance	3
INS 3102	Insurance Law	3
	One Free Elective Course	3
	One Free Elective Course	3
Total		18

Second Semester

Course Code	Course Title	Credits
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
INS 3201	Property Insurance	3
INS 3202	Casualty Insurance	3
INS 3301	Principles of Life Assurance	3
	Three Plan A OR Plan B OR Plan C Course	3
Total		18

Fourth Year (Senior)

First Semester

Course Code	Course Title	Credits
MGT 4914	Entrepreneurship	3
INS 4203	Marine and Aviation Insurance	3
INS 4302	Accident, Group and Health Insurance	3
INS 4303	Life Assurance Underwriting	3
	Three Plan A OR Plan B OR Plan C Course	3
	Three Plan A OR Plan B OR Plan C Course	3
Total		18

Second Semester

Course Code	Course Title	Credits
INS 4103	Insurance Marketing	3
INS 4104	Reinsurance	3
	Three Plan A OR Plan B OR Plan C Course	3
	Three Plan A OR Plan B OR Plan C Course	3
	One Free Elective Course	3
Total		15

DEPARTMENT OF BUSINESS ECONOMICS

General Education Courses 45 Credits		Credits
BG 1000	Communication in Thai	3
BG 1001	English I	3
BG 1002	English II	3
BG 2000	English III	3
BG 2001	English IV	3
BG 2402	Ethics	3
BG 1200	Mathematics for Business	3
BG 1201	Statistics I	3
BG 2200	Statistics II	3
BG 1202	Science, Man and His Environment	3
BG 1204	Calculus I	3
GS 1003	World Civilization	3
GS 2002	Introduction to Logic	3
MGT 1101	Introduction to Business	3
MGT 2404	Managerial Psychology	3

Business Core Courses 33 Credits		Credits
ACT 1600	Fundamentals of Financial Accounting	3
ACT 2620	Fundamentals of Managerial Accounting	3
BIS 1140	Microcomputer Applications	0
BIS 2180	Information Technology	3
BIS 3340	Computer Tools in Research	0
ECO 1401	Economic Reasoning	3
ECO 2501	Principles of Microeconomics	3
ECO 2502	Principles of Macroeconomics	3
ECO 2503	Economy, Society and Government	3
FIN 3701	Corporate Finance	3
MGT 2900	Principles of Management	3
MGT 3940	Business Research Methodology	3
MKT 2280	Principles of Marketing	3

Major Required Courses 30 Credits		Credits
ECO 3711	Intermediate Microeconomics	3
ECO 3712	Intermediate Macroeconomics	3
ECO 3713	Economics of Money and Banking	3
ECO 3714	Mathematical Economics	3
ECO 3715	Introduction to Econometrics	3
ECO 3716	International Trade	3
ECO 3717	Managerial Economics	3
ECO 4711	International Macroeconomics	3
ECO 4712	Economics of Strategy	3
ECO 4911	Seminar in Economics	3

Major Elective Courses 12 Credits
Choose 4 of the following major elective economic courses

		Credits
ECO 3721	Industrial Organization	3
ECO 3722	Business Cycles and Forecasting	3
ECO 3723	Public Finance	3
ECO 3724	Comparative Economic Systems	3
ECO 3725	Financial Economics	3
ECO 4721	Project Evaluation	3
ECO 4722	Economics of Human Resource	3
ECO 4723	Agricultural Economics and Agribusiness	3
ECO 4724	Economics of E-Business	3

Business Concentration Required Courses 15 Credits

The program offers students a choice of Business concentrations, which would help develop specific skills for utilization and specialization in student's future career. Students can choose from the four Business Concentrations:

Business Information Systems		Credits
BIS 3315	Programming and Algorithms	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project Management	3
Finance and Banking		Credits
FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3713	Business Analysis and Valuation	3
FIN 4813	Financial Management	3
FIN 4815	Bank Management	3
International Business Management		Credits
IBM 3711	Comparative Management	3
MKT 3620	Global Marketing	3
IBM 3713	International Management	3
IBM 4712	Export-Import Management	3
IBM 4811	International Strategic Management	3
Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
MKT 4809	Marketing for Services	3

Business Concentration Elective courses 6 Credits

With respect to the chosen Business Concentration, students have to choose one subject within Business Concentration Elective. Following are the Electives with respect to each Business Concentration.

Business Information Systems		Credits
BIS 3348	Principles of Multimedia	3
BIS 3349	Fundamentals of Computer Graphics	3
BIS 3567	Human Computer Interaction	3
BIS 3587	Principles of Electronic Commerce	3
BIS 3588	Digital Business Enterprise	3
BIS 3589	Analysis Tools in Finance and Accounting	3
BIS 3617	Web Design and Programming	3
BIS 3618	Selected Programming Language	3
BIS 3647	Digital VDO Editing	3
BIS 3687	Electronic Banking and Payment Systems	3
BIS 4697	Current Topic in Business Information Systems	3
BIS 4698	Selected Topic in Business Information Systems	3
BIS 4699	Advanced Topic in Business Information Systems	3
BIS 4718	Web Applications Development	3
BIS 4747	Graphics and Animation	3
BIS 4757	Local Area Networks	3
BIS 4848	Integrated Multimedia Applications	3
BIS 4857	Internet Security	3
BIS 4878	Software Risk Management	3
BIS 4897	Seminar in Business Information Systems	3
BIS 4898	Directed Study I	3
BIS 4899	Directed Study II	3
TS 4261	Internetworking Workshop I	3
TS 4262	Internetworking Workshop II	3
Finance and Banking		Credits
BIS 3588	Digital Business Enterprises	3
BIS 3687	Electronic Banking and Payment Systems	3
FIN 3715	Personal Finance	3
FIN 3723	Central Banking System and Policy	3
FIN 3724	Financial Feasibility Planning	3
FIN 3725	Managerial Economics	3
FIN 3731	Portfolio Management and Security Analysis	3
FIN 3733	Institutional Banking For Emerging Markets	3
FIN 3743	International Banking	3
FIN 3832	Real Estate Investment Analysis and Valuation	3
FIN 4721	Laws and Practices in Finance	3
FIN 4723	Export-Import Financing	3
FIN 4732	Fixed Income Securities	3
FIN 4821	Behavioral Finance	3
FIN 4822	Individual Research	3
FIN 4831	Derivatives Securities	3
FIN 4832	Entrepreneurial Finance	3
FIN 4841	Credit and Risk Management	3
FIN 4931	Seminar in Investment	3
FIN 4941	Seminar in Financial Institutions	3

International Business Management			Credits
BIS	3587	Principles of Electronic Commerce	3
FIN	3724	Financial Feasibility Planning	3
FIN	3725	Managerial Economics	3
FIN	4722	Personal Finance	3
FIN	4723	Export-Import Financing	3
IBM	3641	International Product and Brand Planning	3
IBM	3720	International Business Law and Regulations	3
IBM	3721	Export-Import Cargo Insurance	3
IBM	3820	International Accounting and Taxation	3
IBM	4820	International Cooperative Strategies	3
IBM	4821	International Financial Markets	3
IBM	4840	Global Supply Chain Management	3
IBM	4841	International Services Marketing	3
IBM	4920	Seminar in International Business Management	3
IBM	4921	Individual Research	3
MKT	3835	International Marketing Communications	3
MGT	3915	Project Management	3
MGT	4916	Negotiation Strategy	3
MKT	3530	Consumer Behavior	3

Marketing			Credits
MKT	3212	Retail Promotion	3
MKT	3627	Sales Promotion	3
MKT	3628	Public Relations	3
MKT	3629	Pricing Strategy and Decisions	3
MKT	3803	Retail Management	3
MKT	3823	Marketing Channel Strategy and Decisions	3
MKT	3830	Direct Marketing	3
MKT	3831	Retail Buying and Merchandise Management	3
MKT	3832	Customer Relationship Management	3
MKT	3833	Marketing for Technological Products	3
MKT	3834	Internet Advertising	3
MKT	3835	International Marketing Communications	3
MKT	4726	Advertising and Creative Strategy	3
MKT	4727	Integrated Media Planning	3
MKT	4805	Business-to-Business Marketing	3
MKT	4806	Product and Brand Management	3
MKT	4807	Agricultural Marketing	3
MKT	4809	Marketing for Services	3
MKT	4810	Export-Import Management	3
MKT	4811	Seminar in Marketing	3
MKT	4812	Individual Research	3
MKT	4825	Logistics in Retailing	3
MKT	4831	Strategic Retailing Planning	3
MKT	4845	IMC Research	3
MKT	4846	IMC and Build Brand Equity	3
MKT	4847	IMC Workshop	3
MKT	4848	Contemporary Issues in Marketing	3
MKT	4849	IMC Campaign Planning	3
MKT	4857	Qualitative Research in Marketing	3
BIS	3588	Digital Business Enterprise	3
FIN	4841	Credit and Risk Management	3
HTM	3101	Introduction to Hotel Management	3
HTM	3102	Introduction to Tourism Industry Management	3

Suggested Program of Study

First Year (Freshman)

First Semester

Course Code	Course Title	Credits
BG 1000	Communication in Thai	3
BG 1001	English I	3
BG 1200	Mathematics for Business	3
BG 1201	Statistics I	3
BG 1202	Science, Man and His Environment	3
GS 2002	Introduction to Logic	3
Total		18

Second Semester

Course Code	Course Title	Credits
ACT 1600	Fundamentals of Financial Accounting	3
BG 1002	English II	3
BG 1204	Calculus I	3
BG 2200	Statistics II	3
BIS 1140	Microcomputer Applications	0
ECO 1401	Economic Reasoning	3
MGT 1101	Introduction to Business	3
Total		18

Second Year (Sophomore)

First Semester

Course Code	Course Title	Credits
ACT 2620	Fundamentals of Managerial Accounting	3
BG 2000	English III	3
BIS 2180	Information Technology	3
ECO 2501	Principles of Microeconomics	3
MGT 2404	Managerial Psychology	3
MKT 2280	Principles of Marketing	3
Total		18

Second Semester

Course Code	Course Title	Credits
BG 2001	English IV	3
BG 2402	Ethics	3
BIS 3340	Computer Tools in Research	0
ECO 2502	Principles of Macroeconomics	3
ECO 2503	Economy, Society, and Government	3
GS 1003	World Civilization	3
MGT 2280	Principles of Management	3
Total		18

Third Year (Junior)

First Semester

Course Code	Course Title	Credits
ECO 3711	Intermediate Microeconomics	3
ECO 3713	Economics of Money and Banking	3
ECO 3714	Mathematical Economics	3
FIN 3701	Corporate Finance	3
MGT 3940	Business Research Methodology	3
One Business Concentration Required Course		3
Total		18

Second Semester

Course Code	Course Title	Credits
ECO 3712	Intermediate Macroeconomics	3
ECO 3715	Introduction to Econometrics	3
ECO 3716	International Trade	3
ECO 3717	Managerial Economics	3
Two Business Concentration Required Courses		6
Total		18

Fourth Year (Senior)

First Semester

Course Code	Course Title	Credits
ECO 4711	International Macroeconomics	3
ECO 4712	Economics of Strategy	3
One Business Concentration Required Course		3
One Business Concentration Elective Course		3
Two Major Elective Economic Courses		6
Total		18

Second Semester

Course Code	Course Title	Credits
ECO 4911	Seminar in Economics	3
One Business Concentration Required Course		3
Two Major Elective Economic Courses		6
Two Free Elective Course		6
Total		18

COURSE DESCRIPTIONS

ACT 1600 Fundamentals of Financial Accounting 3 credits

Prerequisite: *For School of Management Students*
 For Risk Management and Industrial Service Students

The course is designed to introduce the fundamentals of accounting to develop understanding of the basic accounting conceptual framework underlying business transactions, understanding definition, purpose, usefulness, limitation of accounting information as well as preparing financial statements and to determine the most appropriate financial measures for those events. A study of accounting principle by using double entry system and complete accounting cycle: journalizing both general and special journals, adjusting and closing; posting to ledger; preparing trial balance, work sheet, preparing financial statements. Emphasis is placed on accounting practices for service firms and merchandising firm: accounting for cash, petty cash, receivable, payable, payroll, investment, notes receivable, inventory, non current asset, natural resources, intangible asset, liability, owner's equity; principle and method of voucher system.

ACT 1601 Fundamentals of Financial Accounting 3 credits

Prerequisite: *Not for School of Management Students*
 Not for Risk Management and Industrial Service Students
 Not for Science & Technology Students

The course is designed to introduce to students in the Faculty of Arts the fundamentals of accounting, to develop an understanding of the basic concepts underlying business transactions and financial statements, and to determine the most appropriate financial measures for those events.

ACT 1602 Fundamentals of Financial Accounting I 3 credits

Prerequisite: *For Science & Technology Students*

The course is designed to introduce the fundamentals of accounting, to develop in students an understanding of the basic concepts underlying business transactions and financial statements, and to enable students to determine to most appropriate financial measures in doing business transactions.

ACT 1603 Fundamentals of Financial Accounting II 3 credits

Prerequisite: *ACT 1602 Fundamentals of Financial Accounting I*

The course is designed to introduce the fundamentals of accounting, to develop in students an understanding of the basic concepts underlying business transactions and financial statements. Emphasis is placed on accounting practices and in-dept examination of the major assets, liabilities and stockholders equity accountings, both of which intend to portray corporate financial position, operating results, cash flows, and financial strength.

ACT 2620 Fundamentals of Managerial Accounting 3 credits

Prerequisite: *ACT 1600 Fundamentals of Financial Accounting*

The course is examined from the perspective of students preparing to use management accounting information as managers. It introduces the evolving role that managerial accounting has played and is expected to play in servicing the informational needs of managers in the planning, organizing and controlling functions. Done through a study of systematic structuring of business decisions and identifying the information relevant to a decision. To train students to think systematically about improving existing systems to further an organization's competitive advantage.

ACT 3602 Intermediate Accounting I 3 credits

Prerequisite: *ACT 1600 Fundamentals of Financial Accounting*

A detailed study of accounting conceptual framework, accounting principles, practices and problems of accounting for assets: definition, classification, measurements, valuation, impairment of assets, presentation and disclosure of assets in balance sheet. It's scope include accounting for cash, marketable securities, notes receivable, accounts receivable, merchandise inventory, investments, tangible and intangible assets, natural resources, and different methods of depreciation and the difference between capital and revenue expenditure.

