



MSME BUSINESS SCHOOL  
ASSUMPTION UNIVERSITY

# MSME Undergraduate Programs

**This document is for  
B.Acc. Degree only.**

CURRICULUM

2 0 2 0



**MSME BUSINESS SCHOOL**  
**ASSUMPTION UNIVERSITY**

# **MSME**

## **Undergraduate Programs**

**Information on  
Major Required Courses,  
Business Concentrations,  
Professional Certificates,  
and Free Elective Courses**

**CURRICULUM**

**2 0 2 0**

---

# Design-It-Yourself

## *Mix-and-Match Courses to Meet Your Needs*

---

### **B.ACC. Degree**

- Choose a business concentration
  - Each B.ACC. business concentration requires only 9 credits
  - The business concentration will appear on the transcript.
- Mix-and-match among professional certificates to meet 9 credits. (Can be any courses if do not want any certificates).  
Submit a petition to the **Registrar Office** to issue a document certifying professional certificates.

---

# Study Plan

*For those earning the B.ACC. degree*

---

## First Year

### First Semester

Course Code	Course Title	Credits
BG14031	Professional Ethic Seminar I	0
BG 1001	English I	3
MA 1200	Mathematics for Business	3
BBA 1001	Business Exploration	3
BBA 1101	Seminar in Business I	1
BBA 1102	Data and Information Literacy	3
LAW 1400	Business Laws for Entrepreneurs	3
GE 1302	Ecology and Sustainability	3
<b>Total</b>		<b>19</b>

### Second Semester

Course Code	Course Title	Credits
BG14032	Professional Ethic Seminar II	0
BBA 1103	Fundamentals of Financial Accounting	3
BG 1002	English II	3
BBA 1002	Microeconomics	3
SA 1001	Business Statistics I	2
GE 1403*	Communication in Thai	3
BBA 1104	Fundamentals of Marketing	3
GE 1204	Physical Education	1
<b>Total</b>		<b>18</b>

\* GE1403 Communication in Thai for **THAI STUDENTS ONLY**

\* GE1405 Thai Language and culture for **INTERNATIONAL STUDENTS**

\* GE1408 Thai usage for **STUDENTS WHO GRADUATED FROM INTERNATIONAL SCHOOLS**

---

# Study Plan

*For those earning the B.ACC. degree*

---

## Second Year

### First Semester

Course Code	Course Title	Credits
BG14033	Professional Ethic Seminar III	0
BBA 2101	Fundamentals of Managerial Accounting	3
BG 2000	English III	3
BBA 2002	Economic and Financial Environment	3
BBA 2001	Human Behavior	3
SA 2001	Business Statistics II	2
BBA 2102	Organization and Management	3
<b>Total</b>		<b>17</b>

### Second Semester

Course Code	Course Title	Credits
BG14034	Professional Ethic Seminar IV	0
BG 2001	English IV	3
BAC 3602	Intermediate Accounting I	3
BAC 3632	Cost Accounting	3
BBA 2103	Corporate Finance	3
GE 2202	Ethics	3
BBA 2106	Seminar in Business II	1
GE 2102	Human Heritage and Globalization	3
<b>Total</b>		<b>19</b>

---

# Study Plan

*For those earning the B.ACC. degree*

---

## Third Year

### First Semester

Course Code	Course Title	Credits
BG14035	Professional Ethic Seminar V	0
BBA 2105	Operations and Supply Chain Management	3
BBA 2104	Global Strategy and Communication	3
BBA 3101	Business Research	3
BAC 3603	Intermediate Accounting II	3
BAC 3608	Financial Report and Financial Statement Analysis	3
BAC 3614	Taxation I	3
<b>Total</b>		<b>18</b>

### Second Semester

Course Code	Course Title	Credits
BG14036	Professional Ethic Seminar VI	0
BAC 3615	Taxation II	3
BAC 3643	Auditing	3
BAC 3644	Internal Control and Internal Audit	3
BAC 4607	Advanced Accounting I	3
BAC 4608	Advanced Accounting II	3
	One Free Elective	3
<b>Total</b>		<b>18</b>

---

# Study Plan

*For those earning the B.ACC. degree*

---

## Fourth Year

### First Semester

Course Code	Course Title	Credits
BG14037	Professional Ethic Seminar VII	0
BAC 4616	Business and Accounting Profession Ethics	3
BAC 4646	Accounting Information Systems	3
BBA 4101	Entrepreneurship	3
	One Plan A / Plan B Course	3
	One Plan A / Plan B Course	3
	One Free Elective	3
<b>Total</b>		<b>18</b>

### Second Semester

Course Code	Course Title	Credits
BG14038	Professional Ethic Seminar VIII	0
BAC 4611	Seminar in Accounting	3
BAC 4647	Accounting Software Packages	3
BAC 4648	IT Auditing	3
	One Plan A / Plan B Course	3
	One Free Elective Course	3
<b>Total</b>		<b>15</b>

