



MSME BUSINESS SCHOOL
ASSUMPTION UNIVERSITY

MSME Undergraduate Programs

**This document is for
B.B.A. Degree only.
For 66X-XXXX onwards**

C U R R I C U L U M

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MSME BUSINESS SCHOOL
ASSUMPTION UNIVERSITY

MSME Undergraduate Programs

Information on
Study plan,
Business Specializations,
Professional Certificates,
Business Elective,
and Free Elective Courses

CURRICULUM

2023

Design-It-Yourself

Mix-and-Match Courses to Meet Your Needs

B.B.A. Degree

- Choose a major field (30 credits)
- Mix-and-match among various professional certificates to meet 33 credits. (Can be any courses if do not want any certificates).
 - But at least 21 credits must be MSME courses.
 - Those who would like to take less than 21 credits (more courses in other faculties) must submit a petition to the **MSME Academic Advising Director**.
 - Only one specialization will appear on a transcript as a major.
 - Submit a petition to the **Registrar Office** to issue a document certifying business concentration(s) and professional certificates.

Study Plan

For those earning the B.B.A. degree

First Year

First Semester

Course Code	Course Title	Credits
BG14031	Professional Ethic Seminar I	0
ELE 1001	Communication English I (<i>Prerequisite: ELE 0010</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 1201	Business Laws for Entrepreneurs	3
GE 1302	Ecology and Sustainability	3
Total		19

Second Semester

Course Code	Course Title	Credits
BG14032	Professional Ethic Seminar II	0
ELE 1002	Communication English II (<i>Prerequisite: ELE 1001</i>)	3
BBA 1103	Fundamentals of Financial Accounting	3
BBA 1002	Microeconomics	3
SA 1001	Business Statistics I	2
GE 1403	Communication in Thai (Thai Students Only)	
<u>OR</u> GE 1408	Thai usage (Students who Graduate from International Schools)	3
<u>OR</u> GE 1409	Thai Language for Intercultural Communication (International Student)	
BBA 1104	Fundamentals of Marketing (<i>Prerequisite: BBA 1001</i>)	3
GE 1204	Physical Education	1
Total		18

Study Plan

For those earning the B.B.A. 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 2101	Fundamentals of Managerial Accounting <i>(Prerequisite: BBA 1103)</i>	3
BBA 2002	Economic and Financial Environment <i>(Prerequisite: MA 1200)</i>	3
BBA 2001	Human Behavior	3
SA 2001	Business Statistics II <i>(Prerequisite: SA 1001)</i>	2
BBA 2102	Organization and Management <i>(Prerequisite: BBA 1001)</i>	3
Total		17

Second Semester

Course Code	Course Title	Credits
BG14034	Professional Ethic Seminar IV	0
ELE 2001	Advanced Academic English	3
BBA 2103	Corporate Finance <i>(Prerequisite: BBA 2002)</i>	3
GE 2202	Ethics	3
BBA 2104	Global Strategy and Communication <i>(Prerequisite: BBA 2002)</i>	3
BBA 2105	Operations and Supply Chain Management <i>(Prerequisite: BBA 2102)</i>	3
BBA 2106	Seminar in Business II	1
GE 2102	Human Heritage and Globalization	3
Total		19

Study Plan

For those earning the B.B.A. degree

Third Year

First Semester

Course Code	Course Title	Credits
BG14035	Professional Ethic Seminar V	0
BBA 3101	Business Research <i>(Prerequisite: SA 2001)</i>	3
	4 Business Specialization Courses <u>or</u>	12
	Professional Certificates Courses	
	One Free Elective Course	3
Total		18

Second Semester

Course Code	Course Title	Credits
BG14036	Professional Ethic Seminar VI	0
	5 Business Specialization Courses <u>or</u>	15
	Professional Certificates Courses	
	One Free Elective Course	3
Total		18

Study Plan

For those earning the B.B.A. degree

Fourth Year

First Semester

Course Code	Course Title	Credits
BG14037	Professional Ethic Seminar VII	0
	5 Business Specialization Courses <u>or</u>	15
	Professional Certificates Courses	
	One Free Elective Course	3
Total		18

Second Semester

Course Code	Course Title	Credits
BG14038	Professional Ethic Seminar VIII	0
BBA 4101	Entrepreneurship (Prerequisite: Senior Standing 118 credits)	3
	3 Business Specialization Courses <u>or</u>	9
	Professional Certificates Courses	
	One Free Elective Course	3
Total		15

Business Specializations

For those earning the B.B.A. degree

- 1. Digital Business Management**
- 2. International Business and Entrepreneurship**
- 3. Finance**
- 4. Hospitality and Tourism Management**
- 5. Insurance**
- 6. Supply Chain Management**
- 7. Marketing**
- 8. Real Estate**

Business Specialization

For students earning the B.B.A. degree; students must take a total of 30 credits from the chosen specialization with a minimum C grade.