- ACT 3603 Intermediate Accounting II 3 credits**
Prerequisite: ACT 1600 Fundamentals of Financial Accounting
 A detailed study of accounting principles and practices in accounting for short term liabilities, long term liabilities and owner's equity: definition, classification, measurements, valuation, presentation and disclosure on financial statements. Accounting for Partnership: organization, operation, dissolution, liquidation, financial statements preparation and presentation. Accounting for Corporation: organization, issuance of stock, increase and decrease of capital, additional paid-in capital, earnings per share, retained earnings, appropriate retained earnings, liquidation, and financial statements preparation and presentation.
- ACT 3604 Taxation 3 credits**
Prerequisite: BG 1401 Business Law II
 A survey of factors relating to taxes paid by individuals and business enterprises: principles and features of taxation according to Revenue Codes; methods of various tax liability appraisal and collection such as personal income tax, corporate tax, business tax, duties and stamps, and other kinds of taxes involved in business.
- ACT 3605 Tax Accounting 3 credits**
*Prerequisite: ACT 1600 Fundamentals of Financial Accounting
 ACT 3604 Taxation*
 A study of practical problems and procedures in compliance with Revenue Codes: principles for determining income tax for both personal and corporate income taxes, expenditures, value added tax, withholding tax, special business tax, custom, excise tax, duties and stamps, valuation of assets and liabilities, and depreciation in calculation of net income or profit for tax purposes.
- ACT 3606 Government and Fund Accounting 3 credits**
Prerequisite: ACT 1600 Fundamentals of Financial Accounting
 A study of system and procedure of governmental and state enterprise accounting, and the national budget system, with major emphasis on the government's financial management, national budget, financial funds, governmental and fund accounting systems, controlling function of the National Audit Council and the Comptroller General Department, national financial statements, accounting of municipalities and other government agencies, state enterprise accounting, and fund accounting of foundations, educational institutions, etc.
- ACT 3607 Financial Statements Analysis 3 credits**
Prerequisite: ACT 2620 Fundamentals of Managerial Accounting
 This course is designed to enable students to read and interpret financial statements, and to analyze and criticize departmental financial matters. Emphasis is given to the study of stockholders' equity, investment, capital expansion, and division of profit. A detailed examination of the analysis and interpretation of financial statements, techniques employed in financial statement analysis, presentation of reports to stockholders and interested public. The principles employed in analyzing assets from the viewpoint of investment, profitability and other factors that affect price of securities, forecasting and analysis of security market environment, including critical problem solving.
- ACT 3621 Budgeting and Planning 3 credits**
Prerequisite: ACT 2620 Fundamentals of Managerial Accounting
 The process in preparing budgets for managerial planning and control: procedures for various types of budgets such as cash budgeting, capital budgeting, sales budgets, production budgets, interrelationship among budgets, cost-volume-profit analysis and other related topics.
- ACT 3622 Cost Accounting 3 credits**
Prerequisite: ACT 2620 Fundamentals of Managerial Accounting
 This course is designed to enable students to understand cost concepts, cost terms, definition, important and usefulness of cost accounting information for planning, and controlling under certain and uncertain circumstance, cost accumulation, techniques in cost analysis, preparing production cost reports, accounting procedures for raw materials, labor and overhead costs as well as various cost accounting approaches: job-order accounting, process costing, point-product and by product costs, cost control by means of standard costs; analysis of variances; preparing production cost reports; cost volume profit relationship; variable costing system; budgeting and planning; pricing and transfer price; and activity base costing.

- ACT 3623 Cost Management 3 credits**
Prerequisite: ACT 3622 Cost Accounting
 A study of using cost accounting information for managerial planning and production control, including the use of such information for product pricing. Detailed attention to variable cost, fixed cost, mixed cost, direct costing, absorption costing; analysis of costs for decision-making; capital expenditure planning; rate of returns; manufacturing expenses control; measurement and control of various work units.
- ACT 3624 Real Estate Accounting 3 credits**
Prerequisite: ACT 3622 Cost Accounting I
 Accumulation and selection of data; recording analysis, and preparation in report format to conform to real estate laws and other pertinent laws of Thailand for investors, investment firms, housing projects, speculators, real estate agencies, condominium cooperatives, real estate developers and financial institution real estate portfolios. At discretion of the instructor, coverage may include various expense allocation systems, analysis of variances against projected expenditures, including use of the case method.
- ACT 3625 Hospital Accounting 3 credits**
Prerequisite: ACT 3622 Cost Accounting I
 This course is designed for students interested in specializing in accumulating, recording, interpreting accounting data and preparation of reports on various hospital procedures (including medical service functions and institutions such as polyclinics and nursing homes) both for the public and private sectors of hospitals. The course includes studying rules and regulations governing the accounting of health services in Thailand.
- ACT 3626 Hotel Accounting 3 credits**
Prerequisite: ACT 1600 Fundamentals of Financial Accounting
 This course offers specialization for students interested in entering this vital sector of Thailand's economy. Accumulation of data and preparation of reports on the performance of various hotel functions: room rentals; food and beverage, including indoor, banquet and outdoor catering; entertainment, laundry and other services; foreign exchange; arcade rental income and other franchise income such as limousine rentals, parking, exhibition stalls, sauna and health clubs, massage parlors, sports centers, etc. Included also will be control systems, periodical performance appraisals and analysis of variances for corrective action.
- ACT 3641 Auditing I 3 credits**
*Prerequisite: ACT 3602 Intermediate Accounting I OR
 ACT 3603 Intermediate Accounting II*
 A study of auditing conceptual framework, standards, law and professional acts. This course is offered for students to understand a comprehensive, complete and integrated package covering all topics related to auditing and auditor's practice. These topics include roles and responsibilities of external auditors, accepting auditing jobs, professional ethics and accountability, audit planning, fraud and errors in auditing process, auditing reports and procedures: assets, liabilities, owners' equity, revenue and expenses. In addition, the scope will encompass auditing standards, internal control, risk assessments, risk control as well as audit decision making and evidence accumulation.
- ACT 3642 Internal Auditing 3 credits**
*Prerequisite: ACT 3602 Intermediate Accounting I OR
 ACT 3603 Intermediate Accounting II*
 This course is designed to study the performance of an internal audit in terms of an independent appraisal function, which serves to examine and evaluate the adequacy and effectiveness of an organization's system on internal control and its overall quality of performance. This course will enable an internal auditor to furnish top management with analysis, appraisals, recommendations, counsel, and information concerning the activities audited. In addition, the scope will encompass the internal auditing process, internal auditing skills, management control and information technology, and the audit environment.

- ACT 4607 Advanced Accounting I 3 credits**
Prerequisite: ACT 3602 Intermediate Accounting I
ACT 3603 Intermediate Accounting II
An advanced course covering specific accounting procedures: joint venture, consignment, installment sale, hire purchase, leasing, real estate, construction contract, funds accounting, not for profits organization, insurance, home office and branch accounting for both domestic and foreign countries. Accounting procedures regarding currency exchange, correction of errors, and preparation of financial statements from incomplete records.
- ACT 4608 Advanced Accounting II 3 credits**
Prerequisite: ACT 3602 Intermediate Accounting I
ACT 3603 Intermediate Accounting II
A study of accounting for business combination, investment in associated and subsidiary companies, preparation of consolidated financial statements, statement of realization and liquidation. In addition, the scope will encompass the accounting for statement of affairs, receiverships, accounting for foreign currency translation, accounting for trouble debt restructuring, preparation statement of change in stockholders' equity, comprehensive income statements, statement of cash flows, and consolidated statement of cash flows.
- ACT 4609 Accounting Theory 3 credits**
Prerequisite: ACT 3602 Intermediate Accounting I
ACT 3603 Intermediate Accounting II
A study of various accounting theories; evaluation of main accounting concepts; survey of contemporary accounting with emphasis on current developments and issues.
- ACT 4611 Seminar in Accounting 3 credits**
Prerequisite: ACT 4607 Advanced Accounting I
The primary objective of this course is to integrate all areas of the accounting curriculum for students. The approach will include case study analysis, guest lecturers from business, field research, and others.
- ACT 4612 Independent Study 3 credits**
Prerequisite: Senior standing (Accounting Major)
This course aims to develop in students the ability to apply a theoretical concept to the real problems of any organization in a selected industry in Thailand. A specific area of concentration will be chosen by students upon consultation with an instructor selected from the faculty of the Accounting Department. A written report must be submitted.
- ACT 4624 Seminar in Management Accounting 3 credits**
Prerequisite: ACT 3623 Cost Management
A study of problems concerning the relationship, understanding, and cooperation from other work units involved in data collection and analysis for the purpose of designing a cost accounting system, as well as a study of problems arising from the application of cost accounting concepts to various work systems.
- ACT 4642 Auditing II 3 credits**
Prerequisite: ACT 3641 Auditing I
A study of practices and problems in auditing which involve the use of accounting principles in auditing financial statements; patterns for different types of industries; and a study of the statements of certified public accountant institutes that often raise important problems for accountants to consider.
- ACT 4643 Seminar in Auditing 3 credits**
Prerequisite: ACT 4642 Auditing II
A review of auditing problems, principles and practices in auditing accounts; legal aspects in auditing, and other related topics including the current issues relating to auditing.
- ACT 4645 International Accounting 3 credits**
Prerequisite: ACT 3602 Intermediate Accounting I
Concentration on the accumulation and recording of accounting data for business firms with multinational presence, including analysis and reporting of these by function, products, product lines and by country/location for proper presentation of operational results to top management.

ACT 4646 Accounting Information System 3 credits

Prerequisite: *ACT 3602 Intermediate Accounting I*
 ACT 3603 Intermediate Accounting II

A study on the nature, elements and procedures of the accounting information system including the rational data base concepts and design, system development and documentary techniques as well as the computer based information systems controls. This course also will study computer fraud and its security, the design of data flow diagrams and system flowchart, accounting cycle of various transactions such as revenue, expenditure and production cycle, payroll cycle and reporting system.

ACT 4647 Accounting Software Package 3 credits

Prerequisite: *BIS 2180 Information Technology*
 ACT 4646 Accounting Information System

A study on the utilization of computer software applications in accounting, including the systems of receivables, payable, payroll, inventory and labor cost. The course will also study the process of using software applications from the designing of the chart of accounts, entering data, as well as the construction of financial and management reports available for the needs of management for decision-making.

BG 1000 Communication in Thai 3 credits

Prerequisite: *None*

This course is designed to develop the students' ability to communicate in oral and written Thai business language, and to analyze and appreciate the literary writings in the wealth of Thai literature. Emphasis is given to fast reading, comprehension and writing.

BG 1001 English I 3 credits

Prerequisite: *BG 0002 Basic English II*

This course aims at developing comprehension and skills in reading, writing, listening and speaking. It involves the basic writing practices by using grammatical structures, vocabulary and expressions to enable students to achieve language proficiency.

BG 1002 English II 3 credits

Prerequisite: *BG 1001 English I*

This course is intended to develop more advanced English proficiency in reading, writing, listening, speaking and expression ideas through group discussions and effective writing.

BG 1100 Physical Education 1 credit

Prerequisite: *None*

This course is centered around the physical activity needs, abilities, and interests of young adults. The aims are to create unity among students and to help them to improve physical fitness, to provide opportunity to establish skills in basic movement, to bring performance in elected physical activities to a high level of satisfying proficiency, and to find enjoyment in physical activity and lasting interest in continuing voluntary participation. Activities include swimming, soccer, basketball, volleyball, tennis and social dance.

BG 1200 Mathematics for Business 3 credits

Prerequisite: *None*

The study of algebraic operations and processes such as polynomials, exponents and radicals, linear equations, quadratic equations, logarithmic equations. A business-oriented course involving differential calculus. It covers differential calculus: functions, limits, derivatives, optimization, single variable business and economic models.

BG 1201 Statistics I 3 credits

Prerequisite: *None*

The application of statistics in business, collection of data, tabulation, and graphical presentation, with emphasis on the computation of various averages, measures of dispersion moments, skewness and kurtosis, elementary probability theory, Binomial, Normal and Poisson distributions, sampling theory, estimation theory, tests of statistical hypotheses, and SPSS.

- BG 1202 Science, Man and His Environment 3 credits**
Prerequisite: None
 A general study of science and technology emphasizing scientific inventions and innovations and their applications to business as well as the side effects of modern technology on man and his physical environment.
- BG 1400 Business Law I (Civil & Commercial) 3 credits**
Prerequisite: None
 This course is intended to give students an introduction to the general principles of the civil and commercial laws of Thailand, beginning from the fundamental principles of law to sources, definition, juristic relationship between persons, nature, interpretation, application and cancellation of laws including the system and administration of the courts. Further lectures deal in general principles of person, types of persons, capacity of persons, things/property (movable and immovable) juristic acts, wrongful acts, obligations and prescriptions of claims. Specific contracts and practice which are common in commercial transactions such as sale, exchanges, gift, hire/purchase of property, hire of service, hire of work, carriage, loan, deposit, surety ship, mortgage, pledge, agency, brokerage, insurance and bills will also be dealt with as far as they are necessary to give the students an insight into these matters.
- BG 1401 Business Law II (Partnership & Company) 3 credits**
Prerequisite: BG 1400 Business Law I
 This course is in continuation of the basic knowledge of BG 1400 and is aimed at giving students specific knowledge of laws concerning partnership and companies. The lectures will deal with general provisions, definitions, rights and duties, relationship among those who are partners, shareholders and third persons, the procedure for formation of such juristic persons, their management audit, increase and reduction of capital, debentures, dissolution and liquidation. The relationship of such juristic persons (partnership and company) in dealing with banks involving promissory notes, bills of exchange, checks and other negotiable instruments and mercantile documents will also be introduced.
- BG 2000 English III 3 credits**
Prerequisite: BG 1002 English II
 This course comprises a survey of the various types of communication used in the business world, including format and usage. Extensive opportunities for expression will be provided with the supervision and guidance of the instructor.
- BG 2001 English IV 3 credits**
Prerequisite: BG 2000 English III
 This course is designed for students to become skillful in writing idiomatic English. Its objective is to provide experiences for students to write in a logical, persuasive and authoritative way on any subject that may be of interest to them in their business and daily lives.
- BG 2200 Statistics II 3 credits**
Prerequisite: BG 1201 Statistics I
 A continuation from Statistics I: Chi-square, non parametric, index number, regression and correlation analysis of time series with application of statistical methods to industrial and business problems, and SPSS.
- BG 2400 Macroeconomics 3 credits**
Prerequisite: None
 The objective of this course is to give students an overall picture of economic systems. A study of the relationship between micro-economics and macro-economics will be starting point. However, emphases of this course are on the following: theories and methods of measurement of output and national income; saving and investment; government expenditure; balances of trade and payment as well as various economic problems and their solutions: inflation, deflation, unemployment, business cycles. The subject also covers the importance and role of macroeconomics in basic economic development.