---

# Major Required Courses

*For those earning the B.ACC. degree*

---

***As major required, students must take a total of 45 credits with a minimum C grade.***

BAC 3602	Intermediate Accounting I
BAC 3603	Intermediate Accounting II
BAC 3608	Financial Report and Financial Statement Analysis
BAC 3614	Taxation I
BAC 3615	Taxation II
BAC 3632	Cost Accounting
BAC 3643	Auditing
BAC 3644	Internal Control and Internal Audit
BAC 4607	Advanced Accounting I
BAC 4608	Advanced Accounting II
BAC 4611	Seminar in Accounting
BAC 4616	Business and Accounting Profession Ethics
BAC 4646	Accounting Information Systems
BAC 4647	Accounting Software Packages
BAC 4648	IT Auditing



---

# Business Concentration

Choose one of the two following plans as concentration courses

**Plan A: Major Concentration Courses OR**

**Plan B: Business Concentration Courses**

---

*Students must take a total of 9 credits (choose 3 courses from the list) from each selected business concentration with a minimum D grade*

## PLAN A – Major Concentration Courses

Choose one of the five following tracks as their major concentration courses and choose 3 out of 4 courses

### 1. Track A: Auditing

- BAC 4641 Problems in Auditing
- BAC 4643 Seminar in Auditing
- BAC 4645 Forensic Accounting and Fraud Auditing
- BAC 4669 Accounting Internship

### 2. Track B: Financial Accounting

- BAC 4605 International Accounting
- BAC 4609 Accounting Theory
- BAC 4612 Accounting for Specific Enterprises
- BAC 4669 Accounting Internship

### 3. Track C: Management Accounting and Control

- BAC 3633 Cost Management
- BAC 3629 Profit Planning and Control
- BAC 4634 Seminar in Management Accounting
- BAC 4669 Accounting Internship

### 4. Track D: Accounting Information Management System

- BAC 4652 Accounting Information System Analysis and Design for ERP Program
- BAC 4653 Accounting Information System Development and Implementation
- BAC 4654 Data Analytics and Automation in Accounting Information System
- BAC 4655 Seminar in Accounting Information System

### 5. Track E: Others

*Students pursuing Track E must select three major elective courses.*

- BAC 3633 Cost Management
- BAC 3626 Hotel Accounting
- BAC 3629 Profit Planning and Control
- BAC 4605 International Accounting
- BAC 4609 Accounting Theory
- BAC 4634 Seminar in Management Accounting
- BAC 4641 Problems in Auditing
- BAC 4643 Seminar in Auditing
- BAC 4645 Forensic Accounting and Fraud Auditing
- BAC 4612 Accounting for Specific Enterprises
- BAC 4614 Tax Planning
- BAC 4615 Seminar in Taxation
- BAC 4652 Accounting Information System Analysis and Design for ERP Program
- BAC 4653 Accounting Information System Development and Implementation
- BAC 4654 Data Analytics and Automation in Accounting Information System
- BAC 4655 Seminar in Accounting Information System
- BAC 4669 Accounting Internship

---

# Business Concentration

*Choose one of the two following plans as concentration courses*

***Plan A: Major Concentration Courses OR***

***Plan B: Business Concentration Courses***

---

*Students must take a total of 9 credits (choose 3 courses from the list) from each selected business concentration with a minimum D grade*

## PLAN B – Business Concentration Courses

Students pursuing PLAN B must select a concentration in other business areas, and must choose 3 out of 4 courses

<b>1. Digital Business Management</b> <ul style="list-style-type: none"><li>• BDM 3201 Digital Business</li><li>• BDM 3202 Digital Commerce</li><li>• BDM 3203 Cybersecurity</li><li>• BDM 3204 Enterprise Resource Planning</li></ul>	<b>4. Marketing</b> <ul style="list-style-type: none"><li>• BMK 3201 Consumer Behavior</li><li>• BMK 3202 Digital Marketing</li><li>• BMK 3203 Brand Driven Innovation</li><li>• BMK 3204 Competitive Analysis and Strategy</li></ul>
<b>2. Finance</b> <ul style="list-style-type: none"><li>• BFN 3211 Investment Strategy and Applied Valuation</li><li>• BFN 3221 Business and Economic Analysis for Decision Making</li><li>• BFN 3222 Financial Modeling and Analysis Tools</li><li>• BFN 4421 Portfolio Management and Analysis</li></ul>	<b>5. Risk Management and Insurance</b> <ul style="list-style-type: none"><li>• BRM 3211 Risk Management and Insurance</li><li>• BRM 3221 Property Insurance</li><li>• BRM 3222 Casualty Insurance</li><li>• BRM 3223 Life Assurance</li></ul>
<b>3. Hospitality and Tourism Management</b> <ul style="list-style-type: none"><li>• BHT 3201 Introduction to Hospitality and Tourism Management</li><li>• BHT 3202 Consumer Behavior in Hospitality and Tourism</li><li>• BHT 3203 Food and Beverage Management</li><li>• BHT 3204 Personality and Communication in Hospitality and Tourism</li></ul>	<b>7. Supply Chain Management</b> <ul style="list-style-type: none"><li>• BSC 3201 Logistics and Supply Chain Management</li><li>• BSC 3202 Supply Chain Innovation and Technology</li><li>• BSC 3203 Lean Manufacturing and Agile Supply Chain</li><li>• BSC 3204 International Transportation and Distribution Management</li></ul>