1. 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
BDM 3301	Data Analytics Fundamentals
BDM 3302	Data Management
BDM 3303	Data Mining
BDM 3304	Systems Analysis and Design
BDM 3305	Big Data Analytics

2. International Business and Entrepreneurship

BIE 3211	Diversity and Culture in Global Environment
BIE 3212	Marketing Strategies for Global Ventures
BIE 3213	Design Thinking and Innovation Strategies
BIE 3224	Managing Multinational Enterprise
BIE 3225	Global Trade in the Digital Era
BIE 3326	Business Intelligence
BIE 4311	Modern Supply Chain and Value Creation
BIE 4312	Finance for Global Business
BIE 4313	Business Feasibility and Risk Management
BIE 4224	Strategic Decision Making

Business Specialization

For students earning the B.B.A. degree; students must take a total of 30 credits from the chosen specialization with a minimum C grade.

3. Finance

BFN 3212	Financial Reporting and Analysis
BFN 3213	Business and Economic Analysis for Decision Making
BFN 3220	Investment Strategy and Applied Valuation
BFN 3222	Financial Modeling and Analysis Tools
BFN 3225	International Financial Management
BFN 4310	Derivatives and Risk Management
BFN 4312	Quantitative Analysis and Analytics of Finance
BFN 4315	Special Topics in Finance Certification
BFN 4320	Personal Wealth Management and Financial Planning
BFN 4322	Value Based Management and Financial Decisions

4. Hospitality and Tourism Management

BHT 3201	Introduction to Hospitality and Tourism Management
BHT 3202	Consumer Behavior in Hospitality and Tourism
BHT 3203	Food and Beverage Management
BHT 3204	Personality and Communication in Hospitality and Tourism
BHT 3205	Marketing in Hospitality and Tourism
BHT 3301	Human Resource Management in Hospitality and Tourism
BHT 4301	Information Technology in Hospitality and Tourism
BHT 4302	Operation and Leadership in Hospitality and Tourism
BHT 4303	Strategic Management in Hospitality and Tourism
BHT 4304	Internship in Hospitality and Tourism

Business Specialization

For students earning the B.B.A. degree; students must take a total of 30 credits from the chosen specialization with a minimum C grade.

5. Risk Management and Insurance

BRM 3211	Risk Management and Insurance
BRM 3212	Insurance Law
BRM 3221	Property Insurance
BRM 3222	Casualty Insurance
BRM 3223	Life Assurance
BRM 4311	Personal Risk Management
BRM 4312	Reinsurance
BRM 4313	Enterprise of Risk Management
BRM 4321	Marketing in Insurance
BRM 4322	Seminar in Risk Management and Insurance

6. Supply Chain Management

BSC 3201	Logistics and Supply Chain Management
BSC 3202	Supply Chain Innovation and Technology
BSC 3203	Lean Manufacturing and Agile Supply Chain
BSC 3204	International Transportation and Distribution Management
BSC 3205	Warehousing and Material Handling
BSC 3301	Business Analytics
BSC 4302	Procurement and Supply Management
BSC 4303	Supply Chain Risk Management
BSC 4304	Strategic Supply Chain Management
BSC 4305	Seminar in Supply Chain

Business Specialization

For students earning the B.B.A. degree; students must take a total of 30 credits from the chosen specialization with a minimum C grade.

7. Marketing

BMK 3201	Consumer Behavior
BMK 3202	Digital Marketing
BMK 3203	Brand Driven Innovation
BMK 3204	Competitive Analysis and Strategy
BMK 3305	Integrated Marketing Communications
BMK 3306	Marketing Channels and Logistics
BMK 4201	Marketing Management
BMK 4302	Contemporary Issues in Marketing
BMK 4303	Marketing Research
BMK 4304	Marketing Metrics and Decisions

8. Real Estate

BRE 3201	Real Estate Business
BRE 3202	Real Estate Law
BRE 3203	Real Estate Economics
BRE 3204	Building Design and Construction Techniques
BRE 3205	Real Estate Development
BRE 3301	Real Estate Finance
BRE 3302	Real Estate Appraisal
BRE 3303	Commercial Property Management
BRE 4301	Real Estate Investment Analysis
BRE 4302	Real Estate Project Management

Professional Certificates

MSME Courses

**A minimum passing grade is D.*

A total of 15 credits for each certificate

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

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. Food and Beverage Operation for Restaurant	15. Modern Marketing
6. Airline Business Management	16. Real Estate Business
7. Tourism and MICE or Event Management	17. Real Estate Business in Practices <i>*Only Real Estate students</i>
8. Cross Cultural Business Studies	<i>**A minimum passing grade is C</i>
9. Global Supply Chain Management	18. Commercial Property Management
10. Risk Management and Insurance	19. Supply Chain Management

