



Martin de Tours School of Management
and Economics

Study Program

New Curriculum

MKT (Student ID 58X-XXXX onwards)
ECO (Student ID 59X-XXXX onwards)
Others (Student ID 60X-XXXX onwards)

Martin de Tours School of Management and Economics

OBJECTIVES

The School of Management offers a wide range of undergraduate and graduate courses including the traditional disciplines of Marketing, Finance, Management – Leadership and Entrepreneurship and Accounting in conjunction with the emerging fields of study such as Management 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 Bachelor of Business Administration (B.B.A) in the following majors:

- Marketing (MKT)
- Management – Leadership and Entrepreneurship (MGT)
- Finance (FIN)
- Accounting (ACT)
- Management Information Systems (MIS)
- Hospitality and Tourism Management (HTM)
- International Business Management (IBM)
- Industrial Management and Logistics (IML)
- Real Estate
- Insurance (INS)
- Business Economics (ECO)

Graduation Requirements

To be qualified for graduation, the student must

- Have completed the total number of credits of the curriculum
- Have obtained a cumulative grade point average of at least 2.00
- Have participated in 16 sessions of the Professional Ethics Seminar
- Have obtained library and financial clearance from the University
- Have demonstrated good behavior and discipline
- Have to meet the minimum English Proficiency requirement specified in one of the following criteria

Test Instruments	Required Passing Scores
AU English Proficiency Assessment OR	70%*
TOEFL (iBT) OR	90
TOEFL (P) OR	575
IELTS	6.5

*70% = Level B2 in Common European Framework of Reference for Language (CEFR)

Specific Requirements

- The students must have obtained at least a “C” grade in all major required courses.

SUGGESTED PROGRAM OF STUDY

First and Second Years (Freshmen and Sophomore)

During the freshmen year, all students in Martin de Tours School of Management pursue the same study plan consisting of general education courses and business core courses, which provide them with the basic knowledge on all the disciplines in business. The study plan also prepares the students with adequate knowledge to select a concentration that suits his/her ability, background, and preferences.

First Year (Freshmen)

First Semester

Course Code	Course Title	Credits
BG 1001	English I	3 (2-3-6)
MA 1200	Mathematics for Business	3 (3-0-6)
SA 1201	Statistics I	3 (3-0-6)
BG 1400	Business Law I	3 (3-0-6)
GE 1204	Physical Education	1 (1-0-2)
GE 1301	Environmental Science	3 (3-0-6)
GE 1403	Communication in Thai	3 (3-0-6)
	Total	19 (18-3-38)

Second Semester

Course Code	Course Title	Credits
ACT 1600	Fundamentals of Financial Accounting	3 (3-0-6)
BG 1002	English II	3 (2-3-6)
BG 1401	Business Law II	3 (3-0-6)
SA 2200	Statistics II	3 (3-0-6)
ECO 2201	Microeconomics	3 (3-0-6)
MIS 1221	Computer Literacy	0 (0-2-0)
MGT 1101	Introduction to Business	3 (3-0-6)
	Total	18 (17-5-36)

Second Year (Sophomore)

First Semester

Course Code	Course Title	Credits
ACT 2620	Fundamentals of Managerial Accounting	3 (3-0-6)
BG 2000	English III	3 (2-3-6)
ECO 2202	Macroeconomics	3 (3-0-6)
MIS 2111	Introduction to Management Information Systems	3 (3-0-6)
MGT 2404	Managerial Psychology	3 (3-0-6)
MGT 2900	Principles of Management	3 (3-0-6)
	Total	18 (17-3-36)

Second Semester

Course Code	Course Title	Credits
BG 2001	English IV	3 (2-3-6)
FIN 2201	Principles of Finance	3 (3-0-6)
GE 2101	World Civilization	3 (3-0-6)
GE 2202	Ethics	3 (3-0-6)
IBM 2201	International Business Environment	3 (3-0-6)
MKT 2280	Principles of Marketing	3 (3-0-6)
Total		18 (17-3-36)

GENERAL EDUCATION COURSES

40 Credits

Language Courses

15 Credits

BG 1001	English I	3 (2-3-6)
BG 1002	English II	3 (2-3-6)
BG 2000	English III	3 (2-3-6)
BG 2001	English IV	3 (2-3-6)
GE 1403	Communication in Thai (for Thai students)	3 (3-0-6)
<u>OR</u> GE 1405	Thai Language and Culture (Only for non-Thai students)	3 (3-0-6)
<u>OR</u> GE 1408	Thai Usage (For Thai students who has Thai proficiency test below standard or graduated from International Schools)	3 (3-0-6)

Social Science Courses

13 Credits

ECO 2201	Microeconomics	3 (3-0-6)
ECO 2202	Macroeconomics	3 (3-0-6)
GE 1204	Physical Education	1 (1-0-2)
GE 2202	Ethics	3 (3-0-6)
MGT 1101	Introduction to Business	3 (3-0-6)

Humanities Courses

6 Credits

GE 2101	World Civilization	3 (3-0-6)
MGT 2404	Managerial Psychology	3 (3-0-6)

Science and Mathematics Courses

6 Credits

MA 1200	Mathematics for Business	3 (3-0-6)
GE 1301	Environmental Science	3 (3-0-6)

BUSINESS CORE COURSES

48 Credits

ACT 1600	Fundamentals of Financial Accounting	3 (3-0-6)
ACT 2620	Fundamentals of Managerial Accounting	3 (3-0-6)
SA 1201	Statistics I	3 (3-0-6)
BG 1400	Business Law I	3 (3-0-6)
BG 1401	Business Law II	3 (3-0-6)
SA 2200	Statistics II	3 (3-0-6)
MIS 1221	Computer Literacy	0 (0-2-0)
MIS 2111	Introduction to Management Information Systems	3 (3-0-6)
MIS 2221	Quantitative Analysis Tools	0 (0-2-0)
FIN 2201	Principles of Finance	3 (3-0-6)
FIN 3701	Corporate Finance	3 (3-0-6)
IBM 2201	International Business Environment	3 (3-0-6)
MGT 2900	Principles of Management	3 (3-0-6)
MGT 3905	Operations Management	3 (3-0-6)
MGT 3907	Business Communication	3 (3-0-6)
MGT 3940	Business Research Methodology	3 (3-0-6)
MGT 4914	Entrepreneurship	3 (3-0-6)
MKT 2280	Principles of Marketing	3 (3-0-6)

CURRICULUM STRUCTURE

Courses	MKT	MGT	FIN	ACT	MIS	HTM	IBM	IML	REM	INS	ECO
General Education Courses	40	40	40	40	40	34	40	40	40	40	33
- Language Courses	15	15	15	15	15	3	15	15	15	15	15
- Social Science Courses	13	13	13	13	13	19	13	13	13	13	6
- Humanities Courses	6	6	6	6	6	6	6	6	6	6	6
- Science and Mathematics Courses	6	6	6	6	6	6	6	6	6	6	6

Specialized Courses	93	93	93	96	96	99	93	93	93	93	102
- Business Core Courses	48	48	48	48	45	39	48	48	48	48	35
- Major Required Courses	30	30	30	39	42	30	30	30	30	30	40
- Major Elective Courses	-	-	-	-	-	-	-	-	-	-	12
Concentration Courses	15	15	15	9	9	15	15	15	15	15	15
Free Elective Courses	9	9	9	6	6	9	9	9	9	9	6
Total Credits	142	142	142	142	142	142	142	142	142	142	141

DEPARTMENT OF MARKETING

Major Required Courses

30 Credits

MIS 3122	Principles of Electronic Commerce	3 (2-2-5)
MKT 3102	Integrated Marketing Communications	3 (3-0-6)
MKT 3515	Purchasing and Supply Chain Management	3 (3-0-6)
MKT 3525	Sales Management	3 (3-0-6)
MKT 3530	Consumer Behavior	3 (3-0-6)
MKT 3620	Global Marketing	3 (3-0-6)
MKT 4725	Competitive Analysis and Strategy	3 (3-0-6)
MKT 4730	Marketing Management	3 (3-0-6)
MKT 4829	Marketing Decision Making	3 (3-0-6)
MKT 4855	Research in Marketing	3 (3-0-6)

Concentration Courses

Students must choose one of the three following plans as their concentration courses.

Plan A: Major Concentration Courses	15 Credits
Or Plan B: Business Concentration Courses	15 Credits
Or Plan C: Major Elective Courses	15 Credits

PLAN A – Major Concentration Courses**15 Credits**

Students pursuing PLAN A must select a concentration in the major area and study the five specified courses.

Digital Marketing

MKT 3867	Social Media and Online Marketing	3 (3-0-6)
MKT 3868	Content Marketing	3 (3-0-6)
MKT 3869	Digital Consumer Insights	3 (3-0-6)
MKT 4777	Communications and Digital Media Strategy	3 (3-0-6)
MKT 4887	Online Entrepreneurship	3 (3-0-6)

Integrated Marketing Communications

MKT 3627	Sales Promotion	3 (3-0-6)
MKT 3839	Event Marketing and Public Relations	3 (3-0-6)
MKT 4726	Advertising and Creative Strategy	3 (3-0-6)
MKT 4727	Integrated Media Planning	3 (3-0-6)
MKT 4849	IMC Campaign Planning	3 (3-0-6)

Strategic Marketing

MKT 3629	Pricing Strategy and Decisions	3 (3-0-6)
MKT 3823	Marketing Channel Strategy and Decisions	3 (3-0-6)
MKT 4806	Product and Brand Management	3 (3-0-6)
MKT 4811	Seminar in Marketing	3 (3-0-6)
MKT 4848	Contemporary Issues in Marketing	3 (3-0-6)

PLAN B – Business Concentration Courses**15 Credits**

Students pursuing PLAN B must select a concentration in other business areas and study the five specified courses.

Advertising

AD 3106	Art Direction	3 (2-2-5)
AD 3112	Brand Communication	3 (3-0-6)
AD 3114	Interactive Advertising and Marketing Communication	3 (3-0-6)
AD 4108	Basic Copywriting (English)	3 (2-2-5)
CA 2013	Utilization of Multimedia Tools	3 (2-2-5)

Management Information Systems

MIS 3131	Programming & Data Structures	3 (2-2-5)
ART 1608	Computer Graphics	3 (3-0-6)

MIS 4131	Web Design and Programming	3 (2-2-6)
MIS 3121	Database Systems	3 (2-2-6)
MIS 3221	Systems Analysis and Design	3 (3-0-6)
Finance and Banking		
FIN 3711	Investment	3 (3-0-6)
FIN 3724	Financial Feasibility Planning	3 (3-0-6)
FIN 3821	Valuation	3 (3-0-6)
FIN 3822	Bank Management	3 (3-0-6)
FIN 3823	Financial Management	3 (3-0-6)
Hospitality and Tourism Management		
HTM 3101	Introduction to Hospitality Management	3 (3-0-6)
HTM 3102	Introduction to Tourism Management	3 (3-0-6)
HTM 3205	Marketing for Hospitality and Tourism	3 (3-0-6)
HTM 4111	Food and Beverage Service	3 (3-0-6)
HTM 4402	Tourism Destination Management	3 (3-0-6)
International Business Management		
IBM 3711	Comparative Management	3 (3-0-6)
IBM 3713	International Management	3 (3-0-6)
IBM 3714	Export-Import Policy and Strategy	3 (3-0-6)
IBM 4840	Global Supply Chain Management	3 (3-0-6)
IBM 4811	International Strategic Management	3 (3-0-6)
Industrial Management and Logistics		
IML 3203	Logistics and Supply Chain Management	3 (3-0-6)
IML 3204	Industrial Safety and Risk Management	3 (3-0-6)
IML 4201	Manufacturing Planning and Control	3 (3-0-6)
IML 4203	Quality Management	3 (3-0-6)
IML 4206	Industrial Environmental Management	3 (3-0-6)
Insurance Management		
INS 3101	Principles of Risk Management and Insurance	3 (3-0-6)
INS 3201	Property Insurance	3 (3-0-6)
INS 3202	Casualty Insurance	3 (3-0-6)
INS 3301	Principles of Life Assurance	3 (3-0-6)
INS 4302	Accident, Group and Health Insurance	3 (3-0-6)

Management

MGT 3915	Project Management	3 (3-0-6)
MGT 3917	Innovation and Change Management	3 (3-0-6)
MGT 3922	Introduction to New Ventures	3 (3-0-6)
MGT 4910	Productivity and Quality Management	3 (3-0-6)
MGT 4916	Negotiation Strategy	3 (3-0-6)

Real Estate

REM 3111	Principles of Real Estate	3 (3-0-6)
REM 3112	Real Estate Law	3 (3-0-6)
REM 3113	Real Estate Economics	3 (3-0-6)
REM 3114	Building Design and Construction Techniques	3 (3-0-6)
REM 3211	Principles of Real Estate Development	3 (3-0-6)

PLAN C – Major Elective Courses

Students pursuing PLAN C must select any five major elective courses.

MKT 3627	Sales Promotion	3 (3-0-6)
MKT 3629	Pricing Strategy and Decisions	3 (3-0-6)
MKT 3803	Retail Management	3 (3-0-6)
MKT 3804	Fashion Marketing	3 (3-0-6)
MKT 3805	Healthcare Marketing	3 (3-0-6)
MKT 3806	Marketing in Asia	3 (3-0-6)
MKT 3807	Sport Marketing	3 (3-0-6)
MKT 3817	Sustainability Marketing	3 (3-0-6)
MKT 3823	Marketing Channel Strategy and Decisions	3 (3-0-6)
MKT 3826	Merchandising and Display Strategies	3 (3-0-6)
MKT 3837	Service and Customer Relationship Management	3 (3-0-6)
MKT 3839	Event Marketing and Public Relations	3 (3-0-6)
MKT 3867	Social Media and Online Marketing	3 (3-0-6)
MKT 3868	Content Marketing	3 (3-0-6)
MKT 3869	Digital Consumer Insights	3 (3-0-6)
MKT 4726	Advertising and Creative Strategy	3 (3-0-6)
MKT 4727	Integrated Media Planning	3 (3-0-6)
MKT 4777	Communications and Digital Media Strategy	3 (3-0-6)
MKT 4805	Business-to-Business Marketing	3 (3-0-6)

MKT 4806	Product and Brand Management	3 (3-0-6)
MKT 4808	Advanced Marketing Presentation	3 (3-0-6)
MKT 4809	Marketing for Services	3 (3-0-6)
MKT 4810	Export-Import Management	3 (3-0-6)
MKT 4811	Seminar in Marketing	3 (3-0-6)
MKT 4812	Individual Research	3 (3-0-6)
MKT 4826	Contemporary Logistics	3 (3-0-6)
MKT 4848	Contemporary Issues in Marketing	3 (3-0-6)
MKT 4849	IMC Campaign Planning	3 (3-0-6)
MKT 4856	Brand Building Strategy	3 (3-0-6)
MKT 4857	Qualitative Research in Marketing	3 (3-0-6)
MKT 4887	Online Entrepreneurship	3 (3-0-6)
MKT 4897	Marketing Internship	3 (0-9-3)
MKT 4899	IMC Internship	3 (0-9-3)
BIS 3348	Principles of Multimedia	3(2-2-6)
FIN 3724	Financial Feasibility Planning	3 (3-0-6)
HTM 3205	Marketing for Hospitality and Tourism	3 (3-0-6)

Free Elective Courses

9 Credits

Students can select courses of 9 credits which are provided by their faculty or by the different faculties upon completion of the prerequisite.

STUDY PLAN – Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Marketing Major follow the Marketing program of studies:

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

THIRD YEAR

First Semester

Course Code	Course Title	Credits
MIS 2221	Quantitative Analysis Tools	0 (0-2-0)
FIN 3701	Corporate Finance	3 (3-0-6)
MIS 3122	Principles of Electronic Commerce	3 (2-2-5)
MKT 3102	Integrated Marketing Communications	3 (3-0-6)
MKT 3515	Purchasing and Supply Chain Management	3 (3-0-6)
MKT 3530	Consumer Behavior	3 (3-0-6)
One Plan A or Plan B or Plan C Course		3 (3-0-6)
Total		18(17-3-36)

Second Semester

Course Code	Course Title	Credits
MGT 3905	Operations Management	3 (3-0-6)
MGT 3907	Business Communication	3 (3-0-6)
MGT 3940	Business Research Methodology	3 (3-0-6)
MKT 3525	Sales Management	3 (3-0-6)
MKT 3620	Global Marketing	3 (3-0-6)
One Plan A or Plan B or Plan C Course		3 (3-0-6)
Total		18(18-0-36)

FOURTH YEAR

First Semester

Course Code	Course Title	Credits
MKT 4725	Competitive Analysis and Strategy	3 (3-0-6)
MKT 4855	Research in Marketing	3 (3-0-6)
One Plan A or Plan B or Plan C Course		3 (3-0-6)
One Plan A or Plan B or Plan C Course		3 (3-0-6)
One Free Elective Course		3 (3-0-6)
One Free Elective Course		3 (3-0-6)
Total		18(18-0-36)

Second Semester

Course Code	Course Title	Credits
MGT 4914	Entrepreneurship	3 (3-0-6)
MKT 4730	Marketing Management	3 (3-0-6)
MKT 4829	Marketing Decision Making	3 (3-0-6)
One Plan A or Plan B or Plan C Course		3 (3-0-6)
One Free Elective Course		3 (3-0-6)
Total		15(15-0-30)

DEPARTMENT OF MANAGEMENT – LEADERSHIP and ENTREPRENEURSHIP

(Implemented 1/2017)

Major Required Courses for All Concentrations

30 Credits

MIS 3122	Principles of Electronic Commerce	3 (2-2-6)
FIN 3102	Business and Economic Analysis for Decision Making	3 (3-0-6)
MGT 4224	Corporate Wealth Management	3 (3-0-6)
MKT 4730	Marketing Management	3 (3-0-6)
MGT 3903	Leadership	3 (3-0-6)
MGT 3123	Strategic Human Capital Management	3 (3-0-6)
MGT 3945	Managerial Decision Modeling	3 (3-0-6)
MGT 4117	Entrepreneur and Innovation	3 (3-0-6)
MGT 4211	Seminar in Leadership and Entrepreneurship	3 (3-0-6)
MGT 4951	Strategic Management	3 (3-0-6)

Concentration Courses

15 Credits

Students must choose one of the three following plans as their concentration courses.

Plan A: Major Concentration Courses

Or Plan B: Business Concentration Courses

Or Plan C: Major Elective Courses

PLAN A – Major Concentration Courses

Students pursuing PLAN A must select one of the following concentrations in the major area and study the five specified courses.

(1) Entrepreneurial Management

MGT 3201	Start-up and Business Development	3 (3-0-6)
MGT 3202	Leading and Sustaining the Organization	3 (3-0-6)
MGT 3915	Project Management	3 (3-0-6)
MGT 4101	Family Business Management	3 (3-0-6)
MGT 4806	Management Internship	3 (240 Hours)

(2) Leadership and Talent Management

MGT 3102	Communication and Personality for Leaders	3 (3-0-6)
MGT 3203	Building and Leading Virtual Team	3 (3-0-6)
MGT 4104	Talent Management and Development	3 (3-0-6)
MGT 4943	Organizational Development	3 (3-0-6)
MGT 4806	Management Internship	3 (240 Hours)

(3) ACC School of Commerce (For ACC Campus only)

MGT 4945	Cooperative Education	9 (720 Hours)
MKT 3525	Sales Management	3 (3-0-6)
MKT 4810	Export-Import Management	3 (3-0-6)

PLAN B – Business Concentration Courses

Students pursuing PLAN B must select a concentration in other business areas and study the five specified course.

Accounting

ACT 3602	Intermediate Accounting I	3 (3-0-6)
ACT 3603	Intermediate Accounting II	3 (3-0-6)
ACT 3614	Taxation I	3 (3-0-6)
ACT 3622	Cost Accounting	3 (3-0-6)
ACT 3629	Profits Planning and Control	3 (3-0-6)

Management Information Systems

MIS 3111	Business Process Management	3 (3-0-6)
MIS 3121	Database Systems	3 (2-2-5)
MIS 4111	Information Systems Project Management	3 (3-0-6)
MIS 4122	Business Intelligence	3 (2-2-5)
MIS 4211	Information Systems Strategy, Management, and Acquisition	3 (3-0-6)

Business Economics

(1) Managerial Economics

ECO 2551 Introduction to Econometrics	3 (3-0-6)
ECO 2641 Intermediate Macroeconomics	3 (3-0-6)
ECO 2661 Managerial Economics	3 (3-0-6)
ECO 3731 International Trade	3 (3-0-6)
ECO 4761 Economics of Strategy	3 (3-0-6)

(2) Quantitative Economics

ECO 1252 Calculus 1	3 (3-0-6)
ECO 2551 Introduction to Econometrics	3 (3-0-6)
ECO 2631 Intermediate Microeconomics	3 (3-0-6)
ECO 3732 Industrial Organization	3 (3-0-6)
ECO 4751 Financial Economics	3 (3-0-6)

Finance

FIN 3201 Investment	3 (3-0-6)
FIN 3202 Financial Reporting and Analysis	3 (3-0-6)
FIN 3203 Bank Management	3 (3-0-6)
FIN 3231 Financial Feasibility Planning	3 (3-0-6)
FIN 4101 Financial Management	3 (3-0-6)

Hospitality and Tourism Management

HTM 3101 Introduction to Hospitality Management	3 (3-0-6)
HTM 3102 Introduction to Tourism Management	3 (3-0-6)
HTM 3103 Consumer Behavior in Hospitality and Tourism Industry	3 (3-0-6)
HTM 3205 Marketing for Hospitality and Tourism	3 (3-0-6)
HTM 3211 Food and Beverage Management	3 (3-0-6)

Logistics and Supply Chain Management

IML 3201 Business Analytics	3 (3-0-6)
IML 3203 Logistics and Supply Chain Management	3 (3-0-6)
IML 3204 Industrial Safety and Risk Management	3 (3-0-6)
IML 4201 Lean Manufacturing and Agile Supply Chain	3 (3-0-6)
IML 4203 Quality Management	3 (3-0-6)

Insurance

INS 3101 Principles of Risk Management and Insurance	3 (3-0-6)
INS 3201 Property Insurance	3 (3-0-6)

INS 3202	Casualty Insurance	3 (3-0-6)
INS 3301	Principles of Life Assurance	3 (3-0-6)
INS 4302	Accident, Group and Health Insurance	3 (3-0-6)

Marketing

MKT 3102	Integrated Marketing Communication	3 (3-0-6)
MKT 3525	Sales Management	3 (3-0-6)
MKT 3620	Global Marketing	3 (3-0-6)
MKT 3530	Consumer Behavior	3 (3-0-6)
MKT 4725	Competitive Analysis and Strategy	3 (3-0-6)

Real Estate

REM 3111	Principles of Real Estate	3 (3-0-6)
REM 3112	Real Estate Law	3 (3-0-6)
REM 3113	Real Estate Economics	3 (3-0-6)
REM 3114	Building Design and Construction Techniques	3 (3-0-6)
REM 3211	Principles of Real Estate Development	3 (3-0-6)

PLAN C – Major Elective Courses

Students pursuing PLAN C must select any five major elective courses.

MGT 3101	Luxury Management	3 (3-0-6)
MGT 3901	Organization Theory	3 (3-0-6)
MGT 3915	Project Management	3 (3-0-6)
MGT 3917	Innovation and Change Management	3 (3-0-6)
MGT 3918	Sport Management	3 (3-0-6)
MGT 3922	Introduction to New Venture	3 (3-0-6)
MGT 3942	Organizational Behavior	3 (3-0-6)
MGT 4101	Family Business Management	3 (3-0-6)
MGT 4102	Social Enterprise Management	3 (3-0-6)
MGT 4202	Career Management and Employability	3 (3-0-6)
MGT 4909	Communication in Management	3 (3-0-6)
MGT 4912	Individual Research	3 (3-0-6)
MGT 4916	Negotiation Strategy	3 (3-0-6)
MGT 4943	Organizational Development	3 (3-0-6)
MGT 4946	Human Resources Management Internship	3 (240 Hours)
FIN 3201	Investment	3 (3-0-6)
FIN 4101	Financial Management	3 (3-0-6)

MKT 3102	Integrated Marketing Communications	3 (3-0-6)
MKT 3525	Sales Management	3 (3-0-6)
MKT 3530	Consumer Behavior	3 (3-0-6)

Free Elective Courses

9 Credits

Students can select free elective courses of 9 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

Study Plan - Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Management – Leadership and Entrepreneurship Major follow the program as mentioned below:

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

1) Third and Fourth Year of Study for All Concentrations except ACC School of Commerce Concentration

Third Year

First Semester

Course Code	Course Title	Credits
MIS 2221	Quantitative Analysis Tools	0 (0-2-0)
FIN 3101	Corporate Finance	3 (3-0-6)
MGT 3903	Leadership	3 (3-0-6)
MGT 3905	Operations Management	3 (3-0-6)
MGT 3123	Strategic Human Capital Management	3 (3-0-6)
One Plan A OR Plan B OR Plan C Course		3 (3-0-6)
One Free Elective Course		3 (3-0-6)
Total		18 (18-1-37)

Second Semester

Course Code	Course Title	Credits
MIS 3122	Principles of Electronic Commerce	3 (2-2-6)

FIN 3102	Business and Economic Analysis for Decision Making	3 (3-0-6)
MGT 3907	Business Communication	3 (3-0-6)
MGT 3940	Business Research Methodology	3 (3-0-6)
MGT 3945	Managerial Decision Modeling	3 (3-0-6)
One Plan A / Plan B / Plan C Course		3 (3-0-6)
Total		15 (14-2-36)

Fourth Year

First Semester

Course Code	Course Title	Credits
MGT 4224	Corporate Wealth Management	3 (3-0-6)
MGT 4117	Entrepreneur and Innovation	3 (3-0-6)
MGT 4914	Entrepreneurship	3 (3-0-6)
MKT 4730	Marketing Management	3 (3-0-6)
One Plan A / Plan B / Plan C Course		3 (3-0-6)
One Free Elective Course		3 (3-0-6)
Total		18 (18-0-36)

Second Semester

Course Code	Course Title	Credits
MGT 4211	Seminar in Leadership and Entrepreneurship	3 (3-0-6)
MGT 4951	Strategic Management	3 (3-0-6)
One Plan A / Plan B / Plan C Course		3 (3-0-6)
One Plan A / Plan B / Plan C Course		3 (3-0-6)
One Free Elective Course		3 (3-0-6)
Total		15 (15-0-30)

2) Third and Fourth Year of Study for ACC School of Commerce Concentration

Third Year

First Semester

Course Code	Course Title	Credits
MIS 2221	Quantitative Analysis Tools	0 (0-2-0)
FIN 3101	Corporate Finance	3 (3-0-6)
MGT 3903	Leadership	3 (3-0-6)

MGT 3905	Operations Management	3 (3-0-6)
MGT 3123	Strategic Human Capital Management	3 (3-0-6)
MGT 3940	Business Research Methodology	3 (3-0-6)
One Free Elective Course		3 (3-0-6)
Total		18 (18-1-37)

Second Semester

Course Code	Course Title	Credits
MIS 3122	Principles of Electronic Commerce	3 (2-2-6)
FIN 3102	Business and Economic Analysis for Decision Making	3 (3-0-6)
MGT 3907	Business Communication	3 (3-0-6)
MGT 3945	Managerial Decision Modeling	3 (3-0-6)
MKT 3525	Sales Management	3 (3-0-6)
MGT 4117	Entrepreneur and Innovation	3 (3-0-6)
Total		18 (17-0-36)

Summer Session

Course Code	Course Title	Credits
MKT 4810	Export-Import Management	3 (3-0-6)
One Free Elective Course		3 (3-0-6)
Total		6 (6-0-12)

Fourth Year

First Semester

Course Code	Course Title	Credits
MGT 4945	Co-operative Education	9 (720 Hours)
Total		9 (720 Hours)

Second Semester

Course Code	Course Title	Credits
MGT 4224	Corporate Wealth Management	3 (3-0-6)
MGT 4211	Seminar in Leadership and Entrepreneurship	3 (3-0-6)
MGT 4914	Entrepreneurship	3 (3-0-6)
MGT 4951	Strategic Management	3 (3-0-6)

Accounting

ACT 3602	Intermediate Accounting I	3 (3-0-6)
ACT 3603	Intermediate Accounting II	3 (3-0-6)
ACT 3614	Taxation I	3 (3-0-6)
ACT 3622	Cost Accounting	3 (3-0-6)
ACT 3629	Profits Planning and Control	3 (3-0-6)

Industrial Management and Logistics

IML 3201	Business Analytics	3 (3-0-6)
IML 3203	Logistics and Supply Chain Management	3 (3-0-6)
IML 3204	Industrial Safety and Risk Management	3 (3-0-6)
IML 4201	Lean Manufacturing and Agile Supply Chain	3 (3-0-6)
IML 4203	Quality Management	3 (3-0-6)

Insurance

INS 3101	Principles of Risk Management and Insurance	3 (3-0-6)
INS 3201	Property Insurance	3 (3-0-6)
INS 3202	Casualty Insurance	3 (3-0-6)
INS 3301	Principles of Life Assurance	3 (3-0-6)
INS 4302	Accident, Health and Group Insurance	3 (3-0-6)

International Business Management

IBM 3101	Cross Cultural Human Resource Management	3 (3-0-6)
IBM 3102	Export-Import Policy and Strategy	3 (3-0-6)
IBM 3203	International Management	3 (3-0-6)
IBM 4115	Global Product and Brand Planning	3 (3-0-6)
IBM 4208	International Strategic Management	3 (3-0-6)

Management Information Systems

MIS 3111	Business Process Management	3 (3-0-6)
MIS 3121	Database Systems	3 (2-2-5)
MIS 4111	Information Systems Project Management	3 (3-0-6)
MIS 4122	Business Intelligence	3 (2-2-5)
MIS 4211	Information Systems Strategy, Management, and Acquisition	3 (3-0-6)

Management – Leadership and Entrepreneurship

MGT 3901	Organization Theory	3 (3-0-6)
MGT 3917	Innovation and Change Management	3 (3-0-6)
MGT 3922	Introduction to New Ventures	3 (3-0-6)
MGT 3942	Organization Behavior	3 (3-0-6)
MGT 4916	Negotiation Strategy	3 (3-0-6)

Marketing

MKT 3102	Integrated Marketing Communications	3 (3-0-6)
MKT 3525	Sales Management	3 (3-0-6)
MKT 3530	Consumer Behavior	3 (3-0-6)
MKT 4725	Competitive Analysis and Strategy	3 (3-0-6)
MKT 4730	Marketing Management	3 (3-0-6)

Real Estate

REM 3111	Principles of Real Estate	3 (3-0-6)
REM 3112	Real Estate Law	3 (3-0-6)
REM 3113	Real Estate Economics	3 (3-0-6)
REM 3114	Building Design and Construction Techniques	3 (3-0-6)
REM 3211	Principles of Real Estate Development	3 (3-0-6)

PLAN C – Major Elective Courses

Students pursuing PLAN C must select any five major elective courses.