- BG 2401 Microeconomics 3 credits**
Prerequisite: None
 A study of micro-economics as it is related to macro-economics as well as other fields of studies. This course will cover pricing mechanism, demand and supply, consumption, behavior and consumption and patterns of individual, organization, industry and economy as a whole; utility theory, indifference curve analysis, law of diminishing return, theory of production and its costs, types of market structure in economic system, theory of factor price: wage, rent, interest and profits.
- BG 2402 Ethics 3 credits**
Prerequisite: BG 2000 English III
 A course designed to help students discover themselves and their potentialities so that they may be able to effectively deal with the reality of themselves and others in the social milieu in which they find themselves. For this purpose, the course concentrates on discussion of the nature of man, the nature of the good life, the nature of society and nature of ultimate reality.
- BIS 1140 Microcomputer Applications 0 credits**
Prerequisite: None
 This course aims at training how to use various software packages for personal and business applications. Word Processing, Electronic Spreadsheet, Internet Applications, Presentation Tools are emphasized.
- BIS 2180 Information Technology 3 credits**
Prerequisite: None
 This course is to introduce various types of information technology including system unit, I/O devices, storage devices, communications devices, software, data and information processing. Functions and their applications in businesses are discussed.
- BIS 3315 Programming and Algorithms 3 credits**
Prerequisite: BIS 1140 Microcomputer Applications
 This course is designed to introduce the concepts in programming based on selected programming languages. It includes essential programming tools, logics and algorithms, as well as program coding and debugging.
- BIS 3340 Computer Tools in Research 0 credits**
Prerequisite: BIS 1140 Microcomputer Applications
 This course aims at training how to use statistical software tools to conduct research including data collection, processing and presentation. Software analytical features are also examined.
- BIS 3348 Principles of Multimedia 3 credits**
Prerequisite: BIS 1140 Microcomputer Applications
 The course provides the theories and concepts of various multimedia types: still-image, sound, 2-D and 3-D animation, motion pictures. Several data compression techniques are also discussed.
- BIS 3349 Fundamentals of Computer Graphics 3 credits**
Prerequisite: BIS 1140 Microcomputer Applications
 The course provides theories and practices of computer graphics. The skills and techniques in the implementation of the design are to be developed by the use of various graphic software and programs.
- BIS 3515 Object-Oriented Concepts and Programming 3 credits**
Prerequisite: BIS 1140 Microcomputer Applications
BIS 2180 Information Technology
 This course is aimed to build the object-oriented analytical and programming skills based on object-oriented concepts, tools and programming languages. It integrates how to create the information systems modeling, and how to develop stand-alone or networked applications.
- BIS 3567 Human-Computer Interaction 3 credits**
Prerequisite: BIS 1140 Microcomputer Applications
BIS 2180 Information Technology
 This course introduces techniques and tools for the analysis, design, implementation and testing of human-computer interfaces. Special topics such as user-centered approaches to software requirements analysis, rapid prototyping and usability testing will be covered.

- BIS 3587 Principles of Electronic Commerce 3 credits**
Prerequisite: BIS 1140 Microcomputer Applications
BIS 2180 Information Technology
 This course introduces principles of electronic commerce. Emphasis is placed on how to establish electronic commerce together with its necessary mechanism. HyperText Markup Language (HTML), web-developing tools, and multimedia will be covered. The skills and techniques in the implementation of the e-commerce and multimedia concepts are imparted by a hypermedia simulation project.
- BIS 3588 Digital Business Enterprise 3 credits**
Prerequisite: BIS 2180 Information Technology
 This course provides the knowledge of information systems in both a technological and managerial points of view. It describes how Information Technology creates a new infrastructure for the digital integration of a business enterprise ranging from a small company to multinational corporation (MNC). It focuses on the management challenges and opportunities derived from information systems.
- BIS 3589 Analysis Tools in Finance and Accounting 3 credits**
Prerequisite: BIS 1140 Microcomputer Applications
 This course is designed to introduce spreadsheet software for various finance and accounting applications. Specific applications of financial statements, financial planning and analysis, capital budgeting, stock and bond valuation are also discussed.
- BIS 3617 Web Design and Programming 3 credits**
Prerequisite: BIS 1140 Microcomputer Applications
 This course examines the design and management of web sites for electronic business applications. Topics include aligning electronic business models with web site designs, planning a web site, programming for web site, using web development and design tools, and evaluating web site effectiveness.
- BIS 3618 Selected Programming Language 3 credits**
Prerequisite: BIS 1140 Microcomputer Applications
 This course is designed to introduce a programming language of particular interest. It emphasizes on the features and application of that specific language to create information systems. Program debugging is also discussed.
- BIS 3625 Computer Organization and Architecture 3 credits**
Prerequisite: BIS 2180 Information Technology
 This course focuses on the overview of computer organization and architecture including central processing unit, system interconnection, internal and external memory, cache memory, input/output, digital logic, computer arithmetic, instruction format, instruction set, and operating system.
- BIS 3635 Database Systems 3 credits**
Prerequisite: IS 1140 Microcomputer Applications
BIS 2180 Information Technology
 The course covers various data models with the focus on relational database systems and design through entity-relationship diagram and normalization. Database management system (DBMS), query, integrity and security of database are included.
- BIS 3647 Digital VDO Editing 3 credits**
Prerequisite: BIS 3348 Principles of Multimedia
 This course is designed to provide advanced usage of VDO editing software package as a tool to develop motion picture presentation. The knowledge of digital video, storyboard, motion effect, and audio effect are delivered.
- BIS 3655 Data Communications and Networking 3 credits**
Prerequisite: BIS 2180 Information Technology
 This course introduces data communications and computer networks. Topics include communication devices, transmission media, various network protocols, network design, security, and management.

- BIS 3666 Information Systems Analysis and Design 3 credits**
Prerequisite: BIS 3635 Database Systems
 This course provides a methodical approach by emphasizing on the strategies, tools and techniques of systems analysis and design. Topics range from studying the existing systems with DFD and conducting feasibility study to designing interfaces, databases, processes, management reports, as well as planning in deployment and maintenance.
- BIS 3687 Electronic Banking and Payment Systems 3 credits**
Prerequisite: BIS 2180 Information Technology
 This course provides the understanding of financial challenges, risk, and opportunities of building electronic banking and its related businesses. Topics include evaluation of the sources of financing available for electronic business ventures, the deal structures defining financing transactions of new electronic payment system, and emerging electronic banking and payment models.
- BIS 4675 Information Systems Project Management 3 credits**
Prerequisite: Senior standing (106 credits and above)
 This course introduces basic concepts of information-system project management. The understanding of how to oversee or take parts in all project activities is systematized. Project planning and modeling, budgeting, Information Technology management, and business objective realization are also covered.
- BIS 4697 Current Topic in Business Information Systems 3 credits**
Prerequisite: By Consent of Instructor
 This course discusses a current topic in the field of Business Information Systems.
- BIS 4698 Selected Topic in Business Information Systems 3 credits**
Prerequisite: By Consent of Instructor
 This course discusses a selected topic in the field of Business Information Systems.
- BIS 4699 Advanced Topic in Business Information Systems 3 credits**
Prerequisite: By Consent of Instructor
 This course discusses a topic of advanced level in the field of Business Information Systems.
- BIS 4718 Web Applications Development 3 credits**
*Prerequisite: BIS 3617 Web Design and Programming
 BIS 3635 Database Systems*
 This course examines the development of web applications sites for database-driven Web Sites up and running in an organized and efficient way. Topics include database management with Web based DBMS, Application Server, using web development and design tools in developing simple and complex web applications.
- BIS 4747 Graphics and Animation 3 credits**
*Prerequisite: BIS 3348 Principles of Multimedia
 BIS 3349 Fundamentals of Computer Graphics*
 This course aims to introduce concepts and theories of 2-D and 3-D animation, storyboard writing. The use of sophisticated computer animation tools to create the graphics artwork is demonstrated.
- BIS 4757 Local Area Network Concepts 3 credits**
Prerequisite: BIS 3655 Data Communication and Networking
 This course is a comprehensive introduction to Local Area Networks including theory, concepts and installation. Significant updating in LAN Technology is discussed. This course also provides in depth knowledge on Client/ Server technology, its protocol and standards.
- BIS 4766 Business Process Reengineering 3 credits**
Prerequisite: BIS 3666 Information Systems Analysis and Design
 This course examines the design of an organization's structure and business processes. The course primarily focuses on the application of information technologies to transform organizations and improve their performance. Methods of introducing and implementing information technologies to enable organizational change are examined.

- BIS 4848 Integrated Multimedia Applications 3 credits**
Prerequisite: BIS 3647 Digital VDO Editing and BIS 4747 Graphics and Animation
 This course introduces concepts, strategies and techniques of interactive multimedia, which combines various forms of multimedia items. The study is based on practical project to allow hands-on experience in integrating multimedia work pieces as “hypermedia”.
- BIS 4857 Internet Security 3 credits**
Prerequisite: BIS 3655 Data Communications and Networking
 This course focuses on the overview of Internet security technologies including conventional encryption, public-key encryption, key exchange, message authentication, digital signature, authentication applications, electronic mail security, web security, and firewalls. The concepts of protection from intruder and malicious program are covered.
- BIS 4875 Strategic Technology Management 3 credits**
Prerequisite: Senior standing (106 credits and above)
 This course reveals technical foundations and the significance of information systems to management. It examines the important roles of information, people, management, and organization. Information Policies, Network-Oriented Computing, and organizational change management as well as Strategic Information System, Enterprise Resource Planning are also included to support management action and decision-making.
- BIS 4878 Software Risk Management 3 credits**
Prerequisite: BIS 3666 Information Systems Analysis and Design
 This course focuses on the practical techniques, concepts and methodologies of software development process. An actual development project is required to effectively impart skills including analysis and design, efficient coding, testability, modular decomposition verification, debugging, and performance analysis.
- BIS 4897 Seminar in Business Information Systems 3 credits**
Prerequisite: Senior standing (106 credits and above)
 Each student will be given the responsibility of presenting papers to the class and participating in discussion of papers presented by others or guest speakers.
- BIS 4898 Directed Study I 3 credits**
Prerequisite: By Consent of Instructor
 A student may carry out a research topic directed by an appointed advisor.
- BIS 4899 Directed Study II 3 credits**
Prerequisite: By Consent of Instructor
 A student may continue the research topic from Directed Study I or carry out a new research topic, directed by an appointed advisor.
- BIS 4996 BIS Senior Project 3 credits**
*Prerequisite: BIS 3666 Information Systems Analysis and Design
 BIS 4675 Information Systems Project Management
 BIS Graduating Status*
 Each student is required to design his/her own internship program to apply all the acquired knowledge in an information system development project based to a real business setting. Students must produce professional and system documentation, and defend their projects with the appointed committee.
- FIN 2700 Money, Banking and Financial Markets 3 credits**
Prerequisite: BG 1200 Mathematics for Business
 This is a foundation course focusing on the financial system including the functions and evolutions of money, the roles of the central bank, the types and roles of the financial institutions, the determinants of interest rates and how interest rates influence the economy, and the impact of the monetary and fiscal policies on the money supply. The course also introduces the types of financial markets and securities, the analysis of the financial statements, pricing of debt instruments, time value of money, and international financial system.

FIN 3701 Corporate Finance 3 credits

*Prerequisite: FIN 2700 Money, Banking and Financial Markets
(OR) ECO 3713 Economics of Money and Banking*

The course is an introduction to financial management by corporations. It provides a comprehensive overview from managerial perspectives such as the time value of money, management of working capital, planning the needs for short-term and long-term funds and raising the funds, stock and bond valuation, determination of cost of capital, and risk/return trade off that must be considered in using financial leverage.

FIN 3711 Investment 3 credits

Prerequisite: FIN 3701 Corporate Finance

The course covers the features and trading methods of the securities markets, the analysis of risk and return in the context of formal pricing models such as the Capital Asset Pricing Model and the Arbitrage Pricing Theory. The course also includes basic techniques of securities valuation and management of securities in a portfolio context, analysis of bonds, duration, and convexity, valuation of stocks using models such as discounted cash flow models, P/E multiples, and alternative-pricing models, implication of efficient market theory and anomalies on fundamental and technical analysis, the concept of portfolio diversification and the construction of optimal portfolios such as mean-variance efficient portfolios and the introductions to options and futures markets..

FIN 3712 Money and Capital Markets 3 credits

*Prerequisite: FIN 2700 Money, Banking and Financial Markets (OR)
ECO3713 Economics of Money and Banking*

The course introduces the structural characteristics of the money and capital markets such as the operations, regulations, management, instruments, market participants, and their roles in the financial environment. Topics include how the intermediaries facilitate the flow of funds and how interest rates change with the market conditions.

FIN 3713 Business Analysis and Valuation 3 credits

Prerequisite: FIN 3701 Corporate Finance

The course focuses on applying the financial statements as a framework for business analysis. It also integrates the concepts not only from accounting perspectives but also economics and business perspectives to make sound business decisions. The objective is to go beyond the accounting concepts in order to evaluate the companies' performance and value the companies.

FIN 3714 Business Condition Analysis 3 credits

Prerequisite: BG 2400 Macroeconomics

The purpose of this course is to encourage students to think systematically about the state of the economy and macroeconomic policies and develop skills necessary to evaluate the economic environment within which business and financial decisions are made. It emphasizes on the application of macroeconomic theories to understand the impacts of governmental policies on the industry and the financial markets. Specifically, the course emphasizes on the determinants of national income, business cycles and the relationship between money supply, inflation, interest rates and financial assets.

FIN 3715 Personal Finance 3 credits

*Prerequisite: FIN 2700 Money, Banking and Financial Markets
(OR)ECO 3713 Economics of Money and Banking*

The course is concerned with the management of income, use of funds, personal financial planning and wealth management. Examples of topics covered are personal income and budgeting, consumer credit and credit instruments, types of insurance and investment products, taxes implications and property planning.

- FIN 3723 Central Banking System and Policy 3 credits**
Prerequisite: FIN 2700 Money, Banking and Financial Markets (OR) ECO3713 Economics of Money and Banking
 The course covers the basic principles and practices of the central bank: its control over money circulation and commercial banking including the origin and historical development of central banking. It also covers the regulatory system such as depository insurance. Other topics included are the monetary policies, economic policies and goals of the Bank of Thailand and the impacts of these policies on the financial intermediaries and the economic system of the country.
- FIN 3724 Financial Feasibility Planning 3 credits**
Prerequisite: FIN 3701 Corporate Finance
 This is an application-oriented course which combines theories with practice to evaluate structure, procedures and data of an investment project in order to evaluate its feasibility. Topics include the relationship between financial feasibility and other operating factors such as marketing, economy, and interpretation of information for the purpose of making decisions.
- FIN 3725 Managerial Economics 3 credits**
Prerequisite: BG 2401 Microeconomics and BG 2400 Macroeconomics
 The course applies economic theories and analytical tools used in management decision making in the organizations. Emphasis will be on economic principles and analysis such as demand analysis and forecasting, production and cost analysis, market structure and competitive analysis, game theory, decision making under uncertainty, and organization design.
- FIN 3731 Portfolio Management and Security Analysis 3 credits**
Prerequisite: FIN 3711 Investment
 The course discusses the management of investment portfolio in terms of portfolio construction, investment timing and security selection focusing on the analytical techniques through economics, industry and business analysis. The course also focuses on asset selection and allocation for constructing an efficient portfolio.
- FIN 3733 Institutional Banking for Emerging Markets 3 credits**
Prerequisite: FIN 3712 Money and Capital Markets
 The course focuses on characteristics and functions of institutional banking in emerging markets. Products, marketing functions and risk management of institutional banking will be addressed. The discussion is extended to crisis, culture and country risk of emerging countries. It also covers micro finance, commodity finance, problems encountered in the emerging markets and solutions to the problems.
- FIN 3743 International Banking 3 credits**
Prerequisite: FIN 3712 Money and Capital Markets
 The course focuses on the functions, practices and strategies of international banking and other international financial intermediaries. Topics include basic guidelines in analyzing and managing a bank's exposure to market risk, country risk and other risks.
- FIN 3832 Real Estate Investment Analysis and Valuation 3 credits**
Prerequisite: FIN3701 Corporate Finance
 The course is an integration of theories and practice of real estate valuation, real estate investment, portfolio management and legal aspects of real estate. The course is divided into three parts. The first part provides basic introduction to discounted cash flow, common real estate valuation models, appraisal of real estate development projects, as well as the choices of discount rate. The second part provides a formal introduction to risk and return, a comprehensive analysis of the risk-return characteristics of commercial real estate, construction of real estate portfolios and diversification in real estate. The third part examines the efficiency of real estate market and its inflation hedging characteristics, real estate portfolio strategies and performance measurement.