Professional Certificates

Other faculty Courses

LOUIS NOBIRON SCHOOL OF MUSIC

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

VINCENT MARY SCHOOL OF SCIENCE AND TECHNOLOGY

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

ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

16. Art and Design for Communication (*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*)

THEOPHANE VERNARD SCHOOL OF BIOTECHNOLOGY

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

MSME Courses

**A minimum passing grade is D.*

15-Credits Certificates

1. Accountancy <ul style="list-style-type: none">• BAC 3602 Intermediate Accounting I (<i>Pre-requisite is BBA 1103</i>)• BAC 3603 Intermediate Accounting II (<i>Pre-requisite is BBA 1103</i>)• BAC 3608 Financial Report and Financial Statement Analysis (<i>Pre-requisite are BBA 2101 and BBA 2103</i>)• BAC 3614 Taxation I (<i>Pre-requisite is LAW 1201</i>)• BAC 3615 Taxation II (<i>Pre-requisite is BBA 1103 and BAC3614</i>)	4. International Business and Entrepreneurship– Global Entrepreneurship and Innovation <ul style="list-style-type: none">• BIE 3213 Design Thinking and Innovation Strategies (<i>Pre-requisite is BBA 2102</i>)• BIE 3409 Project Management (<i>Pre-requisite is BBA 2102</i>)• BIE 3413 Entrepreneurial Commercialization (<i>Pre-requisite is BBA 1104</i>)• BIE 3415 Entrepreneurial Strategic Management (<i>Pre-requisite is Senior standing</i>)• BIE 3416 Growth Mindset and Sustaining Organization
2. Business Economics <ul style="list-style-type: none">• BEC 1401 Thinking as an Economist• BEC 2102 Economic Decision Making for Management (<i>Pre-requisite is BEC 1401</i>)• BEC 2303 Fundamental of Econometrics (<i>Pre-requisite is BEC 1302</i>)• BEC 2304 Business and Economic Forecasting (<i>Pre-requisite is BEC 2303</i>)• BEC 3101 Firms, Competition and Market Structure (<i>Pre-requisite is BEC 2102</i>)	5. Finance <ul style="list-style-type: none">• BFN 3220 Investment Strategy and Applied Valuation (<i>Pre-requisite is BBA 2103 and completion of 80 credits</i>)• BFN 3222 Financial Modeling and Analysis Tools (<i>Pre-requisites are BBA 2103 and completion of 80 credits</i>)• BFN 4320 Personal Wealth Management and Financial Planning (<i>Pre-requisites are BBA2103 and completion of 100 credits</i>)• BFN 4421 Portfolio Management and Analysis (<i>Pre-requisites are BFN 3220 and completion of 100 credits</i>)• BFN 4431 Startup Finance and FinTech (<i>Pre-requisites are BBA2103 and completion of 100 credits</i>)
3. Digital Business Management <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• BHT 3201 Introduction to Hospitality and Tourism Management (<i>Pre-requisite is BBA 1104</i>)• BHT 3202 Consumer Behavior in Hospitality and Tourism Management (<i>Pre-requisite is BBA 1104</i>)• BHT 3203 Food and Beverage Management Management (<i>Pre-requisite is BBA 2102</i>)• BHT 3204 Personality and Communication in Hospitality and Tourism (<i>Pre-requisite is BHT 3201</i>)• BHT 3205 Marketing for Hospitality and Tourism Management (<i>Pre-requisite is BHT 3201</i>)

