



MSME BUSINESS SCHOOL  
ASSUMPTION UNIVERSITY

# MSME Undergraduate Programs

**This document is for  
B.ECON Degree only.  
For 67X-XXXX onwards**

CURRICULUM

# 2024

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# B.ECON Degree: Design-It-Yourself

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

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**B.ECON Degree (Total 134 credits)**

**Curriculum Structure**

<b>A. General Education Courses</b>	<b>24 credits</b>
General Education Required Course	15 credits
General Education Elective Course	9 credits
<b>B. Specialized Courses</b>	<b>104 credits</b>
Business Core Courses	43 credits
Major Required Courses	46 credits
Business Concentration Courses	15 credits
<b>C. Free Elective Courses</b>	<b>6 credits</b>

# Study Plan

*For those earning the B.ECON degree*

## First Year

### First Semester

Course Code	Course Title	Credits
BG14031	Professional Ethic Seminar I	0
ELE 1001	Communicative English I	3
BBA 1110	Seminar in Business I	1
BBA 1111	Business Essential : A Design Thinking Approach	3
BBA 1112	Digital Literacy	3
BBA 1113	Mathematics for Business	3
BEC 1110	Microeconomics I	3
	One General Education Elective Course (1/3)	3
<b>Total</b>		<b>19</b>

### Second Semester

Course Code	Course Title	Credits
BG14032	Professional Ethic Seminar II	0
ELE 1002	Communicative English II	3
BBA 1120	Seminar in Business II	1
BBA 1121	Marketing in Practice (Prerequisite: BBA 1111)	3
BBA 1122	Statistics for Business	3
BBA 1123	Management in Dynamic Contexts (Prerequisite: BBA 1111)	3
BBA 1125	Fundamentals of Financial Accounting	3
BEC 1210	Macroeconomics I	3
<b>Total</b>		<b>19</b>

# Study Plan

*For those earning the B.ECON degree*

## Second Year

### First Semester

Course Code	Course Title	Credits
BG14033	Professional Ethic Seminar III	0
ELE 2000	Academic English ( <i>Prerequisite: ELE 1002</i> )	3
BBA 2110	Seminar in Business III	1
BEC 2410	Economic Reasoning ( <i>Prerequisite: BBA 1113, BEC 1110 and BEC 1210</i> )	3
BBA 2114	Financial Environment and Financial Planning ( <i>Prerequisite: Completion of 30 credits</i> )	3
BBA 2115	Fundamentals of Managerial Accounting ( <i>Prerequisite: BBA 1125</i> )	3
GE 2202	Ethics	3
<b>Total</b>		<b>16</b>

### Second Semester

Course Code	Course Title	Credits
BG14034	Professional Ethic Seminar IV	0
ELE 2001	Advanced Academic English ( <i>Prerequisite: ELE 2000</i> )	3
BBA 2120	Seminar in Business IV	1
BBA 2124	Corporate Finance Management ( <i>Prerequisite: BEC 1210 and BBA 1113</i> )	3
BEC 2310	Calculus ( <i>Prerequisite: BBA1113</i> )	3
BEC 2311	Applied Econometrics ( <i>Prerequisite: BBA 1122</i> )	3
BBA 2112	Data Analytics Essentials ( <i>Prerequisite: BBA 1112</i> )	3
<b>Total</b>		<b>16</b>

# Study Plan

*For those earning the B.ECON degree*

## Third Year

### First Semester

Course Code	Course Title	Credits
BG14035	Professional Ethic Seminar V	0
BEC 3010	Professional Seminar in Business Economics	1
BEC 3110	Microeconomics II (Prerequisite: BEC 1110 ,BEC 2310 and BEC 2410)	3
BEC 3112	Managerial Economics (Prerequisite: BEC 1110 )	3
BEC 3210	Macroeconomics II (Prerequisite: BEC 1210 and BEC 2410)	3
BEC 3311	Time Series Analysis and Forecasting (Prerequisite: BEC 2311)	3
BEC 3312	Business Intelligence (Prerequisite: BEC 2112 and BEC 2311)	3
<b>Total</b>		<b>16</b>