---

# Professional Certificates

---

## MSME Courses

*\*A minimum passing grade is D.*

### **A total of 15 credits for each certificate**

1. Global Supply Chain Strategy
2. Business Economics
3. Digital Business Management
4. Entrepreneurship and Innovation Management
5. Finance
6. Hospitality and Tourism Management
7. Risk management and insurance
8. International Business Management
9. Marketing
10. Real Estate
11. Supply Chain Management
12. FinSurance

---

# Professional Certificates

---

## MSME Courses

*\*A minimum passing grade is D.*

### **A total of 9 credits for each certificate**

- |   |                                       |
|---|---------------------------------------|
| 1. Business and Economic Data Analysis        | 11. Digital Commerce                  |
| 2. Creative Idea Development                  | 12. Data Science                      |
| 3. Business Startup                           | 13. Innovative Technology             |
| 4. Advanced Investment and Risk Management    | 14. Digital Marketing                 |
| 5. Tourism and MICE                           | 15. Modern Marketing                  |
| 6. Food and Beverage Operation for Restaurant | 16. Real Estate Business              |
| 7. Airline Business Management                | 17. Real Estate Business in Practices |
| 8. Cross Cultural Business Studies            | <i>*Only Real Estate students</i>     |
| 9. Global Supply Chain Management             | <i>**A minimum passing grade is C</i> |
| 10. Risk Management and Insurance             | 18. Commercial Property Management    |
|   | 19. Supply Chain Management           |

### **A total of 3 credits for each certificate**

20. Catering, Bakery and Pastry
21. Personality and Communication Development
22. Tour Guiding and Tour Operation

---

# Professional Certificates

---

## Other faculty Courses

### LOUIS NOBIRON SCHOOL OF MUSIC

1. Music Business (6 credits)
2. Music Appreciation (6 credits)
3. Pop Songwriting (6 credits)
4. Music Therapy (3 credits)
5. Music Performance (6 credits)

### VINCENT MARY SCHOOL OF SCIENCE AND TECHNOLOGY

6. Mobile Application Design and Development (9 credits)
7. IoT Business Applications (9 credits)

### MONTFORT DEL ROSARIO SCHOOL OF ARCHITECTURE

8. Architectural Business (12 credits)
9. Design and Imagination (12 credits)
10. Lighting Design (12 credits)
11. History and Culture (ART) (12 credits)

### THEODORE MARIA SCHOOL OF ARTS

12. Chinese for Beginners I (3 credits)
13. Listening and Speaking (3 credits)
14. English for Tourism (3 credits)
15. Japanese for Beginners I (3 credits)

### ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

16. Art and Design for Communication (9 credits)

### THEOPHANE VERNARD SCHOOL OF BIOTECHNOLOGY

17. Getting Start with Biotechnology (9 Credits)
18. Food and Well-being (9 Credits)

### BERNADETTE DE LOURDES SCHOOL OF NURSING SCIENCE

19. Basic Life Support (3 credits)

# MSME Courses

*\*A minimum passing grade is D.*

## 15-Credit Certificates

### 1. Global Supply Chain Strategy

- BIB 3202 Export-Import Policy and Strategy  
(Pre-requisite is BBA 2104)
- BDM 3204 Enterprise Resource Planning
- BSC 3204 International Transportation and Distribution Management\*  
(\*Only for taking BSC3204 as Business Concentration course Pre-requisite is BBA 2105)
- BSC 3205 Warehousing and Material Handling\*  
(\*Only for taking BSC3205 as Business Concentration course Pre-requisite is BBA 2105)
- BIB 4406 Global Supply Chain Management  
(Pre-requisite is BIB 3202)

### 4. Entrepreneurship and Innovation Management

- BEN 3201 Innovation and Design Thinking  
(Pre-requisite is BBA 2102)
- BEN 3202 Entrepreneurial Commercialization  
(Pre-requisite is BBA 1104)
- BEN 3304 Project Management  
(Pre-requisite is BBA 2102)
- BEN 4212 Growth Mindset and Sustaining Organization
- BEN 4214 Entrepreneurial Strategic Management (Pre-requisite is Senior standing)