MSME Courses

**A minimum passing grade is D.*

15-Credits Certificates

7. Risk management and insurance <ul style="list-style-type: none">BRM 3211 Risk Management and InsuranceBRM 3221 Property Insurance (<i>Pre-requisite is BRM 3211</i>)BRM 3222 Casualty Insurance (<i>Pre-requisite is BRM 3211</i>)BRM 3223 Life Assurance (<i>Pre-requisite is BRM 3211</i>)BRM 4311 Personal Risk Management (<i>Pre-requisite is BRM 3211</i>)	10. Real Estate <ul style="list-style-type: none">BRE 3201 Real Estate Business (<i>Pre-requisite is BBA 1001</i>)BRE 3202 Real Estate LawBRE 3203 Real Estate Economics (<i>Pre-requisites are BBA 1002 and BBA 2002</i>)BRE 3204 Building Design and Construction TechniquesBRE 3205 Real Estate Development (<i>Pre-requisite is BRE 3201</i>)
8. International Business and Entrepreneurship--Global Business Strategy <ul style="list-style-type: none">BIE 3211 Diversity and Culture in Global Environment (<i>Pre-requisite is BBA 2104</i>)BIE 3212 Marketing Strategies for Global Ventures (<i>Pre-requisite is BBA 1104</i>)BIE 3224 Managing Multinational Enterprise (<i>Pre-requisite is BIE 3211</i>)BIE 3225 Global Trade in the Digital Era (<i>Pre-requisite is BBA 2104</i>)BIE 4224 Strategic Decision Making (<i>Pre-requisite is BIE 3224 and Completion of 118 credits</i>)	11. Supply Chain Management <ul style="list-style-type: none">BSC 3201 Logistics and Supply Chain Management (<i>Pre-requisite is BBA 2102</i>)BSC 3203 Lean Manufacturing and Agile Supply Chain (<i>Pre-requisite is BSC 3201</i>)BSC 3204 International Transportation and Distribution Management (<i>Pre-requisite is BSC 3201</i>)BSC 3205 Warehousing and Material Handling (<i>Pre-requisite is BSC 3201</i>)BSC 4302 Procurement and Supply Management (<i>Pre-requisite is BBA 2105</i>)
9. Marketing <ul style="list-style-type: none">BMK 3201 Consumer Behavior (<i>Pre-requisite are BBA 1104 and BBA 2001</i>)BMK 3202 Digital Marketing (<i>Pre-requisite is BBA 1104</i>)BMK 3203 Brand Driven Innovation (<i>Pre-requisite is BBA 1104</i>)BMK 3204 Competitive Analysis and Strategy (<i>Pre-requisites are BBA 1104 and Completed 75 credits</i>)BMK 4302 Contemporary Issues in Marketing (<i>Pre-requisites are BBA 1104 and Completed 75 credits</i>)	12. FinSurance <ul style="list-style-type: none">BFN 3220 Investment Strategy and Applied Valuation (<i>Pre-requisite are BBA 2103 and completion of 80 credits</i>)BFN 4320 Personal Wealth Management and Financial Planning (<i>Pre-requisites are BBA 2103 and completion of 100 credits</i>)BFN 4431 Startup Finance and FinTech (<i>Pre-requisites are BBA 2103 & completion of 100 credits</i>)BRM 3211 Risk Management and InsuranceBRM 3221 Property Insurance (<i>Pre-requisite is BRM 3211</i>)
13. Global Supply Chain Strategy <ul style="list-style-type: none">BDM 3204 Enterprise Resource PlanningBIE 3225 Global Trade in the Digital Era (<i>Pre-requisite is BBA 2104</i>)BIE 4311 Modern Supply Chain and Value Creation (<i>Pre-requisite is BIE 3225</i>)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)	

MSME Courses

**A minimum passing grade is D.*

9-Credits Certificates	
1. Business and Economic Data Analysis <ul style="list-style-type: none">BEC 2303 Fundamental of Econometrics (<i>Pre-requisite is BEC 1302</i>)BEC 2304 Business and Economic Forecasting (<i>Pre-requisite is BEC 2303</i>)BEC 3303 Data Analysis in Business and Economics (<i>Pre-requisite are BEC2304 and BEC 3301</i>)	6. Airline Business Management <ul style="list-style-type: none">BHT 3407 Introduction to Airline Business ManagementBHT 3408 Ground Operation ManagementBHT 3409 In-flight Service Management
2. Creative Idea Development <ul style="list-style-type: none">BIE 3213 Design Thinking and Innovation Strategies (<i>Pre-requisite is BBA 2102</i>)BIE 3413 Entrepreneurial Commercialization (<i>Pre-requisite is BBA 1104</i>)BIE 3414 Legal Aspects of Entrepreneurship	7. Tourism and MICE or Event Management <ul style="list-style-type: none">BHT 3401 Event ManagementBHT 3415 Tourist Destination ManagementBHT 3416 Introduction to MICE Business ORBHT 3414 Tour Guiding and Operation in Practice
3. Business Startup <ul style="list-style-type: none">BIE 3410 Creative Industries Entrepreneurship (<i>Pre-requisite is BBA 2102</i>)BIE 3415 Entrepreneurial Strategic Management (<i>Pre-requisite is completion of 90 credits</i>)BIE 4415 Current Issues in Entrepreneurship and Innovation (<i>Pre-requisite is Senior standing and completion of 106 credits</i>)	8. Cross Cultural Business Studies <ul style="list-style-type: none">BIE 3211 Diversity and Culture in Global Environment (<i>Pre-requisite is BBA 2104</i>)BIE 3224 Managing Multinational Enterprise (<i>Pre-requisite is BIE 3211</i>)BIE 3411 Cross Cultural Communication, Conflict and Negotiation (<i>Pre-requisite is BBA 2104</i>)
4. Advanced Investment and Risk Management <ul style="list-style-type: none">BFN 3220 Investment Strategy and Applied Valuation (<i>Pre-requisite is BBA 2103 and Completion of 80 credits</i>)BFN 4310 Derivatives and Risk Management (<i>Pre-requisite are BFN 3220 and Completion of 80 credits</i>)BFN 4421 Portfolio Management and Analysis (<i>Pre-requisite are BFN 3220 and Completion of 100 credits</i>)	9. Global Supply Chain Management <ul style="list-style-type: none">BIE 3212 Marketing Strategies for Global Ventures (<i>Pre-requisite is BBA 1104 and BBA 2104</i>)BIE 3225 Global Trade in the Digital Era (<i>Pre-requisite is BBA 2104</i>)BIE 4311 Modern Supply Chain and Value Creation (<i>Pre-requisite is BBA 2105</i>)
5. Food and Beverage Operation for Restaurant <ul style="list-style-type: none">BHT 3404 Food and Beverage ServiceBHT 3405 Kitchen OperationBHT 3406 Catering, Bakery and Pastry	10. Risk Management and Insurance <ul style="list-style-type: none">BRM 3211 Risk Management and InsuranceBRM 3221 Property Insurance (<i>Pre-requisite is BRM 3211</i>)BRM 3223 Life Assurance (<i>Pre-requisite is BRM 3211</i>)