### Second Semester

Course Code	Course Title	Credits
BG14036	Professional Ethic Seminar VI	0
BEC 3111	Game Theory (Prerequisite: BEC 3110)	3
BEC 3301	Computer Tools for Economic Analysis (Prerequisite: BEC 2310 )	3
BEC 3314	Cost and Benefit Analysis (Prerequisite: BEC 3110 and BEC 3112)	3
BEC 3411	Senior Project I (Prerequisite: BEC 3311 and BEC 3312)	3
BEC 3410	International Economics (Prerequisite: BBA 1110 ,BEC 1210 and BEC 2410)	3
<b>Total</b>		<b>15</b>

# Study Plan

*For those earning the B.ECON degree*

## Fourth Year

### First Semester

Course Code	Course Title	Credits
BG14037	Professional Ethic Seminar VII	0
BEC 3113	Industrial Organization (Prerequisite: BEC 3112 )	3
BEC 3412	Senior Project II (Prerequisite: BEC 3311 and BEC 3312)	3
	One General Elective Course	3
	One General Elective Course	3
	One Free Elective Course	3
Total		15

### Second Semester

Course Code	Course Title	Credits
BG14038	Professional Ethic Seminar VIII	0
	Five Concentration Courses	15
	One Free Elective Course	3
Total		18

# Study Plan

## *Important Notes*

- Pre-requisites: Many courses have pre-requisites, which means you **MUST** take the pre-requisites before you are allowed to register for these courses.

- For Example:

BBA 1121	Marketing in Practice (Prerequisite: BBA 1111)	3
BBA 1122	Statistics for Business	3
BBA 1123	Management in Dynamic Contexts (Prerequisite: BBA 1111)	3

- This means that you **MUST** take and pass BBA 1111 in order to be allowed to register for BBA1121 and BBA1123

BBA 1111	Business Essential : A Design Thinking Approach
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- Some courses serve as pre-requisites for many other courses, it is important that you take those courses as early as possible and try your best not to fail/drop – otherwise you may not be able to graduate on time.

# Study Plan

## *Pre-requisite*



English courses are in a chain:

- You MUST take them following the orders
- You MUST register for one of the English course in EACH semester until you finish all of them
- IF you have IELTS or TOEFL test score, you may be exempted from some of the English courses – please let us know.



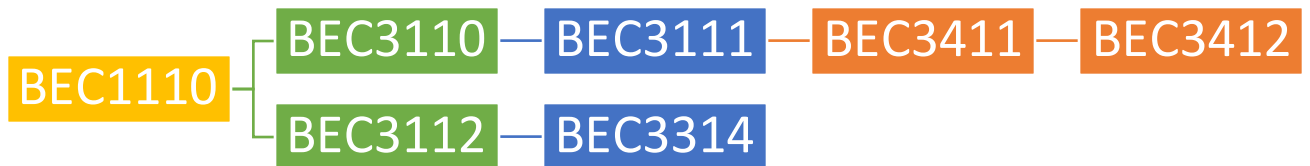
Seminar Courses are also in a chain:

- You MUST take them following the orders
- You MUST register for one of the Seminar course in EACH semester until you finish all of them



# Study Plan

*Pre-requisite: Business Economics Courses*



- **BEC1110 Microeconomics 1 is the most important course!**

If you need help, please contact:

Your advisor: Yiting Luo

Email: [luoyiting@msme.au.edu](mailto:luoyiting@msme.au.edu)

Your chairperson: Dr. Shih-tse (Fred) Lo

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# Business Specializations

*For those earning the B.ECON . degree*

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1. Accountancy
2. Business Analytics
3. Digital Business Transformation
4. Finance
5. Risk Management
6. Global Human Research Strategy
7. Global Supply Chain Management
8. Global Business Management
9. Hospitality and Tourism Management
10. Digital Marketing Essential
11. New Business Ventures
12. Marketing
13. Real Estate
14. Integrative Business

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# Business Specialization

*For students earning the B.ECON degree; students must take a total of 43 credits from the chosen specialization with a minimum C grade.*