- FIN 4721 Laws and Practices in Finance 3 credits**
Prerequisite: FIN 3712 Money and Capital Markets
The course is a comprehensive overview of laws and regulations governing financial institutions, including examination and auditing procedures for commercial banks, trusts, finance companies, insurance companies and pawn shops. The course also includes the formalities and requirements governing the establishment of such institutions as well as ethical standards and rules governing their operations and control.
- FIN 4723 Export- Import Financing 3 credits**
Prerequisite: FIN 3701 Corporate Finance
The course discusses the principles and practices in export-import financing particularly in Thailand, the procurement of credit from all types of institutions in order to finance import and export transactions (trading, contracting, or manufacturing). Discussion also includes viewpoints of financial institutions granting such credit, and pertinent customs procedures and practices. The role of the central bank in such transactions and its rules and regulations on export-import financing will also be discussed.
- FIN 4732 Fixed Income Securities 3 credits**
Prerequisite: FIN3701 Corporate Finance
The course discusses the valuation of debt instruments, investment strategies and risk considerations. It expands on the techniques of market analysis and risk control development as applied to fixed income instruments.
- FIN 4812 International Finance 3 credits**
*Prerequisite: FIN 3701 Corporate Finance
and completion of 106 credits*
The course offers an understanding of the international financial environment and financial management by multinational corporations. It focuses on exchange rate determinations, measurement and management of exchange rate risk, investment, funding and capital structure decision of multinational corporations.
- FIN 4813 Financial Management 3 credits**
Prerequisite: FIN 3701 Corporate Finance and 106 Credits
It is an advanced course based on case-study approach to strategically evaluate the performance of corporations and create value for shareholders. Topics include working capital management, capital budgeting, cost of capital, dividends policy, and financing and capital structure.
- FIN 4814 Quantitative Methods for Financial Decisions 3 credits**
Prerequisite: FIN 3711 Investment
The course objective is to acquaint students with modern quantitative techniques such as probability, statistics, linear programming and other mathematical models which may be applied to making financial decisions. Topics include the probability theory, Bayes' theorem, random variables, utility and choices under uncertainty, mathematical programming and decision theory. In particular, emphasis will be placed on the concerned topics as applied to theories of investment decision, costs of capital and capital valuations and working capital management.
- FIN 4815 Bank Management 3 credits**
Prerequisite: FIN 3712 Money and Capital Markets
The course focuses on various aspects of bank management. Topics include the nature of commercial banks, assets, liabilities and capital management, liquidity management, credit management and risk management. The course also includes current issues in the banking industry.
- FIN 4816 Corporate Strategy and Financial Policies 3 credits**
Prerequisite: FIN 3701 Corporate Finance and Senior standing (121 Credits)
This course emphasizes on the management, the issuance and the distribution policy of equity and debt as well as the choice of optimal capital structure. The course provides a theoretical framework used in analyzing corporate and financial strategies while focusing on the current issues in finance such as merger and acquisition, joint ventures and other forms of corporate restructuring as well as their tax implications.

- FIN 4821 Behavioral Finance 3 credits**
*Prerequisite: FIN 3701 Corporate Finance
MGT 2404 Managerial Psychology*
The course explores imperfect market view of finance by incorporating psychological factors into the classic theories in finance. It covers the influence of human behavior on financial aspects. Terms, theories, assumptions and hypotheses are revisited and discussed to analyze the impacts of human behavior on the world financial markets. The discussion includes limited arbitrage, style investing, stock valuation, portfolio construction, asset allocation, and risk management.
- FIN 4822 Individual Research 3 credits**
Prerequisite: Senior standing (Finance and Banking Major)
This course aims at developing students the ability to apply theoretical concepts to the real world problems of any organization in a selected industry in Thailand. A specific area of concentration will be selected by the students upon the agreement of a supervisor assigned by the Finance and Banking Department. A typewritten report and analysis must be submitted at the end of the academic semester.
- FIN 4831 Derivative Securities 3 credits**
Prerequisite: FIN 3711 Investment
The course aims to introduce the students with an understanding of derivatives securities including financial futures, options and swaps. The focus is on the institutional aspects of derivative markets, pricing models, and hedging techniques.
- FIN 4832 Entrepreneurial Finance 3 credits**
Prerequisite: FIN 3701 Corporate Finance
The course focuses on venture capital, financing a new or small and medium sized enterprises including forecasting the firm's investment needs, funding and banking relationship, working capital management, assets investment and risk management.
- FIN 4841 Credit and Risk Management 3 credits**
Prerequisite: FIN3711 Investment
The course emphasizes on the roles and responsibilities of financial institutions in analyzing and structuring credit as well as restructuring problem loans. The course also covers credit and risk management techniques for financial and non-financial institutions.
- FIN 4931 Seminar in Investment 3 credits**
Prerequisite: Department approval and Senior standing (121 credits)
The course aims to provide an integrating experience for the students to contemporary investment instruments regarding equity investment, fixed-income investments (debt instruments), mutual fund and derivatives investment. The course also focuses beyond the theories or definition to acknowledge various types of investment products and their importance in the financial markets by applying case studies, attending seminars (organized by Stock Exchange of Thailand: SET and Thailand Securities Institute: TSI) as well as inviting guest lecturers (executive level) from various fields of business and research.
- FIN 4941 Seminar in Financial Institutions 3 credits**
Prerequisite: Department approval and Senior standing (121 credits)
The primary objective of this course is to provide an integrating experience for the students to contemporary financial institutions issues and reading of journal articles related to financial institutions by applying a case study based approach as well as guest lecturers from various fields (executive level) of business and research.
- GS 1003 World Civilization 3 credits**
Prerequisite: None
A study of the development of eastern civilization and western civilization with emphasis on historical events, social and institutional characteristics, philosophical schools, religions, development of science, and accomplishments in the arts, literature, and music. The course also focuses on the relationship between various factors the affected world civilization and the specific features of civilization that have influenced the world through the centuries.

- HTM 3101 Introduction to Hospitality Management 3 credits**
Prerequisite: MKT 2280 Principles of Marketing
 A study of fundamentals of Hospitality Management embracing such topics as structure and staff; receptions; public relations; other hospitality services encompassing foods and beverage, housekeeping and engineering. It serves as the introductory course to the hospitality management program.
- HTM 3102 Introduction to Tourism Management 3 credits**
Prerequisite: MKT 2280 Principles of Marketing
 This course includes an introduction to the tourism industry and the basic concepts, tools, and techniques of tourism management. The impacts of tourism will also be examined, together with the role and the importance of tourism planning in minimizing those impacts of tourism and developing strategies to ensure sustainable evolution.
- HTM 3103 Consumer Behavior in Hospitality and Tourism Industry 3 credits**
Prerequisite: MKT 2280 Principles of Marketing
 This is a study of the diversity of tourists and their consumer behavior. The course is based on the traditional, social and cultural backgrounds. Sociological and psychological factors, social groups, demographic variables, social strata and culture that form tourist attitudes, their consideration, purchasing behavior and consumption will be revealed. Furthermore, tourist behavior with qualitative and quantitative approaches to assure better understanding of the diversity of tourist behavior will be looked at. Moreover, different cases will be discussed in order to be able to understand and confront situations that happen in front.
- HTM 3204 Human Resource Management in Hospitality and Tourism 3 credits**
*Prerequisite: HTM 3101 Introduction to Hospitality Management
 HTM3102 Introduction to Tourism Management*
 This course is designed to provide the student with a broad yet in-depth overview of the policies, practices, and procedures that can be used to attract, select, develop, and retain quality employees. It includes consideration factors that influence HRM policies and practices. It also provides opportunities for the student to apply course topics to substantive situations to be faced as a future hospitality and tourism professional.
- HTM 3205 Marketing for Hospitality and Tourism 3 credits**
Prerequisite: HTM 3103 Consumer Behavior in Hospitality and Tourism Industry
 This course enables the student to apply the knowledge and skills acquired in Principles of Marketing and Consumer Behavior courses to the hospitality and tourism industry. It includes the evaluation of the industry, analyzing and developing marketing plans, and the application of the various promotional strategies and tools to achieve the organization's marketing objectives. It also covers the department's structure, functions, and responsibilities of key personnel.
- HTM 3211 Food and Beverage Management 3 credits**
Prerequisite: HTM 3101 Introduction to Hospitality Management
 This course covers the role and contribution of the Food & Beverage department, its structure, and functions and responsibilities of the key personnel. It includes an overview of the department's functions: purchasing, receiving, storing, food preparation, stewarding, planning the menu, food service and sales. Additional topics such as food sanitation, food quality and kitchen equipment will be discussed.
- HTM 3212 Accommodation Management and Operations 3 credits**
Prerequisite: HTM 3101 Introduction to Hospitality Management
 This course covers all areas of room division. It includes front office operations, which covers discussions concerning reception, reservation, room sales, registration, cashier responsibilities and night-auditing. It covers functions and roles of the hotel housekeeping department and coordination with the front office department.
- HTM 3221 MICE Management 3 credits**
Prerequisite: HTM 3102 Introduction to Tourism Management
 The study of convention and association management, emphasizing program planning, budgeting, marketing, public relations, food and beverage and hospitality planning, audiovisual and transportation coordination, exhibit sales and management, contract and lease negotiations and human resources.

- HTM 3222 Attraction Management 3 credits**
Prerequisite: HTM 3102 Introduction to Tourism Management
 This course provides a lively and comprehensive introduction to the diversity and richness of the subject. The course considers tourism attraction issues from a wide, multi-disciplinary perspective, combining concepts, analysis and practice.
- HTM 4106 Operations Management for Hospitality and Tourism 3 credits**
*Prerequisite: HTM 3204 Human Resource Management in Hospitality and Tourism
 HTM 3205 Marketing for Hospitality and Tourism*
 This course is an advanced introduction to the fundamentals involved in the management of contemporary private and public sector organizations. The central aim is to provide students with a theoretical framework for the analysis and understanding of hospitality and tourism operations. Thereafter, topics focus on aspects of operations management techniques' which are relevant to service industry in general, and the hospitality and tourism sectors in particular.
- HTM 4107 Hospitality and Tourism Information System 3 credits**
*Prerequisite: BIS 2180 Information Technology
 HTM 3101 Introduction to Hospitality Management
 HTM3102 Introduction to Tourism Management*
 This course covers the latest information technology in the hospitality industry. This includes property management systems, restaurant management systems and airline management systems. Students will receive hands-on experience of new office software packages in the industry.
- HTM 4108 Education and Training in Hospitality and Tourism 3 credits**
*Prerequisite: HTM 3101 Introduction to Hospitality Management
 HTM3102 Introduction to Tourism Management*
 This course provides students with principles, guidelines and models based on industrial practices in the area of working and training within the hospitality and tourism sector covering both domestic and international practices. Students will gain more knowledge and understanding related to training and working environment and development in order to advance higher position as well as utilize the available resources to improve working performance, ability of pursue multi-skilled tasks, communication proficiency and enable to widen student's competence to its full potential.
- HTM 4111 Food & Beverage Service 3 credits**
Prerequisite: HTM 3211 Food and Beverage Management
 The course covers the study of food and beverage operations, service principles and practices, types of table service of beverage, identification of service and restaurant equipment and supplies, effective employee recruitment and selection as well as strategies for orientation, training and evaluations, principles and application of menu planning, the operations of in-house and outside catering, as well as sales and cash control.
- HTM 4112 Kitchen Operation 3 credits**
Prerequisite: HTM 3211 Food and Beverage Management
 A study of the principles and techniques involved in food production. It includes the study of the kitchen organization, food and personal hygiene, kitchen equipment and utilities, basic food preparation methods, kitchen stewarding, sanitation food production control and standards, and kitchen terms.
- HTM 4121 Tour Operations Management 3 credits**
Prerequisite: HTM 3222 Attraction Management
 This course describes all aspects of tourism and its distribution channel, operating characteristics of tour operators and travel agents and financial constraints of intermediaries operations. Including transportation in tourism industry will be considered.

HTM 4122 Planning and Development in Tourism 3 credits
Prerequisite: HTM 3222 Attraction Management

This is a study of all aspects of impact from obvious economic impact, socio-cultural and environment impacts. The different impacts of tourism development will be discussed followed with the notion of sustainable tourism and the possible strategies. These impacts lead to a study of components of the planning process and the role of communities and regions in tourism planning and development. The importance of integrated tourism planning and development will be analyzed.

HTM 4123 Thai History, Society and Culture for Tourism 3 credits
Prerequisite: Senior standing with 108 credits and above

A study of Thai nation that includes history, society, religious, intellectual heritage, art, literature, handicrafts, classical dance, music, festival, food, fruit of Thailand. Field trips to visit several tourist destinations will also be provided.

HTM 4209 Seminar in Hospitality and Tourism 3 credits
Prerequisite: HTM 3204 Human Resource Management in Hospitality and Tourism
 HTM 3205 Marketing for Hospitality and Tourism
 HTM 4106 Operations Management for Hospitality and Tourism

This course is designed to provide students with an opportunity to integrate experience from all areas of hospitality and tourism. The focus will be on the major problems facing management in today's industry through case study analysis.

HTM 4210 Strategic Management in Hospitality and Tourism 3 credits
Prerequisite: HTM 4106 Operations Management for Hospitality and Tourism

This course contains coverage and analytical discussion of key areas of contemporary hospitality and tourism management: evaluation of the most important global trends in tourism, analysis of the impact of crucial environmental issues and their implications and the major factors affecting international tourism.

HTM 4211 Service Management in Hospitality 3 credits
Prerequisite: HTM 4106 Operations Management for Hospitality and Tourism

A holistic and interdisciplinary approach is used to explore the principles of service management. The course will enhance students' understanding of what actually constitutes quality, the nature of service and strategies for improving it.