MSME Courses

**A minimum passing grade is D.*

9-Credits Certificates

11. Digital Commerce <ul style="list-style-type: none">• BDM 3201 Digital Business• BDM 3202 Digital Commerce• BDM 3203 Cybersecurity	16. Real Estate Business <ul style="list-style-type: none">• BRE 3201 Real Estate Business (<i>Pre-requisite is BBA 1001</i>)• BRE 3205 Real Estate Development (<i>Pre-requisite is BRE 3201</i>)• BRE 3301 Real Estate Finance (<i>Pre-requisite is BRE 3201</i>) OR• BRE 3302 Real Estate Appraisal (<i>Pre-requisite is BRE 3201</i>)
12. Data Science <ul style="list-style-type: none">• BDM 3301 Data Analytics Fundamentals• BDM 3302 Data Management• BDM 3303 Data Mining	17. Real Estate Business in Practices <p><i>*Only Real Estate students</i></p> <p><i>**A minimum passing grade is C</i></p> <ul style="list-style-type: none">• BRE 3411 Real Estate Marketing• BRE 4412 Contemporary Issues in Real Estate business (<i>Pre-requisite is BRE 3205</i>)• BRE 4451 Internship in Real Estate Business (<i>Consent of the Department Chairperson</i>)
13. Innovative Technology <ul style="list-style-type: none">• BDM 3401 Artificial Intelligence (AI)• BDM 3402 Blockchain and Financial Technology• BDM 3403 Robotic Process Automation	18. Commercial Property Management <ul style="list-style-type: none">• BRE 3201 Real Estate Business (<i>Pre-requisite is BBA 1001</i>)• BRE 3303 Commercial Property Management (<i>Pre-requisite is BRE 3201</i>)• BRE 3411 Real Estate Marketing
14. Digital Marketing (<i>Pre-requisite is BMK 3202</i>) <ul style="list-style-type: none">• BMK 3410 Digital Consumer Insights• BMK 3411 Content Marketing• BMK 4403 Digital Media Strategy	19. Supply Chain Management <ul style="list-style-type: none">• BSC 3203 Lean Manufacturing and Agile Supply Chain (*<i>Only for taking BSC3203 as 9 credits certificate Pre-requisite is BBA 2105</i>)• BSC 3204 International Transportation and Distribution Management (*<i>Only for taking BSC3204 as 9 credits certificate Pre-requisite is BBA 2105</i>)• BSC 4302 Procurement and Supply Management (<i>Pre-requisite is BBA 2105</i>)
15. Modern Marketing (<i>Pre-requisite is BBA 1104</i>) <ul style="list-style-type: none">• BMK 3412 Experiential Marketing• BMK 3413 Lifestyle Marketing• BMK 4401 Sustainability Marketing	

Other faculty Courses

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

LOUIS NOBIRON SCHOOL OF MUSIC

**A minimum passing grade is C.*

1. Music Business (6 credits)

- MB 2531 Music Business
- MB 2532 Music Industry

4. Music Therapy (3 credits)

- MU3602 Music Therapy

2. Music Appreciation (6 credits)

- MU 1001 Music Appreciation
- MU 1702 Popular Music Appreciation

5. Music Performance (6 credits)

- MS 1301 Musical Skills I
- MS 1302 Musical Skills II
(Pre-requisite is MS 1301)
- MS 2301 Musical Skills III
(Pre-requisite is MS 1302)