### 2. Business Economics

- BEC 1401 Thinking as an Economist
- BEC 2303 Fundamental of Econometrics  
(Pre-requisite is BEC 1302)
- BEC 2102 Economic Decision Making for Management (Pre-requisite is BEC 1401)
- BEC 3101 Firms, Competition and Market Structure (Pre-requisite is BEC 2102)
- BEC 2304 Business and Economic Forecasting (Pre-requisite is BEC 2303)

### 5. Finance

- BFN 3211 Investment Strategy and Applied Valuation (Pre-requisite is BBA 2103)
- BFN 3222 Financial Modeling and Analysis Tools (Pre-requisites are BBA 2103 and completion of 80 credits)
- BFN 4314 Personal Wealth Management and Financial Planning (Pre-requisites are BBA2103 & completion of 100 credits)
- BFN 4421 Portfolio Management and Analysis (Pre-requisites are BFN 3211 & completion of 121 credits)
- BFN 4431 Startup Finance and FinTech (Pre-requisites are BBA2103 & completion of 100 credits)

### 3. Digital Business Management

- BDM 3201 Digital Business
- BDM 3202 Digital Commerce
- BDM 3203 Cybersecurity
- BDM 3204 Enterprise Resource Planning
- BDM 3205 Information Systems Strategy, Management, and Acquisition

### 6. Hospitality and Tourism Management

- BHT 3201 Introduction to Hospitality and Tourism Management (Pre-requisite is BBA 1104)
- BHT 3202 Consumer Behavior in Hospitality and Tourism (Pre-requisite is BBA 1104)
- BHT 3203 Food and Beverage Management (Pre-requisite is BBA 2102)
- BHT 3204 Personality and Communication in Hospitality and Tourism (Pre-requisite is BHT 3201)
- BHT 3205 Marketing for Hospitality and Tourism (Pre-requisite is BHT 3201)

# MSME Courses

*\*A minimum passing grade is D.*

## 15-Credit Certificates

### 7. Risk management and insurance

- BRM 3211 Risk Management and Insurance
- BRM 3221 Property Insurance  
*(Pre-requisite is BRM 3211)*
- BRM 3222 Casualty Insurance  
*(Pre-requisite is BRM 3211)*
- BRM 3223 Life Assurance  
*(Pre-requisite is BRM 3211)*
- BRM 4311 Personal Risk Management  
*(Pre-requisite is BRM 3211)*

### 10. Real Estate BRE 3201 Real Estate Business

- (Pre-requisite is BBA 1001)*
- BRE 3202 Real Estate Law
  - BRE 3203 Real Estate Economics  
*(Pre-requisites are BBA 1002 and BBA 2002)*
  - BRE 3204 Building Design and Construction Techniques
  - BRE 3205 Real Estate Development  
*(Pre-requisite is BRE 3201)*

### 8. International Business Management

- BIB 3201 Cross Cultural Human Resource Management *(Pre-requisite is BBA 2104)*
- BIB 3202 Export-Import Policy and Strategy  
*(Pre-requisite is BBA 2104)*
- BIB 3203 Global Business in Practice  
*(Pre-requisite is BBA 1104)*
- BIB 3204 International Management  
*(Pre-requisite is BIB 3201)*
- BIB 4209 International Strategic Management *(Pre-requisite is BIB 3204 and Completion of 118 credits)*

### 11. Supply Chain Management

- BSC 3201 Logistics and Supply Chain Management *(Pre-requisite is BBA 2102)*
- BSC 3203 Lean Manufacturing and Agile Supply Chain *(Pre-requisite is BSC 3201)*
- BSC 3204 International Transportation and Distribution Management  
*(Pre-requisite is BSC 3201)*
- BSC 3205 Warehousing and Material Handling  
*(Pre-requisite is BSC 3201)*
- BSC 4302 Procurement and Supply Management *(Pre-requisite is BBA 2105)*

### 9. Marketing

- BMK 3201 Consumer Behavior  
*(Pre-requisite are BBA 1104 and BBA 2001)*
- BMK 3202 Digital Marketing  
*(Pre-requisite is BBA 1104)*
- BMK 3203 Brand Driven Innovation  
*(Pre-requisite is BBA 1104)*
- BMK 3204 Competitive Analysis and Strategy *(Pre-requisites are BBA 1104 and Completed 75 credits)*
- BMK 4302 Contemporary Issues in Marketing *(Pre-requisites are BBA 1104 and Completed 75 credits)*