HTM 4221 Tour Guiding 3 credits
Prerequisites: HTM 4121 Tour Operations Management
 HTM 4122 Planning and Development in Tourism

A study of responsibilities, roles, duties, manners and ethics of professional tour guide including tour guide practice, procedures of inbound and outbound customs as well as tourist safety and first aids. This course also covers human relations, public speaking and service psychology. In addition, the course also provides the principle knowledge of tourism industry, principles of tour guiding, tourism geographic, natural and cultural aspects of tourist destination and its history, economic and sociological background. Field trips to visit several tourist destinations will also be provided.

HTM 4222 Thailand Tourism Products 0 credits
Prerequisite: Senior standing with 126 credits and above

This course covers all aspects of Thailand tourism products. Their historical development and significances will be investigated. Field trips to visit several tourist destinations will also be provided.

- IBM 2702 International Business Environment 3 credits**
Prerequisite: BG 2401 Microeconomics
 The course is an introduction to the global business environment focusing on the economics, social-cultural, political, regulatory and legal dimensions of the international business environment. International business theories, global business environment, FDI, trade policies, institutional arrangements, and government business relationships are examined. The objective of the course is to provide the students a global perspective and to make them aware of challenges and opportunities in the competitive business environment.
- IBM 3641 International Product and Brand Planning 3 credits**
Prerequisite: MKT2280 Principles of Marketing
 This course focuses on the process of developing and introducing new products and brands for different culture markets. Covered throughout the course are issues in product line and brand management such as product standardization versus differentiation, brand extensions and dilutions, multiple product life cycles, international product positioning and branding, and their impacts on building brand image.
- IBM 3711 Comparative Management 3 credits**
Prerequisite: IBM 2702 International Business Environment
 This IBM foundations course focuses on the different elements of culture that have an impact on the internationalization process, organizational structures, strategies, operations, and communications.
- IBM 3713 International Management 3 credits**
Prerequisite: IBM 3711 Comparative Management
 International Management is concerned with management of assets and operations beyond the borders of one's home country. This course focuses on managers' fundamental responsibilities for planning, organizing, leading and controlling firms' activities across cultures.
- IBM 3714 Export-Import Policy and Strategy 3 credits**
Prerequisite: MKT 3620 Global Marketing
 This course covers the issues involved in developing comprehensive export/import strategies at the national, sector, and firm levels. Topics include government institutions and their roles in balancing exports and imports among sectors; the strategic use of export-import organizations to promote economic and competitive advantages; procedures and practices of export-import financing, documentation, export/import compliance, export/import channels, foreign trade zones, and transportation modes.
- IBM 3720 International Business Law and Regulations 3 credits**
Prerequisite: IBM 2702 International Business Environment
 This is a study of general legal aspects involved in international business environment with an emphasis on specific rules and regulations concerning export and import transactions. Topics include the uniform customs and practice for documentary credits, regulations prescribed by the Ministry of Commerce, the Bank of Thailand, the National Gazette regarding to export trade, rules on imports, legal aspects of international contracts, international trade agreements, and legal problems arising from international business transactions.
- IBM 3721 Export-Import Cargo Insurance 3 credits**
Prerequisite: MKT3620 Global Marketing
 The first part of the course will be the study of the risk, the perils, and hazards, the risk management techniques, and the principles of insurance related to export-import cargoes. The second part will be the study of the types of insurance available for export-import cargoes, the coverage, the exclusions, the extended coverage, the main factors affecting insurance rates, claims and compensation, assignment, subrogation.

- IBM 3820 International Accounting and Taxation 3 credits**
Prerequisite: ACT2620 Fundamentals of Managerial Accounting
 This course is concerned with the study of accounting systems of international firms and problems faced by multinational firms as they gather and report accounting information. It also includes the analysis and interpretation of data for management decision making, the study of taxation systems of major trading countries in order to gain perspectives of their regulations and collecting systems.
- IBM 4710 International Operations Management 3 credits**
Prerequisite: BG2200 Statistics II
 This course examines the role played by the operations function in making the strategic decision of where to locate facilities and explore how to coordinate worldwide operations to enhance performance. Topics include global logistics, production planning, and foreign manufacturing systems. Techniques involving decision and mathematical models are studied in terms of improving the performance of this system.
- IBM 4711 International Human Resource Management 3 credits**
Prerequisite: IBM3713 International Management
 This course covers the approaches to managing people in an international context and the variables that moderate differences between domestic and international human resource management. Topics include issues related to staffing policies, performance management, training and development, compensation, repatriation, labor relations, and potential problems and possible remedies in international human resource management.
- IBM 4712 Export-Import Management 3 credits**
Prerequisite: MKT 3620 Global Marketing
 This course focuses on the study of principles, practices and regulations involved in export-import transactions. Topics related to law and regulations governing the shipment of goods, customs procedures, management and organization of export-import department of large companies are included. Discussions will also encompass procedures and practices of export-import financing, packaging, sales promotion, transportation, insurance, and document preparation.
- IBM 4810 International Marketing Research 3 credits**
*Prerequisite: MGT3940 Business Research Methodology
 MKT 3620 Global Marketing*
 The course develops an understanding of research methodology applied to international markets. Topics include the significance of research to multinational enterprises, the study of data sources, which relate to international marketing activities, data collection, data analysis, the development of an international marketing information system, and the application of the system for marketing decision-making.
- IBM 4811 International Strategic Management 3 credits**
*Prerequisite: MGT2900 Principles of Management
 Senior standing (IBM Major)*
 This course is a synthesis of strategic management amidst the phenomena of globalization. It is designed to encourage students to integrate and apply knowledge and skills learned in earlier courses, and it also introduces the critical business skills of understanding and managing strategic issues in international settings. Issues covered include environmental analysis, the challenges and benefits of globalization, the design of global corporate strategies, the system of value creation, and evaluation of corporate strategies.
- IBM 4820 International Cooperative Strategies 3 credits**
Prerequisite: IBM3713 International Management
 The course presents a systematic conceptual framework of international cooperative strategies and managerial skills and competencies necessary to form and manage effective cross-border partnerships. Issues related to various typologies and frameworks for strategic alliances and partner selection, ownership structure decision, design of management control systems, performance assessment, inter-partner fit/trust building, and the evolution and stability of alliances over time are also discussed.

IBM 4821 International Financial Markets 3 credits

Prerequisite: FIN2700 Money, Banking and Financial Markets
Senior standing

This course introduces the international financial system by describing the structure of international financial markets. The principal focus of this course is on understanding how firms can manage interest rate risk, exchange rate risk and commodity price risk using derivatives such as forwards, futures, swap, options, and related financial derivatives for hedging, arbitrage, and speculative purposes in the global environment. Attention will be devoted to (1) institutional arrangements, taxation, and regulation, (2) international arbitrage and parity conditions, (3) valuation, (4) derivative instruments, (5) hedging, and (6) topics of particular current relevance and importance.

IBM 4840 Global Supply Chain Management 3 credits

Prerequisite: MGT2900 Principles of Management

This is a study of activities involved in the flow of goods from point of origin to point of consumption on a global scale. The focus is on what is different about supply chain management in the international setting. The course is designed to develop an understanding of the nature of international problems associated with the procurement, operations management, inventory control, logistics and transportation, distribution, and customer service. Topics also include Internet-enabled supply chains.

IBM 4841 International Services Marketing 3 credits

Prerequisite: MKT 3620 Global Marketing
Senior standing

This course aims at providing students with an understanding of services marketing in an international context. Issues related to market orientation, long-term relationship, quality and satisfaction are discussed. Cases in the marketing of services are included to help students gain more insight on the issues and problems arising from services marketing and to practice their problem-solving skills.

IBM 4920 Seminar in International Business Management 3 credits

Prerequisite: Senior standing (IBM Major)

The primary objective of this course is to provide an integrating experience for students. All areas of international business management curriculum will be brought to play on the problems encountered. The approach will be case study analysis.

IBM 4921 Individual Research 3 credits

Prerequisite: Senior standing (IBM Major)

This course aims at developing in students the ability to apply a theoretical approach to the real world problems of any organization in a selected industry in Thailand. A specific area of concentration will be chosen by students and upon approval an advisor from the department of IBM will be assigned.

IC 3331 Property Insurance 3 credits

Prerequisite: IG 1211 Principles of Risk Management and Insurance

This course begins with analysis of an insurance contract and measurement of property and net income loss exposures of a family and the business firm in general, then, examines the major insurance policies and extension available in the Thai market. Basic discussion will be for fire insurance an allied line, Industrial All Risk business interruption insurance, Motor insurance, ocean and inland marine insurance and any other modern property insurance for the business firm.

IC 3332 Casualty Insurance 3 credits

Prerequisite: IG 1211 Principles of Risk Management and Insurance

This course begins with the analysis of the source of Legal Liability, analyzes the major sources of liability loss exposures of both family and business firm and then, examines the insurance overages designed to meet those loss exposures. Basic discussion will be for the personal liability insurance, public liability insurance, fidelity guarantee insurance, workers' compensation, employer's liability insurance, professional liability insurance, products liability insurance, surety bond, and a variety of miscellaneous liability insurance.

IDM 3202 Motion and Time Study 3 credits
Prerequisite: BG 1200 Mathematics for Business
BG 2200 Statistics II
MGT 3905 Operations Management

A study and analysis of work methods, determination of standard time required for production activities, measurement and improvement of productivity, work sampling, identification of alternatives, and incentive systems.

IDM 3203 Logistics and Supply Chain Management 3 credits
Prerequisite: MGT 3905 Operations Management
MKT 2800 Principles of Marketing

This course consists of the Theory, concepts and techniques of managing the business of physical distribution throughout the Supply Chain. Emphasis is placed on the development of a sound recommendation based on the need for trade off and the appraisal systems. Cases are used to improve analytical skills and in the development of practical action programs. The major course topic areas include: management of logistics systems, transportation for the user location, scheduling and control, and logistics system design.

IDM 3204 Industrial Safety and Risk Management 3 credits
Prerequisite: MGT 2900 Principles of Management

This course covers principles of risk management and its process. Methods of handling risks, especially loss prevention is included. The course also emphasizes on how to manage safety procedures and how safety cultures can be built and established among organizational members. It focuses on how safety can lead to cost reduction, productivity and efficiency improvement for the company as a whole.

IDM 3205 Manufacturing Systems Management 3 credits
Prerequisite: MGT 3905 Operations Management

The student will explore the basis of production systems and how to implement them. The production systems studied in this course include Toyota Production Systems, Lean Manufacturing, and Just-in-Time Production system. These production system paradigms are reviewed in the context of their application to manufacturing and service, different businesses, professional disciplines and functional areas.

IDM 3301 Warehousing, Transportation and Distribution Management 3 credits
Prerequisite: IDM 3203 Logistics and Supply Chain Management

This course entails concepts related to warehousing operations; covering areas such as warehouse site selection, warehouse size determination, warehouse infrastructure design, warehouse operation and functions, as well as warehouse investment calculation. Focuses on transportation aspect of logistics management including transportation theory, transportation mode availability and selection, transportation pricing, routing, as well as transportation scheduling and controlling. The course also touches on distribution management concepts including types of distribution, availability of distribution channels in use and the types and selection of distribution channel members as well as intermediaries.

IDM 3302 Materials Management 3 credits
Prerequisite: IDM 3203 Logistics and Supply Chain Management

This course is a detailed aspect of industrial operations management customarily associated with materials identification and location, determination of methods and frequency of materials delivery, material storage, in-process control of materials, as well as movement of materials as input and output of an operation. It is designed to equip students with a basis as to material resource planning and utilization; a foundation for other more advanced concept such as material cost calculation and allocation. It also explores the different types of material handling equipment and system in use, both manual and computerized systems.

IDM 3305 Customer Relationship Management 3 credits

*Prerequisite: MKT 2280 Principles of Marketing
 IDM 3203 Logistics and Supply Chain Management*

This course provides students knowledge in the creation of a philosophical encapsulation of Customer Relationship Management (CRM) incorporating both human and technological relationship elements. Philosophies and concepts associated with establishing organizational structures, marketing strategies and operations are explored to encapsulate a starting point for CRM. Supporting e-business technologies including key CRM applications and their links to enterprise application suite are introduced.

IDM 3401 Manufacturing Information Systems 3 credits

*Prerequisite: BG 2200 Statistics II
 BIS 1140 Microcomputer Applications
 BIS 2180 Information Technology*

The course introduces students to the conceptual and practical issues in information systems to aid in decision-making in industry. It explores computer-based information systems for decision-making in such areas as Material Requirement Planning, Statistical Data, Simulation and some others that are vital to decision making in production. Techniques for analysis of existing systems, information storage and retrieval are also discovered.

IDM 3402 Facility Management 3 credits

Prerequisite: IDM 3203 Logistics and Supply Chain Management

This course introduces students the fundamentals of optimum facility management. Students study procedures on selecting plant location, plant layout design, space requirements and allocation, analytical techniques, materials transportation, and storage.

IDM 3403 Industrial Engineering Management 3 credits

Prerequisite: IDM 3202 Motion and Time Study

This course involves the investigation of industrial engineering concepts in the context of manufacturing technology and processes. The relationship between process design and manufacturing practice is explored. Students study industrial process development, engineering enhancement, process re-engineering and applications of engineered process in industrial businesses. This course focuses on how engineering processes can be utilized and applied to industrial businesses. Students study how development of work structure, work flow, work calculation are associated with processes/ facilities/ machineries in use in manufacturing and how these processes can be managed from an engineering standpoint to apply to industrial management.

IDM 4201 Manufacturing Planning and Control 3 credits

Prerequisite: MGT 3905 Operations Management

A study of production systems, production aspects and planning, market demand, forecasting, production factors, materials planning and control, determination of production schedule and dispatching, and production control system designs.

IDM 4202 Production Costing and Budgeting 3 credits

Prerequisite: ACT 2620 Fundamentals of Managerial Accounting

A study of cost accounting approaches, job order costing, process cost accounting and activity-based costing (ABC), production cost planning & controlling by budgeting and responsibility accounting, evaluation of manufacturing performance through standard costs and financial statement analysis techniques.

IDM 4203 Quality Management 3 credits

Prerequisite: MGT 3905 Operations Management

A study of principles and practices on quality management during production process, application of techniques in quality control, quality audit, the relationship between quality control and natural resources-and energy saving. Emphasis on ISO9000 series, which increase efficiency and effectiveness in Industrial business.

IDM 4204 Industrial Project Feasibility Analysis and Management 3 credits

Prerequisite: ACT 2620 Fundamentals of Managerial Accounting
FIN 3701 Corporate Finance
MGT 3905 Operations Management

An analysis of project's financial feasibility, cost-benefit analysis, project analysis under uncertainty, a comparison among investment projects, and decision on the invested project viability.

IDM 4206 Industrial Environmental Management 3 credits

Prerequisite: BG 1202 Science, Man and His Environment

This course covers the basic concepts of environmental studies. Topics include water system, water supply, wastewater treatment, air quality, meteorology and natural purification process, engineering system for air pollution control, solid waste control and management, and ISO 14000.