3. Pop Songwriting (3 credits)

- MU1131 Pop Songwriting (Thai)

VINCENT MARY SCHOOL OF SCIENCE AND TECHNOLOGY

**A minimum passing grade is C.*

6. Mobile Application Design and Development (9 credits)

- ITX 3001 Fundamentals of Computer Programming
- ITX 2004 UI/UX Design and Prototyping
Or DM 3403 UI and UX Design (offered by Albert Laurence School of Communication Arts) (Pre-requisite is DM 2401)
- CSX 4108 iOS Application Development
(Pre-requisite is CSX 3002)
Or CSX 4109 Android Application Development (Pre-requisite is CSX 3002)

7. IoT Business Applications (9 credits)

- ITX 3001 Fundamentals of Computer Programming
- CSX 2009 Cloud Computing
- CSX 4306 Internet of Things
(Pre-requisite is CSX 3005)

Other faculty Courses

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

MONTFORT DEL ROSARIO SCHOOL OF ARCHITECTURE

**A minimum passing grade is D.*

8. Architectural Business (12 credits)

select four courses

- AR 4106 Method of Research and Data Processing (Semester 2/20xx)
- AR 5407 Real Estate Development (Semester 2/20xx)
- AR 5417 Project Management (Semester 2/20xx) (or)
IND 4301 Design Management (Semester 1/20xx)
- IND 4409 Brand Experience in Art and Design (Semester 1/20xx)
- AR 5425 Project Feasibility Study (Semester 1/20xx)

10. Lighting Design (12 credits)

select one course

- GS 1006 Creative Culture and Trends in Design (or)
IN 2106 Contemporary Issues in Design (Semester 1/20xx)
- IND 1104 Human Factors in Design (Semester 2/20xx)
- IND 1211 Human Factors for Interior Design
AND select three specialized courses
 - AR 5415 Interactive Features Design (Semester 2/20xx)
 - AR 5420 Lighting, Perception and Culture
 - IN 2304 Lighting Design for Interior Architecture (Semester 3/20xx) (or)
IND 3306 Lighting Design (Semester 2/20xx)

9. Design and Imagination (12 credits)

select three courses

- GS 1004 Art of Delineation (or)
ADX 1303 Advance Drawing and Delineation
- AR 1102 Visual Studies in Interior and Communication (Semester 1/20xx) (or)
IN 1101 Visual Study in Interior Architecture (Semester 1/20xx) (or)
IND 1101 Visual Design (Semester 1/20xx) (or)
ADX 1301 Visual Design
- GS 1006 Creative Culture and Trends in Design (or)
IN 2106 Contemporary Issues in Design (Semester 1/20xx)
- IND 1103 Interior Design Rendering (Semester 2/20xx)
- IND 1306 Design Fundamental I (Semester 2/20xx)
- ADX 1240 Artist Studio (Painting and Rendering)

AND select one specialized course

- IND 1307 Design Fundamental II (Semester 2/20xx)
- IND 2309 Material Application in Interior Architecture (Semester 2/20xx) (or)
IND 2306 Material and Application for IND (Semester 2/20xx)
- IND 2131 Branding and Marketing for Interior Design
- IND 4407 Decorative Art (Semester 1/20xx)
- IND 4410 Furniture Design and Production
- AR 5405 Individual Study in Architecture (Semester 1/20xx)
- AR 5409 Architectural Psychology (Semester 2/20xx)

11. History and Culture (ART) (12 credits)

select one course

- GS 1006 Creative Culture and Trends in Design (or)
IN 2106 Contemporary Issues in Design (Semester 1/20xx)
AND select three specialized courses
 - AR 1108 History of Art and Architecture (Semester 2/20xx) (or)
ADX 1306 History of Art and Design
IN 1105 Art and Architectural History (Semester 3/20xx) (or)
ADX 1101 Art and Design Appreciation (or)
 - AR 3109 History of Thai Architecture (Semester 2/20xx)
 - IN 5417 Art Appreciation (Semester 1/20xx)
 - IND 2301 History of Interior Design
 - IND 4407 Decorative Art (Semester 1/20xx)