MIS 3122	Principles of Electronic Commerce	3 (2-2-5)
MIS 4112	Digital Marketing Technology	3 (2-2-5)
MIS 4113	Digital Banking and Payment Systems	3 (3-0-6)
MIS 4117	Knowledge Management Systems	3 (3-0-6)
MIS 4124	Data Mining	3 (2-2-5)
MIS 4125	Data Visualization	3 (2-2-5)
MIS 4142	Big Data	3 (2-2-5)
ECO 2551	Introduction to Econometrics	3 (3-0-6)
FIN 3211	Fixed Income Securities	3 (3-0-6)

FIN 3212	Real Estate Investment and Entrepreneurs	3 (3-0-6)
FIN 3231	Financial Feasibility Planning	3 (3-0-6)
FIN 3232	Venture Capital and Entrepreneurial Finance	3 (3-0-6)
FIN 3233	Export-Import Procedure and Financing	3 (3-0-6)
FIN 3234	Central Banking System and Policy	3 (3-0-6)
FIN 3235	Managerial Economics	3 (3-0-6)
FIN 3236	Laws and Practices in Finance	3 (3-0-6)
FIN 3237	Wealth Management and Financial Planning	3 (3-0-6)
FIN 4111	Financial Modeling	3 (3-0-6)
FIN 4112	Portfolio Management and Security Analysis	3 (3-0-6)
FIN 4211	Risk Management	3 (3-0-6)
FIN 4231	Behavioral Finance	3 (3-0-6)
FIN 4232	Financial Mathematics	3 (3-0-6)
FIN 4233	Valuation	3 (3-0-6)
FIN 4234	Investment Banking	3 (3-0-6)
FIN 4235	Individual Research in Finance	3 (3-0-6)
FIN 4236	Internship in Finance	3 (3-0-6)

Free Elective Courses 9 Credits

Students can take free elective courses of 9 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

Study Plan - Third and Fourth Years (Junior and Senior)

During the junior and senior years, students who select the Finance Major follow the program of studies:

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

Third Year

First Semester

Course Code	Course Title	Credits
MIS 2221	Quantitative Analysis Tools	0 (0-2-0)
FIN 3101	Corporate Finance	3 (3-0-6)
FIN 3102	Business and Economic Analysis for Decision Making	3 (3-0-6)
MGT 3905	Operations Management	3 (3-0-6)
MGT 3907	Business Communication	3 (3-0-6)
Two Free Elective Courses		6 (3-0-12)
Total		18(18-2-37)

Second Semester

Course Code	Course Title	Credits
FIN 3201	Investment	3 (3-0-6)
FIN 3202	Financial Reporting and Analysis	3 (3-0-6)
FIN 3203	Bank Management	3 (3-0-6)
MGT 3940	Business Research Methodology	3 (3-0-6)
Two Plan A / Plan B / Plan C Courses		6 (6-0-12)
Total		18(18-0-36)

Fourth Year

First Semester

Course Code	Course Title	Credits
FIN 4101	Financial Management	3 (3-0-6)
FIN 4102	International Finance	3 (3-0-6)
FIN 4103	Derivatives Securities	3 (3-0-6)
FIN 4104	Quantitative Analysis for Financial Decisions	3 (3-0-6)
Two Plan A / Plan B / Plan C Courses		6 (6-0-12)
Total		18(18-0-36)

Second Semester

Course Code	Course Title	Credits
FIN 4201	Special Topics in Finance	3 (3-0-6)
FIN 4202	Corporate Strategies and Financial Policies	3 (3-0-6)

MGT4914	Entrepreneurship	3 (3-0-6)
One Plan A / Plan B / Plan C Course		3 (3-0-6)
One Free Elective Course		3 (3-0-6)
Total		15(15-0-30)

DEPARTMENT OF ACCOUNTING

Major Required Courses		39 Credits
ACT 3602	Intermediate Accounting I	3 (3-0-6)
ACT 3603	Intermediate Accounting II	3 (3-0-6)
ACT 3608	Financial Report and Financial Statement Analysis	3 (3-0-6)
ACT 3614	Taxation I	3 (3-0-6)
ACT 3615	Taxation II	3 (3-0-6)
ACT 3622	Cost Accounting	3 (3-0-6)
ACT 3643	Auditing	3 (3-0-6)
ACT 3644	Internal Control and Audit	3 (3-0-6)
ACT 4607	Advanced Accounting I	3 (3-0-6)
ACT 4608	Advanced Accounting II	3 (3-0-6)
ACT 4611	Seminar in Accounting	3 (3-0-6)
ACT 4646	Accounting Information Systems	3 (3-0-6)
ACT 4647	Accounting Software Packages	3 (3-0-6)

Concentration Courses

Students must choose one of the two following plans as their concentration courses and each plan choose only 3 courses out of 4 courses specified.

Plan A: Major Concentration Courses	9 Credits
OR Plan B: Business Concentration Courses	9 Credits

PLAN A – Major Concentration Courses

Students must choose one of the four following tracks as their major concentration courses.

In each track, students must choose three out of four courses.

Track A: Auditing	9 Credits
OR Track B: Financial Accounting	9 Credits
OR Track C: Managerial Accounting	9 Credits
OR Track D: Others	9 Credits

Track A: Auditing

ACT 4641	Problems in Auditing	3 (3-0-6)
ACT 4643	Seminar in Auditing	3 (3-0-6)
ACT 4648	EDP Auditing	3 (3-0-6)
ACT 4649	Accounting Internship	3 (135 Hours)

Track B: Financial Accounting

ACT 4605	International Accounting	3 (3-0-6)
ACT 4609	Accounting Theory	3 (3-0-6)
ACT 4612	Independent Study	3 (3-0-6)
ACT 4649	Accounting Internship	3 (135 Hours)

Track C: Managerial Accounting

ACT 3623	Cost Management	3 (3-0-6)
ACT 3629	Profits Planning and Control	3 (3-0-6)
ACT 4624	Seminar in Management Accounting	3 (3-0-6)
ACT 4649	Accounting Internship	3 (135 Hours)

Track D: Others

Students pursuing Track D must select three major elective courses.

ACT 3606	Public Sector and Fund Accounting	3 (3-0-6)
ACT 3623	Cost Management	3 (3-0-6)
ACT 3624	Real Estate Accounting	3 (3-0-6)
ACT 3625	Hospital Accounting	3 (3-0-6)
ACT 3626	Hotel Accounting	3 (3-0-6)
ACT 3629	Profits Planning and Control	3 (3-0-6)
ACT 4605	International Accounting	3 (3-0-6)
ACT 4609	Accounting Theory	3 (3-0-6)
ACT 4612	Independent Study	3 (3-0-6)
ACT 4624	Seminar in Management Accounting	3 (3-0-6)
ACT 4641	Problems in Auditing	3 (3-0-6)
ACT 4643	Seminar in Auditing	3 (3-0-6)
ACT 4648	EDP Auditing	3 (3-0-6)
ACT 4649	Accounting Internship	3 (135 Hours)

PLAN B – Business Concentration Courses**9 Credits**

Students pursuing PLAN B must select a concentration in other business areas and choose only 3 courses out of 4 courses specified in each plan.

Management Information Systems

MIS 3121	Database System	3 (2-2-6)
MIS 4111	Information System Project Management	3 (3-0-6)
MIS 3111	Business Process Management	3 (3-0-6)
MIS 4122	Business Intelligence	3 (3-0-6)

Finance and Banking

FIN 3102	Business and Economic Analysis for Decision Making	3 (3-0-6)
FIN 3201	Investment	3 (3-0-6)
FIN 3203	Bank Management	3 (3-0-6)
FIN 4101	Financial Management	3 (3-0-6)

Hospitality and Tourism Management

HTM 3101	Introduction to Hospitality Management	3 (3-0-6)
HTM 3102	Introduction to Tourism Management	3 (3-0-6)
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3 (3-0-6)
HTM 3211	Food and Beverage Management	3 (3-0-6)

Marketing

MKT 3525	Sales Management	3 (3-0-6)
MKT 3530	Consumer Behavior	3 (3-0-6)
MKT 4725	Competitive Analysis and Strategy	3 (3-0-6)
MKT 4730	Marketing Management	3 (3-0-6)

Insurance

INS 3101	Principles of Risk Management and Insurance	3 (3-0-6)
INS 3201	Property Insurance	3 (3-0-6)
INS 3202	Casualty Insurance	3 (3-0-6)
INS 3301	Principles of Life Assurance	3 (3-0-6)

Industrial Management and Logistics

IML 3203	Logistic and Supply Chain Management	3 (3-0-6)
IML 3204	Industrial Safety and Risk Management	3 (3-0-6)
IML 4201	Lean Manufacturing and Agile Supply Chain	3 (3-0-6)
IML 4203	Quality Management	3 (3-0-6)

Free Elective Courses**6 Credits**

Students can take two free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

Study Plan - Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Accounting Major follow the Accounting program of studies:

1. Thirteen Major Required Courses

2. Four Concentration Courses

Plan A: Major Concentration Courses

OR Plan B: Business Concentration Courses

1. Two Free Elective Courses

Third Year**First Semester**

Course Code	Course Title	Credits
ACT 3602	Intermediate Accounting I	3 (3-0-6)
ACT 3603	Intermediate Accounting II	3 (3-0-6)
ACT 3614	Taxation I	3 (3-0-6)
MGT 3905	Operations Management	3 (3-0-6)
ACT 3622	Cost Accounting	3 (3-0-6)
MIS 2221	Quantitative Analysis Tools	0 (0-1-1)
FIN 3101	Corporate Finance	3 (3-0-6)
	Total	18(18-1-37)

Second Semester

Course Code	Course Title	Credits
ACT 3615	Taxation II	3 (3-0-6)

ACT 3643	Auditing	3 (3-0-6)
ACT 3644	Internal Control and Audit	3 (3-0-6)
ACT 3608	Financial Report and Financial Statement Analysis	3 (3-0-6)
MGT 3907	Business Communication	3 (3-0-6)
MGT 3940	Business Research Methodology	3 (3-0-6)
Total		18(18-0-36)

Fourth Year

First Semester

Course Code	Course Title	Credits
ACT 4607	Advanced Accounting I	3 (3-0-6)
ACT 4608	Advanced Accounting II	3 (3-0-6)
ACT 4646	Accounting Information Systems	3 (3-0-6)
MGT 4914	Entrepreneurship	3 (3-0-6)
One Plan A / Plan B Course		3 (3-0-6)
One Plan A / Plan B Course		3 (3-0-6)
Total		18(18-0-36)

Second Semester

Course Code	Course Title	Credits
ACT 4611	Seminar in Accounting	3 (3-0-6)
ACT 4647	Accounting Software Packages	3 (3-0-6)
One Plan A / Plan B Course		3 (3-0-6)
One Plan A / Plan B Course		3 (3-0-6)
One Free Elective Course		3 (3-0-6)
One Free Elective Course		3 (3-0-6)
Total		18(18-0-36)

DEPARTMENT OF MANAGEMENT INFORMATION SYSTEMS

Bachelor of Business Administration in Management Information Systems

B.B.A (Management Information Systems)

Major Concentration

- Software Design and Development
- Data Science

The Bachelor of Business Administration Program in Management Information Systems is aimed at equipping students with sound knowledge, breadth and depth in technology to enable them to cope with the more rapid changes and demanding requirements of changing business and technology around the world.

The major in Business Information Systems will prepare students to (a) have knowledge and thorough understanding of concepts, frameworks, principles, theories and necessary technical skills to work as a full potential business information systems professional, (b) be able to interpret information, make business analysis and forecasting useful for business decision making, and (c) be able to communicate effectively and have good information and technology skills.

Major Required Courses

42 Credits

MIS 2111	Introduction to Management Information Systems	3 (3-0-6)
MIS 3111	Business Process Management	3 (3-0-6)
MIS 3121	Database Systems	3 (2-2-5)
MIS 3122	Principles of Electronic Commerce	3 (2-2-5)
MIS 3131	Programming and Data Structures	3 (2-2-5)
MIS 3141	Information Technology Infrastructure	3 (3-0-6)
MIS 3221	Systems Analysis and Design	3 (3-0-6)
MIS 3231	Object-Oriented Programming	3 (2-2-5)
MIS 3241	Enterprise Resource Planning	3 (2-2-5)
MIS 4111	Information Systems Project Management	3 (3-0-6)
MIS 4121	Information Security Management and Risk Management	3 (3-0-6)
MIS 4131	Web Design and Programming	3 (2-2-5)
MIS 4211	Information Systems Strategy, Management, and Acquisition	3 (3-0-6)
MIS 4291	MIS Senior Project	3 (3-0-6)

Concentration Courses**9 Credits**

Students must choose one of the 3 following plans as their concentration courses.

Plan A:	Major Concentration Courses	9 Credits
Or Plan B:	Business Concentration Courses	9 Credits
Or Plan C:	Major Elective Courses	9 Credits

PLAN A – Major Concentration Courses**9 Credits**

Students pursuing PLAN A must select a concentration in the major area and study the three specified courses.

Software Design and Development (choose 3 courses)

MIS 4132	Mobile Applications Development	3 (2-2-5)
MIS 4133	Software Engineering	3 (3-0-6)
MIS 4134	UI/UX Design	3 (3-0-6)
MIS 4231	Web Applications Development	3 (2-2-5)
MIS 4281	Selected Topic in MIS 1	3 Credits
MIS 4282	Selected Topic in MIS 2	3 Credits

Data Science (choose 3 courses)

MIS 4124	Data Mining	3 (2-2-5)
MIS 4125	Data Visualization	3 (2-2-5)
MIS 4126	Machine Learning	3 (2-2-5)
MIS 4142	Big Data	3 (2-2-5)
MIS 4221	Data Science	3 (2-2-5)
MIS 4283	Selected Topic in MIS 3	3 Credits
MIS 4284	Selected Topic in MIS 4	3 Credits

PLAN B – Business Concentration Courses**9 Credits**

Students pursuing PLAN B must select a concentration in the major area and study the three specified courses.

Accounting

ACT 3602	Intermediate Accounting I	3 (3-0-6)
ACT 3603	Intermediate Accounting II	3 (3-0-6)
ACT 3614	Taxation I	3 (3-0-6)

Finance

FIN 3201	Investment	3 (3-0-6)
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FIN 4101	Financial Management	3 (3-0-6)
FIN 3231	Financial Feasibility Planning	3 (3-0-6)

Hospitality and Tourism Management

HTM 3101	Introduction to Hospitality Management	3 (3-0-6)
HTM 3102	Introduction to Tourism Management	3 (3-0-6)
HTM 3211	Food and Beverage Management	3 (3-0-6)

Management-Leadership and Entrepreneurship (choose 3 courses)

MGT 3901	Organization Theory	3 (3-0-6)
MGT 3917	Innovation and Change Management	3 (3-0-6)
MGT 3922	Introduction to New Venture	3 (3-0-6)
MGT 3942	Organization Behavior	3 (3-0-6)
MGT 4916	Negotiation Strategy	3 (3-0-6)

Major Elective Courses

9 Credits

Students pursuing PLAN C must select any three major elective courses.

MIS 3142	Introduction to Enterprise Resource Planning	3 (2-2-5)
MIS 3281	eSports	3 (2-2-5)
MIS 3381	Information Systems Internship	3 (0-30-0)
MIS 4112	Digital Marketing Technology	3 (2-2-5)
MIS 4113	Digital Banking and Payment Systems	3 (3-0-6)
MIS 4114	Electronic Customer Relationship Management	3 (3-0-6)
MIS 4115	Health Information Systems	3 (3-0-6)
MIS 4116	Human Resource Information Systems	3 (3-0-6)
MIS 4117	Knowledge Management Systems	3 (3-0-6)
MIS 4122	Business Intelligence	3 (2-2-5)
MIS 4123	Spreadsheet for Business	3 (2-2-5)
MIS 4124	Data Mining	3 (2-2-5)
MIS 4125	Data Visualization	3 (2-2-5)
MIS 4126	Machine Learning	3 (2-2-5)
MIS 4132	Mobile Applications Development	3 (2-2-5)
MIS 4133	Software Engineering	3 (3-0-6)
MIS 4134	UI/UX Design	3 (3-0-6)
MIS 4141	Cloud Computing	3 (2-2-5)
MIS 4142	Big Data	3 (2-2-5)
MIS 4143	Internet of Things	3 (2-2-5)
MIS 4221	Data Science	3 (2-2-5)

MIS 4231	Web Applications Development	3 (2-2-5)
MIS 4241	Enterprise Architecture	3 (3-0-6)
MIS 4281-4289	Selected Topic in MIS 1-9	3 Credits

Free Elective Courses

6 Credits

Students can take free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any). However, there are certain courses that the Martin De Tours School of Management and Economics **does not allow the students** to enroll as follows:

Subject Code	Subject Name
BG 1112 or GE 1202 or	General Psychology
GE 1207	Fundamental Psychology
BG 1203	Fundamentals of Statistics
BG 1402 or	Business, Society and Government
GE 1203	Society, Politics and Economics
ECO 2220	Introduction to Economics
ECO 2531	Principles of Microeconomics
ECO 2541	Principles of Macroeconomics
GE 1101	Thai Civilization
GE 1203	Society, Politics and Economics
GE 1404	Thai Culture and Tradition (For Comm. Arts Students only) = BG1405 Thai Language and Culture
PC 3803 or PC 3311 or	Personality and Social Interactive
PC 3311	Acting for Personality/Social Interaction
ACT 1601	Fundamentals of Financial Accounting (For Arts Students)
ACT 1602	Fundamentals of Financial Accounting (For Science and Technology Students)
Subject with 1 or 2 credits	
GS 1000	Use of Library
MA 1101	Applied Composition I

Study Plan - Third and Fourth Years (Junior and Senior)

During the junior and senior years, students who select the Management Information Systems Major follow the program of studies:

1. Fourteen Major Required Courses
2. Three Concentration Courses

Plan A: Major Concentration Courses Or

Plan B: Business Concentration Courses Or

Plan C: Major Elective Courses

3. Two Free Elective Courses

Third Year

First Semester

Course Code	Course Title	Credits
MIS 3111	Business Process Management	3 (3-0-6)
MIS 3121	Database Systems	3 (2-2-5)
MIS 3122	Principles of Electronic Commerce	3 (2-2-5)
MIS 3131	Programming and Data Structures	3 (2-2-5)
MIS 3141	Information Technology Infrastructure	3 (3-0-6)
FIN 3101	Corporate Finance	3 (3-0-6)
Total		18 (15-6-33)

Second Semester

Course Code	Course Title	Credits
MIS 3221	Systems Analysis and Design	3 (3-0-6)
MIS 3231	Object-Oriented Programming	3 (2-2-5)
MIS 3241	Enterprise Resource Planning	3 (2-2-5)
MGT 3905	Operations Management	3 (3-0-6)
MGT 3907	Business Communication	3 (3-0-6)
MGT 3940	Business Research Methodology	3 (3-0-6)
Total		18 (16-4-34)

Fourth Year

First Semester

Course Code	Course Title	Credits
MIS 4111	Information Systems Project Management	3 (3-0-6)
MIS 4121	Information Security Management and Risk Management	3 (3-0-6)
MIS 4131	Web Design and Programming	3 (2-2-5)
MGT 4914	Entrepreneurship	3 (3-0-6)
Two Plan A / Plan B / Plan C Courses		6 (6-0-12)
Total		18 (17-2-35)

Second Semester

Course Code	Course Title	Credits
MIS 4211	Information Systems Strategy, Management, and Acquisition	3 (3-0-6)
MIS 4291	MIS Senior Project	3 (3-0-6)
	One Plan A / Plan B / Plan C	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
Total		15 (15-0-30)

DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT

Courses

A. General Education Courses		34 Credits
	Language Course	3 Credits
	GE 1403 Communication in Thai	3 (3-0-6)
OR	GE 1405 Thai Language and Culture (For non-Thai students)	3 (3-0-6)
OR	GE 1408 Thai Usage (for students who graduated from International Schools)	3 (3-0-6)
	Social Science Courses	19 Credits
	ECO 2202 Macroeconomics	3 (3-0-6)
	ECO 2201 Microeconomics	3 (3-0-6)
	GE 1204 Physical Education	1 (1-0-2)
	GE 2202 Ethics	3 (3-0-6)
	MGT 1101 Introduction to Business	3 (3-0-6)
	BG 1400 Business Law I	3 (3-0-6)
	BG 1401 Business Law II	3 (3-0-6)
	Humanities Courses	6 Credits
	GE 2101 World Civilization	3 (3-0-6)
	MGT 2404 Managerial Psychology	3 (3-0-6)
	Science and Mathematics Courses	6 Credits
	MA 1200 Mathematics for Business	3 (3-0-6)
	GE 1301 Environmental Science	3 (3-0-6)
Specialized Courses		99 Credits
Business Core Courses		39 Credits
	ACT 1600 Fundamentals of Financial Accounting	3 (3-0-6)
	ACT 2620 Fundamentals of Managerial Accounting	3 (3-0-6)
	SA 1201 Statistics I	3 (3-0-6)
	SA 2200 Statistics II	3 (3-0-6)
	MIS 1221 Computer Literacy	0 (0-2-0)
	MIS 2111 Introduction to Management Information Systems	3 (3-0-6)
	MIS 2221 Quantitative Analysis Tools	0 (0-2-0)
	FIN 2201 Principles of Finance	3 (3-0-6)

FIN 3101	Corporate Finance	3 (3-0-6)
IBM 2201	International Business Environment	3 (3-0-6)
MGT 2900	Principles of Management	3 (3-0-6)
MGT 3905	Operations Management	3 (3-0-6)
MGT 3940	Business Research Methodology	3 (3-0-6)
MGT 4914	Entrepreneurship	3 (3-0-6)
MKT 2280	Principles of Marketing	3 (3-0-6)

Major Required Courses

30 Credits

HTM 3101	Introduction to Hospitality Management	3 (3-0-6)
HTM 3102	Introduction to Tourism Management	3 (3-0-6)
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3 (3-0-6)
HTM 3204	Human Resource Management in Hospitality and Tourism	3 (3-0-6)
HTM 3205	Marketing in Hospitality and Tourism	3 (3-0-6)
HTM 3206	Personality and Communication Management in Hospitality and Tourism	3 (3-0-6)
HTM 3211	Food and Beverage Management	3 (3-0-6)
HTM 4117	Information Technology in Hospitality and Tourism	3 (3-0-6)
HTM 4118	Business Operation and Leadership in Hospitality and Tourism	3 (3-0-6)
HTM 4210	Strategic Management in Hospitality and Tourism	3 (3-0-6)

Concentration Courses

15 Credits

Students must choose one of the three following plans as their concentration courses.

Plan A: Major Concentration Courses

Or Plan B: Business Concentration Courses

Or Plan C: Major Elective Courses

PLAN A – Major Concentration Courses

Students pursuing PLAN A must select one of the two concentrations in the major area and study the five specified courses.

Hospitality Management

HTM 4111	Food and Beverage Service	3 (3-0-6)
HTM 4112	Kitchen Operation	3 (3-0-6)
HTM 4301	Rooms Division Management	3 (3-0-6)
HTM 4302	Event Management	3 (3-0-6)
HTM 4303	Service Management	3 (3-0-6)

Tourism Management

HTM 4401	Tourism Policy and Development	3 (3-0-6)
HTM 4402	Tourism Destination Management	3 (3-0-6)
HTM 4403	Tour Guiding and Operation in Practice	3 (3-0-6)
HTM 4406	Introduction to MICE Business Management	3 (3-0-6)
HTM 4407	Introduction to Airline Business Management	3 (3-0-6)

PLAN B – Business Concentration Courses

Students pursuing PLAN B must select a concentration in other business areas and study the five specified courses.