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## Business Core Courses

BBA 1110	Seminar in Business I
BBA 1111	Business Essential: A Design Thinking Approach
BBA 1112	Digital Literacy
BBA 1113	Mathematics for Business
BBA 1120	Seminar in Business II
BBA 1121	Marketing in Practice
BBA 1122	Statistics for Business
BBA 1123	Management in Dynamic Contexts
BBA 1125	Fundamentals of Financial Accounting
BBA 2110	Seminar in Business III
BBA 2112	Data Analytics Essentials
BBA 2114	Financial Environment and Financial Planning
BBA 2115	Fundamentals of Managerial Accounting
BBA 2120	Seminar in Business IV
BBA 2124	Corporate Financial Management
BEC 1110	Microeconomics I
BEC 1210	Macroeconomics I

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# Business Specialization

*For students earning the B.ECON degree; students must take a total of 46 credits from the chosen specialization with a minimum C grade.*

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## Major Required Courses

BEC 2310	Calculus
BEC 2311	Applied Econometrics
BEC 2410	Economic Reasoning
BEC 3010	Professional Seminar in Business Economics
BEC 3110	Microeconomics II
BEC 3111	Game Theory
BEC 3112	Managerial Economics
BEC 3113	Industrial Organization
BEC 3210	Macroeconomics II
BEC 3301	Computer Tools for Economic Analysis
BEC 3311	Time Series Analysis and Forecasting
BEC 3312	Business Intelligence
BEC 3314	Cost and Benefit Analysis
BEC 3410	International Economics
BEC 3411	Senior Project I
BEC 3412	Senior Project II

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# Business Concentration Course

*Students must take a total of 15 credits from the chosen specialization with a minimum D grade.*

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## **Business Economics Practicum Concentration\***

**\* Subject to the approval from the department**

BEC 4001	Business Economics Practicum I
BEC 4002	Business Economics Practicum II
BEC 4003	Business Economics Practicum III
BEC 4004	Business Economics Practicum IV
BEC 4005	Business Economics Practicum V

## **Advanced Business Economics Concentration^**

**\* Subject to the approval from the department**

BEC 4401	Advanced Business Economics I
BEC 4402	Advanced Business Economics II
BEC 4403	Advanced Business Economics III
BEC 4404	Advanced Business Economics IV
BEC 4405	Advanced Business Economics V

## **Business Economics Research Concentration#**

**\* Subject to the approval from the department**

BEC 4411	Foundation in Business Economics Research
BEC 4413	Business Economics Research I
BEC 4414	Business Economics Research II

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# Business Concentration Course

*Students must take a total of 15 credits from the chosen specialization with a minimum D grade.*

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## **Accounting** (Choose any **five** courses from the list)

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 4646	Accounting Information Systems
BAC 4647	Accounting Software Packages

## **Business Analytics Concentration for Non-Digital Business**

### **Management Major Students** (Choose between BDM 3305 or BDM 3424)

BDM 3302	Data Management
BDM 3303	Data Mining
BDM 3305	Big Data Analytics
BDM 3405	Database Systems
BDM 3415	Business Intelligence
BDM 3424	Innovative Technology Applications

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# Business Concentration Course

*Students must take a total of 15 credits from the chosen specialization with a minimum D grade.*

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## **Digital Business Transformation Concentration for Non-Digital Business Management Major Students**

BDM 3202	Digital Commerce
BDM 3206	Digital Business Process
BDM 3207	Systems Analysis and Design
BDM 3208	Enterprise Resource Planning
BDM 3424	Innovative Technology Applications

## **Finance Concentration for Non-Finance and Risk Management Major Students**

BFR 2231	Business Strategic Analysis and Sustainable Finance
BFR 3131	Investment Management and Analysis
BFR 3242	Portfolio Management and Analysis
BFR 4141	Business and Financial Data Analytics
BFR 4143	Personal Wealth Management and Financial Planning

## **Risk Management Concentration for Non-Finance and Risk Management Major Students**

BFR 3132	Risk Management and Insurance
BFR 3243	Property and Casualty Insurance
BFR 3244	Life and Health Insurance
BFR 4144	Operations in Non-Life Insurance
BFR 4145	Operations in Life Insurance