IDM 4207 Internship in Industrial Management 3 credits

Prerequisite: Consent of the Department Chairperson
Senior Standing Only

In final semester at the college, a student may arrange for an Internship Program with an industrial company for not less than 300 hours of work. Weekly progress reports and approved by the student's immediate supervisor must be submitted. A report submission and final presentation must be given.

IDM 4301 Information Technology in Supply Chain 3 credits

Prerequisite: BIS 1140 Microcomputer Applications
BIS 2180 Information Technology
IDM 3203 Logistics and Supply Chain Management
IDM 4201 Manufacturing Planning and Control

The course introduces students to the conceptual and practical issues in information systems to aid in decision-making in industry. It covers information technology for resource planning and scheduling: ERP, CRP, APS, RFID, and Inventory Management. It explores supply chain decision support system in such areas as Demand Planning, Logistics Network Design, Inventory Deployment, Sales & Marketing Region Assignment, DRP, MRP, Production Location Assignment, Fleet Planning, Lead Time Quotation, Production Scheduling, Workforce Scheduling, etc.

IDM 4302 Industrial Strategic Management 3 credits

Prerequisite: MGT 3905 Operations Management
IDM 4204 Industrial Project Feasibility Analysis and Management

This course aims at providing students with conceptual knowledge in reference to strategic planning and thinking processes. The course focuses on theories in used for assessing industrial business's viability, continuity, and mid-term to long-term planning. This subject includes studies on internal and external analysis of the industry, forces shaping the industry, and the strategy formulation to sustain or expand the businesses. Industrial strategy analysis and formulation are the prime areas of this course's content. Business models applicable to industrial businesses are explored in this course.

IDM 4401 Technology and Innovation Management 3 credits

Prerequisite: IDM 4203 Quality Management

This course is designed to introduce students to the innovation process and its management. It provides an overview of technological change and links it to specific strategic challenges; examines the diverse elements of the innovation process and how they are managed; discusses the uneasy relationship between technology and the workforce; and examines challenges of managing innovation globally.

- IDM 4402 Total Quality Management 3 credits**
Prerequisite: IDM 4203 Quality Management
 This course focuses on the concept of continuous improvement methods to be applied to industrial businesses, encompassing the theory of Total Quality Management. Students are to explore the continuous improvement of business processes and systems providing superior customer value and methods used to implement the concept. Topics under study include Customer Value strategy, organizational systems and continuous improvement in the name of quality process, quality results and quality products. Areas of focus range from zero defect concepts, definition of quality, system needed to cause quality, quality standard used to demonstrate performance, to quality measurement system to be used. Statistical process controls, Six Sigma, 7 Q.C tools, are examples of topics to be explored in the course.
- IDM 4403 Industrial Quantitative Methods and Management 3 credits**
Prerequisite: MGT 3905 Operations Management
 This course entails the concept of management science and operations research applicable to industrial management. It encompasses topics such as probability concepts, forecasting, mathematical decision making techniques, normal distribution theory, cost-volume-profit analysis, decision trees, game theory, simplex method, and linear programming. Students are to be equipped with knowledge on the quantitative approach to management decision making hinged upon the theory developed from scientific management, industrial engineering as well as management science.
- IDM 4501 Seminar in Industrial Management 3 credits**
Prerequisite: Senior Standing (Industrial Management Major)
 This course is designed to provide a comprehensive study of all aspects of industry: conditions, problems and solutions. Potential growth of industrial business and ways to develop industry are also covered. Course involves class discussion, guest speakers, research and presentation.
- IG 1211 Principles of Risk Management and Insurance 3 credits**
Prerequisite: None
 This course starts with the basic concepts of risk, various terminologies used in risk management and insurance. Students will be introduced a broad preview of risk management process and the method of handling risk, basic discussions of the principles that underline the field of insurance, and introduction to various types of insurance contracts, such as property, liability, life, health, and government insurance. A preview of the nature and operator of the insurance business is also included.
- IG 3311 Insurance Law 3 credits**
*Prerequisite: IG 1211 Principle of Risk Management and Insurance
 BG 1400 Business Law I*
 Insurance laws (and Ministerial Regulations) of the Kingdom pertaining to the contract of insurance in all fields such as life, accident, fire, transportation, and liability will be studied in details along with the court interpretation on applicable coverage. Wherever feasible, comparison will be made with laws in the U.K. and U.S.
- IL 3321 Principles of Life Assurance 3 credits**
Prerequisite: IG 1211 Principles of Risk Management and Insurance
 The course will begin with a look at the history of life insurance and the theory of economic of life and health insurance. Emphasis will be given to the features of life insurance products, life insurance contract, and policy ownership rights. The course will also examine the use of life insurance in personal and business financial planning, government insurance programs, and employee benefit plans.
- IL 3322 Advanced Life and Health Insurance 3 credits**
Prerequisite: IL 3321 Principles of Life Assurance
 This course begins with analysis and measurement of personal loss exposures, in respect of a family and business firm in general, then, examines the scope of coverage and extension of personal accident insurance, health insurance for medical expenses benefit, dismemberment benefit, disability benefit and loss of life benefit. This course also covers theory of Group insurance, master contracts and certification, and the various aspects and clauses under group insurance contract. Marketing and merchandising of group insurance and evaluation of current trends.

INS 3101 Principles of Risk Management and Insurance 3 credits

A study of the basic concepts of risk, various terminologies used in risk management and insurance. Students will be introduced a broad preview of risk management process and the method of handling risk, basic discussions of the principles that underline the field of insurance, and introduction to various types of insurance contracts, such as property, liability, life, health, and government insurance. A preview of the nature and operator of the insurance business is also included.

INS 3102 Insurance Law 3 credits

Prerequisite: BG 1400 Business Law I

A study of the Insurance laws (and Ministerial Regulations) of the Kingdom pertaining to the contract of insurance in all fields such as life, accident, fire, transportation, and liability will be studied in details along with the court interpretation on applicable coverage. Wherever feasible, comparison will be made with laws in the U.K. and U.S.

INS 3201 Property Insurance 3 credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

A study of the analysis of an insurance contract and measurement of property and net income loss exposures of a family and the business firm in general, then, examines the major insurance policies and extension available in the Thai market. Basic discussion will be for fire insurance and allied lines, Industrial All Risk business interruption insurance, Motor insurance, ocean and inland marine insurance and any other modern property insurance for the business firm.

INS 3202 Casualty Insurance 3 credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

A study of the analysis of the source of Legal Liability, the major sources of liability loss exposures of both family and business firm and the insurance coverage designed to meet those loss exposures. Basic discussion will be for the personal liability insurance, public liability insurance, fidelity guarantee insurance, workers' compensation employer's liability insurance, professional liability insurance, products liability insurance, surety bond, and a variety of miscellaneous liability insurance.

INS 3203 Engineering Insurance 3 credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

A study of the analysis and measurement of property loss exposures of the business firm. Major insurance policies and extension to be examined are the contractor's all risks insurance, erection all risks insurance, machinery breakdown insurance, boiler and pressure vessel insurance, consequential loss following machinery breakdown, computer all risks insurance and deterioration of stock.

INS 3301 Principles of Life Assurance 3 credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

A study of the features of life insurance industry, life insurance contract, life insurance policy, life insurance products and supplemental benefits, and life insurance policy provision and policy ownership rights. Paying life insurance policy proceeds and introduction to group life insurance are also included.

INS 4103 Insurance Marketing 3 credits

*Prerequisite: INS 3101 Principles of Risk Management and Insurance
MKT 2280 Principles of Marketing*

A study of the marketing principles and functions of marketing as an integral aspect of major branches of insurance industry. It emphasizes on sales, promotion, product developments, distribution channels, customer relationship as well as other relevant topics.

- INS 4104 Reinsurance 3 credits**
Prerequisite: INS 3101 Principles of Risk Management and Insurance
- A study of the examination the nature and functions of reinsurance, main types of insurers and reinsurer, legal principles and outline of the international reinsurance market. It evolves into details of facultative, and treaty for both proportional and excess of loss reinsurance. The course also includes accounts, premium and loss reserves including reinsurance audits.
- INS 4105 Seminar in Insurance 3 credits**
Prerequisite: Senior Standing
- A study of a comprehensive review of all aspects of risk and insurance. Students will examine various cases on operations of insurance company. Topics are relevant to professional goals and interest of students and current issues in the insurance industry. The emphasis of the course will be on research, class discussion, and presentation.
- INS 4106 Information Management in Insurance 3 credits**
*Prerequisite: INS 3101 Principles of Risk Management and Insurance
 BIS 2180 Information Technology*
- A study of the data processing techniques used in pertinent functions in all branches of insurance. Specific applications relate to policy control, commission, premiums, renewals, branch/broker control and costing, cost analysis and financial analysis. New information technologies such as internet and World Wide Web are also included.
- INS 4203 Marine and Aviation Insurance 3 credits**
Prerequisite: INS 3101 Principles of Risk Management and Insurance
- A study of the insurance of cargo by all modes of transportation and from aspects of loss, damage, and liability. Discussion will be pertinent cargo clauses A., B., C., War risk, Strike, Commodity Trades, and other clauses, Principles of Interest, Types and Characteristics of Vehicles and Cargoes, Hull Insurance and Aviation insurance
- INS 4204 Property and Casualty Insurance Accounting and Finance 3 credits**
*Prerequisite: INS 3101 Principles of Risk Management and Insurance
 ACT 1600 Fundamental of Financial Accounting*
- A study of the analysis about insurance accounting and financial statements of the non life insurance company, valuation of insurance company asset, revenues, expenses, liabilities and policyholders' surplus. Then, in depth discussion will be on how to interpreting basic financial statements, and Solvency Surveillance.
- INS 4205 Survey and Claim Management in Property and Casualty Insurance 3 credits**
*Prerequisite: INS 3201 Property Insurance
 INS 3202 Casualty Insurance*
- A study of the analysis about the roles and duties of the claim representative, human relations in claim, communication skill, listening skill, claim management, claim professionalism, the negotiation process and styles. The application of claims practice to transacting insurance business on an industry wide basis will also be discussed together with the pre-insurance survey and post-loss survey. Discussion of loss-adjustment techniques will also be provided using policy wording in each class of business.
- INS 4206 Essentials of Risk Management 3 credits**
Prerequisite: INS 3101 Principles of Risk Management and Insurance
- A study of the discussion about losses, loss exposures on both personal and business firm and the risk management process. Discussion will focus on the risk management techniques, risk financing and risk control, role of the risk manager in an organization, pre and post loss objective, current issues regarding risk management.

- INS 4207 Insurance Management 3 credits**
Prerequisite: INS 3101 Principles of Risk Management and Insurance
MGT 2900 Principle of Management
 A study of the structure and operation of the insurance companies and broking companies incorporated in Thailand. The students will be led into managerial practices and problem in the insurance companies and broking companies. All main functions and assessment of market need for both organizations are discussed.
- INS 4208 Internship in Property and Casualty Insurance 3 credits**
Prerequisite: Consent of Department Chairperson
 Students will spend 8 weeks (40 hours/week) intern with selected property and casualty insurance or related business organization. The internship will focus mainly on insurance operations of such organization. Upon completion of the program, the students will be evaluated by their supervisor and submit a detail report of the knowledge gained. Course grade will be based on the students' supervisor evaluation and their reports.
- INS 4209 Directed Studies in Property and Casualty Insurance 3 credits**
Prerequisite: Consent of Department Chairperson
 Under the guidance of the department chairperson, a student must carry out an approved research project in Property and Casualty Insurance. The depth, and innovativeness of the research will determine the credit to be given.
- INS 4210 Risk Control and Risk Financing 3 credits**
Prerequisite: INS 3101 Principles of Risk Management and Insurance
INS 4206 Essential of Risk Management
 This course starting with the last two steps of risk management process (1) implementing the selected risk management techniques and (2) monitoring the results for effective control and coordination of the organization's total risk management effect.
- INS 4302 Accident, Group and Health Insurance 3 credits**
Prerequisite: INS 3301 Principles of Life Assurance
 A study of the analysis and measurement of personal loss exposure, in respect of a family and business firm in general, the scope of coverage and extension of personal accident insurance, health insurance for medical expense benefit, disability benefit and this course also covers theory of group insurance, master contract and certificate, and the various aspects and clauses under group insurance contract including marketing and distribution of group insurance and evaluation of current trends.
- INS 4303 Life Assurance Underwriting 3 credits**
Prerequisite: INS 3301 Principles of Life Assurance
 A study of the elementary physiology and anatomy, the proposals and medical report forms. The topics also cover the main concept and process of life insurance underwriting, underwriting method, underwriting factors and underwriting aspects relating to impairments, diseases and physiological malfunctions.
- INS 4304 Life Assurance Mathematics 3 credits**
Prerequisite: INS 3301 Principles of Life Assurance
 A study of the concepts of Life table, probability of death and survival, the fundamental of premium rating and analysis of the components and the essential factors of premium rate calculation. Basic understanding about the reserve calculation and various types of reserve in life insurance.
- INS 4305 Claim Management in Life Assurance 3 credits**
Prerequisite: INS 3301 Principles of Life Assurance
 A study of the administrative aspects of payments with respect to death and disability claims, maturity and annuity payments, surrenders and partial surrenders of policies, loans on policy and dividends. Claim decision process, analyzing claims for life insurance and supplementary benefits, and paying life insurance claims will be emphasized.

- INS 4306 Life Assurance and Financial Planning 3 credits**
Prerequisite: *INS 3301 Principles of Life Assurance*
 FIN 2700 Money, Banking and Financial Markets
A study of the introduction of financial planning and personal financial planning process. The topics include the uses of life insurance, life annuities, health insurance and social security in the financial planning scheme, the risk analysis concept together with the integration of social security benefits, employer-provided benefits, individually purchased life insurance and investments into a comprehensive financial plan including life insurance planning and purchasing decision, financial health check/personal financial fact-finding as well as the investment planning.
- INS 4307 Life Assurance Agency Administration 3 credits**
Prerequisite: *INS 3301 Principles of Life Assurance*
 MKT 2280 Principles of Marketing
A study of the life insurance agency office management concepts, agency organization and structure, ways to improve communication and workflow between insurer and the agency offices. Discussions will be focused on ways to organize agency office to maximize efficiency and to provide more effective sales support for agency force. The course also covers office productivity, agency expenses and budgetary control, compliance and sales practices, supervisory skills, people management techniques and agency office automation.
- INS 4308 Managing for Solvency and Profitability in Life 3 credits**
 Assurance
Prerequisite: *INS 3301 Principles of Life Assurance*
 FIN 2700 Money, Banking and Financial Markets
A study of the solvency, liquidity and profitability of life insurance companies. Topics include financial management of insurance company, how life insurance companies pursue the key financial objectives, insurance financial statement analysis, product planning, product design and pricing for insurance company product. This course also provides the concept of how insurance company executives approach capital management and monitor the financial performance of life insurance company.
- INS 4309 Internship in Life Assurance 3 credits**
Prerequisite: *Consent of Department Chairperson*
Students will spend 8 weeks (40 hours/week) intern with selected life assurance or related business organization. The internship will focus mainly on insurance operations of such organization. Upon completion of the program, the students will be evaluated by their supervisor and submit a detail report of the knowledge gained. Course grade will be based on the students' supervisor evaluation and their reports.
- INS 4310 Directed Study in Life Assurance 3 credits**
Prerequisite: *Consent of Department Chairperson*
Under the guidance of the Department advisor, a student may conduct a research in an approved area of life assurance. The depth, and innovativeness of the research will determine the credits given.
- MGT 1101 Introduction to Business 3 credits**
Prerequisite: *None*
A general introduction to business, aiming at outlining the philosophy, objectives and responsibility of business enterprises, and familiarizing students with business vocabulary; business and its environment, emphasizing the fundamental principles of organization, legal forms of business ownership, business activities concerning personnel, accounting, marketing, production and finance.
- MGT 2404 Managerial Psychology 3 credits**
Prerequisite: *None*
A study of the concept and scope of social psychology, basic psychological factors and how they relate to the business organization: a survey of language symbol: perception, memory, emotion, social attitude, persuasion, social and cultural environment, role and status, personality, leadership, group behavior, morale and the application of these factors in the human relation of business, especially in creation of morale, motivation of workers, and the solution of business and social problems.