Management Information System

MIS 3111	Business Process Management	3 (3-0-6)
MIS 3121	Database Systems	3 (2-2-5)
MIS 4111	Information Systems Project Management	3 (3-0-6)
MIS 4122	Business Intelligence	3 (2-2-5)
MIS 4211	Information Systems Strategy, Management, and Acquisition	3 (3-0-6)

International Business Management

IBM 3101	Cross Cultural Human Resource Management	3 (3-0-6)
IBM 3102	Export-Import Policy and Strategy	3 (3-0-6)
IBM 3203	International Management	3 (3-0-6)
IBM 4208	International Strategic Management	3 (3-0-6)
IBM 4115	Global Product and Brand Planning	3 (3-0-6)

Management – Leadership and Entrepreneurship

MGT 3901	Organization Theory	3 (3-0-6)
MGT 3917	Innovation and Change Management	3 (3-0-6)
MGT 3922	Introduction to New Ventures	3 (3-0-6)
MGT 3942	Organization Behavior	3 (3-0-6)

MGT 4916	Negotiation Strategy	3 (3-0-6)
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Marketing

MKT 3102	Integrated Marketing Communications	3 (3-0-6)
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MKT 3525	Sales Management	3 (3-0-6)
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MKT 3530	Consumer Behavior	3 (3-0-6)
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MKT 4725	Competitive Analysis and Strategy	3 (3-0-6)
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MKT 4730	Marketing Management	3 (3-0-6)
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Real Estate

REM 3111	Principles of Real Estate	3 (3-0-6)
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REM 3112	Real Estate Law	3 (3-0-6)
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REM 3113	Real Estate Economics	3 (3-0-6)
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REM 3114	Building Design and Construction Techniques	3 (3-0-6)
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REM 3211	Principles of Real Estate Development	3 (3-0-6)
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PLAN C – Major Elective Courses

Students pursuing PLAN C must select any five elective courses from the following list. Or they can select Business French or Business Chinese or Business Japanese Or Thai (only for international students) as their Plan C.

HTM 4111	Food and Beverage Service	3 (3-0-6)
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HTM 4112	Kitchen Operation	3 (3-0-6)
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HTM 4301	Rooms Division Management	3 (3-0-6)
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HTM 4302	Event Management	3 (3-0-6)
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HTM 4303	Service Management	3 (3-0-6)
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HTM 4401	Tourism Policy and Development	3 (3-0-6)
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HTM 4402	Tourism Destination Management	3 (3-0-6)
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HTM 4403	Tour Guiding and Operation in Practice	3 (3-0-6)
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HTM 4406	Introduction to MICE Business Management	3 (3-0-6)
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HTM 4407	Introduction to Airline Business Management	3 (3-0-6)
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MKT 3837	Service and Customer Relationship Management	3 (3-0-6)
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Business French

FR 1500	Introduction to French	3 (3-2-7)
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FR 1501	French I	3 (3-2-7)
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FR 2501	French II	3 (3-2-7)
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FR 3537	Communicative skills in French	3 (3-0-6)
FR 3538	Basic business French	3 (3-0-6)

Business Chinese

CN 0400	Chinese for Beginners I	3 (3-0-6)
CN 1400	Introduction to Chinese	3 (3-0-6)
CN 1401	Chinese I	3 (3-0-6)
CN 2401	Chinese II	3 (3-0-6)
CN 2402	Chinese III	3 (3-0-6)

Business Japanese

JA 0723	Reading and Writing Japanese Script	3 (3-0-6)
JA 1700	Introduction to Japanese	3 (3-0-6)
JA 1701	Japanese I	3 (3-0-6)
JA 2701	Japanese II	3 (3-0-6)
JA 2702	Japanese III	3 (3-0-6)

Thai (only for International Students)

TH 1500	Introduction to Thai	3 (3-0-6)
TH 1501	Thai Language I	3 (3-0-6)
TH 2501	Thai Language II	3 (3-0-6)
TH 2502	Thai Language III	3 (3-0-6)
TH 3503	Advance Reading & Writing	3 (3-0-6)

Foreign Language Courses

15 Credits

Students must take the following five courses as their major foreign language courses.

BG 1001	English I	3 (2-3-6)
BG 1002	English II	3 (2-3-6)
BG 2000	English III	3 (2-3-6)
BG 2001	English IV	3 (2-3-6)
MGT 3907	Business Communication	3 (3-0-6)

Free Elective Courses

9 Credits

Students can take free elective courses of 9 credits from any faculty in Assumption University upon completion of the pre-requisites (if any).

Internship (400 hours)

Students must take Internship for 400 hours continuously after completing 142 credits.

SUGGESTED PROGRAM OF STUDY

First and Second Year (Freshmen and Sophomore)

During the freshmen year, all students in Martin de Tours School of Management and Economics pursue the same study plan consisting of general education courses and business core courses, which provide them with the basic knowledge on all the disciplines in business. The study plan also prepares the students with adequate knowledge to select a concentration that suits his/her ability, background, and preferences.

First Year

First Semester

Course Code	Course Title	Credits
BG 1001	English I	3 (2-3-6)
MA 1200	Mathematics for Business	3 (3-0-6)
SA 1201	Statistics I	3 (3-0-6)
BG 1400	Business Law I	3 (3-0-6)
GE 1204	Physical Education	1 (1-0-2)
GE 1301	Environmental Science	3 (3-0-6)
GE 1403	Communication in Thai	3 (3-0-6)
Total		19(18-3-38)

Second Semester

Course Code	Course Title	Credits
ACT 1600	Fundamentals of Financial Accounting	3 (3-0-6)
BG 1002	English II	3 (2-3-6)
BG 1401	Business Law II	3 (3-0-6)
SA 2200	Statistics II	3 (3-0-6)
ECO 2201	Microeconomics	3 (3-0-6)
MIS 1221	Computer Literacy	0 (0-2-0)
MGT 1101	Introduction to Business	3 (3-0-6)
Total		18(17-5-36)

Second Year

First Semester

Course Code	Course Title	Credits
ACT 2620	Fundamentals of Managerial Accounting	3 (3-0-6)
BG 2000	English III	3 (2-3-6)
ECO 2202	Macroeconomics	3 (3-0-6)
MIS 2111	Introduction to Management Information Systems	3 (3-0-6)
MGT 2404	Managerial Psychology	3 (3-0-6)
MGT 2900	Principles of Management	3 (3-0-6)
Total		18(17-3-36)

Second Semester

Course Code	Course Title	Credits
BG 2001	English IV	3 (2-3-6)
FIN 2201	Principles of Finance	3 (3-0-6)
GE 2101	World Civilization	3 (3-0-6)
GE 2202	Ethics	3 (3-0-6)
IBM 2201	International Business Environment	3 (3-0-6)
MKT 2280	Principles of Marketing	3 (3-0-6)
Total		18(17-3-36)

Study Plan - Third and Fourth Year (Junior and Senior)

Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Hospitality and Tourism Management Major follow the Hospitality and Tourism Management program of studies:

1. Ten Major Required Courses
2. Five Concentration Courses
 - Plan A: Major Concentration Courses
 - Or Plan B: Business Concentration Courses
 - Or Plan C: Major Elective Courses
3. Five Foreign Language Courses
4. Three Free Elective Courses
5. Internship for 400 hours continuously

Third Year

First Semester

Course Code	Course Title	Credits
MIS 2221	Quantitative Analysis Tools	0 (0-2-0)
FIN 3101	Corporate Finance	3 (3-0-6)
HTM 3101	Introduction to Hospitality Management	3 (3-0-6)
HTM 3102	Introduction to Tourism Management	3 (3-0-6)
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3 (3-0-6)
Two Free Elective Courses		6 (6-0-12)
Total		18(18-2-36)

Second Semester

Course Code	Course Title	Credits
MGT 3905	Operations Management	3 (3-0-6)
MGT 3907	Business Communication	3 (3-0-6)
MGT 3940	Business Research Methodology	3 (3-0-6)
HTM 3205	Marketing in Hospitality and Tourism	3 (3-0-6)
HTM 3206	Personality and Communication Management in Hospitality and Tourism	3 (3-0-6)
HTM 3211	Food and Beverage Management	3 (3-0-6)
Total		18(18-0-36)

Fourth Year

First Semester

Course Code	Course Title	Credits
HTM 3204	Human Resource Management in Hospitality and Tourism	3 (3-0-6)
HTM 4117	Information Technology in Hospitality and Tourism	3 (3-0-6)
HTM 4118	Business Operation and Leadership in Hospitality and Tourism	3 (3-0-6)
HTM 4210	Strategic Management in Hospitality and Tourism	3 (3-0-6)
Two Plan A / Plan B / Plan C Courses		6 (6-0-12)
Total		18(18-0-36)

Second Semester

Course Code	Course Title	Credits
MGT 4914	Entrepreneurship	3 (3-0-6)
Three Plan A / Plan B / Plan C Courses		9 (9-0-18)
One Free Elective Course		3 (3-0-6)
Total		15(15-0-30)

DEPARTMENT OF INTERNATIONAL BUSINESS MANAGEMENT

Major Required Courses

30 Credits

FIN 4102	International Finance	3 (3-0-6)
MKT 3620	Global Marketing	3 (3-0-6)
IBM 3101	Cross Cultural Human Resource Management	3 (3-0-6)
IBM 3102	Export-Import Policy and Strategy	3 (3-0-6)
IBM 3203	International Management	3 (3-0-6)
IBM 3204	Designing and Managing Global Operations	3 (3-0-6)
IBM 4105	Global Business Feasibility Analysis	3 (3-0-6)
IBM 4106	International Business Research	3 (3-0-6)
IBM 4207	Special Topics in International Business	3 (3-0-6)
IBM 4208	International Strategic Management	3 (3-0-6)

Concentration Courses

Students must choose one of the three following plans as their concentration courses.

Plan A: Major Concentration Courses	15 Credits
Or Plan B: Business Concentration Courses	15 Credits
Or Plan C: Major Elective/Foreign Language Courses	15 Credits

PLAN A – Major Concentration Courses

15 Credits

Students pursuing PLAN A must select the concentration in the major area and study the five specified courses.

International Marketing

IBM 3111	International Buyer Behavior	3 (3-0-6)
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IBM 3212	International Marketing Communications	3 (3-0-6)
IBM 3213	International Pricing Strategy	3 (3-0-6)
IBM 4114	Global Supply Chain Management	3 (3-0-6)
IBM 4115	Global Product and Brand Planning	3 (3-0-6)

Cross Cultural Business Studies

	Language I (Chinese(CN0400), Japanese (JA0723), French(FR1500)	3 (3-0-6)
	Language II (Chinese(CN1400), Japanese(JA1700), French(FR1501)	3 (3-0-6)
IBM 3221	Cross Cultural Communication, Conflict and Negotiation	3 (3-0-6)
IBM 4122	Small Business Internationalization and Growth	3 (3-0-6)
IBM 4123	Global Context of Business	3 (3-0-6)

PLAN B – Business Concentration Courses

15 Credits

Students pursuing PLAN B must select a concentration in other business areas and study the five specified courses.

Accounting

ACT 3602	Intermediate Accounting I	3 (3-0-6)
ACT 3603	Intermediate Accounting II	3 (3-0-6)
ACT 3614	Taxation I	3 (3-0-6)
ACT 3622	Cost Accounting	3 (3-0-6)
ACT 3629	Profit Planning and Control	3 (3-0-6)

Management Information Systems

MIS 3111	Business Process Management	3 (3-0-6)
MIS 3121	Database Systems	3 (2-2-5)
MIS 4111	Information Systems Project Management	3 (3-0-6)
MIS 4122	Business Intelligence	3 (2-2-5)
MIS 4211	Information Systems Strategy, Management and Acquisition	3 (3-0-6)

Finance

FIN 3102	Business and Economic Analysis for Decision Making	3 (3-0-6)
FIN 3201	Investment	3 (3-0-6)
FIN 3203	Bank Management	3 (3-0-6)
FIN 3231	Financial Feasibility Planning	3 (3-0-6)
FIN 4101	Financial Management	3 (3-0-6)

Hospitality and Tourism Management

HTM 3101	Introduction to Hospitality Management	3 (3-0-6)
HTM 3102	Introduction to Tourism Management	3 (3-0-6)
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3 (3-0-6)
HTM 3205	Marketing in Hospitality and Tourism	3 (3-0-6)
HTM 3211	Food and Beverage Management	3 (3-0-6)

Marketing

MKT 3102	Integrated Marketing Communications	3 (3-0-6)
MKT 3525	Sales Management	3 (3-0-6)
MKT 3530	Consumer Behavior	3 (3-0-6)
MKT 4725	Competitive Analysis and Strategy	3 (3-0-6)
MKT 4730	Marketing Management	3 (3-0-6)

Industrial Management and Logistics

IML 3201	Business Analytics	3 (3-0-6)
IML 3203	Logistics and Supply Chain Management	3 (3-0-6)
IML 3204	Industrial Safety and Risk Management	3 (3-0-6)
IML 4201	Lean Manufacturing and Agile Supply Chain	3 (3-0-6)
IML 4203	Quality Management	3 (3-0-6)

Business Economics: Managerial Track

ECO 2551	Introduction to Econometrics	3 (3-0-6)
ECO 2641	Intermediate Macroeconomics	3 (3-0-6)
ECO 2661	Managerial Economics	3 (3-0-6)

ECO 3731	International Trade	3 (3-0-6)
ECO 4761	Economics of Strategy	3 (3-0-6)

PLAN C – Major Elective Courses

Students pursuing PLAN C must select any five major elective/foreign Language courses.

ECO 3731	International Trade	3 (3-0-6)
FIN 3231	Financial Feasibility Planning	3 (3-0-6)
IBM 3111	International Buyer Behavior	3 (3-0-6)
IBM 3131	Legal and Ethical Issues in International Business	3 (3-0-6)
IBM 3132	International Relations	3 (3-0-6)
IBM 3212	International Marketing Communications	3 (3-0-6)
IBM 3213	International Pricing Strategy	3(3-0-6)
IBM 3221	Cross Cultural Communication, Conflict and Negotiation	3(3-0-6)
IBM 4114	Global Supply Chain Management	3 (3-0-6)
IBM 4115	Global Product and Brand Planning	3 (3-0-6)
IBM 4122	Small Business Internationalization and Growth	3(3-0-6)
IBM 4134	International Services Marketing	3 (3-0-6)
IBM 4235	Seminar in International Business Management	3 (3-0-6)
IBM 4236	Individual Research	3 (3-0-6)
IBM 4237	International Business Management Internship	3 (3-0-6)
MKT 3867	Social media and Online Marketing	3 (3-0-6)
MKT 4726	Advertising and Creative Strategy	3 (3-0-6)
MGT 3917	Innovation and Change Management	3 (3-0-6)
MIS 3142	Introduction to Enterprise Resource Planning	3 (2-2-6)
MIS 4112	Digital Marketing Technology	3 (2-2-6)
MIS 4114	Electronic Customer Relationship Management	3 (3-0-6)

Foreign Language Courses

Business Chinese

CN 0400	Chinese for Beginners I	3 (3-0-6)
CN 1400	Introduction to Chinese	3 (3-0-6)
CN 1401	Chinese I	3 (3-0-6)

CN 2401	Chinese II	3 (3-0-6)
CN 2402	Chinese III	3 (3-0-6)

Business French

FR 1500	Introduction to French	3 (3-0-6)
FR 1501	French I	3 (3-0-6)
FR 2501	French II	3 (3-0-6)
FR 3537	Communication Skills in French	3 (3-0-6)
FR 3538	Basic Business French	3 (3-0-6)

Business Japanese

JA 0723	Reading and Writing Japanese Scripts	3 (3-0-6)
JA 1700	Introduction to Japanese	3 (3-0-6)
JA 1701	Japanese I	3 (3-0-6)
JA 2701	Japanese II	3 (3-0-6)
JA 2702	Japanese III	3 (3-0-6)

Free Elective Courses

9 Credits

Students can take free elective courses of 9 credits which are offered by their faculty or by the different faculties up on completion of the prerequisites.

However, they are certain courses that the Martin De Tours School of Management and Economics does not allow the students to enroll as follows:

Subject Code	Subject Name
BG1112 or GE1202 or GE1207	General Psychology Fundamental Psychology
BG1203	Fundamentals of Statistics
BG1402 or GE1203	Business, Society and Government Society, Politics and Economics
ECO 2220	Introduction to Economics
ECO2531	Principles of Microeconomics
ECO2541	Principles of Macroeconomics
GE1101	Thai Civilization
GE1203	Society, Politics and Economics
GE1404	Thai Culture and Tradition (For Comm. Arts Students only) = BG1405 Thai Language and Culture

PC3803 or PC3311 or PC3311	Personality and Social Interactive Acting for Personality/Social Interaction
ACT1601	Fundamentals of Financial Accounting (For Arts Students)
ACT1602	Fundamentals of Financial Accounting (For Science and Technology Students)
Subject with 1 or 2 credits	GS1000 Use of Library, MA1101 Applied Composition I

Study Plan - Third and Fourth Years (Junior and Senior)

During the junior and senior years, students who select the International Business Management Major follow the International Business Management program of studies:

1. Ten Major Required Courses
2. Five Concentration Courses
 - Plan A: Major Concentration Courses
 - Or Plan B: Business Concentration Courses
 - Or Plan C: Major Elective/ Foreign Language Courses
3. Three Free Elective Courses

Third Year

First Semester

Course Code	Course Title	Credits
MIS 2221	Quantitative Analysis Tools	0 (0-2-0)
MGT 3905	Operations Management	3 (3-0-6)
FIN 3101	Corporate Finance	3 (3-0-6)
MKT 3620	Global Marketing	3 (3-0-6)
IBM 3101	Cross Cultural Human Resource Management	3 (3-0-6)
IBM 3102	Export-Import Policy and Strategy	3 (3-0-6)
One Plan A or Plan B or Plan C Course		3 (3-0-6)
Total		18 (18-1-36)

Second Semester

Course Code	Course Title	Credits
IBM 3203	International Management	3 (3-0-6)
IBM 3204	Designing and Managing Global Operations	3 (3-0-6)

MGT 3907	Business Communication	3 (3-0-6)
MGT 3940	Business Research Methodology	3 (3-0-6)
One Plan A or Plan B or Plan C Course		3 (3-0-6)
One Plan A or Plan B or Plan C Course		3 (3-0-6)
Total		18 (18-0-36)

Fourth Year

First Semester

Course Code	Course Title	Credits
FIN 4102	International Finance	3 (3-0-6)
IBM 4105	Global Business Feasibility Analysis	3 (3-0-6)
IBM 4106	International Business Research	3 (3-0-6)
One Plan A or Plan B or Plan C Course		3 (3-0-6)
One Plan A or Plan B or Plan C Course		3 (3-0-6)
Total		18 (18-0-36)

Second Semester

Course Code	Course Title	Credits
IBM 4207	Special Topics in International Business	3 (3-0-6)
IBM 4208	International Strategic Management	3 (3-0-6)
MGT 4914	Entrepreneurship	3 (3-0-6)
One Free Elective Course		3 (3-0-6)
One Free Elective Course		3 (3-0-6)
Total		15 (15-0-30)

DEPARTMENT OF REAL ESTATE

Major Required Courses

30 Credits

REM 3111	Principles of Real Estate	3 (3-0-6)
REM 3112	Real Estate Law	3 (3-0-6)
REM 3113	Real Estate Economics	3 (3-0-6)
REM 3114	Building Design and Construction Techniques	3 (3-0-6)
REM 3211	Principles of Real Estate Development	3 (3-0-6)
REM 3212	Real Estate Finance	3 (3-0-6)
REM 3213	Real Estate Appraisal	3 (3-0-6)
REM 3214	Principles of Real Estate Investment Analysis	3 (3-0-6)
REM 4112	Computer Applications in Real Estate	3 (3-0-6)
REM 4113	Principles of Property Management	3 (3-0-6)

Concentration Courses

15 Credits

Students must choose one of the three following plans as their concentration courses.

Plan A: Major Concentration Courses

Or Plan B: Business Concentration Courses

Or Plan C: Major Elective Courses

PLAN A – Major Concentration Courses

Students pursuing PLAN A must select one of the three following concentrations in the major area and study the five specified courses.

Real Estate Development

REM 4131	Real Estate Project Management	3 (3-0-6)
REM 4132	Advanced Real Estate Investment Analysis	3 (3-0-6)
REM 4191	Seminar in Real Estate Business	3 (3-0-6)
REM 4231	Real Estate Marketing and Brokerage Management	3 (3-0-6)
REM 4381	Internship in Real Estate Business	3 (300 hours)

Property Valuation

REM 4141	Advanced Real Estate Appraisal	3 (3-0-6)
REM 4142	Professional Appraisal Practice and Ethics	3 (3-0-6)
REM 4192	Seminar in Property Valuation	3 (3-0-6)
REM 4241	Valuation for Special Purposes	3 (3-0-6)

REM 4382 Internship in Real Estate Appraisal 3 (300 hours)

Property Management

REM 4151 Corporate Real Estate Management 3 (3-0-6)

REM 4152 Facilities Operations and Maintenance 3 (3-0-6)

REM 4193 Seminar in Property Management 3 (3-0-6)

REM 4251 Income-producing Property Management 3 (3-0-6)

REM 4383 Internship in Property Management 3 (300 hours)

PLAN B – Business Concentration Courses

Students pursuing PLAN B must select a concentration in other business areas and study the five specified courses.

Accounting

ACT 3602 Intermediate Accounting I 3 (3-0-6)

ACT 3603 Intermediate Accounting II 3 (3-0-6)

ACT 3614 Taxation I 3 (3-0-6)

ACT 3622 Cost Accounting 3 (3-0-6)

ACT 3629 Profits Planning and Control 3 (3-0-6)

Management Information Systems

MIS 3111 Business Process Management 3 (3-0-6)

MIS 3121 Database Systems 3 (2-2-6)

MIS 4111 Information Systems Project Management 3 (3-0-6)

MIS 4122 Business Intelligence 3 (2-2-6)

MIS 4211 Information Systems Strategy, Management, and Acquisition 3 (3-0-6)

Business Economics

Managerial Economics:

ECO 2551 Introduction to Econometrics 3 (3-0-6)

ECO 2641 Intermediate Macroeconomics 3 (3-0-6)

ECO 2661 Managerial Economics 3 (3-0-6)

ECO 3731 International Trade 3 (3-0-6)

ECO 4761 Economics of Strategy 3 (3-0-6)

3 (3-0-6)

Quantitative Economics:

ECO 1252	Calculus 1	3 (3-0-6)
ECO 2551	Introduction to Econometrics	3 (3-0-6)
ECO 2631	Intermediate Microeconomics	3 (3-0-6)
ECO 3732	Industrial Organization	3 (3-0-6)
ECO 4751	Financial Economics	3 (3-0-6)

Finance

FIN 3102	Business and Economic Analysis for Decision Making	3 (3-0-6)
FIN 3201	Investment	3 (3-0-6)
FIN 3203	Bank Management	3 (3-0-6)
FIN 3231	Financial Feasibility Planning	3 (3-0-6)
FIN 4101	Financial Management	3 (3-0-6)

Hospitality and Tourism Management

HTM 3101	Introduction to Hospitality Management	3 (3-0-6)
HTM 3102	Introduction to Tourism Management	3 (3-0-6)
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3 (3-0-6)
HTM 3205	Marketing for Hospitality and Tourism	3 (3-0-6)
HTM 3211	Food and Beverage Management	3 (3-0-6)

International Business Management

IBM 2201	International Business Environment	3 (3-0-6)
IBM 3101	Cross Cultural Human Resource Management	3 (3-0-6)
IBM 3102	Export-Import Policy and Strategy	3 (3-0-6)
IBM 3203	International Management	3 (3-0-6)
IBM 4115	Global Product and Brand Planning	3 (3-0-6)
IBM 4208	International Strategic Management	3 (3-0-6)

Industrial Management and Logistics

IML 3201	Business Analytics	3 (3-0-6)
IML 3203	Logistics and Supply Chain Management	3 (3-0-6)
IML 3204	Industrial Safety and Risk Management	3 (3-0-6)

IML 4201	Lean Manufacturing and Agile Supply Chain	3 (3-0-6)
IML 4203	Quality Management	3 (3-0-6)

Insurance

INS 3101	Principles of Risk Management and Insurance	3 (3-0-6)
INS 3201	Property Insurance	3 (3-0-6)
INS 3202	Casualty Insurance	3 (3-0-6)
INS 3301	Principles of Life Assurance	3 (3-0-6)
INS 4302	Accident, Health and Group Insurance	3 (3-0-6)

Management – Leadership and Entrepreneurship

MGT 3901	Organization Theory	3 (3-0-6)
MGT 3917	Innovation and Change Management	3 (3-0-6)
MGT 3922	Introduction to New Ventures	3 (3-0-6)
MGT 3942	Organization Behavior	3 (3-0-6)
MGT 4916	Negotiation Strategy	3 (3-0-6)

Marketing

MKT 3102	Integrated Marketing Communications	3 (3-0-6)
MKT 3525	Sales Management	3 (3-0-6)
MKT 3530	Consumer Behavior	3 (3-0-6)
MKT 4725	Competitive Analysis and Strategy	3 (3-0-6)
MKT 4730	Marketing Management	3 (3-0-6)

PLAN C – Major Elective Courses

Students pursuing PLAN C must select any five major elective courses.

REM 4131	Real Estate Project Management	3 (3-0-6)
REM 4132	Advanced Real Estate Investment Analysis	3 (3-0-6)
REM 4141	Advanced Real Estate Appraisal	3 (3-0-6)
REM 4142	Professional Appraisal Practice and Ethics	3 (3-0-6)
REM 4151	Corporate Real Estate Management	3 (3-0-6)
REM 4152	Facilities Operation and Maintenance	3 (3-0-6)
REM 4191	Seminar in Real Estate Business	3 (3-0-6)
REM 4192	Seminar in Property Valuation	3 (3-0-6)
REM 4193	Seminar in Property Management	3 (3-0-6)

REM 4221	Directed Study in Real Estate	3 (3-0-6)
REM 4222	Capital Markets Related to Real Estate Business	3 (3-0-6)
REM 4231	Real Estate Marketing and Brokerage Management	3 (3-0-6)
REM 4241	Valuation for Special Purposes	3 (3-0-6)
REM 4251	Income-producing Property Management	3 (3-0-6)
REM 4381	Internship in Real Estate Business	3 (300 hours)
REM 4382	Internship in Real Estate Appraisal	3 (300 hours)
REM 4383	Internship in Property Management	3 (300 hours)

Free Elective Courses

9 Credits

Students can take free elective courses of 9 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

Study Plan - Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Real Estate Major follow the Real Estate program of studies:

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

Third Year

First Semester

Course Code	Course Title	Credits
MIS 2221	Computer Tools in Research	0 (0-1-1)
FIN 3101	Corporate Finance	3 (3-0-6)
MGT 3905	Operations Management	3 (3-0-6)
REM 3111	Principles of Real Estate	3 (3-0-6)
REM 3112	Real Estate Law	3 (3-0-6)
REM 3113	Real Estate Economics	3 (3-0-6)
REM 3114	Building Design and Construction Techniques	3 (3-0-6)
Total		18 (18-1-37)

Second Semester

Course Code	Course Title	Credits
MGT 3907	Business Communication	3 (3-0-6)
MGT 3940	Business Research Methodology	3 (3-0-6)
REM 3211	Principles of Real Estate Development	3 (3-0-6)
REM 3212	Real Estate Finance	3 (3-0-6)
REM 3213	Real Estate Appraisal	3 (3-0-6)
REM 4113	Principles of Property Management	3 (3-0-6)
Total		18 (18-0-36)

Fourth Year**First Semester**

Course Code	Course Title	Credits
REM 3214	Principles of Real Estate Investment Analysis	3 (3-0-6)
REM 4112	Computer Applications in Real Estate	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
	One Plan A / Plan B / Plan C Course	3 (3-0-6)
	One Plan A / Plan B / Plan C Course	3 (3-0-6)
	One Plan A / Plan B / Plan C Course	3 (3-0-6)
Total		18 (18-0-36)

Second Semester

Course Code	Course Title	Credits
MGT 4914	Entrepreneurship	3 (3-0-6)
	One Plan A / Plan B / Plan C Course	3 (3-0-6)
	One Plan B / Plan C Course*	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
Total		15 (15-0-30)

*** Plan A – Internship in Summer Session****Summer Session (Only for Plan A)**

Course Code	Course Title	Credits
REM 4381	Internship in Real Estate Business	3 (300 hours)
	or	
REM 4382	Internship in Real Estate Appraisal	3 (300 hours)

or		
REM 4383	Internship in Property Management	3 (300 hours)
Total		3 (300 hours)

Study Plan - Third and Fourth Years (Junior and Senior)

First and Second Year (Freshmen and Sophomore)

During the freshmen year, all students in Martin de Tours School of Management pursue the same study plan consisting of general education courses and business core courses, which provide them with the basic knowledge on all the disciplines in business. The study plan also prepares the students with adequate knowledge to select a concentration that suits his/her ability, background, and career preferences.

Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Real Estate Major follow the Real Estate program of studies:

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

Third Year

First Semester

Course Code	Course Title	Credits
MIS 2221	Computer Tools in Research	0 (0-1-1)
FIN 3101	Corporate Finance	3 (3-0-6)
MGT 3905	Operations Management	3 (3-0-6)
REM 3111	Principles of Real Estate	3 (3-0-6)
REM 3112	Real Estate Law	3 (3-0-6)
REM 3113	Real Estate Economics	3 (3-0-6)
REM 3114	Building Design and Construction Techniques	3 (3-0-6)
Total		18 (18-1-37)

Second Semester

Course Code	Course Title	Credits
MGT 3907	Business Communication	3 (3-0-6)
MGT 3940	Business Research Methodology	3 (3-0-6)
REM 3211	Principles of Real Estate Development	3 (3-0-6)
REM 3212	Real Estate Finance	3 (3-0-6)
REM 3213	Real Estate Appraisal	3 (3-0-6)
REM 4113	Principles of Property Management	3 (3-0-6)
Total		18 (18-0-36)

Fourth Year**First Semester**

Course Code	Course Title	Credits
REM 3214	Principles of Real Estate Investment Analysis	3 (3-0-6)
REM 4112	Computer Applications in Real Estate	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
	One Plan A / Plan B / Plan C Course	3 (3-0-6)
	One Plan A / Plan B / Plan C Course	3 (3-0-6)
	One Plan A / Plan B / Plan C Course	3 (3-0-6)
Total		18 (18-0-36)

Second Semester

Course Code	Course Title	Credits
MGT 4914	Entrepreneurship	3 (3-0-6)
	One Plan A / Plan B / Plan C Course	3 (3-0-6)
	One Plan B / Plan C Course*	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
Total		15 (15-0-30)

* Plan A – Internship in Summer Session

Summer Session (Only for Plan A)

Course Code	Course Title	Credits
REM 4381	Internship in Real Estate Business	3 (300 hours)
	or	

REM 4382	Internship in Real Estate Appraisal	3 (300 hours)
	or	
REM 4383	Internship in Property Management	3 (300 hours)
Total		3(300 hours)

DEPARTMENT OF INDUSTRIAL MANAGEMENT AND LOGISTICS

Major Required Courses

30 Credits

IML 3201	Business Analytics	3 (3-0-6)
IML 3203	Logistics and Supply Chain Management	3 (3-0-6)
IML 3204	Industrial Safety and Risk Management	3 (3-0-6)
IML 3307	International Transportation and Distribution Management	3 (3-0-6)
IML 3309	Procurement and Supply Management	3 (3-0-6)
IML 4201	Lean Manufacturing and Agile Supply Chain	3 (3-0-6)
IML 4203	Quality Management	3 (3-0-6)
IML 4301	Information Technology in Supply Chain	3 (3-0-6)
IML 4302	Industrial Strategic Management	3 (3-0-6)
IML 4501	Seminar in Industrial Management and Logistics	3 (3-0-6)

Concentration Courses

15 Credits

Student must choose one of the three following plans as their concentration courses.

Plan A: Major Concentration Courses

Or Plan B: Business Concentration Courses

Or Plan C: Major Elective Courses

PLAN A – Major Concentration Courses

Students pursuing PLAN A must study the five specified courses.

Manufacturing Management

IML 3202	Motion and Time Study	3 (3-0-6)
IML 3403	Industrial Engineering Management	3 (3-0-6)
IML 4206	Industrial Environmental Management	3 (3-0-6)
IML 4207	Internship in Industrial Management and Logistics	3 (300 Hours)

PLAN B – Business Concentration Courses

Students pursuing PLAN B must select a concentration in other business areas and study the five specified courses.

Accounting

ACT 3602	Intermediate Accounting I	3 (3-0-6)
ACT 3603	Intermediate Accounting II	3 (3-0-6)
ACT 3614	Taxation I	3 (3-0-6)
ACT 3622	Cost Accounting	3 (3-0-6)
ACT 3629	Profits Planning and Control	3 (3-0-6)

Finance

FIN 3102	Business and Economic Analysis for Decision Making	3 (3-0-6)
FIN 3201	Investment	3 (3-0-6)
FIN 3203	Bank Management	3 (3-0-6)
FIN 3231	Financial Feasibility Planning	3 (3-0-6)
FIN 4101	Financial Management	3 (3-0-6)

Hospitality and Tourism Management

HTM 3101	Introduction to Hospitality Management	3 (3-0-6)
HTM 3102	Introduction to Tourism Management	3 (3-0-6)
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3 (3-0-6)
HTM 3205	Marketing in Hospitality and Tourism	3 (3-0-6)
HTM 3211	Food and Beverage Management	3 (3-0-6)

Insurance

INS 3101	Principles of Risk Management and Insurance	3 (3-0-6)
INS 3201	Property Insurance	3 (3-0-6)
INS 3202	Casualty Insurance	3 (3-0-6)
INS 3301	Principles of Life Assurance	3 (3-0-6)
INS 4302	Accident, Health, and Group Insurance	3 (3-0-6)

International Business Management

IBM 3101	Cross Cultural Human Resource Management	3 (3-0-6)
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IBM 3102	Export-Import Policy and Strategy	3 (3-0-6)
IBM 3203	International Management	3 (3-0-6)
IBM 4208	International Strategic Management	3 (3-0-6)
IBM 4115	Global Product and Brand Planning	3 (3-0-6)

Marketing

MKT 3102	Integrated Marketing Communications	3 (3-0-6)
MKT 3525	Sales Management	3 (3-0-6)
MKT 3530	Consumer Behavior	3 (3-0-6)
MKT 4725	Competitive Analysis and Strategy	3 (3-0-6)
MKT 4730	Marketing Management	3 (3-0-6)

Management Information Systems

MIS 3111	Business Process Management	3 (3-0-6)
MIS 3121	Database Systems	3 (2-2-6)
MIS 4111	Information Systems Project Management	3 (3-0-6)
MIS 4122	Business Intelligence	3 (2-2-6)
MIS 4211	Information Systems Strategy, Management, and Acquisition	3 (3-0-6)

Real Estate

REM 3111	Principles of Real Estate	3 (3-0-6)
REM 3112	Real Estate Law	3 (3-0-6)
REM 3113	Real Estate Economics	3 (3-0-6)
REM 3114	Building Design and Construction Techniques	3 (3-0-6)
REM 3211	Principles of Real Estate Development	3 (3-0-6)

PLAN C – Major Elective Courses

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

IML 3200	Quantitative Analysis	3 (3-0-6)
IML 3202	Motion and Time Study	3 (3-0-6)
IML 3306	Warehousing and Material Handling	3 (3-0-6)
IML 3308	Supply Chain Relationship Management	3 (3-0-6)
IML 3402	Facility Management	3 (3-0-6)
IML 3403	Industrial Engineering Management	3 (3-0-6)
IML 4202	Production Costing and Budgeting	3 (3-0-6)

IML 4206	Industrial Environmental Management	3 (3-0-6)
IML 4207	Internship in Industrial Management and Logistics	3 (300 Hours)
IML 4208	Project Analysis and Management	3 (3-0-6)
IML 4401	Technology and Innovation Management	3 (3-0-6)
IBM 3101	Cross Cultural Human Resource Management	3 (3-0-6)
IBM 3102	Export-Import Policy and Strategy	3 (3-0-6)
IBM 3203	International Management	3 (3-0-6)
IBM 4115	Global Product and Brand Planning	3 (3-0-6)
MGT 3922	Introduction to New Venture	3 (3-0-6)
MGT 3942	Organizational Behavior	3 (3-0-6)
MGT 4916	Negotiation Strategy	3 (3-0-6)
MKT 3530	Consumer Behavior	3 (3-0-6)
MKT 4730	Marketing Management	3 (3-0-6)

Foreign Language Courses

Business Chinese

CN 0400	Chinese for Beginners I	3 (3-0-6)
CN 1400	Introduction to Chinese	3 (3-0-6)
CN1401	Chinese I	3 (3-0-6)
CN 2401	Chinese II	3 (3-0-6)
CN 2402	Chinese III	3 (3-0-6)

Business French

FR 1500	Introduction to French	3 (3-2-7)
FR 1501	French I	3 (3-2-7)
FR 2501	French II	3 (3-2-7)
FR 3537	Communicative skills in French	3 (3-0-6)
FR 3538	Basic Business French	3 (3-0-6)

Business Japanese

JA 0723	Reading and Writing Japanese Scripts	3 (3-0-6)
JA 1700	Introduction to Japanese	3 (3-0-6)
JA 1701	Japanese I	3 (3-0-6)
JA 2701	Japanese II	3 (3-0-6)
JA 2702	Japanese III	3 (3-0-6)

Free Elective Courses**9 Credits**

Students can take free elective courses of 9 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

Study Plan - Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Industrial Management and Logistics Major follow the Industrial Management and Logistics program of studies:

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

Third Year**First Semester**

Course Code	Course Title	Credits
MIS 2221	Quantitative Analysis Tools	0 (0-2-0)
FIN 3101	Corporate Finance	3 (3-0-6)
MGT 3905	Operations Management	3 (3-0-6)
MGT 3907	Business Communication	3 (3-0-6)
IML 3201	Business Analytics	3 (3-0-6)
IML 3203	Logistics and Supply Chain Management	3 (3-0-6)
IML 3204	Industrial Safety and Risk Management	3 (3-0-6)
Total		18 (18-1-37)

Second Semester

Course Code	Course Title	Credits
IML 3307	International Transportation and Distribution Management	3 (3-0-6)
IML 3309	Procurement and Supply Management	3 (3-0-6)
IML 4201	Lean Manufacturing and Agile Supply Chain	3 (3-0-6)
MGT 3940	Business Research Methodology	3 (3-0-6)
One Plan A / Plan B / Plan C Course		3 (3-0-6)
One Plan A / Plan B / Plan C Course		3 (3-0-6)

Total 18 (18-0-36)

Fourth Year

First Semester

Course Code	Course Title	Credits
IML 4203	Quality Management	3 (3-0-6)
IML 4301	Information Technology in Supply Chain	3 (3-0-6)
One Free Elective Course		3 (3-0-6)
One Plan A / Plan B / Plan C Course		3 (3-0-6)
One Plan A / Plan B / Plan C Course		3 (3-0-6)
One Plan A / Plan B / Plan C Course		3 (3-0-6)
Total		18 (18-0-36)

Second Semester

Course Code	Course Title	Credits
MGT 4914	Entrepreneurship	3 (3-0-6)
IML 4302	Industrial Strategic Management	3 (3-0-6)
IML 4501	Seminar in Industrial Management and Logistics	3 (3-0-6)
One Free Elective Course		3 (3-0-6)
One Free Elective Course		3 (3-0-6)
Total		15 (15-0-30)

DEPARTMENT OF INSURANCE

Major Required Courses

30 Credits

INS 3101	Principles of Risk Management and Insurance	
INS 3102	Insurance Law	2 (3-0-6)
INS 3201	Property Insurance	3 (3-0-6)

INS 3202	Casualty Insurance	3 (3-0-6)
INS 3301	Principles of Life Assurance	3 (3-0-6)
INS 4104	Reinsurance	3 (3-0-6)
INS 4105	Seminar in Insurance	3 (3-0-6)
INS 4203	Marine and Aviation Insurance	3 (3-0-6)
INS 4206	Essentials of Risk Management	3 (3-0-6)
INS 4302	Accident, Health and Group Insurance	3 (3-0-6)

Concentration Courses

15 Credits

Students must choose one of the three following plans as their concentration courses.

- Plan A: Major Concentration Courses
- Or Plan B: Business Concentration Courses
- Or Plan C: Major Elective Courses

PLAN A – Major Concentration Courses

Students pursuing PLAN A must select one of the following concentrations in the major area and study the five specified courses.

Property and Casualty Insurance

INS 3203	Engineering Insurance	3 (3-0-6)
INS 4103	Insurance Marketing	3 (3-0-6)
INS 4204	Property and Casualty Insurance Accounting and Finance	3 (3-0-6)
INS 4205	Survey and Claim Management in Property and Casualty Insurance	3 (3-0-6)
INS 4207	Insurance Management	3 (3-0-6)

Life Assurance

INS 4303	Life Assurance Underwriting	3 (3-0-6)
INS 4305	Claim Administration in Life Assurance	3 (3-0-6)
INS 4306	Life Assurance and Financial Planning	3 (3-0-6)
INS 4307	Life Assurance Agency Administration	3 (3-0-6)
INS 4308	Financial Concepts for Life Assurance	3 (3-0-6)

PLAN B – Business Concentration Courses

Students pursuing PLAN B must select a concentration in other business areas and study the five specified courses.

Accounting

ACT 3602	Intermediate Accounting I	3 (3-0-6)
ACT 3603	Intermediate Accounting II	3 (3-0-6)
ACT 3614	Taxation 1	3 (3-0-6)
ACT 3622	Cost Accounting	3 (3-0-6)
ACT 3629	Profits Planning and Control	3 (3-0-6)

Management Information System

MIS 3111	Business Process Management	3 (3-0-6)
MIS 3121	Database Systems	3 (2-2-6)
MIS 4111	Information Systems Project Management	3 (3-0-6)
MIS 4122	Business Intelligence	3 (2-2-6)
MIS 4211	Information Systems Strategy, Management, and Acquisition	3 (3-0-6)

Finance

FIN 3102	Business and Economic Analysis for Decision Making	3 (3-0-6)
FIN 3201	Investment	3 (3-0-6)
FIN 3203	Bank Management	3 (3-0-6)
FIN 3231	Financial Feasibility Planning	3 (3-0-6)
FIN 4101	Financial Management	3 (3-0-6)

Hospitality and Tourism Management

HTM 3101	Introduction to Hospitality Management	3 (3-0-6)
HTM 3102	Introduction to Tourism Management	3 (3-0-6)
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3 (3-0-6)
HTM 3211	Food and Beverage Management	3 (3-0-6)
HTM 3205	Marketing for Hospitality and Tourism	3 (3-0-6)

International Business Management

IBM 3101	Comparative Management	3 (3-0-6)
IBM 3102	Export-Import Policy and Strategy	3 (3-0-6)
IBM 3203	International Management	3 (3-0-6)

IBM 4208	International Strategic Management	3 (3-0-6)
IBM 4115	International Product and Brand Planning	3 (3-0-6)
Industrial Management and Logistics		
IML 3203	Logistics and Supply Chain Management	3 (3-0-6)
IML 3204	Industrial Safety and Risk Management	3 (3-0-6)
IML 3309	Procurement and Supply Management	3 (3-0-6)
IML 4201	Lean Manufacturing and Agile Supply Chain	3 (3-0-6)
IML 4203	Quality Management	3 (3-0-6)
Management- Leadership and Entrepreneurship		
MGT 3901	Organization Theory	3 (3-0-6)
MGT 3917	Innovation and Change Management	3 (3-0-6)
MGT 3922	Introduction to New Ventures	3 (3-0-6)
MGT 3942	Organization Behavior	3 (3-0-6)
MGT 4916	Negotiation Strategy	3 (3-0-6)
Marketing		
MKT 3102	Integrated Marketing Communications	3 (3-0-6)
MKT 3525	Sales Management	3 (3-0-6)
MKT 3530	Consumer Behavior	3 (3-0-6)
MKT 4725	Competitive Analysis and Strategy	3 (3-0-6)
MKT 4730	Marketing Management	3 (3-0-6)
Real Estate		
REM 3111	Principles of Real Estate	3 (3-0-6)
REM 3112	Real Estate Law	3 (3-0-6)
REM 3113	Real Estate Economics	3 (3-0-6)
REM 3114	Building Design and Construction Techniques	3 (3-0-6)
REM 3211	Principles of Real Estate Development	3 (3-0-6)
Business Economics		
Managerial Economics		
ECO 2551	Introduction to Econometrics	3 (3-0-6)
ECO 2641	Intermediate Macroeconomics	3 (3-0-6)
ECO 2661	Managerial Economics	3 (3-0-6)
ECO 3731	International Trade	3 (3-0-6)

ECO 4761	Economics of Strategy	3 (3-0-6)
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Quantitative Economics

ECO 1252	Calculus 1	3 (3-0-6)
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ECO 2551	Introduction to Econometrics	3 (3-0-6)
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ECO 2631	Intermediate Microeconomics	3 (3-0-6)
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ECO 3732	Industrial Organization	3 (3-0-6)
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ECO 4751	Financial Economics	3 (3-0-6)
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PLAN C – Major Elective Courses

Students pursuing PLAN C must select any five major elective courses.

INS 3203	Engineering Insurance	3 (3-0-6)
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INS 4103	Insurance Marketing	3 (3-0-6)
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INS 4106	Information Management in Insurance	3 (3-0-6)
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INS 4204	Property and Casualty Insurance Accounting and Finance	3 (3-0-6)
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INS 4205	Survey and Claim Management in Property and Casualty Insurance	3 (3-0-6)
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INS 4207	Insurance Management	3 (3-0-6)
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INS 4208	Internship in Property and Casualty Insurance	3 (240 Hours)
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INS 4209	Directed Studies in Property & Casualty Insurance	3 (3-0-6)
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INS 4210	Risk Control and Risk Financing	3 (3-0-6)
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INS 4303	Life Assurance Underwriting	3 (3-0-6)
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INS 4304	Life Assurance Mathematics	3 (3-0-6)
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INS 4305	Claim Management in Life Assurance	3 (3-0-6)
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INS 4306	Life Assurance and Financial Planning	3 (3-0-6)
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INS 4307	Life Assurance Agency Administration	3 (3-0-6)
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INS 4308	Financial Concepts for Life Assurance	3 (3-0-6)
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INS 4309	Internship in Life Assurance	3 (240 Hours)
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INS 4310	Directed Studies in Life Assurance	3 (3-0-6)
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MIS 3122	Principles of Electronic Commerce	3 (2-2-6)
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MIS 4142	Introduction to Big Data	3 (2-2-6)
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FIN 3235	Managerial Economics	3 (3-0-6)
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FIN 3231	Financial Feasibility Planning	3 (3-0-6)
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Free Elective Courses**9 Credits**

Students can take free elective courses of 9 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

Study Plan - Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Insurance Major follow the Insurance program of studies:

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

Third Year**First Semester**

MIS 2221	Quantitative Analysis Tools	0(0-1-1)
FIN 3101	Corporate Finance	3(3-0-6)
INS 3101	Principles of Risk Management and Insurance	3(3-0-6)
INS 3102	Insurance Law	3(3-0-6)
MGT 3905	Operations Management	3(3-0-6)
	One Free Elective Course	3(3-0-6)
	One Free Elective Course	3(3-0-6)
Total		18(18-1-37)

Second Semester

INS 3201	Property Insurance	3(3-0-6)
INS 3202	Casualty Insurance	3(3-0-6)
INS 3301	Principles of Life Assurance	3(3-0-6)
MGT 3907	Business Communication	3(3-0-6)
MGT 3940	Business Research Methodology	3(3-0-6)
	One Plan A / Plan B / Plan C Course	3(3-0-6)
Total		18(18-0-36)

Fourth Year

First Semester

INS 4203	Marine and Aviation Insurance	3(3-0-6)
INS 4302	Accident, Health and Group Insurance	3(3-0-6)
INS 4104	Reinsurance	3(3-0-6)
MGT 4914	Entrepreneurship	3(3-0-6)
One Plan A / Plan B / Plan C Course		3(3-0-6)
One Plan A / Plan B / Plan C Course		3(3-0-6)
Total		18(18-0-36)

Second Semester

INS 4105	Seminar in Insurance	3(3-0-6)
INS 4206	Essential of Risk Management	3(3-0-6)
One Plan A / Plan B / Plan C Course		3(3-0-6)
One Plan A / Plan B / Plan C Course		3(3-0-6)
One Free Elective Course		3(3-0-6)
Total		15(15-0-30)

BACHELOR OF ECONOMICS PROGRAM IN BUSINESS ECONOMICS

General Education Courses		33 Credits
Language Courses		15 Credits
BG 1001	English I	3 (3 – 3 – 7)
BG 1002	English II	3 (3 – 3 – 7)
BG 2000	English III	3 (3 – 3 – 7)
BG 2001	English IV	3 (3 – 3 – 7)
GE 1403	Communication in Thai	3 (3 – 0 – 6)
<u>OR</u> GE 1401	Language and Communication Skills (For international students)	3 (3 – 0 – 6)
Social Science Courses		6 Credits
GE 2202	Ethics	3 (3 – 0 – 6)
MGT 1101	Introduction to Business	3 (3 – 0 – 6)
Humanities Courses		6 Credits
GE 2101	World Civilization	3 (3 – 0 – 6)
MGT 2404	Managerial Psychology	3 (3 – 0 – 6)
Science and Mathematics Courses		6 Credits
MA 1200	Mathematics for Business	3 (3 – 0 – 6)
GE 1301	Environmental Science	3 (3 – 0 – 6)
Business Core Courses		35 Credits
ACT 1600	Fundamentals of Financial Accounting	3 (3 – 0 – 6)
ACT 2620	Fundamentals of Managerial Accounting	3 (3 – 0 – 6)
MIS 1221	Computer Literacy	0 (0 – 2 – 0)
MIS 2111	Introduction to Management Information Systems	3 (3 – 0 – 6)
MIS 2221	Quantitative Analysis Tools	0 (0 – 2 – 0)
ECO 1231	Principles of Economics	3 (3 – 0 – 6)
ECO 2531	Principles of Microeconomics	4 (4 – 0 – 8)
ECO 2541	Principles of Macroeconomics	4 (4 – 0 – 8)
ECO 3251	Business Economics Writing	3 (3 – 0 – 6)
ECO 3252	Information Literacy Skills	3 (3 – 0 – 6)
FIN 3701	Corporate Finance	3 (3 – 0 – 6)
MGT 2900	Principles of Management	3 (3 – 0 – 6)
MKT 2280	Principles of Marketing	3 (3 – 0 – 6)
Major Required Courses – Plan A: Managerial Economics		40 Credits
ECO 1251	Statistics for Economists	4 (4 – 0 – 8)
ECO 2551	Introduction to Econometrics	3 (3 – 0 – 6)
ECO 2561	Economy, Society and Government	3 (3 – 0 – 6)

ECO 2641	Intermediate Macroeconomics	3 (3 – 0 – 6)
ECO 2661	Managerial Economics	3 (3 – 0 – 6)
ECO 3731	International Trade	3 (3 – 0 – 6)
ECO 3732	Industrial Organization	3 (3 – 0 – 6)
ECO 3741	Monetary Economics	3 (3 – 0 – 6)
ECO 4551	History of Economics Thoughts	3 (3 – 0 – 6)
ECO 4761	Economics of Strategy	3 (3 – 0 – 6)
ECO 4961	Managerial Economic Research	3 (3 – 0 – 6)
MGT 3940	Business Research Methodology	3 (3 – 0 – 6)
MGT 4914	Entrepreneurship	3 (3 – 0 – 6)

Major Required Courses – Plan B: Quantitative Economics

40 Credits

ECO 1251	Statistics for Economists	4 (4 – 0 – 8)
ECO 1252	Calculus I	3 (3 – 0 – 6)
ECO 1253	Calculus II	3 (3 – 0 – 6)
ECO 2551	Introduction to Econometrics	3 (3 – 0 – 6)
ECO 2631	Intermediate Microeconomics	3 (3 – 0 – 6)
ECO 2641	Intermediate Macroeconomics	3 (3 – 0 – 6)
ECO 3741	Monetary Economics	3 (3 – 0 – 6)
ECO 3771	Advanced Microeconomics	3 (3 – 0 – 6)
ECO 3772	Intermediate Econometrics	3 (3 – 0 – 6)
ECO 3773	Mathematical Economics	3 (3 – 0 – 6)
ECO 4551	History of Economics Thoughts	3 (3 – 0 – 6)
ECO 4971	Quantitative Economic Research	3 (3 – 0 – 6)
ECO 4972	Independent Study	3 (0 – 3 – 6)

Major Elective Courses – Plan A: Managerial Economics

12 Credits

ECO 3733	Economics of Human Resources	3 (3 – 0 – 6)
ECO 3734	Agriculture Economics and Agri - business	3 (3 – 0 – 6)
ECO 3735	Public Economics	3 (3 – 0 – 6)
ECO 3751	Business Cycle and Forecasting	3 (3 – 0 – 6)
ECO 3771	Advanced Microeconomics	3 (3 – 0 – 6)
ECO 4731	Economics of Sustainability	3 (3 – 0 – 6)
ECO 4741	International Finance	3 (3 – 0 – 6)
REM 3113	Real Estate Economics	3 (3 – 0 – 6)

Major Elective Courses – Plan B: Quantitative Economics

12 Credits

ECO 3731	International Trade	3 (3 – 0 – 6)
ECO 3732	Industrial Organization	3 (3 – 0 – 6)

ECO 3733	Economics of Human Resources	3 (3 – 0 – 6)
ECO 3734	Agriculture Economics and Agri-business	3 (3 – 0 – 6)
ECO 3735	Public Economics	3 (3 – 0 – 6)
ECO 3751	Business Cycle and Forecasting	3 (3 – 0 – 6)
ECO 4731	Economics of Sustainability	3 (3 – 0 – 6)
ECO 4741	International Finance	3 (3 – 0 – 6)
ECO 4751	Financial Economics	3 (3 – 0 – 6)
ECO 4761	Economics of Strategy	3 (3 – 0 – 6)

Business Concentration Courses

15 Credits

Student must choose ONE of the following groups of concentration as their business concentration:

Finance and Banking

FIN 3201	Investment	3 (3 – 0 – 6)
FIN 3202	Valuation	3 (3 – 0 – 6)
FIN 3203	Bank management	3 (3 – 0 – 6)
FIN 3221	Financial Feasibility Planning	3 (3 – 0 – 6)
FIN 4101	Financial Management	3 (3 – 0 – 6)

Management Information Systems

MIS 3111	Business Process Management	3 (3 – 0 – 6)
MIS 3121	Database Systems	3 (2 – 2 – 5)
MIS 4111	Information Systems Project Management	3 (3 – 0 – 6)
MIS 4122	Business Intelligence	3 (2 – 2 – 5)
MIS 4211	Information systems Strategy, Management, and Acquisition	3 (3 – 0 – 6)

International Business Management

IBM 3101	Comparative Management	3 (3 – 0 – 6)
IBM 3102	Export-Import Policy and Strategy	3 (3 – 0 – 6)
IBM 3203	International Management	3 (3 – 0 – 6)
IBM 4115	International Product and Brand Planning	3 (3 – 0 – 6)
IBM 4208	International Strategic Management	3 (3 – 0 – 6)

Industrial Management and Logistics

IML 3201	Business Analytics	3 (3 – 0 – 6)
IML 3203	Logistics and Supply Chain Management	3 (3 – 0 – 6)
IML 3204	Industrial Safety and Risk Management	3 (3 – 0 – 6)
IML 4201	Lean Manufacturing and Agile Supply Chain	3 (3 – 0 – 6)
IML 4203	Quality Management	3 (3 – 0 – 6)

Insurance Management

INS 3101	Principles of Risk Management and Insurance	3 (3 – 0 – 6)
INS 3201	Property Insurance	3 (3 – 0 – 6)
INS 3202	Casualty Insurance	3 (3 – 0 – 6)
INS 3301	Principles of Life Assurance	3 (3 – 0 – 6)
INS 4302	Accident, Group and Health Insurance	3 (3 – 0 – 6)

Management

MGT 3901	Organization Theory	3 (3 – 0 – 6)
MGT 3917	Innovation and Change Management	3 (3 – 0 – 6)
MGT 3922	Introduction to New Ventures	3 (3 – 0 – 6)
MGT 3942	Organization Behavior	3 (3 – 0 – 6)
MGT 4916	Negotiation Strategy	3 (3 – 0 – 6)

Marketing

MKT 3102	Integrated Marketing Communications	3 (3 – 0 – 6)
MKT 3525	Sales Management	3 (3 – 0 – 6)
MKT 3530	Consumer Behavior	3 (3 – 0 – 6)
MKT 4725	Competitive Analysis and Strategy	3 (3 – 0 – 6)
MKT 4730	Marketing Management	3 (3 – 0 – 6)

Real Estate

REM 3111	Principles of Real Estate	3 (3 – 0 – 6)
REM 3114	Building Design and Construction Techniques	3 (3 – 0 – 6)
REM 3211	Principles of Real Estate Development	3 (3 – 0 – 6)
REM 3212	Real Estate Finance	3 (3 – 0 – 6)
REM 3213	Real Estate Appraisal	3 (3 – 0 – 6)

Free Elective Courses

6 Credits

Students can take free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any)

1.1.1. Study Plan

First and Second Years (Freshmen and Sophomore)

During the freshmen year, all students in Business Economics pursue the same study plan consisting of general education courses and business core courses, which provides them with the basic knowledge on all the disciplines in Economics and Business. The study plan also prepares the students with adequate knowledge to select a business concentration that suits his/her ability, background, and preferences.