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# Business Concentration Course

*Students must take a total of 15 credits from the chosen specialization with a minimum D grade.*

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## **Global Human Resource Strategy Concentration for Global Business Management Major Students and Non- Global Business Management Students**

BGB 3311	Innovative Strategies for Talent Acquisition and Retention
BGB 3312	Strategies for Effective Human Relationship Management
BGB 3321	Human Resource Leadership for Sustainable Change
BGB 3322	Human Resource Analytics and Decision-Making
BGB 4311	Global Human Resource Capstone Practicum (300 hours)

## **Global Supply Chain Management Concentration for Global Business Management Major Students and Non- Global Business Management Students**

BGB 3313	Lean Manufacturing and Agile Supply Chain
BGB 3314	International Transportation and Distribution Management
BGB 3323	Warehousing and Material Handling
BGB 3324	Procurement and Supply Management
BGB 4312	Supply Chain Risk Management
BGB 3313	Lean Manufacturing and Agile Supply Chain

## **Global Business Management Concentration for Non- Global Business Management Major Students**

BGB 3211	Diversity and Culture in Global Environment
BGB 3212	Marketing Strategies for Global Ventures
BGB 3221	Global Business Strategies
BGB 4211	Global Supply Chain Management
BGB 4221	Strategic Decision Making



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# Business Concentration Course

*Students must take a total of 15 credits from the chosen specialization with a minimum D grade.*

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**Hospitality and Tourism Management Concentration for  
Hospitality and Tourism Management major, Non- Hospitality  
and Tourism Management major, Other School students**

BHT 3405	Kitchen Operation
BHT 3421	Front Office and Rooms Management
BHT 3422	Service Excellence
BHT 3423	Professional Personality Development in Hospitality and Tourism
BHT 3424	Restaurant Service

**Digital Marketing Essential Concentration for both Marketing  
Major and Non-Marketing Major Students**

BMK 3310	Digital Consumer Insights
BMK 3311	Content Marketing
BMK 3321	Essential MarTech
BMK 4311	Digital Media Strategies
BMK 4321	Digital Marketing in Practice

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# Business Concentration Course

*Students must take a total of 15 credits from the chosen specialization with a minimum D grade.*

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## **New Business Ventures Concentration for both Marketing Major and Non-Marketing Major Students**

BFR 4146	Enterprise Risk Management
BGB 3310	Business Model Development
BMK 3312	Retail Marketing and Merchandising
BMK 3322	Innovations in Customer Experience and Sales
BMK 4322	Commercialization

## **Marketing Concentration for Non-Marketing Major Students**

BMK 3211	Brand Driven Innovation
BMK 3212	Digital Marketing and Communications
BMK 3213	Marketing Analysis and Strategy
BMK 3322	Innovations in Customer Experience and Sales
BMK 3412	Experiential and Lifestyle Marketing

## **Real Estate Concentration for Non- Real Estate Major Students**

BRE 3201	Real Estate Business
BRE 3204	Building Design and Construction Techniques
BRE 3303	Commercial Property Management
BRE 3304	Real Estate Finance and Investment Analysis
BRE 4303	Real Estate Development and Project Management

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# Business Concentration Course

*Students must take a total of 15 credits from the chosen specialization with a minimum D grade.*

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## **Integrative Business** (Choose **five** of any major, minor or course below)

BBA 3410 – 3419	Law for Business
BBA 3420 – 3429	Health and Wellness for Business
BBA 3430 – 3439	Biotechnology for Business
BBA 3440 – 3449	Digital Technology for Business
BBA 3450 – 3459	Engineering Technology for Business
BBA 3460 – 3469	Design for Business
BBA 3470 – 3479	Creative Arts for Business
BBA 3480 – 3489	Language and Culture for Business
BBA 4401	Business Practicum I
BBA 4402	Business Practicum II
BBA 4403	Business Practicum III
BBA 4404	Business Practicum IV
BBA 4405	Business Practicum V
BBA 4406	Business Practicum VI
BFR 3211	Tax and Estate Planning
BFR 3311	Insurance and Retirement Planning
BGB 3416	Current Issues in Entrepreneurship and Innovation
BGB 4411	Seminar in Global Business Management
BGB 4412	Individual Research