Other faculty Courses

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

THEODORE MARIA SCHOOL OF ARTS <i>*A minimum passing grade is C.</i>	
12. Chinese for Beginners I (3 credits) • CN 0400 Chinese for Beginners I	14. English for Tourism (3 credits) • EN 3281 English for Tourism (<i>Pre-requisite is ELE 2000</i>)
13. Listening and Speaking (3 credits) • EN 2230 Listening and Speaking (<i>Pre-requisite is ELE 1002</i>)	15. Japanese for Beginners I (3 credits) • JA 0721 Japanese for Beginners I
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS <i>*A minimum passing grade is C.</i>	
16. Art and Design for Communication (9 credits) <i>Select 3 courses</i> • ART 1001 Drawing (<i>Pre-requisite is ART 0011</i>) • ART 1208 Computer Graphics Foundation • ART 2311 Photography • ART 3924 Printmaking	
THEOPHANE VERNARD SCHOOL OF BIOTECHNOLOGY <i>*A minimum passing grade is D.</i>	
17. Getting Start with Biotechnology (9 credits) • FBT 1001 Overview of Agro-Industry • FBT 1002 Biotechnology for Beginner • FBT 4009 Everyday uses of Bio-based products	18. Food and Well-being (9 Credits) • FT 1001 Food Technology Exploration • FT 4133 Introduction to Wine Appreciation • FT 4134 Food Health and Beauty

Business Elective Courses

Those earning the B.B.A. degree can take any of the courses below (the certificate courses specified earlier) to meet the 21 business elective credit requirement. The minimum grade required is a D.

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 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
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
BDM 3201	Digital Business
BDM 3202	Digital Commerce
BDM 3203	Cybersecurity

BDM 3204	Enterprise Resource Planning
BDM 3205	Information Systems Strategy, Management, and Acquisition
BDM 3301	Data Analytics Fundamentals
BDM 3302	Data Management
BDM 3303	Data Mining
BDM 3304	Systems Analysis and Design
BDM 3305	Big Data Analytics
BDM 3401	Artificial Intelligence (AI)
BDM 3402	Blockchain and Financial Technology
BDM 3403	Robotic Process Automation
BDM 3404	Data Structures and Algorithms
BDM 3405	Database Systems
BDM 3406	Mobile Application Development
BDM 3407	Web Application Development
BDM 3408	Blockchain Development
BDM 3409	Game Design and Development
BDM 3410	Low-code Development
BDM 3411	Software Engineering
BDM 3412	UI/UX Design
BDM 3413	eSports
BDM 3414	Customer Experience Management
BDM 3415	Business Intelligence
BDM 3416	Data Engineering
BDM 3417	Data Storytelling

Business Elective Courses

Those earning the B.B.A. degree can take any of the courses below (the certificate courses specified earlier) to meet the 21 business elective credit requirement. The minimum grade required is a D.

BDM 3418	Digital Marketing Analytics	BNF 3423	Business Finance for Entrepreneurs
BDM 3419	Text Mining	BNF 3431	Behavioral Finance
BDM 3420	Cloud Computing	BNF 4411	Fixed Income Securities
BDM 3421	Internet of Things	BNF 4412	Real Estate Investment and Entrepreneurs
BDM 3422	IT Infrastructure	BNF 4421	Portfolio Management and Analysis
BDM 3423	Penetration Testing	BNF 4422	Individual Research in Finance
BDM 3481	Digital Business Internship I	BNF 4431	Startup Finance and FinTech
BDM 3482	Digital Business Internship II	BNF 4432	Investment Banking
BDM 3498	Business Analytics in Real Estate	BNF 4433	Internship in Finance
BDM 3499	Business Analytics and Global Strategies	BHT 3201	Introduction to Hospitality and Tourism Management
BDM 4400 - 4409	Selected topics in Digital Business Management	BHT 3202	Consumer Behavior in Hospitality and Tourism
BEC 1302	Basic Probability Theory and Statistics	BHT 3203	Food and Beverage Management
BEC 1401	Thinking as an Economist	BHT 3204	Personality and Communication in Hospitality and Tourism
BEC 2102	Economic Decision Making for Management	BHT 3205	Marketing in Hospitality and Tourism
BEC 2303	Fundamentals of Econometrics	BHT 3301	Human Resource Management in Hospitality and Tourism
BEC 2304	Business and Economic Forecasting	BHT 3401	Event Management
BEC 3101	Firms, Competition and Market Structure	BHT 3402	Rooms Division Management
BNF 3212	Financial Reporting and Analysis	BHT 3403	Service Management
BNF 3213	Business and Economic Analysis for Decision Making	BHT 3404	Food and Beverage Service
BNF 3220	Investment Strategy and Applied Valuation	BHT 3405	Kitchen Operation
BNF 3222	Financial Modeling and Analysis Tools	BHT 3406	Catering, Bakery and Pastry
BNF 3412	Insurance and Retirement Planning	BHT 3407	Introduction to Airline Business Management
BNF 3421	Financial Feasibility Planning	BHT 3408	Ground Operation Management
BNF 3422	Tax and Estate Planning	BHT 3409	In-flight Service Management

Business Elective Courses

Those earning the B.B.A. degree can take any of the courses below (the certificate courses specified earlier) to meet the 21 business elective credit requirement. The minimum grade required is a D.