Third and Fourth Years (Junior and Senior)

During the junior and senior years, Business Economics students follow the Economics program of studies:

1. Thirteen Major Required Courses
2. Four Major Electives Courses
3. Five Business Concentration Courses
4. Two Free Elective Courses

Study Plan – Plan A : Managerial Economics

First Year

First Semester

Course Code	Course Title	Credits
BG 1001	English I	3 (3 - 3 - 7)
MIS 1221	Computer Literacy	0 (0 - 2 - 0)
ECO 1231	Principles of Economics	3 (3 - 0 - 6)
ECO 1251	Statistics for Economists	4 (4 - 0 - 8)
GE 1301	Environmental Science	3 (3 - 0 - 6)
GE 1403	Communication in Thai	3 (3 - 0 - 6)
MA 1200	Mathematics for Business	3 (3 - 0 - 6)
Total		19 (19 - 5 - 39)

Second Semester

Course Code	Course Title	Credits
ACT 1600	Fundamentals of Financial Accounting	3 (3 - 0 - 6)
BG 1002	English II	3 (3 - 3 - 7)
MIS 2111	Introduction to Management Information Systems	3 (3 - 0 - 6)
ECO 2531	Principles of Microeconomics	4 (4 - 0 - 8)
ECO 2561	Economy, Society and Government	3 (3 - 0 - 6)
MGT 1101	Introduction to Business	3 (3 - 0 - 6)
Total		19 (19 - 3 - 39)

Second Year

First Semester

Course Code	Course Title	Credits
ACT 2620	Fundamentals of Managerial Accounting	3 (3 - 0 - 6)
BG 2000	English III	3 (3 - 3 - 7)
ECO 2541	Principles of Macroeconomics	4 (4 - 0 - 8)
ECO 2551	Introduction to Econometrics	3 (3 - 0 - 6)
GE 2101	World Civilization	3 (3 - 0 - 6)

MKT 2280	Principles of Marketing	3 (3 - 0 - 6)
Total		19 (19 - 3 - 39)

Second Semester

Course Code	Course Title	Credits
BG 2001	English IV	3 (3 - 3 - 7)
MIS 2221	Quantitative Analysis Tools	0 (0 - 2 - 0)
ECO 2641	Intermediate Macroeconomics	3 (3 - 0 - 6)
ECO 2661	Managerial Economics	3 (3 - 0 - 6)
ECO 3731	International Trade	3 (3 - 0 - 6)
GE 2202	Ethics	3 (3 - 0 - 6)
MGT 2900	Principles of Management	3 (3 - 0 - 6)
Total		18 (18 - 5 - 37)

Third Year

First Semester

Course Code	Course Title	Credits
ECO 3251	Business Economics Writing	3 (3 - 0 - 6)
ECO 3252	Information Literacy Skills	3 (3 - 0 - 6)
ECO 3741	Monetary Economics	3 (3 - 0 - 6)
FIN 3701	Corporate Finance	3 (3 - 0 - 6)
MGT 2404	Managerial Psychology	3 (3 - 0 - 6)
MGT 3940	Business Research Methodology	3 (3 - 0 - 6)
Total		18 (18 - 0 - 36)

Second Semester

Course Code	Course Title	Credits
ECO 3732	Industrial Organization	3 (3 - 0 - 6)
ECO 4761	Economics of Strategy	3 (3 - 0 - 6)
Two Major Elective Courses		6 (6 - 0 - 12)
Two Business Concentration Courses		6 (6 - 0 - 12)
Total		18 (18 - 0 - 36)

Fourth Year

First Semester

Course Code	Course Title	Credits
ECO 4551	History of Economic Thoughts	3 (3 - 0 - 6)
MGT 4914	Entrepreneurship	3 (3 - 0 - 6)
Two Business Concentration Course		6 (6 - 0 - 12)
One Major Elective Course		3 (3 - 0 - 6)
Total		15 (15 - 0 - 30)

Second Semester

Course Code	Course Title	Credits
ECO 4961	Managerial Economic Research	3 (3 - 0 - 6)
	One Business Concentration Course	3 (3 - 0 - 6)
	One Major Elective Course	3 (3 - 0 - 6)
	Two Free Elective Courses	6 (6 - 0 - 12)
	Total	15 (15 - 0 - 30)

1.1.2. Study Plan – Plan B: Quantitative Economics

First Semester

Course Code	Course Title	Credits
BG 1001	English I	3 (3 - 3 - 7)
MIS 1221	Computer Literacy	0 (0 - 2 - 0)
ECO 1231	Principles of Economics	3 (3 - 0 - 6)
ECO 1251	Statistics for Economists	4 (4 - 0 - 8)
GE 1301	Environmental Science	3 (3 - 0 - 6)
GE 1403	Communication in Thai	3 (3 - 0 - 6)
MA 1200	Mathematics for Business	3 (3 - 0 - 6)
	Total	19 (19 - 5 - 39)

Second Semester

Course Code	Course Title	Credits
ACT 1600	Fundamentals of Financial Accounting	3 (3 - 0 - 6)
BG 1002	English II	3 (3 - 3 - 7)
MIS 2111	Introduction to Management Information Systems	3 (3 - 0 - 6)
ECO 1252	Calculus I	3 (3 - 0 - 6)
ECO 2531	Principles of Microeconomics	4 (4 - 0 - 8)
MGT 1101	Introduction to Business	3 (3 - 0 - 6)
	Total	19 (19 - 3 - 39)

Second Year

First Semester

Course Code	Course Title	Credits
ACT 2620	Fundamentals of Managerial Accounting	3 (3 - 0 - 6)
BG 2000	English III	3 (3 - 3 - 7)
ECO 1253	Calculus II	3 (3 - 0 - 6)
ECO 2541	Principles of Macroeconomics	4 (4 - 0 - 8)
ECO 2551	Introduction to Econometrics	3 (3 - 0 - 6)
MKT 2280	Principles of Marketing	3 (3 - 0 - 6)
	Total	19 (19 - 3 - 39)

Second Semester

Course Code	Course Title	Credits
BG 2001	English IV	3 (3 - 3 - 7)
MIS 2221	Quantitative Analysis Tools	0 (0 - 2 - 0)
ECO 2631	Intermediate Microeconomics	3 (3 - 0 - 6)
ECO 2641	Intermediate Macroeconomics	3 (3 - 0 - 6)
GE 2101	World Civilization	3 (3 - 0 - 6)
GE 2202	Ethics	3 (3 - 0 - 6)
MGT 2900	Principles of Management	3 (3 - 0 - 6)
	Total	18 (18 - 5 - 37)

Third Year

First Semester

Course Code	Course Title	Credits
ECO 3251	Business Economics Writing	3 (3 - 0 - 6)
ECO 3252	Information Literacy Skills	3 (3 - 0 - 6)
ECO 3741	Monetary Economics	3 (3 - 0 - 6)
ECO 3773	Mathematical Economics	3 (3 - 0 - 6)
FIN 3701	Corporate Finance	3 (3 - 0 - 6)
MGT 2404	Managerial Psychology	3 (3 - 0 - 6)
	Total	18 (18 - 0 - 36)

Second Semester

Course Code	Course Title	Credits
ECO 3771	Advanced Microeconomics	3 (3 - 0 - 6)
ECO 3772	Intermediate Econometrics	3 (3 - 0 - 6)
	Two Major Elective Courses	6 (6 - 0 - 12)
	Two Business Concentration Courses	6 (6 - 0 - 12)
	Total	18 (18 - 0 - 36)

Fourth Year

First Semester

Course Code	Course Title	Credits
ECO 4551	History of Economic Thoughts	3 (3 - 0 - 6)
ECO 4971	Quantitative Economic Research	3 (3 - 0 - 6)
	Two Business Concentration Courses	6 (6 - 0 - 12)
	One Major Elective Course	3 (3 - 0 - 6)
	Total	15 (15 - 0 - 30)

Second Semester

Course Code	Course Title	Credits
ECO 4972	Independent Study	3 (0 - 3 - 6)
One Business Concentration Course		3 (3 - 0 - 6)
One Major Elective Course		3 (3 - 0 - 6)
Two Free Elective Courses		6 (6 - 0 - 12)
Total		15 (12 - 3 - 30)

COURSE DESCRIPTIONS

ACT 1600 Fundamentals of Financial Accounting 3 (3-0-6) Credits

Prerequisite: For Martin de Tours School of Management Students

Basic accounting conceptual framework, theory and procedures, definition, purpose, usefulness, limitation of accounting information including analysis of business transactions, using basic double-entry system in recording process to complete the accounting cycle: journalizing, posting to the ledgers and preparation of trial balance, adjusting entries, worksheets and closing entries, as well as special journals and preparation of basic financial statements and also including basic accounting theory pertaining to accounting for service and merchandising firms: cash, receivable, merchandise inventory, plant assets, natural resources, intangible assets, investments, liabilities, owner's equity, and principle of voucher system.

ACT 2620 Fundamentals of Managerial Accounting 3 (3-0-6) Credits

Prerequisite: ACT 1600 Fundamentals of Financial Accounting

Role that managerial accounting plays in servicing informational needs of managers in planning, organizing and controlling through study of systematic structuring of business decisions and identifying the information relevant to decision making, profit planning, cost-volume-profit analysis, variance analysis, preparation statement of cash flows and segment report.

ACT 3602 Intermediate Accounting I 3 (3-0-6) Credits

Prerequisite: *ACT 1600 Fundamentals of Financial Accounting*

Accounting conceptual framework, accounting principles, practices and problems of accounting for assets: definition, classification, recognition, measurements, valuation, impairment of assets, presentation and disclosure of assets in statement of financial position, accounting for cash, marketable securities, notes receivable, accounts receivable, merchandise inventory, investments,

tangible and intangible assets, natural resources, different methods of depreciation, difference between capital and revenue expenditure, and preparation and presentation of financial statements in detail and good format

Learning Outcomes (Based on International Education Standards: IES)

1. Apply accounting principles to transactions and other events.
2. Apply International Financial Reporting Standards (IFRSs) or other relevant standards to transactions and other events.
3. Evaluate the appropriateness of accounting policies used to prepare financial statements.
4. Explain the advantages and disadvantages of rules-based and principles-based approaches to ethics.

ACT 3603 Intermediate Accounting II

3 (3-0-6) Credits

Prerequisite: ACT 1600 Fundamentals of Financial Accounting

Accounting principles and practices in accounting for short term liabilities, long term liabilities and owner's equity: definition, classification, recognition, 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, appropriated retained earnings, liquidation, and statements of change in shareholders' equity and retained earnings statement preparation and presentation, accounting for employee benefits, and accounting for lease

Learning Outcomes (Based on International Education Standards: IES)

1. Apply accounting principles to transactions and other events.
2. Apply International Financial Reporting Standards (IFRSs) or other relevant standards to transactions and other events.
3. Evaluate the appropriateness of accounting policies used to prepare financial statements.
4. Compare the various sources of financing available to an organization, including bank financing, financial instruments, and bond, equity and treasury markets.
5. Explain the advantages and disadvantages of rules-based and principles-based approaches to ethics.

ACT 3614 Taxation I

3 (3-0-6) Credits

Prerequisite: BG 1401 Business Law II

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, custom, excise tax, duties and stamps, and other kinds of taxes involved in business

Learning Outcomes (Based on International Education Standards: IES)

1. Explain national taxation compliance and filing requirements.
2. Prepare direct and indirect tax calculations for individuals and organizations.
3. Explain the laws and regulations applicable to the environment in which professional accountants operate.
4. Apply the fundamental ethical principles of integrity, objectivity, professional competence and due care, confidentiality, and professional behavior to ethical dilemmas and determine an appropriate approach.
5. Apply the relevant ethical requirements to professional behavior in compliance with standards

ACT 3615 Taxation II

3 (3-0-6) Credits

*Prerequisites: ACT 1600 Fundamentals of Financial Accounting
 ACT 3614 Taxation I*

Types of business firms that must prepare accounting in compliance with law and regulations of Revenue Codes including the comparative study of preparing accounting based on Generally Accepted Accounting Principles and based on Revenue Codes, principles for determining income tax for both personal and corporate income taxes, withholding tax, value added tax, special business tax, custom, excise tax, duties and stamps, accounting principles for taxable revenue and expense, including valuation of assets and liabilities, and depreciation in calculation of taxable income and practical problems related to tax accounting

Learning Outcomes (Based on International Education Standards: IES)

1. Analyze the taxation issues associated with non-complex international transactions.
2. Explain the differences between tax planning, tax avoidance, and tax evasion.
3. Explain the laws and regulations applicable to the environment in which professional accountants operate.
4. Apply the fundamental ethical principles of integrity, objectivity, professional competence and due care, confidentiality, and professional behavior to ethical dilemmas and determine an appropriate approach.
5. Apply the relevant ethical requirements to professional behavior in compliance with standards.

ACT 3608 Financial Report and Financial Statement Analysis

3 (3-0-6) Credits

*Prerequisites: ACT 2620 Fundamentals of Managerial Accounting
 FIN 3101 Corporate Finance*

Reading and interpreting financial statements, analyzing, criticizing departmental financial matters, stockholders' equity, investment, capital expansion, and division of profit, 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, and critical problem solving

Learning Outcomes (Based on International Education Standards: IES)

1. Interpret financial statements and related disclosures.
2. Interpret reports that include non-financial data, for example, sustainability reports and integrated reports.
3. Analyze financial and non-financial data to provide relevant information for management decision making.

ACT 3622 Cost Accounting

3 (3-0-6) Credits

Prerequisite: ACT 2620 Fundamentals of Managerial Accounting

Cost concepts, cost terms, definition, importance and usefulness of cost accounting information for planning and controlling under certain and uncertain circumstances, 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, joint-product and by-product costs, spoilage, waste, defect, and scrap, cost control by means of standard costs; analysis of variances; cost volume profit relationship; variable costing system; budgeting and planning; pricing and transfer price; and activity base costing

Learning Outcomes (Based on International Education Standards: IES)

1. Apply techniques to support management decision making, including product costing, variance analysis, inventory management, and budgeting and forecasting.
2. Apply appropriate quantitative techniques to analyze cost behavior and the drivers of costs.
3. Evaluate the performance of products and business segments.

ACT 3643 Auditing

3 (3-0-6) Credits

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

Auditing conceptual framework, standards, law and professional acts, 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, internal control, risk assessments, risk control as well as audit

decision making and evidence accumulation, preparation of working paper, auditor's report, and guidelines on auditing by computer

Learning Outcomes (Based on International Education Standards: IES)

1. Describe the objectives and stages involved in performing an audit of financial statements.
2. Apply relevant auditing standards (for example, International Standards on Auditing), and applicable laws and regulations to an audit of financial statements.
3. Assess the risks of material misstatement in the financial statements and consider the impact on the audit strategy.
4. Apply quantitative methods that are used in audit engagements.
5. Explain the key elements of assurance engagements and applicable standards that are relevant to such engagements.
6. Apply professional skepticism through questioning and critically assessing all information.
7. Manage time and resources to achieve professional commitments.
8. Review own work and that of others to determine whether it complies with the organization's quality standards.
9. Apply a questioning mindset critically to assess financial information and other relevant data.
10. Analyze alternative courses of action and determine the ethical consequences of these.
11. Apply the relevant ethical requirements to professional behavior in compliance with standards

ACT 3644 Internal Control and Audit

3 (3-0-6) Credits

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

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, furnishing top management with analysis, appraisals, recommendations, counsel, and information concerning the activities audited, internal auditing process, internal auditing skills, management control and Introduction to Management Information Systems, and audit environment

Learning Outcomes (Based on International Education Standards: IES)

1. Explain the principles of good governance, including the rights and responsibilities of owners, investors, and those charged with governance; and explain the role of stakeholders in governance, disclosure, and transparency requirements.
2. Analyze the components of an organization's governance framework.
3. Analyze an organization's risks and opportunities using a risk management framework.
4. Analyze the components of internal control related to financial reporting.
5. Set high personal standards of delivery and monitor personal performance, through feedback from

others and through reflection.

6. Review own work and that of others to determine whether it complies with the organization's quality standards.
7. Identify and evaluate reasonable alternatives to reach well-reasoned conclusions based on all relevant facts and circumstances.
8. Explain the role of ethics in relation to business and good governance.

ACT 4607 Advanced Accounting I

3 (3-0-6) Credits

Prerequisites: *ACT 3602 Intermediate Accounting I*

ACT 3603 Intermediate Accounting II

Specific accounting procedures: joint venture, consignment sale, installment sale, real estate, construction contract, funds accounting, not for profits organization, home office and branch accounting for both domestic and foreign countries, accounting procedures regarding currency exchange, accounting policy, change in accounting estimate, correction of errors, and preparation of financial statements from incomplete records

Learning Outcomes (Based on International Education Standards: IES)

1. Apply accounting principles to transactions and other events.
2. Apply International Financial Reporting Standards (IFRSs) or other relevant standards to transactions and other events.
3. Evaluate the appropriateness of accounting policies used to prepare financial statements.

ACT 4608 Advanced Accounting II

3 (3-0-6) Credits

Prerequisites: *ACT 3602 Intermediate Accounting I*

ACT 3603 Intermediate Accounting II

Accounting principles and methods for business combination, investment in associated and subsidiary companies, preparation of consolidated financial statements, statement of realization and liquidation, 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, and statement of cash flows for both separated and consolidated statements

Learning Outcomes (Based on International Education Standards: IES)

1. Evaluate the appropriateness of accounting policies used to prepare financial statements.
2. Prepare financial statements, including consolidated financial statements, in accordance with IFRSs or other relevant standards.

ACT 4611 Seminar in Accounting

3 (3-0-6) Credits

Prerequisite: ACT 4607 Advanced Accounting I

Discussion and analysis of using accounting conceptual framework and standards as guidelines for practice, contemporary, new, current, interesting accounting issues, updating new accounting standards, rules, regulations related to generally accepted accounting principles in both international and national levels, concepts and principles of code of conduct, code of best practice, and code of accounting professional ethics, practical problems in field of financial accounting, managerial accounting and related field, using case study, academic paper, article, and field research

Learning Outcomes (Based on International Education Standards: IES)

1. Interpret reports that include non-financial data, for example, sustainability reports and integrated reports.
2. Evaluate information from a variety of sources and perspectives through research, analysis, and integration.
3. Apply professional judgment, including identification and evaluation of alternatives, to reach well-reasoned conclusions based on all relevant facts and circumstances.
4. Apply reasoning, critical analysis, and innovative thinking to solve problems.
5. Recommend solutions to unstructured, multi-faceted problems.
6. Display cooperation and teamwork when working towards organizational goals.
7. Undertake assignments in accordance with established practices to meet prescribed deadlines.
8. Identify ethical issues and determine when ethical principles applied.

ACT 4646 Accounting Information Systems

3 (3-0-6) Credits

*Prerequisites: ACT 3643 Auditing
ACT 3644 Internal Control and Audit*

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, 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 Packages

3 (3-0-6) Credits

*Prerequisites: MIS 2111 Introduction to Management Information Systems
ACT 4646 Accounting Information Systems*

Utilization of computer software applications in accounting, including the systems of general ledger, budgeting, purchasing, selling, inventory, payroll, financial reporting and other means of reports, process of using software applications from the designing of the chart of accounts, entering data, as well as the

Prerequisite: ACT 3622 Cost Accounting

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, and rules and regulations governing the accounting of health services in Thailand

ACT 3626 Hotel Accounting 3 (3-0-6) Credits

Prerequisite: ACT 1600 Fundamentals of Financial Accounting

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, control systems, periodical performance appraisals and analysis of variances for corrective action

ACT 3629 Profit Planning and Control 3 (3-0-6) Credits

Prerequisite: ACT 2620 Fundamentals of Managerial Accounting

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

Learning Outcomes (Based on International Education Standards: IES)

1. Apply techniques to support management decision making, including product costing, variance analysis, inventory management, and budgeting and forecasting.
2. Prepare reports to support management decision making, including reports that focus on planning and budgeting, cost management, quality control, performance measurement, and benchmarking.
3. Apply professional judgment, including identification and evaluation of alternatives, to reach well-reasoned conclusions based on all relevant facts and circumstances.

ACT 4605 International Accounting 3 (3-0-6) Credits

Prerequisite: ACT 1600 Fundamentals of Financial Accounting

ACT2620 Fundamentals of Managerial Accounting

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, and update of International Financial Reporting

Standard- -IFRS , interpretation of IFRS and accounting applied in Asian countries

Learning Outcomes (Based on International Education Standards: IES)

1. Prepare financial statements, including consolidated financial statements, in accordance with IFRSs or other relevant standards.
2. Interpret financial statements and related disclosures.

ACT 4609 Accounting Theory 3 (3-0-6) Credits

Prerequisites: *ACT 3602 Intermediate Accounting I*

ACT 3603 Intermediate Accounting II

Evolution, structure, and concept of accounting, emphasis on comprehensive theories with reference to design of holistic accounting systems, definitions and nature of the accounting and accounting theories, theory verification, accounting history, alternative accounting theories and the role of theories in financial accounting and standard setting in assets, liabilities, owner's equity, revenues including information disclosure in financial statements preparation

ACT 4612 Independent Study 3 (3-0-6) Credits

Prerequisite: *Senior standing (Accounting Major)*

Application of theoretical concepts 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 in the Department of Accounting. A written report must be submitted and a presentation must be made

ACT 4624 Seminar in Management Accounting 3 (3-0-6) Credits

Prerequisite: *ACT 3623 Cost Management*

Problems concerning the cost accounting system design, 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 problems arising from the application of cost accounting concepts to various work systems

Learning Outcomes (Based on International Education Standards: IES)

1. Interpret reports that include non-financial data, for example, sustainability reports and integrated reports.
2. Apply appropriate quantitative techniques to analyze cost behavior and the drivers of costs.
3. Analyze financial and non-financial data to provide relevant information for management decision making.

4. Apply professional judgment, including identification and evaluation of alternatives, to reach well-reasoned conclusions based on all relevant facts and circumstances.
5. Undertake assignments in accordance with established practices to meet prescribed deadlines.

ACT 4641 Problems in Auditing 3 (3-0-6) Credits

Prerequisite: ACT 3643 Auditing

Practices and problems in auditing, use of accounting principles in auditing financial statements, patterns for different types of industries, and statements of certified public accountant institutes that often raise important problems for accountants to consider, using case study analysis in teaching and learning

Learning Outcomes (Based on International Education Standards: IES)

1. Apply relevant auditing standards (for example, International Standards on Auditing), and applicable laws and regulations to an audit of financial statements.
2. Assess the risks of material misstatement in the financial statements and consider the impact on the audit strategy.
3. Apply quantitative methods that are used in audit engagements.
4. Explain the key elements of assurance engagements and applicable standards that are relevant to such engagements.

ACT 4643 Seminar in Auditing 3 (3-0-6) Credits

Prerequisite: ACT 4641 Problems in Auditing

Review of auditing problems, principles and practices in auditing accounts, legal aspects in auditing, and other related topics including the current issues related to auditing

Learning Outcomes (Based on International Education Standards: IES)

1. Assess the risks of material misstatement in the financial statements and consider the impact on the audit strategy.
2. Apply quantitative methods that are used in audit engagements.
3. Explain the key elements of assurance engagements and applicable standards that are relevant to such engagements.
4. Analyze the components of internal control related to financial reporting.

ACT 4648 EDP Auditing 3 (3-0-6) Credits

*Prerequisites: ACT 3643 Auditing
MIS 2111 Introduction to Management Information Systems*

Professional auditing work in terms of examining and analyzing computerized financial and non-financial operations in an enterprise to ensure the integrity and reliability of the computerized systems, understanding and appreciation of fundamental concepts of EDP audit, computer audit tools and techniques used in EDP audit, importance of control and audit of mini- and micro-computer systems, EDP controls, and concurrent auditing techniques.

ACT 4649 Accounting Internship 3 (135 Hours) Credits

*Prerequisites: Senior standing (Accounting Major)
Completion of at least 100 credits*

Accounting field work practice in organization of at least 135 hours, providing opportunity to students to gain knowledge and skills from the real-world of Accounting profession, application of accounting theory and concept, enhancing competencies in analyzing, synthesizing and problem solving in accounting profession under the actual situation

BG 1001 English I 3 (2-3-6) Credits

Lower intermediate academic English, with activities to foster reading, writing, listening and speaking skills in English through communicative activities in a meaningful academic context.