MGT 2900 Principles of Management 3 credits
Prerequisite: MGT 1101 Introduction to Business
The essential principles of management: planning, organizing, leading and controlling. The theory of management as applied to modern corporate structure is discussed. Topics include management policies, departmentalization, centralization and decentralization, line and staff functions, an introduction to human resources management.

MGT 3901 Organization Theory 3 credits
Prerequisite: MGT 2900 Principles of Management
This course deals with the theories, practices and problems of an organization and its environment, function and structure of authority and responsibility, formal and informal organization and social system, organizational behavior, organizational control, research and development, and the changing of corporate structure.

MGT 3903 Leadership 3 credits
Prerequisite: MGT 2900 Principles of Management
This course deals with the types of leadership and recognition of the problems faced by leaders in various working situations, understanding the role of the first-line supervisor and his subordinate, exploration of theories of worker motivation and their application, nature and character of influential leaders.

MGT 3904 Office Management 3 credits
Prerequisite: MGT 1101 Introduction to Business
A study of various phases of office management, the modern concepts of office management, organization, operation, nature of the office work, office layout, office personnel, planning and control of office work, productivity measurement and cost control.

MGT 3905 Operations Management 3 credits
Prerequisite: MGT 2900 Principles of Management
The fundamentals of industrial management from the point of view of organization structure, product, product development and research, standardization, plant location and layout, materials handling, machines equipment and maintenance, and the overall operation of production and control.

MGT 3906 Managerial Group Dynamics 3 credits
Prerequisite: MGT 3903 Leadership
This course is designed to acclimate students to methods and skills of conference and discussion leadership, with the main emphasis on improving the effectiveness of the leader's performance in group problem-solving and decision-making, based upon the assumption that skilled leadership must be able to dissipate the forces in a group that make for frustration and to utilize the group resource that make for cooperative problem-solving.

MGT 3907 Business Communication 3 credits
Prerequisite: BG2001 English IV
This course is designed to train the students to fully understand and effectively use the patterns of communication in business, in both theories and practices of the business professional. The course covers business letters, essays and reporting, memoranda, conversation interviewing, presentation advertising and public relations reading and listening techniques. Also included is a thorough review of Electronic mail, videoconferencing, decision support systems, collaborative writing systems, group scheduling systems and Internet-based communications.

MGT 3915 Project Management 3 credits
Prerequisite: MGT 3905 Operations Management
A study of project planning procedure by considering factors in determining project objectives, setting of work system, allocation of resources, project feasibility analysis, matrix model organization, management techniques and operation procedures in accomplishing goal such as implementation, communication, coordination, controlling and evaluation of the project.

- MGT 3917 Innovation and Change Management** **3 credits**
Prerequisite: MGT 2900 Principles of Management
 This course deals with the concept of innovation and change management. It views innovation as a management process with external linkages. The role of innovation and how to manage innovation within firms is discussed. It also covers new product and services development as part of innovation.
- MGT 3921 Employment Procedure and Evaluation** **3 credits**
Prerequisite: MGT 3923 Strategic Human Resources Management
 The course covers recruitment methods labor laws and evaluation of employees. It deals with the logic of selection and the processes of recruitment, interview and testing, recruitment of personnel for different levels, laws governing labor, evaluation of employment techniques and individual performance.
- MGT 3922 Introduction to New Ventures** **3 credits**
Prerequisite: MGT 2900 Principles of Management
 This course provides in-depth knowledge about new venture formation, how to launch a new business venture, how to get ideas to reality, and how to develop strategy.
- MGT 3923 Strategic Human Resources Management** **3 credits**
Prerequisite: MGT 2900 Principles of Management
 The study of phases of human resource management. The methods, techniques and procedures of the managerial as well as the operational phases of procurement, development, maintenance and utilization of an effective working force are discussed. The course covers the raising of greater efficiency and productiveness of human resource through the application of effective policies and practices in selection, training, compensation, promotion and transfer, health and safety provisions, morale building, job stabilization, grievance handling and disciplinary actions, and the human relations aspect of dealing with personnel is also emphasized.
- MGT 3924 Human Resources Development** **3 credits**
Prerequisite: MGT 3923 Strategic Human Resources Management
 The course deals with the principles of training and development of personnel; types, methods, and contents of training programs; development of the programs; evaluation of training program; behavioral changes, and; training for different levels of personnel and leadership training.
- MGT 3940 Business Research Methodology** **3 credits**
Prerequisite: BG 2200 Statistics II
BIS 3340 Computer Tools in Research
 A study of scientific research methods for business decision-making and problem-solving. Emphasis is placed on the nature of research, choosing a problem and scope for research in business administration, planning and organizing the research project, methodology and techniques in data collection, design, of research project, processing, analysis and presentation of data in appropriate report format. Students will be trained in writing a research report.
- MGT 3941 Quantitative Business Analysis** **3 credits**
Prerequisite: BG 2200 Statistics II
 Application of quantitative techniques to the formulation and solution of economic and business problems. Topics include demand and cost analysis, forecasting methods, linear programming, inventory and queuing theories.
- MGT 3942 Organizational Behavior** **3 credits**
Prerequisite: MGT 2900 Principles of Management
MGT 2404 Managerial Psychology
 This course provides the social psychological foundations for understanding individual and group behavior, and the application of these principles to the problems faced by managers in both line and staff positions in organizations. Specific topics of study include perception, communication, attitudes, motivation, influence, cooperation, group dynamics, organizational change, and organizational structure.

MGT 4914 Entrepreneurship 3 credits

Prerequisite: MKT 2280 Principles of Marketing
FIN 3701 Corporate Finance
MGT 3940 Business Research Methodology
MGT 3905 Operations Management
and completion of 112 credits

This course deals with principles, theories and practical aspects of entrepreneurship. Building on the base of business knowledge students have acquired in their business course by focusing on pre-start-up, start-up and early growth new venture, writing business plan and making existing enterprises profitable.

MGT 4916 Negotiation Strategy 3 credits

Prerequisite: MGT 2404 Managerial Psychology
MGT 2900 Principles of Management

This course is designed to provide students with principles and practices of both domestic and international negotiation, for example in the fields of political, marketing and financial negotiations. It also includes the impact of verbal and non-verbal communications. It explores the negotiating process, including the development of skills in managing conflict resolutions within an organization, how to manage the negotiating process and how to handle the hard bargainer. Students will participate in several live negotiation case studies.

MGT 4919 Business Training 3 credits

Prerequisite: MGT 2900 Principles of Management

This course aims to provide the students with a work experience program by focusing on an internship program through selected organizations. Students will have to analyze the organization and apply the knowledge they have gained in their business education. The objective is to enable students to integrate the skills gained throughout the academic program with real work experience. Students can select either HRM or Entrepreneurship depending on the concentration they choose.

MGT 4923 Wage and Salary Administration 3 credits

Prerequisite: MGT3923 Strategic Human Resources Management

This is an intensive course on the methods and techniques of determining the relative worth of jobs and giving them appropriate monetary values in terms of salary and wage rates. It also covers the basic types of job valuation, the analysis of basic principles of wage and salary administration and their effects on the morale of employees.

MGT 4924 Manpower Planning 3 credits

Prerequisite: MGT 3923 Strategic Human Resources Management

A study and analysis of long range personnel policy and operation planning of the organization, organizing of work system both in its structure and procedures, departmental human resources, demand, rate of manpower procurement to replace vacancy due to promotion, retirement, and dismissal of human resources, factors and limitations of personnel development at all organizational levels for both existing and incoming personnel, including manpower planning for all types of personnel at different periods and situations.

MGT 4925 Labor Relations 3 credits

Prerequisite: MGT 3923 Strategic Human Resources Management

An analysis of labor relations, focusing on management problems and their solutions, the environmental framework, the legal framework, the behavioral structure of organized labor groups, collective bargaining, administration of labor agreement, handling of labor disputes, and labor relations policies.

MKT 3530 Consumer Behavior 3 credits

Prerequisite: MGT 2404 Managerial Psychology
MKT 2280 Principles of Marketing

A study of the nature and determinants of consumer behavior. Attention will be focused on the influence of socio-psychological factors such as personality, various social groups, demographic variables, social class, and culture on the formation of consumers' attitudes. The course will cover consumption and purchasing behavior; including steps in the decision-making process starting from problem identification, information and fact finding, evaluation of alternatives, buying decision, and after-purchase evaluation.

MKT 3620 Global Marketing 3 credits

Prerequisite: MKT 2280 Principles of Marketing

Topics discussed include principles and operations of international and global marketing concepts, the international marketing environment; trade promotion activities of the government and private agencies environmental aspects of international market; financial features and instruments, marketing structure of international trade, terms of trade and credit. International marketing position, foreign market survey, segmentation, targeting and positioning, sourcing strategies, global market entry strategies, strategic elements of competitive advantage, global marketing mix including product decisions, pricing, channels of distribution and global marketing communication mixes will also be discussed.

MKT 3627 Sales Promotion 3 credits

Prerequisite: MKT 2280 Principles of Marketing

The principles and practices in guiding management in making the key decisions necessary in sales promotion program: the selection of the proper sales appeals, sales promotion directed towards company's sales staff, middlemen and ultimate consumers. Study will be focused on planning and evaluation of promotional activities, including the merchandising functions.

MKT 3628 Public Relations 3 credits

Prerequisite: MKT 2280 Principles of Marketing

This is an in-depth introduction to the body of knowledge underlying the public relations process and the job skills of public relations professionals, the role of public relations organizations, and the role of public relations in organizations. The perspective taken in this course is on promotional campaigns in which public relations plays a key element and students will learn about the specific techniques and tools used in the field of public relations.

MKT 3629 Pricing Strategy and Decision 3 credits

Prerequisite: MKT 2280 Principles of Marketing

Topics include strategic pricing concept, cost structure, market-based pricing for profit, understanding of pricing influence on purchase decision, role of value in pricing, price sensitivity analysis, price elasticity; competitive pricing, proactive pricing, and an initial launch of integration of elements in profitable pricing. The course will also cover pricing for new products and different pricing schemes by segments, product-line pricing, pricing as a promotional tool, pricing to leverage competitive advantages, pricing psychology, and pricing ethics.

MKT 3803 Retail Management 3 credits

Prerequisite: MKT 2280 Principles of Marketing

This course aims at introducing students to the essential principles and practices of a small business in the area of retail operations. It will cover planning, operations and control in the various retailing institutions, retailing opportunities and careers with a major emphasis on the need to adopt decisions on store location, layout, building, fixtures, equipment and merchandise management. It will also discuss buying, handling, control and pricing, store promotion and customer services.

MKT 3823 Marketing Channel Strategy and Decisions 3 credits

Prerequisite: MKT 2280 Principles of Marketing

Structure, functions, types, and operating problems of the various institutions in the chain of distribution of different types of products and industries, and segmentation for marketing channel design will be included. Channel strategy formulation and implementation, the scope of the distribution system, distribution policies, the communication network, evaluation and control of channel performance are to be discussed. The course will include the fast emerging Thai cooperatives as part of a channel system, their organization, and management. The course will also explore channel implementation issues regarding distribution intensity and vertical constraints, and strategic alliances in distribution.

MKT 3830 Direct Marketing 3 credits

Prerequisite: MKT 2280 Principles of Marketing

This is a study of the methods of direct marketing to consumers and businesses without using conventional retailers or sales forces. It discusses the use of direct marketing techniques to enhance traditional marketing methods. Topics include the scope of direct marketing, strategic planning, offer planning and positioning database management, direct mail, telemarketing, catalogs, and direct response advertising. Marketing applications and concepts will be illustrated through examples and case studies.

MKT 3831 Retail Buying and Merchandise Management 3 credits

Prerequisite: MKT 3803 Retail Management

A study of organization and responsibilities of merchandise divisions, both independent and chain. Topics include duties and problems of the store buyer, the merchandise manager, demand forecasting, sources of buying information, buying policies and practices, selection and evaluation of resources, inventory planning, and control.

MKT 3832 Customer Relationship Management 3 credits

Prerequisite: MKT 2280 Principles of Marketing

Today's business environment is replete with uncertainty and threatened customer loss. Hyper-competition fills the environment, making a firm's competitive ability more important than ever. This course focuses on both aspects of customer relationship management: building and retaining customer loyalty as well as winning back lost customers. In so doing, the course structure includes readings about industry case examples around customer loyalty and win-back, readings and discussions on techniques and market information applicable to the goals of loyalty and win-back, and an industry project application.

MKT 3833 Marketing for Technological Products 3 credits

Prerequisite: MKT 2280 Principles of Marketing

This course will facilitate students to understand marketing on high-tech products. Keeping up with new technologies, understanding them, and having a feel for the business/marketing issues can drive the potential success. The list of even basic industries that technology is changing is vast, and includes industries such as automobiles, oil and gas, mobile phones and consumer foods.

MKT 3834 Internet Advertising 3 credits

Prerequisite: MKT 2280 Principles of Marketing

A study of the Internet as an advertising medium. Topics include the types of on-line models of advertising; how Internet advertising time and space is bought and sold; usage behaviors of Internet users; identification of targeting opportunities; measurements of Internet advertising activity and effectiveness; and management software solutions. Students will also learn to develop various forms of Internet advertisements.

MKT 3835 International Marketing Communications 3 credits
*Prerequisite: MKT 3102 Integrated Marketing Communications OR
MKT 3620 Global Marketing*

This is a study of globalize and domestic cultural diversity and their impact on IMC strategy development. Particular focus is given to values, behaviors, and underlying assumptions related to verbal and visual communication strategies and the debate surrounding standardization versus localization of worldwide marketing communications campaigns. Case Studies of IMC campaigns directed towards culturally specific domestic and international audiences are part of the course methodology.