### 12. FinSurance

- BFN 3211 Investment Strategy and Applied Valuation *(Pre-requisite is BBA 2103)*
- BFN 4314 Personal Wealth Management and Financial Planning *(Pre-requisites are BBA 2103 & completion of 100 credits)*
- BFN 4431 Startup Finance and FinTech *(Pre-requisites are BBA 2103 & completion of 100 credits)*
- BRM 3211 Risk Management and Insurance
- BRM 3221 Property Insurance  
*(Pre-requisite is BRM 3211)*

# MSME Courses

*\*A minimum passing grade is D.*

9-Credit Certificates	
<p><b>1. Business and Economic Data Analysis</b></p> <ul style="list-style-type: none"> <li>• BEC 2303 Fundamental of Econometrics</li> <li>• BEC 2304 Business and Economic Forecasting</li> <li>• BEC 3303 Data Analysis in Business and Economics</li> </ul>	<p><b>6. Food and Beverage Operation for Restaurant</b> <i>(Pre-requisite is BBA 2102)</i></p> <ul style="list-style-type: none"> <li>• BHT 3404 Food and Beverage Service</li> <li>• BHT 3405 Kitchen Operation</li> <li>• BHT 3406 Catering, Bakery and Pastry</li> </ul>
<p><b>2. Creative Idea Development</b></p> <ul style="list-style-type: none"> <li>• BEN 3201 Innovation and Design Thinking <i>(Pre-requisite is BBA 2102)</i></li> <li>• BEN 3202 Entrepreneurial Commercialization <i>(Pre-requisite is BBA 1104)</i></li> <li>• BEN 3406 Legal Aspects and IP of Entrepreneurship</li> </ul>	<p><b>7. Airline Business Management</b> <i>(Pre-requisite is BBA 2102)</i></p> <ul style="list-style-type: none"> <li>• BHT 3407 Introduction to Airline Business Management</li> <li>• BHT 3408 Ground Operation Management</li> <li>• BHT 3409 In-flight Service Management</li> </ul>
<p><b>3. Business Startup</b> <i>(Pre-requisite is Senior standing)</i></p> <ul style="list-style-type: none"> <li>• BEN 4214 Entrepreneurial Strategic Management</li> <li>• BEN 4418 Current Issues in Entrepreneurship and Innovation</li> <li>• BEN 4420 Creative Industries Entrepreneurship</li> </ul>	<p><b>8. Cross Cultural Business Studies</b></p> <ul style="list-style-type: none"> <li>• BIB 3201 Cross Cultural Human Resource Management <i>(Pre-requisite is BBA 2104)</i></li> <li>• BIB 3204 International Management <i>(Pre-requisite is BIB 3201)</i></li> <li>• BIB 3404 Cross Cultural Communication, Conflict and Negotiation <i>(Pre-requisite is BBA 2104)</i></li> </ul>
<p><b>4. Advanced Investment and Risk Management</b></p> <ul style="list-style-type: none"> <li>• BFN 3211 Investment Strategy and Applied Valuation <i>(Pre-requisite is BBA 2103)</i></li> <li>• BFN 3224 Derivatives and Risk Management <i>(Pre-requisite are BFN 3211 and Completion of 80 credits)</i></li> <li>• BFN 4421 Portfolio Management and Analysis <i>(Pre-requisite are BFN 3211 and Completion of 121 credits)</i></li> </ul>	<p><b>9. Global Supply Chain Management</b></p> <ul style="list-style-type: none"> <li>• BIB 3202 Export-Import Policy and Strategy <i>(Pre-requisite is BBA 2104)</i></li> <li>• BIB 4305 Designing and Managing Global Operations <i>(Pre-requisite is BBA 2105)</i></li> <li>• BIB 4406 Global Supply Chain Management <i>(Pre-requisite is BIB 3202)</i></li> </ul>
<p><b>5. Tourism and MICE</b> <i>(Pre-requisite is BBA 2102)</i></p> <ul style="list-style-type: none"> <li>• BHT 3414 Tour Guiding and Operation in Practice</li> <li>• BHT 3415 Tourist Destination Management</li> <li>• BHT 3416 Introduction to MICE Business</li> </ul>	<p><b>10. Risk Management and Insurance</b></p> <ul style="list-style-type: none"> <li>• BRM 3211 Risk Management and Insurance</li> <li>• BRM 3221 Property Insurance <i>(Pre-requisite is BRM 3211)</i></li> <li>• BRM 3223 Life Assurance <i>(Pre-requisite is BRM 3211)</i></li> </ul>