BG 1002 English II 3 (2-3-6) Credits

Prerequisite: BG 1001 English I

Intermediate academic English, reinforcing fluency and grammar with task-driven oral and writing exercises, developing vocabulary and sentence writing skills with combined reading comprehension exercises and writing practice.

BG 1400 Business Law I (Civil & Commercial) 3 (3-0-6) Credits

Legal principles and practices of civil and commercial laws, fundamental principles of law, legal relationship between persons, nature of law, definition, types, interpretation, application, and cancellation of law and the judicial system, law on persons, types and capacity of persons, things, property, movable and immovable property, juristic acts, contract, obligation, torts, prescription, specific contracts e.g. purchase and sell contract, exchange, gift, hire of property, hire-purchase, hire of works, hire of services, carriage, loan, deposit, suretyship, mortgage, pledge, agency, brokerage, and insurance.

BG 1401 Business Law II (Partnership & Company) 3 (3-0-6) Credits

Prerequisite: BG 1400 Business Law I

Law of juristic person namely partnership and limited company, relationship among partners, shareholders and third person, establishment, management, auditing, increasing and decreasing of registered capital, dissolution and liquidation, relationship with the commercial bank concerning the bill of exchange, promissory note, cheque, and other legal instruments.

BG 2000 English III 3 (2-3-6) Credits

Prerequisite: BG 1002 English II

Advanced English for academic and career purposes, emphasizing organization of ideas and clarity of expression and understanding.

BG 2001 English IV 3 (2-3-6) Credits

Prerequisite: BG 2000 English III

Advanced English for academic and career purposes, emphasizing critical and analytical skills, and formulating logical and coherent opinions.

ECO 1201 Fundamentals of Microeconomics 3 (3-0-6) Credits

Economic decision-making by individuals and firms, determination of quantities and prices of goods in different kinds of markets, determination of wages, and theoretical basis for international trade

ECO 1202 Fundamentals of Macroeconomics 3 (3-0-6) Credits

Topics in macroeconomics with emphasis on determination of the aggregate level of economic activity, economic growth, analysis of macroeconomic effects of government policies, short-run economic instability such as unemployment and inflation, as well as and long-run economic growth

ECO 1251 Statistics for Economists 3 (3-0-6) Credits

Application of probability and statistic theory on economic data such as random variables, probability distributions, descriptive statistics, confidence intervals and hypothesis testing, properties of estimators

ECO 1252 Calculus I 3 (3-0-6) Credits

Function, limits, continuity, differentiation, integration, numerical computation, formula for interval approximation, differentiation and line integration, surface integration and volume integration, infinite series, Fourier series and integrals.

ECO 1253 Calculus II 3 (3-0-6) Credits

Prerequisite: ECO 1252 Calculus I

Calculus in space vectors, matrices and determinants, linear analytic geometry, differential calculus of multivariable function, vector analysis, linear integrals, surface integral and volume integrals.

ECO 2200 Introduction to Economics 3 (3-0-6) Credits

Economic concepts and theories in making decisions at individual, market, and aggregate levels focusing on consumer decision, pricing mechanism, demand and supply analysis, market equilibrium, theory of the firm, perfectly and imperfectly competitive market structures, national income accounts, unemployment, inflation, and fiscal and monetary policies.

E CO 2201 Microeconomics

3 (3-0-6) Credits

Microeconomic concepts and theories in making decisions at individual and market levels focusing on pricing mechanism, demand and supply analysis, market equilibrium, consumer behavior, utility maximization, basic economic theories regarding perfectly competitive market and other market structures, input and output markets and the linkage between them, and theories of price determination, profit-maximization, and wage determination.

ECO 2202 Macroeconomics

3 (3-0-6) Credits

Overall picture of economic systems and theories including gross domestic product, national income, economic growth, inflation, saving and investment, foreign exchange market, role of government and Central Bank in fiscal and monetary policies, aggregate expenditure, aggregate demand and supply, balance of trade, balance of payment, mechanism for allocating scarce resources, business cycle, international trade policies, basic economic development, economic problems, and economic decisions.

ECO 2551 Introduction to Econometrics

3 (3-0-6) Credits

Prerequisite: ECO 1251 Statistics for Economists or
 SA 2200 Statistics II

Introduction to empirical analysis in economics, such as estimating economic relationships, analyzing economic data, building economic models, regression diagnostics and remedy

ECO 2561 Economy, Society and Government

3 (3-0-6) Credits

Prerequisite: ECO 1231 Principles of Economics

Interrelation between economy, society and government, influence of the government policies, and the range of government policies' impacts on both society and economy

ECO 2631 Intermediate Microeconomics

3 (3-0-6) Credits

Prerequisite: ECO 2531 Principles of Microeconomics or
 ECO 2201 Microeconomics

Theory of consumer choice: analysis of consumer preference and utility maximization, Theory of production: production maximization, cost minimization and factor demands, analysis of general equilibrium and welfare economics.

ECO 2641 Intermediate Macroeconomics

3 (3-0-6) Credits

Prerequisite: ECO 2541 Principles of Macroeconomics or
 ECO 2202 Macroeconomics

Modern macroeconomic theories such as Solow and Endogenous Growth Models, Keynesian Model, IS-LM Model, and AD-AS Model including Philips Curve and also illustrates implications of these theories on fiscal and monetary policies.

ECO 2661 Managerial Economics 3 (3-0-6) Credits

Prerequisite: ECO 2531 Principles of Microeconomics or
 ECO 2201 Microeconomics

Application of Microeconomics theories, demand analysis and consumer utility, production and cost analysis, profit maximization in different market structures namely perfect competition, monopoly, monopolistic competition and monopoly markets, and pricing practices.

ECO 3731 International Trade 3 (3-0-6) Credits

Prerequisite: ECO 2531 Principles of Microeconomics or
 ECO 2201 Microeconomics

Theories and policies of international trade, neoclassical trade theory and modern trade theory, absolute advantage versus comparative advantage, H-O Model, Standard Trade Model, Inter- and Intra- Industry Trade, instruments of trade policies, trade policies and strategies in both developing countries and advanced countries, and economic integration.

ECO 3732 Industrial Organization 3 (3-0-6) Credits

Prerequisite: ECO 2631 Intermediate Economics or
 ECO 2661 Managerial Microeconomics

Structure-conduct-performance framework, price theory, competition theory, market structures, differentiated products, and various government policies.

ECO 3733 Economics of Human Resources 3 (3-0-6) Credits

Prerequisite: ECO 2631 Intermediate Microeconomics or
 ECO 2661 Managerial Economics or
 ECO 2551 Introduction to Econometrics

Introduction to the theory and practice of labor economics, determinants of wage rates and employment levels in labor market, contemporary labor policy issues, traditional model of labor demand and labor supply, marginal productivity theory, development of human resources, human capital theory and labor relation.

ECO 3734 Agricultural Economics and Agri-business 3 (3-0-6) Credits

Prerequisite: ECO 2631 Intermediate Microeconomics or
 ECO 2661 Managerial Economics or
 ECO 2551 Introductory Econometrics

Economic theory of agricultural sector, nature of supply, demand and production in agricultural products, market and price risks, market and industry structures, role of the financial market and future exchange in agricultural products, competitive strategy in the world market, and government intervention in agricultural sector.

ECO 3735 Public Economics 3 (3-0-6) Credits

Prerequisite: ECO 2631 Intermediate Microeconomics or
 ECO 2661 Managerial Economics or
 ECO 2551 Introductory Econometrics

Economic analysis of public policy issues, development of up-to-date analytical tools and their application to key policy issues relating to the spending, taxing and financing activities of government.

ECO 3741 Monetary Economics 3 (3-0-6) Credits

Prerequisite: ECO 2641 Intermediate Macroeconomics

Analysis of the role of money in the economy, theory of money, importance of the central bank and the role of monetary policy in stabilizing the economy as well as the economic crisis models.

ECO 3751 Business Cycle and Forecasting 3 (3-0-6) credits

Prerequisite: ECO 2551 Introduction to Econometrics and
 ECO 2641 Intermediate Macroeconomics

Statistical analysis of business cycle fluctuation, use of econometric and statistical techniques in business environment forecasting.

ECO 3771 Advanced Microeconomics 3 (3-0-6) Credits

Prerequisite ECO 2631 Intermediate Microeconomics
 ECO 3773 Mathematical Economics

Uncertainty, expected utility and risk aversion, adverse selection, moral hazard, Intertemporal decision making, static game, sequential game, Nash and subgame perfect equilibrium, pure and mixed strategies, repeated games.

ECO 3772 Intermediate Econometrics 3 (3-0-6) Credits

Prerequisite: ECO 2551 Introduction to Econometrics
ECO 3773 Mathematical Economics

Introduction to econometric theory: method of least squares, finite sample and asymptotic properties of least squares estimators, validity of least squares estimators, other regression techniques.

ECO 3773 Mathematical Economics 3 (3-0-6) Credits

Prerequisite: MA 1200 Mathematics for Business
ECO 1253 Calculus II

Introduction to the mathematical methods most commonly used in analyzing economic problems such as functions, linear and matrix algebra, unconstrained optimization and constrained optimization.

ECO 4551 History of Economic Thoughts 3 (3-0-6) Credits

Prerequisite: ECO 2631 Intermediate Microeconomics
(or ECO 2661 Managerial Economics) and
ECO 2641 Intermediate Macroeconomics

Economic thoughts of various well known economists; Adam Smith, David Ricardo, Thomas Malthus, John Stuart Mill, Karl Marx, Alfred Marshall, Edgeworth Francis, Leon Walras, and Cournot Augustin, and social welfare and political debates.

ECO 4741 International Finance 3 (3-0-6) Credits

Prerequisite: ECO 3741 Monetary Economics

International monetary theory, macroeconomics in open economy, balance of payments, foreign exchange market, exchange rate systems, theories of exchange rate determination, international

ECO 4731 Economics of Sustainability 3 (3-0-6) Credits

Prerequisite: ECO 2631 Intermediate Microeconomics or
 ECO 2661 Managerial Microeconomics or
 ECO 2551 Introduction to Econometrics

Theoretical analysis with discussions on specific environmental policies as applied to water, air pollution, energy, climate change and human health issues, including the evaluation of environmental assets and choices of policy instruments, and the benefits and costs for intervention.

ECO 4751 Financial Economics 3 (3-0-6) Credits

Prerequisite: ECO 3741 Monetary Economics
 ECO 3773 Mathematical Economics

Fundamentals of modern financial theory and their applications to the corporate and financial market such as capital budgeting, project evaluation, corporate investment and financing decisions, basic security analysis and investment management.

ECO 4761 Economics of Strategy 3 (3-0-6) Credits

Prerequisite: ECO 2631 Intermediate Microeconomics or
 ECO 2661 Managerial Economics

Vertical integration, diversification, mergers and acquisition, outsourcing, game theory, pricing rivalry, strategic commitment, asymmetric information, strategic positioning and dynamics of competitive advantage.

ECO 4961 Managerial Economic Research 3 (3-0-6) Credits

Prerequisite: MGT 3940 Business Research Methodology and
 Senior Standing with 121 Credits

Development of analytical and research skills to investigate and provide recommendation on economics and business issues. Skills include literature review, data analysis, and report writing.

ECO 4971 Quantitative Economic Research 3 (3-0-6) Credits

Prerequisite: ECO 3772 Intermediate Econometrics and
 Senior Standing with 121 Credits

Research methodology which includes review of past economic research, economic research topic development, literature review, data collection and analysis, as well as development of student's research proposal

ECO 4972**Independent Study****3 (3-0-6) Credits**

Prerequisite: ECO 4971 Quantitative Economic Research

Implementation of the research proposal developed in ECO 4971, and presentation of the research result.

FIN 2201 Principles of Finance**3(3-0-6) Credits**

Prerequisite: MA 1200 Mathematics for Business

A fundamental knowledge of finance, business organization, financial system including financial instruments, financial markets, financial intermediaries, the banking system, as well as cost of money, time value of money, financial statement analysis, bond valuation, securities valuation and selection, risk and return, foreign exchange system, and introduction to investment.

FIN3701 Corporate Finance**3 (3-0-6) Credits**

Prerequisite: FIN 2201 Principles of Finance OR
ECO 2541 Principles of Macroeconomics

An introduction to corporate financial management and a comprehensive overview of managerial perspectives for financial managers in making effective investment and financing decisions, including time value of money, risk and return, cost of capital, valuation of stocks and bonds, project evaluation using capital budgeting decision-analysis tools, impact of financial leverage on cost of capital and valuation, dividend policy, financial statement analysis, and Microsoft Excel functions for making financial decisions.

FIN 3201 Investment**3 (3 – 0 – 6) Credits**

Pre-requisite: FIN 3101 Corporate Finance and
ECO 2202 Macroeconomics and completion of 90 credits

Fundamental knowledge of investment: definitions, theories, and implementations, using quantitative tools such as investment software and investment simulation in making financial decision, including topics such as philosophical basis of investment principles, ethics in investment, risk and expected return relationship, security exchanges and indexes, company and securities analysis, securities valuation frameworks and methodologies of fundamental and technical analysis, portfolio management theories and analysis, capital market theories, capital market efficiency theories, and introduction to fixed income valuation

FIN 3202 Financial Reporting and Analysis**3 (3-0-6) Credits**

Prerequisite: FIN 3101 Corporate Finance and completion of 90 credits

Current practices in corporate financial reporting and fundamental issues relating to asset valuation and income determination, emphasizing on financial statement analysis and interpretation of financial disclosures to help improving risk assessment, forecasting, and decision making, analyzing the firms' financial statements and disclosures to determine how the firms' particular accounting choices reflect the underlying economic of the firms, including topics on the assets side such as inventory, equity investment, PPE, and intangibles and liabilities side on long-term debt, convertible securities, employee pensions, leases, and deferred tax as well as revenue and expense recognition issues, computation of diluted earnings per share, basic financial statement analysis of cash flows, and generally accepted accounting principles that affect the format and presentation of the financial statements.

FIN 3203 Bank Management 3 (3 – 0 – 6) Credits

Pre-requisite: FIN 3101 Corporate Finance and completion of 90 credits

Theories, practices and management of banking including the analysis of bank performance, essential elements in bank management: assets and liabilities management, capital management, liquidity management, credit management, risk management, organization and structure of banking industry, banking regulatory standards and impacts of bank regulatory changes, and current issues in the banking industry.

FIN 4101 Financial Management 3 (3 – 0 – 6) credits

Pre-requisite: FIN 3101 Corporate Finance and completion of 109 credits

Financial management with emphasis on practical application and financial decision making using case-study approach to strategically evaluate the firm's performance and maximize value of the firms, topics included financial decision: planning, investing and forecasting such as dividend policy, mergers and acquisitions, corporate and reorganization as well as financing decision: alternative source of financing including hybrid securities, identification and assessment of potential impact of emerging issues regarding finance and financial management, cash budgeting, capital structure, capital budgeting, cost of capital, firm valuation, dividend policies, working capital management, corporate risk management, and contemporary issues in financial management.

FIN 4102 International Finance 3 (3-0-6) Credits

Prerequisite: FIN 3101 Corporate Finance and completion of 109 credits

International finance and international financial environment focusing on the managerial aspects of international financial management from the MNCs' perspectives and analyzing financial problems involved in engaging in international business, international financial markets, international capital

flows, foreign exchange policies and systems, policies and strategies adopted by MNCs in assessing, measuring and managing their foreign exchange rate risk exposures and other related risks, and international financing, and capital structure decisions

FIN 4103 Derivatives Securities 3 (3-0-6) Credits

Prerequisite: *FIN 3201 Investment and completion of 109 Credits*

Types of derivative securities, mechanics of their markets, their application for hedging and/or speculation, and their valuation, basic modeling techniques for stock prices and other underlying assets which can be used for valuation of plain derivatives such as forwards, futures, options, and swaps in an arbitrage-less market, practical issues of derivatives trading, valuation, and risk management

FIN 4104 Quantitative Analysis for Financial Decision 3 (3-0-6) Credits

Prerequisite: *FIN 3201 Investment and completion of 109 Credits*

Important quantitative and statistical tools in applied finance, financial markets and risks from a quantitative point of view, relationship between risk and return and models for managing financial risks, emphasizing on three essential fields: finance, statistics and computer programming, exposing to the application of these tools and the key properties of financial data, review of statistics and introduction to time series econometrics, modeling of financial returns, and analysis of financial data using R program

FIN 4201 Special Topics in Finance 3 (3-0-6) Credits

Prerequisite: *FIN4104 Quantitative Analysis for Financial Decisions and completion of 127 credits*

Ethical and professional standards, alternative investment, contemporary issues in finance and applying theories into real world practices regarding corporate governance, business sustainability, investment banking, merger and acquisition, venture capital, microfinance, Islamic bank, financial law, financial simulation techniques, current situations, and contemporary issues, such as value investing, financial crisis, shadow banking, financial technology, etc.

FIN 4202 Corporate Strategies and Financial Policies 3 (3-0-6) Credits

Prerequisite: *FIN4101 Financial Management and completion of 127 credits*

Synthesizing of knowledge from various subjects in making corporate decisions including corporate strategy, financial policies and theoretical framework used in making corporate decision focusing on capital structure, mergers and acquisitions, corporate takeovers, corporate, business, and financial strategies, valuation, restructuring, leveraged buyouts, tax implications, corporate governance, investment banking and corporate policies by applying case study and current business situations

FIN 3211 **Fixed Income Securities** **3 (3-0-6) Credits**

Prerequisite: *FIN 3101 Corporate Finance and completion of 90 credits*

Fixed income instruments and fixed income markets such as technical terms, properties of fixed income securities, assessment of value of fixed income instruments, techniques used to analyze the market, assessment and control of risk, methods to evaluate direction of changes in interest rates and impact of changes in interest rates on pricing, hedging of forwards, futures and swaps, asset-backed securities, and other fixed income derivatives leading to construction of fixed income investment strategies to achieve expected return on investment

FIN 3212 **Real Estate Investment and Entrepreneurs** **3 (3-0-6) Credits**

Prerequisite: *FIN 3101 Corporate Finance and completion of 90 credits*

Practical skills to evaluate, acquire, and manage institutional and family-owned real estate portfolios, development of business plans and the evaluation of alternative strategies: financial statement analysis of corporate real estate, real estate valuation and models, real estate investment decision making and portfolio, project development process and lender requirement, real estate laws, mortgage value, dealing with appraisal of real estate development projects, financial strategies, risk and return analysis of real estate, Real Estate Investment Trusts (REITs), infrastructure funds, Thailand futures funds, and a written real estate proposal requesting for a bank loan as an real estate entrepreneur

FIN 3231 **Financial Feasibility Planning** **3 (3-0-6) Credits**

Prerequisite: *FIN 3101 Corporate Finance and completion of 90 credits*

Theories with practice to assess structure, procedures and data of an investment project in order to evaluate its feasibility, investment opportunities, relationship between financial feasibility and other related factors in making successful investment decision, capital budgeting process: financial projection, cost of capital, evaluating the return from investment, and new techniques in evaluating investment opportunities.

FIN 3232 **Venture Capital and Entrepreneurial Finance** **3 (3-0-6) Credits**

Prerequisite: *FIN 3101 Corporate Finance and completion of 90 credits*

Venture capital, financing new or small and medium sized enterprises: techniques for forecasting and planning the firm's investment needs, identifying and valuing business opportunities, sources of capital and characteristics, new venture strategy, planning, valuation and financing, financial forecasting and contracting, venture capital market, choices of financing, and investors' perspectives of valuation

FIN 3233 **Export-Import Procedure and Financing** **3 (3-0-6) Credits**

Prerequisite: *FIN 3101 Corporate Finance*

International trade regulation, import-export documentations and procedures, customs regulation, methods and techniques used to finance international, export-import financing within Thailand, government's and financial institutions' rules, regulations and services, financial markets for export-import financing instruments, risk-return aspects of international trades, exchange rate risk measurement and management

FIN 3234 **Central Banking System and Policy** **3 (3-0-6) Credits**

Prerequisite: *FIN 2201 Principles of Finance OR*
ECO 2541 Principles of Macroeconomics

An overview of central bank's roles and its operations, the transmission mechanism of monetary policy interacts with financial markets and commercial banks, the effects of such policy towards financial institutions and economic system of the country, causes and management of banking crises, policies designed to prevent the crises, such as capital adequacy regulations, deposit insurance protection, and lender of last resort function of the Central banks

FIN 3235 **Managerial Economics** **3 (3-0-6) Credits**

Prerequisites: **ECO 2201 Microeconomics and**
ECO 2202 Macroeconomics

Economics concepts and principles from the perspective of managerial economics: economics terminology and reasoning for the improvement of managerial decisions, application of economic theories, methodologies and analysis to develop essential tools for making optimal decision, demand-supply analysis and estimation, production and cost analysis under different market structures, forecasting, competitive analysis, game theory, and decision making under uncertainty

FIN 3236 **Laws and Practices in Finance** **3 (3-0-6) Credits**

Prerequisite: *FIN 3101 Corporate Finance*

Legal instructions to the application of Thai and international laws, rules, and regulations to finance industry, focusing on financial institutions and listed company regulated by the Bank of Thailand such as capital requirement, liquidity requirement, and deposit guarantee scheme, capital market laws regulated by the Securities and Exchange Commission (SEC) such as issuance of securities, public offering, merger and acquisitions, securities businesses, asset management business and derivatives businesses

FIN 3237 **Wealth Management and Financial Planning** **3 (3-0-6) Credits**

Prerequisite: *FIN 3101 Corporate Finance*

Foundation of wealth management and financial planning, ethics, roles and responsibilities of financial planners, the major components of wealth management and personal financial planning: investment planning, insurance planning, retirement planning, tax planning, estate planning and financial plan construction

FIN 4111 **Financial Modeling** **3 (3-0-6) Credits**

Prerequisite: *FIN 3201 Investment and completion of 109 credits*

Financial modeling applicable to business solutions, development and implementation of financial models in making financial decision, use of appropriated software in handling complicate financial modeling and large data to simulate and analyze stock price and return, portfolio optimization, fitting and forecasting technique with time series data, and Markov Chain Monte Carlo (MCMC) method for finance

FIN 4112 **Portfolio Management and Security Analysis** **3 (3-0-6) Credits**

Prerequisite: *FIN 3201 Investment and completion of 109 credits*

Portfolio management, theories and models of security analysis, portfolio construction, optimum portfolio and selection process, single-index model and multi-index model, asset pricing model, portfolio performance measurement, as well as developing and testing the investment strategies

FIN 4211 **Risk Management** **3 (3-0-6) Credits**

Prerequisite: *FIN 3201 Investment and completion of 127 credits*

Firm-wide risk and financial risks framework: concepts, process and practical application of analytical techniques in identifying, quantifying, assessing, controlling risk and making risk management decision along with risk regulation and control; financial risks: credit risk, market risk, liquidity risk, counterparty credit risk, settlement risk as well as systematic risk and non-financial risks: strategic risk, business risk, operational risk, policy risk, legal risk, and reputational risk

FIN 4231 **Behavioral Finance** **3 (3-0-6) Credits**

Prerequisites: *FIN 3101 Corporate Finance and*
MGT 2404 Managerial Psychology

A study of how individuals and firms make financial decisions which these decisions might deviate from those predicted by traditional financial or economics theories, existence of psychological biases

in financial decision-making, examination of the impacts of these biases on the financial markets and other financial settings, theory and practice of behavioral finance, biases that drive human behavior, prospect theory, common investment mistakes, role of randomness in finance, practical applications of behavioral finance, investigation of how insights of behavioral finance complement traditional finance paradigm, limited arbitrage, style investing, stock valuation, portfolio construction, asset allocation, and risk management

FIN 4232 Financial Mathematics 3 (3-0-6) Credits

Prerequisite: *FIN 3201 Investment*

Introduction to the mathematical models used in finance: models for pricing financial instruments, calculus with applications in finance and economics, linear programming, probability, random walks, Brownian motion, lognormal model of stock prices, Black-Scholes theory of options, simulations, basic stochastic process with applications to marginal analysis, asset pricing models, and optimization

FIN 4233 Valuation 3 (3-0-6) Credits

Pre-requisite: *FIN 3202 Financial Management and completion of 109 credits*

Introduction to valuation, approaches to valuation, riskless rates and risk premiums, estimating risk parameters and costs of financing, measuring earnings, cash flows, estimating growth and terminal value, dividend discount models, free cash flow to equity discount models, firm valuation, estimating equity value per share, relative valuation, and valuation of other assets and firms

FIN 4234 Investment Banking 3 (3-0-6) Credits

Prerequisite: *FIN 3201 Investment and completion of 109 credits*

Management, structure, theories, practices and spreadsheet skills of investment banking: due diligence, initial public offering, financing and investing, valuation methodologies, mergers and acquisitions, leveraged buyouts, tax implications and a dealing structure and report

FIN 4235 Individual Research in Finance 3 (3-0-6) Credits

Prerequisite: *Department approval and completion of 127 credits*

Individual research by applying theoretical financial concepts and theories to real world issues of an organization in a financial industry in Thailand, with a specific area of concentration selected by students upon the agreement of a supervisor assigned by the Finance Department, with the requirement of a submission of a typewritten report and analysis as well as a professional presentation at the end of the semester

FIN 4236 Internship in Finance 3 (3-0-6) Credits

Prerequisite: Department approval and completion of 127 credits

Extension of theories beyond the classroom to gain valuable real-world experience from the finance industry, with certain requirements, criteria and the approval from the Finance Department prior to join the internship program at the organization

GE 1204 Physical Education 1 (1-0-2) Credits

Improving physical fitness and psychomotor skills, creating unity among students, and developing the sportive mind.

GE 1301 Environmental Science 3 (3-0-6) Credits

General science, scientific approaches, understanding the interrelationships of the nature, identification and analysis of environmental problems, application and alternative solutions for preventing and solving the environmental problems.

GE 1403 Communication in Thai 3 (3-0-6) Credits

(Required course for Thai students)

Communication skills to enhance understanding by effective listening, reading, writing and public speaking; information search for academic writing.

GE 1405 Thai Language and Culture 3 (3-0-6) Credits

(Required course for International Students)

Thai language for basic communication, basic knowledge in listening, speaking, reading, and writing. Thai cultural and traditional patterns, ways of life, festivals and local culture in different parts of Thailand.

GE 1408 Thai Usage 3 (3-0-6) Credits

(Required course for students who graduated from International Schools)

Enhance listening and speaking skills in daily life, write and read Thai consonants, vowels, tones, and grammar and create accurate basic sentences

GE 2101 World Civilization 3 (3-0-6) Credits

Development of human society, rise and fall of civilizations, achievements and heritages of Western and Eastern civilizations since ancient times in order to understand their roots; globalization impacts

on modern societies; cross-cultural society.

GE 2202 Ethics 3 (3-0-6) Credits

Nature of man, society, and the world, self-discovery, self-love, self-respect, self-actualization, relationship between man and man, man and society, and man and the world, possible problems of living together in the society and their analysis, and ways to live a meaningful and happy life.

HTM 3101 Introduction to Hospitality Management 3 (3-0-6) Credits

Prerequisite: MKT 2280 Principles of Marketing

The overview of hotel management and tourism management in hospitality industry, build to understanding the structure of organization of hospitality business, front office, sale and marketing, housekeeping, food and beverage, human resources and other department, emphasis the current trend and future trend of hospitality.