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# Business Concentration Course

*Students must take a total of 15 credits from the chosen specialization with a minimum D grade.*

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BHT 3405	Kitchen Operation
BHT 3406	Catering, Bakery and Pastry
BHT 3407	Introduction to Airline Business Management
BHT 3408	Ground Operation Management
BHT 3409	In-flight Service Management
BHT 3411	Sustainable Tourism Management
BHT 3412	Health and Wellness Tourism
BHT 3414	Tour Guiding and Operation in Practice
BHT 3415	Tourism Destination Management
BHT 3421	Front Office and Rooms Management
BHT 3422	Service Excellence
BHT 3423	Professional Personality Development in Hospitality and Tourism
BHT 3424	Restaurant Service
BHT 4305	Current Issues in Hospitality and Tourism
BMK 3310	Digital Consumer Insights
BMK 3311	Content Marketing
BMK 3312	Retail Marketing and Merchandising
BMK 3321	Essential MarTech
BMK 3322	Innovations in Customer Experience and Sales
BMK 3412	Experiential and Lifestyle Marketing
BMK 4311	Digital Media Strategies
BMK 4321	Digital Marketing in Practice
BMK 4322	Commercialization
BMK 4411	Sustainability Marketing
BMK 4412	Marketing Internship
BRE 3411	Real Estate Marketing
BRE 4441	Independent Study in Real Estate
BRE 4451	Internship in Real Estate Business

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# Business Concentration Course

*Students must take a total of 15 credits from the chosen specialization with a minimum D grade.*

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BRE 4451	Internship in Real Estate Business
BSB 3301	Project Management and Feasibility
BSB 3302	Strategic Brand Management and Brand Communications
BSB 3303	Business Intelligence and Strategic Decisions
BSB 3304	Strategic Supply Chain Management
BSB 3305	Integrative Marketing Management
BSB 3306	Integrative Strategic Management

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# General Education Elective Course

*Students must take a total of 9 credits from the chosen specialization with a minimum D grade.*

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AD 3280 Inspiration, Lifestyles and Popular Culture  
ADX 1101 Art and Design Appreciation  
ADX 1102 Design Culture Exposure  
ADX 1140 Journey for Urban Art and Culture Exploration  
ADX 1240 Artist Studio (Painting and Rendering)  
ADX 1303 Design Communication  
CA 1110 Art and Beauty of Living  
CA 1201 Creative Photography  
CA 1202 Computer Graphic for Presentation Design for Pitching  
CSX 3301 Fundamentals of Computer Programming  
EG 1001 Digital Literacy  
EG 1002 Application Design for Everyone Literacy  
EG 1003 Introduction to Internet of Things (IoT) Literacy  
EG 1004 Artificial Intelligence for Beginners  
EG 1005 3D Modelling and 3D Printing Technology  
FT 1003 Food Factory Explore Trip (Special course)  
FT 1004A Food-Agri-Bio Tech Trend Update (Part A)  
FT 1004B Food-Agri-Bio Tech Trend Update (Part B)  
FT 1005 Sustainability and Circular Living  
FT 2003A Foods Changing the World (Part A)  
FT 2003B Foods Changing the World (Part B)  
FT 2004 Drinkology: The Art of drinking  
FT 2005 Food Zodiac  
GE 1104 Thai Historical Perspectives  
GE 1107 Perspectives in Politics and Economy  
GE 1204 Physical Education  
GE 1205 ASEAN Ways  
GE 1209 Psychology Application in Daily Life

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# General Education Elective Course

*Students must take a total of 9 credits from the chosen specialization with a minimum D grade.*