MKT 4725 Competitive Analysis and Strategy 3 credits
Prerequisite: MKT 2280 Principles of Marketing

The course covers provision of analytical concepts in competitive environment, efficient market functioning, industry analysis, strategic groups in industry and global competition, as well as encompassing analysis for competitive advantage, vertical linkages, corporate diversification, and competitive strategic alliances. It provides an understanding of the rivalry using game theory, product positioning, competitive pricing, and research and development in competitive environment.

MKT 4726 Advertising and Creative Strategy 3 credits
Prerequisite: MKT 3102 Integrated Marketing Communications

This course focuses on the role of creative strategy in advertising and other promotional mix, in addition with the examination and systematic development of the creative brief or copy platform as a means of designing message strategies that evoke consistent value and identity. The topics will cover understanding creative content and the creative process, beginning with market analysis and target market selection to brand attributes and value propositions to creative execution. Emphasis is given to working towards and execution of the "big idea".

MKT 4727 Integrated Media Planning 3 credits
Prerequisite: MKT 3102 Integrated Marketing Communications

This course focuses on the nature of media, the media business, and the media industry. Topics include: the roles of and relationships among media planners, buyers, and sellers; the characteristics of traditional, nontraditional, and interactive media; general procedures in media planning; basic and advanced measurements in media analysis; evaluation and selection of media vehicles; the strategic media plan (i.e. target audience selection, objective specification, media and vehicle selection, media buying); setting and allocating the media budget, and; media testing.

MKT 4730 Marketing Management 3 credits
*Prerequisite: MKT 2280 Principles of Marketing
MGT 2900 Principles of Management
Senior standing with 106 credits*

A study and discussion of the scope and field of marketing management; the need of marketing and product planning for promotion purpose the need to plan for new products to replace existing products, and planning for new marketing techniques, including pricing and pricing policies, the techniques of market survey, its objectives and limitations, the management of personal selling, coordination of advertising with all other aspects of marketing, the development of policy toward changing the items comprising the product lines, and the control of marketing operation.

MKT 4805 Business-to-Business Marketing 3 credits
Prerequisite: MKT 2280 Principles of Marketing

A course encompassing the marketing problems of manufacturers and distributors of industrial goods such as machinery and equipment, raw and semi-fabricated materials, and industrial supplies and component parts. The course includes the industrial marketing system and concepts, demand and product characteristics, product and service definitions, market identification, evaluation and measurement of marketing performance, pricing; promotion and public relations, industrial channel strategy and logistics, and performance standards and instruments of control.

- MKT 4829 Marketing Decision Making 3 credits**
Prerequisite: MKT 2280 Principles of Marketing
Graduating Only or Department Chairperson's Approval
 A course directed towards planning and control in the area of marketing. It includes the principles, techniques and actual practices of marketing forecasting, demand analysis and evaluation of market potential. Emphasizing the market projection, sales budgeting, pricing, demand analysis, production and distribution scheduling as a part of administrative planning for profit, market campaign planning, and execution and control.
- MKT 4831 Strategic Retail Planning 3 credits**
Prerequisite: MKT 3803 Retail Management
Senior Standing only
 This course concentrates on planning to meet the retail objectives. Attention will be devoted to retail strategy planning process, including consumer behavior, retailing research, selection of a store location, the retail organizational structure, merchandise planning and management, communication with the customer, pricing, planning for service retailers, integrating and controlling the retailing strategy and retailing trends. Students should complete this course with a "big picture" view of retailing and an understanding of significant factors in retailing success.
- MKT 4845 IMC Research 3 credits**
Prerequisite: MKT 3102 Integrated Marketing Communications
MKT 3530 Consumer Behavior
MGT 3940 Business Research Methodology
 A methods course that covers all aspects of conducting marketing and communications research and presenting the research findings. Greater attention is given to marketing communications research topics such as media effects research, advertising effectiveness research, audience and segmentation research, and concept testing. Research approaches such as qualitative research, content analysis, survey research, experimental research are covered in detail.
- MKT 4846 IMC and Building Brand Equity 3 credits**
Prerequisite: MKT 3102 Integrated Marketing Communications
Senior Standing only
 This course focuses on how integrated marketing communications cultivates brand equity. This includes the recognition of the importance of effective corporate/ product/ brand positioning and the utilization of strategies to establish a favorable position. Topics include how brand equity should be managed, how brand equity is created and protected, and how it is measured both perceptually and financially. The four dimensions of brand equity – brand loyalty, brand awareness, perceived quality, and brand associations – are discussed in detail.
- MKT 4847 IMC Workshop 3 credits**
Prerequisite: MKT 3102 Integrated Marketing Communications
Senior Standing only
 This course covers new developments and specialized topics in IMC. Students need participation in an off-campus, supervised work experience at a media organization. Regular meetings with the internship coordinator, periodic reports, as well as a final paper relating the work experience to the student's course work.
- MKT 4848 Contemporary Issues in Marketing 3 credits**
Prerequisite: MKT 2280 Principles of Marketing
Senior standing only
 This course is designed to incorporate the current issues in marketing field, marketing theories and practices in developing and less developing nations, social marketing, green marketing, application of generic marketing theories to multiple industries, including services, trading, health care, and agriculture and ethical marketing practices and dilemmas.

MKT 4849 IMC Campaign Planning 3 credits
Prerequisite: MKT4726 Advertising and Creative Strategy
MKT4727 Integrated Media Planning
Senior standing only

This capstone course is a conceptual synthesis and practical application of business, research, media planning, and creative principles used in the formulation of persuasive messages. And the development of a complete integrated marketing communications (IMC) campaign for sales promotion, and both written and oral presentation of the campaign.

MKT 4855 Research in Marketing 3 credits
Prerequisite: MKT 2280 Principles of Marketing
MGT 3940 Business Research Methodology

An introduction to the principles and methods of marketing research: securing the respondents, making a test investigation, sampling, collecting data, types and errors of collected data, tabulating and analyzing the information, interpreting the findings and stating the conclusion. Through a series of class projects, practical experience is offered to the students on how research techniques and procedures are applied to the solution of marketing problems. The determination of market potential and sales quota, reduction of selling costs, forecasting and appraisal of sales promotional efforts, advertising program and channels of distribution are also comprehensively discussed.

MKT 4857 Qualitative Research in Marketing 3 credits
Prerequisite: MKT 4855: Research in Marketing
Senior standing only

An initial course to provide basic application of qualitative techniques in research including in-depth interviews, focus-group research and applicable psychological measurement techniques to understand the consumers' buying decision making, data collection and analysis through content analysis, discourse analysis and others. It integrates some concepts especially delicate methods of data collection for which quantitative analysis may not be sufficient.

REM 3111 Principles of Real Estate 3 credits
Prerequisite: MGT 1101 Introduction to Business.

An introductory course of real estate business and professional practices, familiarizing students with real estate business overviews and special terms. Topics include the nature and description of real estate, various types of property, basic rights and interests in real estate, land-use controls, forms of ownership, and an introduction to the various real estate fields of property management, development, investment, real estate finance and real estate appraisal.

REM 3112 Real Estate Law 3 credits
Prerequisite: BG 1401 Business Law II.

A study of general principles of real estate law and legal aspects which are related to the real estate business. Topics include property rights, subdivision regulations, ownership in real estate, transferring and registering title, regulations of land-use and zoning, housing and condominium development laws, construction laws and other contracts related to the real estate transactions.

REM 3113 Real Estate Economics 3 credits
Prerequisite: BG 2400 Macroeconomics

Study macro economic factors that influence demand and supply of real estate business cycle. Students will be introduced to the various aspects of real estate economics including the real estate markets (residential, commercial, industrial, and rural markets), land-use control and the government's role and policies.

REM 3114 Building Design and Construction Techniques 3 credits
Prerequisite: None

Study basic knowledge to understand techniques and process used to design and construct a building. Review terms and symbol used in construction drawings, types of construction materials, construction technology and equipment, quantity take off technique, and scheduling techniques. Study process to construct building structure, architecture, finishing and building mechanical systems.

- REM 3211 Principles of Real Estate Development 3 credits**
*Prerequisite: MGT 2900 Principles of Management.
 REM 3111 Principles of Real Estate*
 Study methods in real estate development for various types of real estate business. The course introduces students to the various participants in the real estate development process, both public and private. Students study about the detailed development process, including conceptual development, feasibility study, market analysis, contracting and the basic concepts of project management.
- REM 3212 Real Estate Finance 3 credits**
*Prerequisite: FIN 2700 Money, Banking, and Financial Markets.
 REM 3111 Principles of Real Estate*
 Study the financial techniques to sell and buy real estate property. Review the types of financial institutions and sources of funds, types of loan, and underwriting: an analysis of project development loan and mortgage loan. Students are exposed to the principle factors and process in real estate lending, including the various financial calculations used in real estate business. Students are also provided with a review about the government's current policies regarding real estate finance.
- REM 3213 Real Estate Appraisal 3 credits**
Prerequisite: REM 3111 Principles of Real Estate
 This course provides students with an introduction to real estate appraisal. Students study about the definition of value, objectives of appraisal, data analysis, land (site) and building survey and the appraisal report. Integral parts of the course are the three basic approaches to calculate value: the Cost Approach, Market Approach and Income Approach.
- REM 3214 Principles of Real Estate Investment Analysis 3 credits**
Prerequisite: REM 3111 Principles of Real Estate
 A study of the principles for real estate investment decisions and feasibility analysis. Review real estate investment mathematics, types of investment participants, various investment environments including market, legal, finance and tax. Study the process and criteria for making investment analysis including traditional methods and the discounted cash flow.
- REM 4111 Principles of Real Estate Property Management 3 credits**
Prerequisite: REM 3111 Principles of Real Estate
 A course about the basic management principles for income producing properties. Review process for making management plans, marketing a property, lease management, roles and rights of landlord and tenant, and personnel management. Study the management and maintenance of different types of property, from residential to commercial.
- REM 4112 Computer Applications in Real Estate 3 credits**
*Prerequisite: REM 3212 Real Estate Finance
 REM 3214 Principles of Real Estate Investment Analysis*
 A study of computer applications to enhance real estate management decision and practice. Computer software programs include spreadsheet, database management system, and project management software. The applications cover various areas including real estate finance, real estate investment analysis, and project planning and control.
- REM 4131 Real Estate Project Management 3 credits**
*Prerequisite: REM 3211 Principles of Real Estate Development
 REM 3114 Building Design and Construction Techniques.*
 Study process and technique of project management to fulfill real estate development life cycle. Review basic techniques for planning and control project schedule, cost, and quality. Study organization methods, project team, communication, and coordination; managing project feasibility analysis; contracting and managing of project resources.

- REM 4132 Advanced Real Estate Investment Analysis 3 credits**
*Prerequisite: REM 3212 Real Estate Finance,
 REM 3214 Principles of Real Estate Investment Analysis*
An in-depth study of the real estate feasibility analysis, for both housing and condominium real estate investment, together with the computer analysis of market, finance, legal, construction, and tax aspects. Study investment risk analysis, investment tax planning, inflation, and investment cycle. Review basic strategies for investment portfolio.
- REM 4141 Advanced Real Estate Appraisal 3 credits**
Prerequisite: REM 3213 Real Estate Appraisal
The course covers advanced techniques in valuation, including the residual method, discounted cash flow method, and the exploration and refinement of the various real estate appraisal theories already studied in the introductory appraisal course. Integrated into the course are site visits and case studies, to provide students with a more hands-on learning experience. Students will also learn about the standard of practice for appraisers, the valuation of pending properties, fee simple, lease fee estate and leasehold estates, and the use of statistics, accounting, computers and financial analysis in appraising real estate.
- REM 4142 Professional Appraisal Practice and Ethics 3 credits**
Prerequisite: REM 3213 Real Estate Appraisal
The course covers contents of valuation standards, category of property valuations, qualifications of valuer, objectives and basis of valuation, assumptions, conditions and limitations duties and responsibilities of valuer, professional code of ethics, professional liability and negligence, vicarious liability, arbitration and dispute resolution, role of professional witness, the professional firm is lifecycle, profitability, managing of margins, productivity and leverage, and under delegation problems.
- REM 4191 Seminar in Real Estate Business 3 credits**
*Prerequisite: Senior Standing (accumulated over 100 credits)
 REM 3211 Principles of Real Estate Development*
This is an advanced course designed to provide a comprehensive review of various aspects of real estate development experience and practices. The study includes real estate business research, real estate accounting systems and taxation related to real estate, practical experiences of special real estate business, real estate development legal transaction, and case study in relevant current issues.
- REM 4192 Seminar in Property Valuation 3 credits**
*Prerequisite: Senior Standing (accumulated over 100 credits)
 REM 3213 Real Estate Appraisal*
This is an advanced course designed to provide a comprehensive review of various aspects of real estate appraisal experience and practices. The study will conduct based on case studies, workshops, and fieldtrips.
- REM 4221 Directed Study in Real Estate 3 credits**
Prerequisite: Consent of the Department Chairperson
Under the guidance of the Department Chairperson, a student may carry out an approved research project in real estate business. Depth, detail and originality of the research will determine the credits to be given.
- REM 4222 Capital Markets Related to Real Estate Business 3 credits**
Prerequisite: FIN 2700 Money, Banking, and Financial Markets.
Study structures and types of capital markets as sources of fund for real estate business. Review risks and investment criteria of each type of capital market. Study regulation and policy of Stock Exchange of Thailand (SET) and other related security market that are applying for real estate investment including Real Estate Mutual Fund, Secondary Mortgage Market and Property Fund.

REM 4231 Real Estate Marketing and Brokerage Management 3 credits

Prerequisite: REM 3111 Principles of Real Estate

This course study techniques for marketing commercial-investment properties. Review planning, process, and methods the marketing including marketing program, selling and negotiation strategy, and information systems supporting marketing. Study roles of brokerage business including services, relationships to owner, responsibilities, brokers' code of ethics, and development of a broker profession.

REM 4241 Valuation for Special Purposes 3 credits

Prerequisite: REM 3213 Real Estate Appraisal

The course covers the appraisal of assets used for special purposes such as intangible assets, valuation for statutory purposes (e.g. tax, expropriation), and valuation of assets for non-market assets, plant and machinery. The course also covers concepts to support the valuation of various intellectual properties, including patent, copyright, brand name, goodwill, and share value.

REM 4381 Internship in Real Estate Business 3 credits

Prerequisite: Consent of the Department Chairperson

In his/her final semester at the university, a student may arrange for an Internship Program with a real estate company for at least 300 working hours. Weekly progress reports, approved by his/her immediate supervisor, must be submitted. Performance evaluation by immediate supervisor and the approved reports will be administered and a grade given.

REM 4382 Internship in Real Estate Appraisal 3 credits

Prerequisite: Consent of the Department Chairperson.

In his/her final semester at the university, a student may arrange for an Internship Program with a real estate appraisal company for at least 300 working hours. Weekly progress reports, approved by his/her immediate supervisor, must be submitted. Performance evaluation by immediate supervisor and the approved reports will be administered and a grade given.