HTM 3102 Introduction to Tourism Management 3 (3-0-6) Credits

Prerequisite: MKT 2280 Principles of Marketing

Aspects of tourism demand and supply, element of tourism, model of consumer behavior and decision-making process, impacts of tourism together with role and importance of tourism planning in minimizing those impacts of tourism and developing strategies to ensure sustainable evolution, and ticketing process.

HTM 3103 Consumer Behavior in Hospitality and Tourism Industry 3(3-0-6) Credits

Prerequisite: MKT 2280 Principles of Marketing

Diversity of tourists and their consumer behavior, traditional, social and cultural backgrounds, sociological and psychological factors, social groups, demographic variables, social strata and culture that form tourist attitudes, consideration, purchasing behavior and consumption, tourist behavior with qualitative and quantitative approaches to assure better understanding of diversity of tourist behavior.

HTM 3204 Human Resource Management in Hospitality and Tourism 3(3-0-6) Credits

*Prerequisite: HTM 3101 Introduction to Hospitality Management
HTM 3102 Introduction to Tourism Management*

A broad view on personnel administration and human resources management with its process (i.e.

HTM 4111 Food and Beverage Service 3(3-0-6) Credits

Prerequisite: MGT 2900 Principles of Management

Completion of at least 90 credits

HTM 3211 Food and Beverage Management (for Hospitality and Tourism Management students only)

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, operations of in-house and outside catering, as well as sales and cash control.

HTM 4112 Kitchen Operation 3(3-0-6) Credits

Prerequisite: MGT 2900 Principles of Management

Completion of at least 90 credits

HTM 3211 Food and Beverage Management (for Hospitality and Tourism Management students only)

Principles and techniques involved in food production, 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 4117 Information Technology in Hospitality and Tourism 3(3-0-6) Credits

Prerequisite: MIS 2111 Introduction to Management Information Systems

HTM 3101 Introduction to Hospitality Management

HTM 3102 Introduction to Tourism Management

Latest information technologies in the hospitality and tourism industries, property management systems and central reservation systems, practice of current global distribution system software packages.

HTM 4118 Business Operation and Leadership in Hospitality and Tourism 3(3-0-6) Credits

Prerequisites: HTM 3205 Marketing in Hospitality and Tourism

Leadership, various theories and styles of leadership in the field of hospitality and tourism industries, operation as a major functional area of business and operation decision making to improve by utilizing all the underlying disciplines.

HTM 4210 Strategic Management in Hospitality and Tourism 3(3-0-6) Credits

Prerequisite: HTM 3205 Marketing in Hospitality and Tourism

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 4301 Rooms Division Management 3(3-0-6) Credits

Prerequisite: HTM 3205 Marketing in Hospitality and Tourism

Rooms division, front office operations which covers reception, reservation, room sales, registration, cashier responsibilities and night-auditing, functions and roles of the hotel housekeeping department and coordination with the front office department.

HTM 4302 Event Management 3(3-0-6) Credits

Prerequisite: HTM 3205 Marketing in Hospitality and Tourism

This course is designed to provide an introduction to the principles of event management. It helps students formulate event tourism strategies such as implementation of festivals, entertainment, cooperate, cultural and sport events.

HTM 4303 Service Management 3(3-0-6) Credits

Prerequisite: MGT 2900 Principles of Management

Completion of at least 90 credits

HTM 3205 Marketing in Hospitality and Tourism (for Hospitality and Tourism Management students only)

The holistic and interdisciplinary approach which will be used to explore the principles of service management. This course will make students more aware of the nature and characteristics of services, more knowledgeable about the way services need to be marketed due to their intangible core and more conscious of service quality, and the foundation of services industries. The course will enhance students' understanding of what actually constitutes quality, the nature of service, strategies for improving it; and taking a broad view on service management with its process

HTM 4401 Tourism Policy and Development 3 (3-0-6) Credits

Prerequisite: HTM 3205 Marketing in Hospitality and Tourism

Tourism planning in both public and private sectors at local, regional and national levels including the components of planning process, the role and the importance of the involvement of

communities, different impacts of tourism development, tourism policies and strategies for successful development.

HTM 4402 Tourism Destination Management 3 (3-0-6) Credits

Prerequisite: HTM 3205 Marketing in Hospitality and Tourism

Comprehensive coverage of various tourism destinations, basic principles underlying the development of tourism supply and demand, up-to-date trends and implementation of different management approaches.

HTM 4403 Tour Guiding and Operation in Practice 3 (3-0-6) Credits

Prerequisite: HTM 3205 Marketing in Hospitality and Tourism

Roles and ethics of a professional tour guide including tour guide practices, tourist safety measures, custom and immigration procedures and Thai tourism law, aspects of tourism distribution channels and characteristics of tour operation.

HTM 4406 Introduction to MICE Business Management 3 (3-0-6) Credits

Prerequisite: MGT 2900 Principles of Management

HTM 3102 Introduction to Tourism Management (for Hospitality and Tourism Management students only)

An overview of the MICE business (Meetings, Incentives, Conventions and Events/Exhibitions) in hospitality and tourism industry; and the managerial and operational aspects pertaining to MICE business. The course aims to provide the learner with a general macro working knowledge of the MICE Industry principles, practices, operations and management.

HTM 4407 Introduction to Airline Business Management 3 (3-0-6) Credits

Prerequisite: MGT 2900 Principles of Management

HTM 3102 Introduction to Tourism Management (for Hospitality and Tourism Management students only)

Overview of aviation industry and airline business. This course aims to give basic knowledge on the principal areas of aviation business (service, ground management, and technology), airline business and marketing strategies with enhanced knowledge from industry experts and field trips at airline business industry.

IBM 2201 International Business Environment 3 (3-0-6) Credits

Prerequisite: ECO 2201 Microeconomics

Global business environment focusing on economics, social-cultural, political, regulatory and legal dimensions of international business environment, international business theories, global business environment, FDI, trade policies, institutional arrangements, government business relationships, global perspectives, challenges and opportunities in the competitive business environment

IBM 3111 International Buyer Behavior 3 (3-0-6) Credits

Prerequisite: *MGT 2404 Managerial Psychology*
MKT 2280 Principles of Marketing

Methods of how industrial and consumer goods are marketed to international buyers and the strategic process of segmentation, targeting and positioning, international buyer behavior models and decision making schemes, variables in addition to culture that affect international buyers' purchase behaviors, cognitive, affective and co-native responses of industrial and consumer buyers from other countries in various contexts such as in trade shows, advertising effects, promotional incentives, direct marketing and e-commerce.

IBM 3131 Legal and Ethical Issues in International Business 3 (3-0-6) Credits

Prerequisite *IBM 2201 International Business Environment*

General legal and ethical aspects involved in international business environment focusing on legal aspects of international trade, international contracts, foreign investments and ethical issues across border

IBM 3132 International Relations 3 (3-0-6) Credits

Prerequisite: *IBM2201 International Business Environment*

Fundamental principles, issues, conflicts and resolutions in international relations, and international organizations such as the United Nation, the World Trade Organization, and the World Bank that govern international relations and its effect on businesses.

IBM 3212 International Marketing Communications 3 (3-0-6) Credits

Prerequisite: *MKT 2280 Principles of Marketing*

Global and domestic cultural diversity and their impact on IMC strategy development, values, behaviors, and underlying assumptions related to verbal and visual communication strategies, the debate surrounding standardization versus localization of worldwide marketing communications

market selection techniques and global segmentation-targeting-positioning strategies.

IBM 4122 Small Business Internationalization and Growth 3 (3-0-6) Credits

Prerequisite: IBM 3203 International Management

Practical and strategic elements associated with the establishment of cross-border international business ventures in the form of exports, e-commerce and foreign investments, understanding and assessing business models of different countries, methods of financing new business ventures, identifying the challenges and opportunities of small business internationalization, identifying and evaluating business opportunities in ASEAN and Emerging Markets.

IBM 4134 International Services Marketing 3 (3-0-6) Credits

*Prerequisite: MKT 3620 Global Marketing and 106 credits
Completion of 106 credits*

Services marketing in an international context, market orientation, long-term relationship, quality and satisfaction, cases in the marketing of services to help students gain more insight on the issues and problems arising from services marketing and to practice their problem-solving skills.

IBM 4235 Seminar in International Business Management 3 (3-0-6) Credits

Prerequisite: Completion of 118 credits

Regional business environments, management practices and activities of multinational corporations in selected regions, incorporated analytical skills and strategic thinking in managing operations in these regions.

IBM 4236 Individual Research 3 (3-0-6) Credits

*Prerequisite: MGT 3940 Business Research Methodology
Completion of 118 credits and chairperson's approval*

Developing students' 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 upon approval of advisor from the department of IBM.

IBM 4237 International Business Management Internship 3 (3-0-6) Credits

Prerequisite: Approval from the chairperson and/academic advisor prior to registering for the course.

Designed to provide students with an opportunity to apply the knowledge and skills to gain practical

operations, transportation costing, distribution networks management, intermodal transportation, transportation mode interface, international commercial terms (incoterms), and Greater Mekong Subregion Cross-Border Transportation Agreement (GMS CBTA).

IML 3309 Procurement and Supply Management 3 (3-0-6) Credits

Prerequisite: MGT 3905 Operations Management

Roles and objectives of procurement and supply functions, procurement and supply strategies, procure to pay process, procurement policy, ethics and governance, and environmental sustainability.

IML 3403 Industrial Engineering Management 3 (3-0-6) Credits

Prerequisite: SA2200 Statistics II

Management of engineering aspects of an operation, concept of re-engineering of process and product, application of time motion study, machinery utilization, development of work structure, work flow, and work calculation from engineering standpoint.

IML 4201 Lean Manufacturing and Agile Supply Chain 3 (3-0-6) Credits

Prerequisites: IML 3203 Logistics and Supply Chain Management
MGT 3905 Operations Management

Lean manufacturing systems, waste identification, designing lean process, materials planning and control, production aspects, functional linkages, determination of production schedule and dispatching, production control system, implementation, inventory management, market demand management, and agile supply chain.

IML 4203 Quality Management 3 (3-0-6) Credits

Prerequisite: MGT 3905 Operations Management

Principles and practices of quality management, how to integrate quality framework to organization, application of techniques in quality control and quality improvement, modern concept of quality with emphasis on the Total Quality Management and Six Sigma.

IML 4206 Industrial Environmental Management 3 (3-0-6) Credits

Prerequisite: GE 1301 Environmental Science

Concepts of environmental studies, 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.

IML 4207 Internship in Industrial Management and Logistics 3 (300Hours) Credits
Prerequisite: Consent of the Department Chairperson
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.

IML 4301 Information Technology in Supply Chain 3 (3-0-6) Credits
Prerequisites: MIS 2111 Introduction to Management Information Systems
 IML 3203 Logistics and Supply Chain Management
 IML 4201 Lean Manufacturing and Agile Supply Chain
Conceptual and practical issues in information systems to aid in decision-making in industry, information technology for resource planning and scheduling, supply chain decision support system. Execute logistic processes and transactions in SAP.

IML 4302 Industrial Strategic Management 3 (3-0-6) Credits
Prerequisite: Senior standing (112 credits)
Definition and different levels of strategies, environmental analysis techniques, analysis of organizational current strategies and resources as well as capabilities, strategy selection model, strategy implementation plan and control.

IML 4401 Technology and Innovation Management 3 (3-0-6) Credits
Prerequisite: MGT 3905 Operations Management
Technology introduction process, research and development control and management, technological change and company's manufacturing strategy, product/process/technology life cycle, innovation process generation and implementation.

IML 4501 Seminar in Industrial Management and Logistics 3 (3-0-6) Credits
Prerequisite: Senior Standing (112 credits)
Current industrial and logistics conditions, problems, and solutions, class discussion, business exposure, guest speaker, research and presentation.

INS 3101 Principles of Risk Management and Insurance 3 (3-0-6) Credits
Basic concepts of risk and insurance, terminologies used in risk management and insurance, functional operations of insurers, fundamental legal principles, insurance contract, various types of

insurance such as life and health insurance, property and liability insurance, and government insurance.

INS 3102 Insurance Law

3 (3-0-6) Credits

Prerequisite: BG 1400 Business Law I

Insurance law and Ministerial Regulations of the Kingdom pertaining to the contract of insurance in all fields such as life, accident, fire, transportation, and liability court interpretation on applicable coverage, comparison of laws in the U.K. and U.S.

INS 3201 Property Insurance

3 (3-0-6) Credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

Analysis of an insurance contract and measurement of property and net income loss exposures of family and business firm in general, major insurance policies and extension available in the Thai market, fire insurance and allied lines, Industrial All Risk business interruption insurance, motor insurance, ocean and inland marine insurance fidelity guarantee insurance, surety bond and other miscellaneous insurance.

INS 3202 Casualty Insurance

3 (3-0-6) Credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

Analysis of source of legal liability, major sources of liability loss exposures of both family and business firm and insurance coverage designed to meet those loss exposures, personal liability insurance, public liability insurance, workers' compensation employer's liability insurance, professional liability insurance, products liability insurance, Director and Officers' s liability insurance, Cyber liability insurance and a variety of miscellaneous liability insurance.

INS 3203 Engineering Insurance

3 (3-0-6) Credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

Analysis and measurement of property loss exposures of the business firm, major insurance policies and extension including 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 (3-0-6) Credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

Features of life insurance industry, life insurance contract, life insurance policy, life insurance premium, life insurance products and supplemental benefits, life insurance policy provisions, life insurance policy ownership rights, life insurance claim and basic group life insurance.

INS 4103 Insurance Marketing

3 (3-0-6) Credits

Prerequisites: INS 3101 Principles of Risk Management and Insurance

MKT2280 Principles of Marketing

Marketing principles and functions of marketing as an integral aspect of major branches of insurance industry with emphasis on product developments, marketing strategies related to the developed products i.e. product/price/place/promotion strategies, implementation and customer relationship management as well as other relevant topics.

INS 4104 Reinsurance

3 (3-0-6) Credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

Nature and functions of reinsurance, main types of insurers and reinsurer, legal principles and outline of the international reinsurance market, facultative, and treaty for both proportional and excess of loss reinsurance, including accounts, premium and loss reserves including reinsurance audits.

INS 4105 Seminar in Insurance

3 (3-0-6) Credits

Prerequisite: Senior Standing and completion of 108 credits

Comprehensive review of all aspects of risk and insurance, various cases of operations of insurance company, topics which are relevant to professional goals and interest of students and current issues in insurance industry with emphasis on research, class discussion, and presentation.

INS 4106 Information Management in Insurance

3 (3-0-6) Credits

Prerequisites: INS 3101 Principles of Risk Management and Insurance

MIS 2111 Introduction to Management Information Systems

Data processing techniques used in pertinent functions in all branches of insurance, specific applications related 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.

INS 4204 Property and Casualty Insurance Accounting and Finance 3 (3-0-6) Credits

Prerequisites: INS 3101 Principles of Risk Management and Insurance

ACT 1600 Fundamentals of Financial Accounting

Analysis of insurance accounting and financial statements of the non life insurance company, valuation of insurance company asset, revenues, expenses, liabilities and policyholders' surplus, interpretation of basic financial statements, and Solvency Surveillance.

INS 4205 Survey and Claim Management in Property and Casualty Insurance 3 (3-0-6) Credits

Prerequisites: INS 3201 Property Insurance

INS 3202 Casualty Insurance

Analysis of the roles and duties of the claim representative, human relations in claim, communication skill, listening skill, claim management, claim professionalism, negotiation process and styles, application of claims practice to transacting insurance business on an industry wide basis, pre-insurance survey and post -loss survey, loss-adjustment techniques using policy wording in each class of business.

INS 4207 Insurance Management 3 (3-0-6) Credits

Prerequisites: INS 3101 Principles of Risk Management and Insurance

MGT 2900 Principle of Management

Structure and operation of insurance companies and broking companies incorporated in Thailand, managerial practices and problems in insurance companies and broking companies, all main functions and assessment of market needs for both organizations.

INS 4208 Internship in Property and Casualty Insurance 3 (240 Hours) Credits

Prerequisite: Consent of Department Chairperson

Students will spend 8 weeks (30 hours/week) internship 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.

INS 4209 Directed Studies in Property and Casualty Insurance 3 (3-0-6) 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 (3-0-6) Credits

Prerequisites: INS 3101 Principles of Risk Management and Insurance

INS 4206 Essential of Risk Management

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 4203 Marine and Aviation Insurance

3 (3-0-6) Credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

Insurance of cargo by all modes of transportation and from aspects of loss, damage, and liability, 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 4206 Essentials of Risk Management

3 (3-0-6) Credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

Losses, loss exposures on both personal and business firm and risk management process, 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, medical expense benefit, disability benefit, theory of group insurance, master contract and certificate, various aspects and clauses under group insurance contract including marketing and distribution of group insurance and evaluation of current trends.

INS 4302 Accident, Health and Group Insurance

3 (3-0-6) Credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

Analysis and measurement of personal loss exposure in respect of family and business firm, scope of coverage and extension of accident insurance for personal accident insurance and travel accident insurance; health insurance for medical expense benefit, disability benefit, and long-term care benefit; group insurance including group insurance contract, group insurance underwriting, group insurance premium and group plan administration.

INS 4103 Insurance Marketing**3 (3-0-6) Credits**

Prerequisites: INS 3101 Principles of Risk Management and Insurance

MKT 2280 Principles of Marketing

Marketing principles and functions of marketing as an integral aspect of major branches of insurance industry with emphasis on product developments, marketing strategies related to the developed products i.e. product/price/place/promotion strategies, implementation and customer relationship management as well as other relevant topics.

INS 4204 Property and Casualty Insurance Accounting and Finance 3 (3-0-6) Credits

Prerequisites: INS 3101 Principles of Risk Management and Insurance

ACT 1600 Fundamentals of Financial Accounting

Analysis of insurance accounting and financial statements of the non life insurance company, valuation of insurance company asset, revenues, expenses, liabilities and policyholders' surplus, interpretation of basic financial statements, and Solvency Surveillance.

INS 4205 Survey and Claim Management in Property and Casualty Insurance 3 (3-0-6) Credits

Prerequisites: INS 3201 Property Insurance

INS 3202 Casualty Insurance

Analysis of the roles and duties of the claim representative, human relations in claim, communication skill, listening skill, claim management, claim professionalism, negotiation process and styles, application of claims practice to transacting insurance business on an industry wide basis, pre-insurance survey and post-loss survey, loss-adjustment techniques using policy wording in each class of business.

INS 4207 Insurance Management**3 (3-0-6) Credits**

Prerequisites: INS 3101 Principles of Risk Management and Insurance

MGT 2900 Principle of Management

Structure and operation of insurance companies and broking companies incorporated in Thailand, managerial practices and problems in insurance companies and broking companies, all main functions and assessment of market needs for both organizations.

INS 4303 Life Assurance Underwriting**3 (3-0-6) Credits***Prerequisite: INS 3301 Principles of Life Assurance*

Elementary physiology and anatomy, proposals and medical report forms, main concept and process of life insurance underwriting, underwriting method, underwriting factors and underwriting aspects relating to impairments, diseases and physiological malfunctions.

INS 4305 Claim Administration in Life Assurance**3 (3-0-6) Credits***Prerequisite: INS 3301 Principles of Life Assurance*

Concepts of claim administration, roles and duties of claim analyst, regulatory requirements for claim administration, analysis of claim decision process for death claim, supplementary benefit claim, endowment claim, disability claim, annuity payment, surrenders of the policy, loans and dividends on the policy

INS 4306 Life Assurance and Financial Planning**3 (3-0-6) Credits***Prerequisites: INS 3301 Principles of Life Assurance**FIN 2201 Principles of Finance*

Introduction to financial planning and personal financial planning process, uses of life insurance, life annuities, health insurance and social security in the financial planning scheme, risk analysis concept together with 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 (3-0-6) Credits***Prerequisites: INS 3301 Principles of Life Assurance**MKT 2280 Principles of Marketing*

Life insurance agency office management concepts, agency organization and structure, ways to improve communication and workflow between insurer and agency offices, ways to organize agency office to maximize efficiency and to provide more effective sales support for agency force, office productivity, agency expenses and budgetary control, compliance and sales practices, supervisory skills, people management techniques and agency office automation.

INS 4308 Financial Concepts for Life Assurance**3 (3-0-6) Credits***Prerequisites: INS 3301 Principles of Life Assurance**FIN 2201 Principles of Finance*

Managing solvency, and profitability of life insurance companies, with emphasis on 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, concept of how insurance company executives approach capital management and monitor the financial performance of Life Insurance Company.

INS 4302 Accident, Health and Group Insurance**3 (3-0-6) Credits***Prerequisite: INS 3101 Principles of Risk Management and Insurance*

Analysis and measurement of personal loss exposure in respect of family and business firm, scope of coverage and extension of accident insurance for personal accident insurance and travel accident insurance; health insurance for medical expense benefit, disability benefit, and long-term care benefit; group insurance including group insurance contract, group insurance underwriting, group insurance premium and group plan administration.

INS 4303 Life Assurance Underwriting**3 (3-0-6) Credits***Prerequisite: INS 3301 Principles of Life Assurance*

Elementary physiology and anatomy, proposals and medical report forms, 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(3-0-6) Credits***Prerequisite: INS 3301 Principles of Life Assurance*

Concepts of life table, probability of death and survival, fundamentals of premium rating, analysis of components and essential factors of premium rate calculation, reserve calculation and various types of reserve in life insurance.

INS 4305 Claim Administration in Life Assurance**3 (3-0-6) Credits***Prerequisite: INS 3301 Principles of Life Assurance*

Concepts of claim administration, roles and duties of claim analyst, regulatory requirements for claim administration, analysis of claim decision process for death claim, supplementary benefit claim, endowment claim, disability claim, annuity payment, surrenders of the policy, loans and dividends on the policy.

INS 4306 Life Assurance and Financial Planning**3 (3-0-6) Credits***Prerequisites: INS 3301 Principles of Life Assurance**FIN 2201 Principles of Finance*

Introduction to financial planning and personal financial planning process, uses of life insurance, life annuities, health insurance and social security in the financial planning scheme, risk analysis concept together with 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 (3-0-6) Credits***Prerequisites: INS 3301 Principles of Life Assurance**MKT 2280 Principles of Marketing*

Life insurance agency office management concepts, agency organization and structure, ways to improve communication and workflow between insurer and agency offices, ways to organize agency office to maximize efficiency and to provide more effective sales support for agency force, office productivity, agency expenses and budgetary control, compliance and sales practices, supervisory skills, people management techniques and agency office automation.

INS 4308 Financial Concepts for Life Assurance**3 (3-0-6) Credits***Prerequisites: INS 3301 Principles of Life Assurance**FIN 2201 Principles of Finance*

Managing solvency, and profitability of life insurance companies, with emphasis on 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, 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 (240 Hours) Credits***Prerequisite: Consent of Department Chairperson*

Students will spend 8 weeks (40 hours/week) internship with selected life assurance or related business organizations. The internship will focus mainly on insurance operations of such

organizations. Upon completion of the program, the students will be evaluated by their supervisor and submit a detail report of the knowledge gained.

INS 4310 Directed Studies in Life Assurance

3 (3-0-6) Credits

Prerequisite: Consent of Department Chairperson

Under the guidance of the Department advisor, a student must conduct a research in an approved area of life assurance. The depth and innovativeness of the research will determine the credits given.

MA 1200 Mathematics for Business

3 (3-0-6) Credits

Relation and Various functions: linear, polynomial, exponential, logarithmic, rational and their applications in business and economics, linear programming, mathematics of finance and differential calculus: limits, derivatives, and optimization.

MGT 1101 Introduction to Business

3 (3-0-6) Credits

General introduction to business, philosophy, objectives and responsibility of business enterprises, business vocabulary, business and its environment emphasizing fundamental principles of organization, legal forms of business ownership, business activities concerning personnel, accounting, marketing, production and finance.

MGT 2404 Managerial Psychology

3 (3-0-6) Credits

Concepts and scope of social psychology, basic psychological factors and how they relate to business organization, language symbol, perception, memory, emotion, social attitudes, persuasion, social and cultural environment, role and status, personality, leadership, group behavior, morale and application of these factors in the human relation of business, especially in creation of morale, motivation of workers, and solutions of business and social problems.

MGT 3101 Luxury Management

3 (3-0-6) Credits

An in-depth study of the luxury world: fundamentals of luxury retail operations, management strategies, creation of luxury branding and merchandising, operational procedures, methods, and practices used in the management of luxury goods and services companies, the importance of combining traditional managerial practices and theories with concepts and methodologies needed to meet the needs of the modern luxury goods industry, the perspective and skills necessary to pursue careers in the luxury sector.

MGT 3102 Communication and Personality for Leaders 3 (3-0-6) Credits

Prerequisite: MGT 2900 Principles of Management

Fundamentals and advance techniques of effective communication for leadership, practical applications and life changing experiences that nurture great futuristic leaders, understanding of others and handling real life challenges in and across the dynamic environment and across multiple age groups and cultures, building self-confidence to lead any given situation in a cross functional environment.

MGT 3203 Building and Leading Virtual Team 3 (3-0-6) Credits

Prerequisites: MGT 2900 Principles of Management

Definition, importance and types of virtual team: how to lead virtual teams, setting clear expectation, providing effective communication, fostering teamwork and collaboration. Different technical tools, techniques, and practices will be provided for successful trainings.

MGT 3201 Start-up and Business Development 3 (3-0-6) Credits

Prerequisite: MGT 2900 Principles of Management

Definition and importance of start-up: guidelines for generating business idea, writing business plan and strategy, laying down the basis structure of the business and initiating operations, the early stages of business development putting ideas into reality.

MGT 3202 Leading and Sustaining the Organization 3 (3-0-6) Credits

Theories of leadership: the roles, characters, and types of leaders in various work situations. Theories and practical examples of leading organization creating business sustainability: investment strategies, market insight, operational excellence, sustainable development and sustainability principles, which are used as drivers for innovation, collaboration, and transformation.

MGT 3123 Strategic Human Capital Management 3 (3-0-6) Credits

Prerequisite: MGT 2900 Principles of Management

Phases of human resource management functions including selection, training, compensation, promotion and transfer, health and safety provisions, morale building, job stabilization, grievance handling and disciplinary actions, and human relations aspect of dealing with personnel.

MGT 3901 Organization Theory 3 (3-0-6) Credits

Prerequisite: MGT 2900 Principles of Management

Theories, practice and problems of 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, changing of corporate structure.

MGT 3903 Leadership 3 (3-0-6) Credits

Prerequisite: MGT 2900 Principles of Management

Types of leaderships and recognition of the problems faced by leaders in various work situations, role of the first-line supervisor and his subordinates, theories of worker motivation and their application, nature and character of influential leaders.

MGT 3915 Project Management 3 (3-0-6) Credits

Prerequisite: MGT 3905 Operations Management

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 project.

MGT 3917 Innovation and Change Management 3 (3-0-6) Credits

Prerequisite: MGT 2900 Principles of Management

Concepts of innovation and change management, innovation as a management process with external linkages, role of innovation and how to manage innovation within firms, new product and services development as part of innovation.

MGT 3918 Sport Management 3 (3-0-6) Credits

Prerequisite: MGT 2900 Principles of Management

Operation of professional sports, collegiate athletics, and recreational organizations and enterprises, basic organizational structures found in the sports industry, managerial concepts and processes, skills that are necessary for the successful administration of these organizations.

MGT 3922 Introduction to New Venture 3 (3-0-6) Credits

Prerequisite: MGT 2900 Principles of Management

New venture formation, how to launch a new business venture, how to get ideas to reality, and how to develop strategy.