# MSME Courses

*\*A minimum passing grade is D.*

## 9-Credit Certificates

<p><b>11. Digital Commerce</b></p> <ul style="list-style-type: none"> <li>BDM 3201 Digital Business</li> <li>BDM 3202 Digital Commerce</li> <li>BDM 3203 Cybersecurity</li> </ul>	<p><b>16. Real Estate Business</b></p> <ul style="list-style-type: none"> <li>BRE 3201 Real Estate Business <i>(Pre-requisite is BBA 1001)</i></li> <li>BRE 3205 Real Estate Development <i>(Pre-requisite is BRE 3201)</i></li> <li>BRE 3422 Implications of Real Estate Finance and Appraisal</li> </ul>
<p><b>12. Data Science</b></p> <ul style="list-style-type: none"> <li>BDM 3301 Data Analytics Fundamentals</li> <li>BDM 3302 Data Management</li> <li>BDM 3303 Data Mining</li> </ul>	<p><b>17. Real Estate Business in Practices</b></p> <p><i>*Only Real Estate students</i></p> <p><i>**A minimum passing grade is C</i></p> <ul style="list-style-type: none"> <li>BRE 4411 Advanced Real Estate Investment Analysis <i>(Pre-requisite is BRE 4301)</i></li> <li>BRE 4412 Contemporary Issues in Real Estate business <i>(Pre-requisite is BRE 3205)</i></li> <li>BRE 4451 Internship in Real Estate Business <i>(Consent of the Department Chairperson)</i></li> </ul>
<p><b>13. Innovative Technology</b></p> <ul style="list-style-type: none"> <li>BDM 3401 Artificial Intelligence (AI)</li> <li>BDM 3402 Blockchain and Financial Technology</li> <li>BDM 3403 Robotic Process Automation</li> </ul>	<p><b>18. Commercial Property Management</b></p> <ul style="list-style-type: none"> <li>BRE 3201 Real Estate Business <i>(Pre-requisite is BBA 1001)</i></li> <li>BRE 3303 Commercial Property Management <i>(Pre-requisite is BRE 3201)</i></li> <li>BRE 4431 Contemporary Issues in Commercial Property Management <i>(Pre-requisite is BRE 3303)</i></li> </ul>
<p><b>14. Digital Marketing</b> <i>(Pre-requisite is BMK 3202)</i></p> <ul style="list-style-type: none"> <li>BMK 3410 Digital Consumer Insights</li> <li>BMK 3411 Content Marketing</li> <li>BMK 4403 Digital Media Strategy</li> </ul>	<p><b>19. Supply Chain Management</b></p> <ul style="list-style-type: none"> <li>BSC 3203 Lean Manufacturing and Agile Supply Chain <i>(Pre-requisite is BBA 2102)</i></li> <li>BSC 3204 International Transportation and Distribution Management <i>(*Only for taking BSC3204 as certificate course Pre-requisite is BBA 2105)</i></li> <li>BSC 4302 Procurement and Supply Management <i>(Pre-requisite is BBA 2105)</i></li> </ul>
<p><b>15. Modern Marketing</b> <i>(Pre-requisite is BBA 1104)</i></p> <ul style="list-style-type: none"> <li>BMK 3412 Experiential Marketing</li> <li>BMK 3413 Lifestyle Marketing</li> <li>BMK 4401 Sustainability Marketing</li> </ul>	

---

# MSME Courses

---

*\*A minimum passing grade is D.*

## 3-Credit Certificates

### 20. Catering, Bakery and Pastry

- BHT 3406 Catering, Bakery and Pastry (*Pre-requisite is BBA 2102*)

### 21. Tour Guiding and Tour Operation

- BHT 3414 Tour Guiding and Operation in Practice (*Pre-requisite is BBA 2102*)

### 22. Personality and Communication Development

- BHT 3410 Perfecting Personality for Career and Life (*Pre-requisite is BBA 2102*)

*\*\*Not to be taken with BHT 3204\*\**

# Other faculty Courses

*\*Please check pre-requisite subject with each faculty*

<b>LOUIS NOBIRON SCHOOL OF MUSIC</b> <i>*A minimum passing grade is C.</i>	
<b>1. Music Business (6 credits)</b> <ul style="list-style-type: none"> <li>• MB2531 Music Business</li> <li>• MB2532 Music Industry</li> </ul>	<b>4. Music Therapy (3 credits)</b> <ul style="list-style-type: none"> <li>• MU3602 Music Therapy</li> </ul>
<b>2. Music Appreciation (6 credits)</b> <ul style="list-style-type: none"> <li>• MU1001 Music Appreciation</li> <li>• MU1702 Popular Music Appreciation</li> </ul>	<b>5. Music Performance (6 credits)</b> <ul style="list-style-type: none"> <li>• MA1301 Applied Music I</li> <li>• MA1302 Applied Music II</li> <li>• MA2301 Applied Music III</li> </ul>
<b>3. Pop Songwriting (3 credits)</b> <ul style="list-style-type: none"> <li>• MB1131 Pop Songwriting</li> </ul>	
<b>VINCENT MARY SCHOOL OF SCIENCE AND TECHNOLOGY</b> <i>*A minimum passing grade is C.</i>	
<b>6. Mobile Application Design and Development (9 credits)</b> <ul style="list-style-type: none"> <li>• ITX 3001 Fundamentals of Computer Programming</li> <li>• ITX 2004 UI/UX Design and Prototyping <i>Or DM 3403 UI and UX Design (offered by Albert Laurence School of Communication Arts)</i></li> <li>• CSX 4108 iOS Application Development <i>Or CSX 4109 Android Application Development</i></li> </ul>	<b>7. IoT Business Applications (9 credits)</b> <ul style="list-style-type: none"> <li>• ITX 3001 Fundamentals of Computer Programming</li> <li>• CSX 2009 Cloud Computing</li> <li>• CSX 4306 Internet of Things</li> </ul>