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GE 1302 Ecology and Sustainability  
GE 1303 Science for Sustainable Future  
GE 1403 Thai Language for Professional Communication (For Thai students)  
GE 1408 Thai Usage (Required course for Thai students from International Program)  
GE 1409 Thai Language for Intercultural Communication (For Non-Thai students)  
GE 1410 Thai for Profession Communication (For Thai students)  
GE 1411 Thai Language for Multicultural Communication (For Non-Thai students)  
GE 1412 Introductory Thai Usage (For Thai students from International Program)  
GE 1413 Introduction to Korean Language and K-pop Culture  
GE 1414 Introduction to Spanish Language and Culture  
GE 1415 Storytelling and Presentation Skills in English  
GE 2102 Human Heritage and Globalization  
GE 2103 Art of Reasoning  
GE 2110 Human Civilizations and Global Citizens  
GE 2207 Sport, Health and Wellness Development  
GE 2209 The Power of Personality in Leadership  
GE 2210 Love and Art of Living  
GE 2212 Exotic Thai Food and Crafts  
GE 2213 Thai Market Vendor Exposure  
GE 2304 Lifestyles and Sustainability in Dynamic World  
GE 3401 Public Speaking in Thai  
ITX 2004 UI/UX Design and Prototyping  
ITX 2005 Design Thinking  
ITX 3002 Introduction to Information Technology  
ITX 4502 Tech Startup  
LLB 1501 Business Law (For Non-Law students)  
LLB 1502 Fundamentals of Tax Law (For Non-Law students)  
LLB 4540 International Business Law and Start-Up Business (For Non-Law students)

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# General Educational Elective Course

*Students must take a total of 9 credits from the chosen specialization with a minimum D grade.*

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LLB 4806 Business and Human Rights (For Non-Law students)

MU 1002 Pop Music Appreciation

MU 1231 History and Literature of Music

MU 2531 Music Business

MU 3620 Music Therapy

MU 4223 Music in Human Life

NGE 0110 First Aid and Basic Life Support (For Non-Nursing students)

NGE 0111 Innovative Media and Project Influencing Health Risk Behavior (For Non-Nursing students)



# Free Elective Courses



## Announcement MSME Academic Advising (For Student ID 67X 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	Subject Code	Subject Name
ACT 1601	Fundamentals of Financial Accounting	BEC 1101	Microeconomics I
ACT 1602	Fundamentals of Financial Accounting	BEC 1201	Macroeconomics I
BAC 1103	Fundamentals of Financial Accounting	BEC 2200	Introduction to Economics
BAC 1601	Fundamentals of Financial Accounting	BG 1301	Fundamentals of Statistics
BAC 1602	Fundamentals of Financial Accounting I	BG 1400	Business Law I
BAC 1603	Fundamentals of Financial Accounting II	BG 1401	Business Law II
BAC 1621	Accounting for Economists	ECO 2202	Macroeconomics
BBA 1002	Microeconomics	ECO 2531	Principles of Microeconomics
BBA 1004	Essential Marketing for Entrepreneurs	ECO 2541	Principles of Macroeconomics
BBA 1005	Essential Finance for Entrepreneurs	GE 1101	Thai Civilization
BBA 1006	Essential Economics for Entrepreneurs	GE 1103	Thai Historical Perspectives
BBA 1007	Data Analytics for Entrepreneurs	GE 1203	Society, Politics and Economics
BBA 1014	The Art of Data for Business	GE 1207	Fundamental Psychology
BBA 1020	Design Thinking Essentials	GE 1403	Thai Language for Professional Communication (For Thai students)
BBA 1021	Design Thinking Workshop	GE 1404	Thai Culture and Tradition
BBA 1022	Building CEO and Leadership Essentials	GE 1405	Thai Language and Culture (for International students)
BBA 1023	Building CEO and Leadership Workshop	GE 1408	Thai usage (for students who graduated from international schools)
BBA 1024	Entrepreneurial Marketing Essentials	GS 1108	Applied Mathematics
BBA 1025	Entrepreneurial Marketing Workshop	MA 1000	Business Mathematics and Statistics
BBA 1028	The Art of Data Essential	SA 1201	Statistics I
BBA 1029	The Art of Data Workshop	SA 2200	Statistics II
BBA 2001	Human Behavior		

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 Jun 4, 2024

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



**MSME**  
Undergraduate  
Programs