MGT 3942 Organizational Behavior 3 (3-0-6) Credits

Prerequisites: MGT 2900 Principles of Management
MGT 2404 Managerial Psychology

Elements of individuals and group behaviors in organization for improving effective communications, conflict management, motivation, coordination, dynamics of change, leadership, and stress management.

MGT 3945 Managerial Decision Modeling 3 (3-0-6) Credits

Prerequisite: SA 2200 Statistic II

Application of a quantitative analysis modeling to decision-making in a complex and dynamic business environment for organizational efficiency and effectiveness, managerial decision problems in management, marketing, operations, and finance.

MGT 4101 Family Business Management 3 (3-0-6) Credits

Definition and importance of family business: understanding how family businesses are run, the dynamics of the family, communication issues in a family, leadership and relationships that are inherent in family businesses, governance and management of the family business, ownership legacy, sibling rivalries management, professionalism, succession, strategic planning, next-generation talent and development, estate and tax planning, wealth management concerns, and family business financing.

MGT 4102 Social Enterprise Management 3 (3-0-6) Credits

Definition, importance, and types of social enterprise. The management theories, practical examples, case studies of not-for-profit organizations and social enterprises. Policy making, cases analysis and developing innovative solutions which have social impact. Examples and case studies from governmental organization, businesses and social venture

MGT 4202 Career Management and Employability 3 (3-0-6) Credits

Career development theories for personal career, building self-awareness, critically understanding the world of work and organizational culture, building and understanding career related experience and communicative strategies.

MGT 4104 Talent Management and Development 3 (3-0-6) Credits

Prerequisites: MGT 2900 Principles of Management

Definition, importance and types of talents in the organization: individuals and group behaviors in organization, effective communications, conflict management, motivation and coordination. The training and development of personnel for building effective team: 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 4117 Entrepreneur and Innovation 3 (3-0-6) Credits

Prerequisite: MGT 2900 Principles of Management

Definition, importance, and types of entrepreneur and innovation: the entrepreneurial skills and effective strategies for working in and managing innovative organizations. The innovation concepts, management process with external linkages, role of innovation and how to manage innovation within firms, new product and services development as part of innovation.

MGT 4211 Seminar in Leadership and Entrepreneurship 3 (3-0-6) Credits

Prerequisite: Senior standing

Application and Integration of knowledge and theories from various management levels: human resource management, entrepreneurial management and research through case studies, seminars and guest lectures.

MGT 4224 Corporate Wealth Management 3 (3-0-6) Credits

Definition and importance of wealth management in the corporations: evaluation of corporation performance, shareholders' value creation, financial planning and forecasting, capital budgeting, firm's valuation, corporate risk management, case study or an applied project.

Concepts for developing organizations, determining the direction for organization development, stages of organization development work, strategies and tactics of organization, development.

MGT 4945 Cooperative Education 9 (720 Hours) Credits

Prerequisites: Completion of 109 credits
 Cumulative GPA: at least 2.00
 Approval of the cooperative education director and CE advisor

Each student is required to show proof of work as a temporary employee with a private company for one-semester (approximately 4 months). The selected company must be approved by the cooperative education center. After the completion of the 4-month internship, students are required to submit a report on the cooperative education to the CE advisor and attend a seminar for report presentation and discussion.

MGT 4946 Human Resources Management Internship 3 (240 Hours) Credits

Prerequisite: Management Major

Student will be assigned to work in organization in the area of human resource management related projects under the supervision of a faculty supervisor. The Department provides oversight of individual field experience with classroom debriefings and follow-up.

MGT 4951 Strategic Management 3 (3-0-6) Credits

Prerequisite: FIN 3101 Corporate Finance and senior standing

Integration of the student's background, experiences, and previous core business curriculum through case studies and business decision simulation exercises; development of an effective conceptual approach to integrating administrative policy, strategies, and decision-making; diagnosis, analysis, and solution of interrelated administrative problems.

MIS 1221 Computer Literacy 0 (0-2-0) Credits

Training on how to use computer and office suite products, word processing software, spreadsheet software, presentation software, file management, and cloud storage services.

MIS 2111 Introduction to Management Information Systems 3 (3-0-6) Credits

Introduction to management information systems which gives a business or organization a competitive edge by providing technologies that help managers plan, control and make decisions to

pursue a firm's strategic and organizational goals. Hardware and software components of information systems, e-business concepts and implementation, and a survey of typical information systems used today.

MIS 2221 Quantitative Analysis Tools 0 (0-2-0) Credits

Prerequisite: MIS 1221 Computer Literacy

Training on how to use statistical analysis software on business problems, analysis of quantitative data, data collection, data preparation, data processing, data transformation, exploratory data analysis, and data presentation.

MIS 3122 Principles of Electronic Commerce 3 (2-2-6) Credits

Prerequisite MIS2111 Introduction to Management Information Systems

Fundamental concepts and components of electronic commerce, the establishment of an electronic commerce business. Electronic commerce models, ecosystem, business applications, delivery platforms, order fulfillment, supply chain, payment systems, mobile commerce, digital marketing, security and fraud issues and protections, strategy and implementation, and regulatory.

MIS 3111 Business Process Management 3 (3-0-6) Credits

Prerequisite: MIS2111 Introduction to Management Information Systems

Fundamental concepts of business process automation and optimization for improving business performance, effectiveness, agility, quality, and customer service and satisfaction, business process agility using both cloud and on-premises applications. Architecture and modeling, modeling work systems, major business processes and their relationships, modeling tools, business process/application integration approaches, enterprise mobility, content management and social media integration, and business process management software

MIS 3121 Database Systems 3 (2-2-5) Credits

Prerequisite: MIS 2111 Introduction to Management Information Systems

Fundamentals of database management system (DBMS), relational and object-relational databases. Data modeling and implementation, structured query language (SQL), data normalization and de-normalization, data integrity, concurrency control, and NoSQL databases.

MIS 3142 Introduction to Enterprise Resource Planning 3(2-2-5) Credits

Prerequisite: MIS 2111 Introduction to Management Information Systems

Fundamental concepts of business process management and Enterprise Resource Planning (ERP) systems, business process agility and ERP skills. Accounting and financial management, warehouse and production management, purchasing and procurement, and customer relationship management.

MIS 3281 eSports

3 (2-2-5) Credits

Introduction to the ecosystem of eSports that includes the history and current state of eSports, extracting game meta-details to optimize gameplay, understanding competitive/cooperative games, teamwork and management of eSports team, eSports casting, and the organization and management of eSports events.

MIS 3381 Information Systems Internship

3(0-30-0) Credits

Prerequisite: MIS 3241 Enterprise Resource Planning

Exploration of the career interests and application of the knowledge and skills learned in the classroom in a work setting. The course also supports these work experiences by fostering personal reflection as well as professional growth and development.

MIS 4111 Information Systems Project Management

3 (3-0-6) Credits

Prerequisite: MIS2111 Introduction to Management Information Systems

Fundamental concepts of information systems project management, the systematic methodology for initiating, planning, executing, monitoring and controlling, and closing projects. Processes, methods, techniques, and tools that organizations use to manage their information systems projects, and project management and collaboration software.

MIS 4112 Digital Marketing Technology

3 (2-2-5) Credits

Fundamental concepts of digital marketing technology and building digital marketing skills. The Internet and mobile application marketing strategies, user-generated content, search engine optimization, website design and management, inbound marketing, email marketing, social media campaigns, content strategy, and paid search advertising.

MIS 4113 Digital Banking and Payment Systems

3 (3-0-6) Credits

Introduction to the key components in the digital banking, financial technology, and payment systems both technology and innovation. Mobile banking, omnichannel banking, P2P banking, credit card, debit card, smart card, electronic money, digital wallets, mobile payment, the blockchain, payment gateway, electronic funds transfer, electronic authentication, and secure electronic transaction.

MIS 4114 Electronic Customer Relationship Management 3 (3-0-6) Credits

Fundamental concepts of customer relationship management (CRM) and its application in sales, marketing, commerce, and service both conceptual knowledge and practical learning using a leading CRM software to understand, anticipate and manage the needs of an organization's current and potential customers

MIS 4115 Health Information Systems 3 (3-0-6) Credits

Fundamental concepts of the healthcare information systems. The background, history, assistive and performance support systems, issues and barriers to medical informatics, and health information technology such as patient health record (PHR) and electronic medical record (EMR).

MIS 4116 Human Resource Information Systems 3 (3-0-6) Credits

Fundamental concepts of the information systems in the administration of human resources. How new technologies can improve the efficiencies in the management of a company's human capital. Planning, designing, and implementing the human resource information systems in an organization.

MIS 4117 Knowledge Management Systems 3 (3-0-6) Credits

Fundamental concepts of knowledge and knowledge management (KM). Infrastructure, processes, systems, tools, and technologies. The underlying technologies that enable KM systems associated with KM processes, the mechanisms and technologies to support these KM systems, case studies related to KM implementation, management practices, and the future of knowledge management.

MIS 4122 Business Intelligence 3 (2-2-5) Credits

Prerequisite: MIS 1221 Computer Literacy

Fundamental concepts and skills of business intelligence and tools. Data collection and data analysis to support a wide variety of management tasks, from performance evaluation to trend spotting and policy making. Measuring and monitoring key performance indicators, benchmarking and forecasting for trend and sentiment analysis, performing data mining and analysis to discover new business opportunities, building advanced spreadsheet skills, and building enterprise dashboards to integrate and visualize information from various business areas.

MIS 4123 Spreadsheet for Business

3 (2-2-5) Credits

Prerequisite: MIS 1221 Computer Literacy

Training on how to use advanced features in a spreadsheet program, data manipulation, analysis, and presentation. Advanced formula and functions, advanced filter, pivot table and chart, data analyzing, collaboration, auditing worksheets, data consolidation, security, and macro.

MIS 4124 Data Mining

3 (2-2-5) Credits

Prerequisite: MIS 3121 Database Systems

Fundamental concepts of data mining technology that assist managers to make intelligent use of electronic data both classification and prediction. Data mining techniques and tools, and case studies such as credit rating, fraud detection, database marketing, customer relationship management, and stock market investments.

MIS 4125 Data Visualization

3 (2-2-5) Credits

Fundamental concepts of data visualization technology. Data visualization for business professionals. The value of visualization, techniques in information visualization, and how to best leverage visualization methods.

MIS 4126 Machine Learning

3 (2-2-5) Credits

Fundamental concepts of machine learning technology, machine learning methods and techniques and application to business problems. Supervised learning and unsupervised learning.

MIS 4132 Mobile Applications Development

3 (2-2-5) Credits

Prerequisite: MIS 3231 Object-Oriented Programming

Fundamental concepts of mobile applications development technology. Developing mobile applications that produce dynamic content. Mobile application frameworks, user interface design, SDKs, inter-activity communication, integration with back-end systems, user authentication and authorization, data services, geo-location, multimedia, security, verification and validation, and business development plan for mobile applications.

MIS 4133 Software Engineering

3 (3-0-6) Credits

Prerequisite: MIS 3221 Systems Analysis and Design

Fundamentals of the establishment and use of engineering principles to economically obtain software that is reliable and works efficiently on real machines. Software testing and agile software

development. Software development life cycle (SDLC), requirements analysis, software design, coding practices, verification and validation, test automation, software maintenance, team software process, software documentation, and software project management.

MIS 4134 UI/UX Design

3 (3-0-6) Credits

Fundamental concepts of a user interface (UI) and user experience (UX) design. UI design focuses on how the product is laid out, the layout of each screen, developing a style guide and ensuring that consistent design language is used to maximize usability and the user experience. UX design focuses on how the product feels, ways to solve specific user problems and ensuring the application flows logically from one step to the next across the application.

MIS 4141 Cloud Computing

3 (2-2-5) Credits

Fundamental concepts of cloud computing technology. Building cloud computing skills. Cloud computing concepts, delivery models, deployment models, operating systems, data center, capacity planning, security and privacy issues, disaster recovery, service level agreements, and platforms.

MIS 4142 Big Data

3 (2-2-5) Credits

Fundamental concepts of big data technology, data tools, organization, storage, retrieval, analysis and knowledge discovery at scale. Cloud computing, data storage systems, large-scale data analysis, self-descriptive data representations, and semi-structured data models.

MIS 4143 Internet of Things

3 (2-2-5) Credits

Fundamental concepts of Internet of Things (IoT) technology, IoT ecosystem. Frameworks, standards, applications, trends, regulation, privacy and security, business functions, market drivers and barriers, and business environments.

MIS 4211 Information Systems Strategy, Management, and Acquisition 3 (3-0-6) Credits

Prerequisite: MIS 4111 Information Systems Project Management

Overview of the issues and approaches in managing the information systems function in organizations and how the information systems function integrates, supports, and enables various types of organizational capabilities. Emphasis is on developing an intellectual framework that will allow leaders of organizations to critically assess existing IS infrastructures and emerging technologies as well as how these enabling technologies might affect organizational strategy.

Acquisition, development, and implementation of plans and policies to achieve efficient and effective information systems.

MIS 4221 Data Science 3 (2-2-5) Credits

Overview of the broad area of data science in the business context, big data and tools required to store, clean, manipulate, visualize, model, and extract information from massive amounts of data from the business perspective. Data integration, data modeling, large-scale processing tools, data clustering and classification, data visualization, and specialized data management systems.

MIS 4231 Web Applications Development 3 (2-2-5) Credits

Prerequisite: MIS 4131 Web Design and Programming

Fundamental concepts of web applications development technology. Developing websites that produce dynamic content. Web frameworks, web development techniques, n-tiers architecture, and web development life cycle.

MIS 4241 Enterprise Architecture 3 (3-0-6) Credits

Prerequisite: MIS 3141 Information Technology Infrastructure

Fundamental concepts of enterprise architecture and frameworks for the analysis, design, implementation, evaluation and management of enterprise IT solutions, planning and modeling the enterprise. Functional modeling, physical architecture design, security planning and recovery issues, project management, emerging technologies, and ethical, financial and global considerations.

MKT 2280 Principles of Marketing 3 (3-0-6) Credits

Prerequisite: MGT 1101 Introduction to Business

Principles and problems involved in transfer of goods and services from producer to consumer, consumer's buying motives, basic product, distribution, price, promotion mix strategies, and improvement of marketing efficiency.

MKT 3102 Integrated Marketing Communications 3 (3-0-6) Credits

Prerequisite: MKT 2280 Principles of Marketing

Strategic use of various marketing communication elements including advertising, sales promotion, public relations, personal selling, event sponsorships and direct marketing to build and maintain brand equity, selection of alternative promotional tools, budgeting and allocation decisions, determining appropriate message strategy, developing media schedules for a given product/market, ethical principles in marketing communications, and effective integration of elements across promotional mix.

distribution strategies including distribution intensity and vertical constraints, and strategic alliances in distribution.

MKT 3826 Merchandising and Display Strategies 3(3-0-6) Credits

Prerequisites: MKT 2280 Principles of Marketing

Duties and problems of store buyers, merchandise managers, demand forecasting, sources of buying information, buying policies and practices, selection and evaluation of resources, inventory planning and control, promotion strategies and tools used by retailers to achieve a multitude of objectives such as building store image, generating store traffic and immediate purchases, broad array of tools from the use of local advertising in broadcast and print media to in-store display and product/ visual merchandising.

MKT 3837 Service and Customer Relationship Management 3(3-0-6) Credits

Prerequisite: MKT 2280 Principles of Marketing

Service operations and all aspects of interaction a company has with its customers, including prospecting sales and service, identifying, acquiring, and retaining customers by enabling organizations to manage and coordinate customer interactions across multiple channels, departments, lines of business and geographies, how organizations use customers' database to maximize value of every customer interaction and drive superior performance.

MKT 3839 Event Marketing and Public Relations 3(3-0-6) Credits

Prerequisite: MKT 2280 Principles of Marketing

Overview of events and sponsorship strategies, public relations for creating brand publicity and brand's relationship with modern-day consumers as social customers who not only respond to product attributes and traditional advertising but also increasingly prefer to interact with brands via experiential marketing in the form of company events, publicity stunts, and other forms of marketing engagement.

MKT 3867 Social Media and Online Marketing 3(3-0-6) Credits

Prerequisite: MKT 2280 Principles of Marketing

Practical marketing and communication applications for digital communication channels, especially the Internet and hi-technology devices, strategies and implementation of various digital formats to enhance the marketing of goods and services such as social media marketing, digital media, mobile, website, social networks and media including Facebook, Twitter, Tumblr, Instagram, LinkedIn , Line and some other up-and-coming social networking sites, use of mobile services

execution with emphasis on execution of the "big idea".

MKT 4727 Integrated Media Planning 3(3-0-6) Credits

Prerequisites: MKT 3102 Integrated Marketing Communications
 MKT 4726 Advertising and Creative Strategy

Nature of media, media business and media industry, roles of and relationships among media planners, buyers and sellers, 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, strategic media plan (i.e. target audience selection, objective specification, media and vehicle selection, media buying), setting and allocating media budget, and media testing.

MKT 4730 Marketing Management 3(3-0-6) Credits

Prerequisites: MKT 2280 Principles of Marketing
 MGT 2900 Principles of Management
 Senior standing (106 credits)

Key marketing concepts company competencies, marketing research, market analysis, selecting target markets, consumer insights, product development, pricing, distribution, promotion, assessment of market opportunities, development of effective marketing strategies, marketing plan and implementation including financial and contingency plan.

MKT 4777 Communication and Digital Media Strategy 3(3-0-6) Credits

Prerequisite: MKT 3867 Social Media and Online Marketing
 Senior standing over 90 credits

Digital terminology, media, targeting strategies and search engine optimization (SEO) to build an effective advertising campaign exposing target audience with various available digital media advertising options and integration of communication tools for the creation of a digital media campaign.

MKT 4805 Business-to-Business Marketing 3(3-0-6) Credits

Prerequisite: MKT 2280 Principles of Marketing

Marketing problems of manufacturers and distributors of industrial goods such as machinery and equipment, raw and semi-fabricated materials, industrial supplies and component parts, industrial marketing system and concepts, demand and product characteristics, product and service definitions, market identification, evaluation and measurement of marketing performance, pricing,

departments of large commercial firms, relationship with financial and transportation intermediaries.

MKT 4811 Seminar in Marketing 3(3-0-6) Credits

Prerequisites: MKT 2280 Principles of Marketing
Completion of at least 90 credits

Integration of experience in all areas of marketing to play on the problems encountered by case study analysis, guest lecturers from business field, research, and others.

MKT 4812 Individual Research 3(3-0-6) Credits

Prerequisites: MKT 3530 Consumer Behavior
MGT 3940 Business Research Methodology
MKT 4855 Research in Marketing
Senior standing and Chairperson's approval

Application of theoretical concepts to real world problems of any organization in a selected industry in Thailand. Any specific area of concentration will be chosen by the student upon agreement with an instructor selected from the faculty members of Marketing Department.

MKT 4826 Contemporary Logistics 3 (3-0-6) Credits

Prerequisite: MKT 2280 Principles of Marketing

Modern logistics, application of analytical tools useful in logistics, analysis of characteristics of logistics system elements, inventory and warehouse management systems, modes of transportation, fundamentals of logistics in today's dynamic global landscape, value-added applications of logistics decision-making tools that lead to solid formulations of marketing and competitive advantages in the supply chain of a company.

MKT 4829 Marketing Decision Making 3(3-0-6) Credits

Prerequisites: MKT 2280 Principles of Marketing
Senior standing (112 credits)

Graduating Only or Department Chairperson's Approval

Advanced techniques and actual practices of marketing forecasting, demand analysis and evaluation of market potential with emphasis on market projection, sales budgeting, pricing, distribution index and CLV as a part of administrative planning and decisions for profit, market campaign planning, execution and control.

MKT 4848 Contemporary Issues in Marketing 3 (3-0-6) Credits

Prerequisite: MKT 2280 Principles of Marketing
Completion of at least 90 credits

Case studies covering how marketing practices and decisions lead to marketing wars, marketing mistakes and success, including the importance of outsourcing, mergers and acquisitions, employee commitments, customer relationships, CEOs' characteristics, consumer analysis in developing and implementing successful marketing strategies, as well as current marketing trends and various marketing related topics.

MKT 4849 IMC Campaign Planning 3 (3-0-6) Credits

Prerequisites: MKT 4726 Advertising and Creative Strategy
MKT 4727 Integrated Media Planning
Senior standing over 106 credits

Conceptual synthesis and practical application of business, research, media planning and creative principles used in the formulation of persuasive messages focusing on the development of a complete integrated marketing communications (IMC) campaign, both written and oral presentation of the campaign.

MKT 4855 Research in Marketing 3(3-0-6) Credits

Prerequisites: MKT 2280 Principles of Marketing
MGT 3940 Business Research Methodology
Completion of at least 90 credits

Principles and methods of marketing research, securing respondents, making test investigation, sampling, collecting data, types and errors of collected data, tabulating and analyzing information, interpreting findings and stating conclusion, application of research techniques and procedures to the solution of marketing problems: determination of market potential and sales quota, reduction of selling costs, forecasting and appraisal of sales promotional efforts, advertising program and channels of distribution.

MKT 4856 Brand Building Strategy 3(3-0-6) Credits

Prerequisite: MKT 3102 Integrated Marketing Communications
Completion of at least 90 credits

Brand building and development, concepts, theories, principles and terminology of brand building strategy, brand equity, and integrated marketing communication tools, segmentation,

target market identification, positioning, message strategy, media choice, advertising evaluation, aspects of raising brand awareness, creating relevant and distinctive brand identity, building high quality reputation, and shaping desired brand imagery for a brand and brand equity.

MKT 4857 Qualitative Research in Marketing 3(3-0-6) Credits

Prerequisite: MKT 2280 Principles of Marketing
 MGT 3940 Business Research
 Senior standing over 106 credits

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.

MKT 4887 Online Entrepreneurship 3(3-0-6) Credits

Prerequisite: MKT 3867 Social Media and Online Marketing
 Senior standing over 106 credits

Fundamentals of online entrepreneurship, how to conduct business online, processes in which online entrepreneurs start up their business including which online platform to choose, what strategies to employ and how to optimize the use of social media in their businesses.

MKT 4897 Marketing Internship 3(0-9-3) Credits

Prerequisite: MKT 2280 Principles of Marketing
 Completion of at least 90 credits

Opportunity for students to experience practical marketing by carrying out work project or full-time work in marketing firms, retail business corporations, governmental entities, private or public organizations under the direct supervision of a designated executive or faculty member. Students will apply theoretical concepts to practice and gain valuable working experience. All internships must be approved in advance.

MKT 4899 IMC Internship 3(0-9-3) Credits

Prerequisite: MKT 3102 Integrated Marketing Communications
 Completion of at least 90 credits

An off-campus training supervised work experience in the advertising and marketing communication organization. Regular meetings with the internship coordinator, periodic reports, as well as a final

REM 3212 Real Estate Finance 3 (3-0-6) Credits

Prerequisites: FIN 2201 Principles of Finance
REM 3111 Principles of Real Estate

Financial techniques to sell and buy real estate property, types of financial institutions and sources of funds, types of loan, underwriting, analysis of project development loan and mortgage loan, factors and principal process in real estate lending, including various financial calculations used in real estate business, and government's current policies regarding real estate finance.

REM 3213 Real Estate Appraisal 3 (3-0-6) Credits

Prerequisite: REM 3111 Principles of Real Estate

Introduction to real estate appraisal, definition of value, objectives of appraisal, data analysis, land (site) and building survey, appraisal report, with emphasis on the three basic approaches to calculate value: Cost Approach, Market Approach and Income Approach.

REM 3214 Principles of Real Estate Investment Analysis 3 (3-0-6) Credits

Prerequisite: REM 3212 Real Estate Finance

Process of real estate investment and analysis, methods in real estate investment analysis, including traditional method and discounted cash flow method, prelim-financial feasibility study, real estate investment assumptions, real estate investment analysis of various real estate segments, real estate investment analysis report, other types of real estate investment vehicles.

REM 4112 Computer Applications in Real Estate 3 (3-0-6) Credits

Prerequisite: REM 3112 Real Estate Finance

Various computer applications for real estate management decision and practice, computer software programs including spreadsheet, database management system, project management software, floor plan & mapping software, applications covering various areas including real estate finance, real estate investment analysis, and project planning and control.

REM 4113 Principles of Property Management 3 (3-0-6) Credits

Prerequisites: REM 3111 Principles of Real Estate
REM 3114 Building Design and Construction Techniques

REM 4151 Corporate Real Estate Management 3 (3-0-6) Credits

Prerequisite: REM 4113 Principles of Property Management

Corporate real estate environment analysis and organization structure, operations and management planning for property, strategic planning of efficiency improvement and cost reduction, local community relations management, market and economic timing, buy/hold or sell property decision analysis, location selection strategy, space utilization management, risk management strategy.

REM 4152 Facilities Operations and Maintenance 3 (3-0-6) Credits

Prerequisite: REM 4113 Principles of Property Management

Building engineering system and building components, facility and building components maintenance operation, energy utilization and management, building environmental management green building, building user's safety and health management.

REM 4191 Seminar in Real Estate Business 3 (3-0-6) Credits

Prerequisites: REM 3211 Principles of Real Estate Development

Senior Standing (accumulated over 100 credits)

Comprehensive review of various special aspects of real estate development experience and practices, group and individual real estate research, and case study in relevant current issues.

REM 4192 Seminar in Property Valuation 3 (3-0-6) Credits

Prerequisites: REM 3213 Real Estate Appraisal

Senior Standing (accumulated over 100 credits)

Various aspects of real estate appraisal experience and practices, case studies, workshops, and fieldtrips related to property valuation.

REM 4193 Seminar in Property Management 3 (3-0-6) Credits

Prerequisite: REM 4113 Principles of Property Management

Senior Standing (accumulated over 100 credits)

Comprehensive review of various special aspects of property management experience and practices, property management research, case study in relevant current issues and fieldtrips related to property management.

REM 4221 Directed Study in Real Estate 3 (3-0-6) Credits

Prerequisite: Consent of the Department Chairperson

Under the guidance of the Department Chairperson, a student will carry out an approved research project in real estate business. Depth, detail and originality of the study will determine the project evaluation.

REM 4222 Capital Markets Related to Real Estate Business 3 (3-0-6) Credits

Prerequisite: REM 3214 Principles of Real Estate Investment Analysis

Structures and types of capital markets as sources of fund for real estate business, related types of security and market that are applied for real estate investment including Mutual Fund, Property Fund and Secondary Mortgage Market, regulations and procedures to list and issue securities in the Stock Exchange of Thailand (SET), criteria of investment risk analysis in different types of capital market

REM 4231 Real Estate Marketing and Brokerage Management 3 (3-0-6) Credits

Prerequisite: REM 3211 Principles of Real Estate Development

Techniques for marketing commercial-investment properties; planning, process, and methods of marketing including marketing program, selling and negotiation strategy, information systems supporting marketing, roles of brokerage business including services, relationship to owner, responsibilities, brokers' code of ethics, and development of a broker profession.

REM 4241 Valuation for Special Purposes 3 (3-0-6) Credits

Prerequisite: REM 3213 Real Estate Appraisal

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

REM 4251 Income-producing Property Management 3 (3-0-6) Credits

Prerequisite: REM 4113 Principles of Property Management

Property manager roles and duties, commercial leasing process, lease contract management, lease negotiation in theory and practice, tenant/landlord relationship management, juristic person management.