# Other faculty Courses

*\*Please check pre-requisite subject with each faculty*

## MONTFORT DEL ROSARIO SCHOOL OF ARCHITECTURE

*\*A minimum passing grade is D.*

<p><b>8. Architectural Business (12 credits)</b>  <b>select four courses</b></p> <ul style="list-style-type: none"> <li>• AR 5417 Project Management (Semester 2/20xx) (or)              IND 4301 Design Management (Semester 1/20xx)</li> <li>• IND 4409 Brand Experience in Art and Design (Semester 1/20xx)</li> <li>• AR 4106 Method of Research and Data Processing (Semester 2/20xx)</li> <li>• AR 5407 Real Estate Development (Semester 2/20xx)</li> <li>• AR 5425 Project Feasibility Study (Semester 1/20xx)</li> </ul>	<p><b>10. Lighting Design (12 credits)</b>  <b>select one course</b></p> <ul style="list-style-type: none"> <li>• GS 1006 Creative Culture and Trends in Design (or)              IN 2106 Contemporary Issues in Design (Semester 1/20xx)</li> <li>• IND 1104 Human Factors in Design (Semester 2/20xx)</li> </ul> <p><b>AND select three specialized courses</b></p> <ul style="list-style-type: none"> <li>• AR 5415 Interactive Features Design (Semester 2/20xx) (or)              IND 4307 Interaction Design (Semester 2/20xx)</li> <li>• IN 2304 Lighting Design for Interior Architecture (Semester 3/20xx) (or)              IND 3306 Lighting Design (Semester 2/20xx)</li> <li>• AR 5420 Lighting, Perception and Culture</li> </ul>
<p><b>9. Design and Imagination (12 credits)</b>  <b>select three courses</b></p> <ul style="list-style-type: none"> <li>• GS 1004 Art of Delineation</li> <li>• AR 1002 Visual Studies and Communication (Semester 1/20xx) (or)              IN 1101 Visual Study in Interior Architecture (Semester 1/20xx) (or)              IND 1101 Visual Design (Semester 1/20xx)</li> <li>• GS 1006 Creative Culture and Trends in Design (or)              IN 2106 Contemporary Issues in Design (Semester 1/20xx)</li> <li>• IND 1103 Interior Design Rendering (Semester 2/20xx)</li> <li>• IND 1306 Design Fundamental I (Semester 2/20xx)</li> </ul> <p><b>AND select one specialized course</b></p> <ul style="list-style-type: none"> <li>• IND 1307 Design Fundamental II (Semester 2/20xx)</li> <li>• IND 2308 Furniture Design and Production (Semester 3/20xx) (or)              IND 4410 Furniture Design and Production (Semester 3/20xx)</li> <li>• IND 2309 Material Application in Interior Architecture (Semester 2/20xx) (or)              IND 2306 Material and Application for IND (Semester 2/20xx)</li> <li>• IND 4407 Decorative Art (Semester 1/20xx)</li> <li>• IND 4409 Brand Experience in Art and Design (Semester 1/20xx)</li> <li>• AR 5405 Individual Study in Architecture (Semester 1/20xx)</li> <li>• AR 5409 Architectural Psychology (Semester 2/20xx)</li> </ul>	<p><b>11. History and Culture (ART) (12 credits)</b>  <b>select one course</b></p> <ul style="list-style-type: none"> <li>• GS 1006 Creative Culture and Trends in Design (or)              IN 2106 Contemporary Issues in Design (Semester 1/20xx)</li> </ul> <p><b>AND select three specialized courses</b></p> <ul style="list-style-type: none"> <li>• AR 1108 History of Art and Architecture (Semester 2/20xx) (or)              IN 1105 Art and Architectural History (Semester 3/20xx) (or)              IND 2301 History of Interior Design (Semester 1/20xx)</li> <li>• AR 3109 History of Thai Architecture (Semester 2/20xx)</li> <li>• IN 5417 Art Appreciation (Semester 1/20xx)</li> <li>• IND 4407 Decorative Art (Semester 1/20xx)</li> </ul>

# Other faculty Courses

*\*Please check pre-requisite subject with each faculty*

## THEODORE MARIA SCHOOL OF ARTS

*\*A minimum passing grade is C.*

<b>12. Chinese for Beginners I</b> (3 credits) <ul style="list-style-type: none"> <li>• CN 0400 Chinese for Beginners I</li> </ul>	<b>14. English for Tourism</b> (3 credits) <ul style="list-style-type: none"> <li>• EN 3281 English for Tourism (Pre-requisite is BG 2000)</li> </ul>
<b>13. Listening and Speaking</b> (3 credits) <ul style="list-style-type: none"> <li>• EN 2230 Listening and Speaking (Pre-requisite is BG 1002 )</li> </ul>	<b>15. Japanese for Beginners I</b> (3 credits) <ul style="list-style-type: none"> <li>• JA 0721 Japanese for Beginners I</li> </ul>

## ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

*\*A minimum passing grade is C.*

<b>16. Art and Design for Communication</b> (9 credits) <i>Select 3 courses</i> <ul style="list-style-type: none"> <li>• ART 1208 Computer Graphics Foundation</li> <li>• ART 2311 Photography</li> <li>• ART 1001 Drawing (Pre-requisite is ART 0011)</li> <li>• ART 3924 Printmaking</li> </ul>
--

## THEOPHANE VERNARD SCHOOL OF BIOTECHNOLOGY

*\*A minimum passing grade is D.*

<b>17. Getting Start with Biotechnology</b> (9 credits) <ul style="list-style-type: none"> <li>• FBT 1001 Overview of Agro-Industry</li> <li>• FBT 1002 Biotechnology for Beginner</li> <li>• FBT 4009 Everyday uses of Bio-based products</li> </ul>	<b>18. Food and Well-being (9 Credits)</b> <ul style="list-style-type: none"> <li>• FT 1001 Food Technology Exploration</li> <li>• FT 4133 Introduction to Wine Appreciation</li> <li>• FT 4134 Food Health and Beauty</li> </ul>
--	--

## BERNADETTE DE LOURDES SCHOOL OF NURSING SCIENCE

*\*A minimum passing grade is C.*

<b>19. Basic Life Support</b> (3 credits) <ul style="list-style-type: none"> <li>• NE 4504 Basic Life Support</li> </ul>
---

# Free Elective Courses



## Announcement MSME Academic Advising (For Student ID 63X onwards)



Martin de Tours School of Management and Economics (MSME) students are **NOT** allowed to enroll the following subjects as **free elective courses**: -

Subject Code	Subject Name
ACT 1601	Fundamentals of Financial Accounting
ACT 1602	Fundamentals of Financial Accounting
BAC 1103	Fundamentals of Financial Accounting
BAC 1601	Fundamentals of Financial Accounting
BAC 1602	Fundamentals of Financial Accounting I
BAC 1603	Fundamentals of Financial Accounting II
BAC 1621	Accounting for Economists
BBA 1003	Introduction to Microeconomics and Personal Finance
BEC 2200	Introduction to Economics
BEC 1101	Microeconomics I
BEC 1201	Macroeconomics I
BEN 3001	Entrepreneur and Innovation
BG 1301	Fundamentals of Statistics
BG 1400	Business Law I
BG 1401	Business Law II
ECO 2202	Macroeconomics
ECO 2531	Principles of Microeconomics
ECO 2541	Principles of Macroeconomics

Subject Code	Subject Name
ECO 2541	Principles of Macroeconomics
GE 1101	Thai Civilization
GE 1103	Thai Historical Perspectives
GE 1203	Society, Politics and Economics
GE 1207	Fundamental Psychology
GE 1301	Environmental Science
GE 1403	Communication in Thai (For Thai students only)
GE 1404	Thai Culture and Tradition
GE 1405	Thai Language and Culture (For International students)
GE 1408	Thai usage (For students who graduated from international schools)
GE 2101	World Civilization
GS 1008	Applied Mathematics
MA 1000	Business Mathematics and Statistics
SA 1201	Statistics I
SA 2200	Statistics II

In addition to the above courses, students are not allowed to enroll in courses from previous curriculum of the Martin de Tours School of Management and Economics unless they have obtained a written permission from the School. These courses are designated with the following letter codes: ACT, BIS, ECO, FIN, HTM, IBM, IDM, IML, INS, MGT, MIS, MKT, and REM.

*Updated as of Nov 30, 2021*

*Announced by Academic Advising Center (Martin de Tours School of Management and Economics)*

---

# For more information of B.ACC.

---

**Accountancy Handbook 631XXXX onward**





**MSME**  
Undergraduate  
Programs