BHT 3410	Perfecting Personality for Career and Life		BIE 3405	International Relations
BHT 3411	Sustainable Tourism Management		BIE 3406	Family Business Management
BHT 3412	Health and Wellness Tourism		BIE 3407	Social Entrepreneurship
BHT 3413	Cruise Ship Tourism		BIE 3408	Digital Entrepreneurship
BHT 3414	Tour Guiding and Operation in Practice		BIE 3409	Project Management
BHT 3415	Tourist Destination Management		BIE 3410	Creative Industries Entrepreneurship
BHT 3416	Introduction to MICE Business Management		BIE 3411	Cross Cultural Communication, Conflict and Negotiation
BHT 4301	Information Technology in Hospitality and Tourism		BIE 3412	Leadership in the New Era
BHT 4302	Operation and Leadership in Hospitality and Tourism		BIE 3413	Entrepreneurial Commercialization
BHT 4303	Strategic Management in Hospitality and Tourism		BIE 3414	Legal Aspects of Entrepreneurship
BHT 4304	Internship in Hospitality and Tourism		BIE 3415	Entrepreneurial Strategic Management
BHT 4305	Current Issues in Hospitality and Tourism		BIE 3416	Growth Mindset and Sustaining Organization
BIE 3211	Diversity and Culture in Global Environment		BIE 4224	Strategic Decision Making
BIE 3212	Marketing Strategies for Global Ventures		BIE 3415	Entrepreneurial Commercialization
BIE 3213	Design Thinking and Innovation Strategies		BIE 4326	Global Capstone Practicum
BIE 3224	Managing Multinational Enterprise		BIE 4327	Venture Opportunity
BIE 3225	Global Trade in the Digital Era		BIE 4401	Global Context of Business
BIE 3401	Global Market Behavior		BIE 4402	Special Topics in International Business
BIE 3402	Global Business Communication		BIE 4403	Individual Research
BIE 3403	Global Pricing Strategy		BIE 4404	International Business Management Internship
BIE 3404	Global Product and Brand Strategy		BIE 4415	Current Issues in Entrepreneurship and Innovation

Business Elective Courses

Those earning the B.B.A. degree can take any of the courses below (the certificate courses specified earlier) to meet the 21 business elective credit requirement. The minimum grade required is a D.

BMK 3201	Consumer Behavior	BRE 3202	Real Estate Law
BMK 3202	Digital Marketing	BRE 3203	Real Estate Economics
BMK 3203	Brand Driven Innovation	BRE 3204	Building Design and Construction Techniques
BMK 3204	Competitive Analysis and Strategy	BRE 3205	Real Estate Development
BMK 3305	Integrated Marketing Communications	BRE 3301	Real Estate Finance
BMK 3306	Marketing Channels and Logistics	BRE 3302	Real Estate Appraisal
BMK 3407	Sales and Customer Relationship Strategies	BRE 3303	Commercial Property Management
BMK 3408	Sales Promotion and Display Strategies	BRE 3411	Real Estate Marketing
BMK 3409	Creative Strategy in IMC Campaign	BRE 3412	Sustainability in Real Estate
BMK 3410	Digital Consumer Insights	BRE 3413	Real Estate Investment Alternatives
BMK 3411	Content Marketing	BRE 3414	Facilities Operations and Management
BMK 3412	Experiential Marketing	BRE 3421	Contemporary Issues in Real Estate Appraisal
BMK 3413	Lifestyle Marketing	BRE 3422	Implications of Real Estate Finance and Appraisal
BMK 4201	Marketing Management	BRE 4301	Real Estate Investment Analysis
BMK 4302	Contemporary Issues in Marketing	BRE 4302	Real Estate Project Management
BMK 4303	Marketing Research	BRE 4411	Advanced Real Estate Investment Analysis
BMK 4304	Marketing Metrics and Decisions	BRE 4412	Contemporary Issues in Real Estate business
BMK 4401	Sustainability Marketing	BRE 4421	Advanced Real Estate Appraisal
BMK 4402	Service Marketing	BRE 4422	Valuation for Special Purposes
BMK 4403	Digital Media Strategies	BRE 4431	Contemporary Issues in Commercial Property Management
BMK 4404	Digital Marketing in Practice	BRE 4441	Independent Study in Real Estate
BMK 4405	Marketing Internship	BRE 4451	Internship in Real Estate Business
BRE 3201	Real Estate Business	BRE 4452	Internship in Real Estate Appraisal

Business Elective Courses

Those earning the B.B.A. degree can take any of the courses below (the certificate courses specified earlier) to meet the 21 business elective credit requirement. The minimum grade required is a D.

BRM 3211	Risk Management and Insurance	BRM 4404	Information Management in Insurance
BRM 3212	Insurance Law	BRM 4405	Risk Control and Risk Financing
BRM 3221	Property Insurance	BRM 4406	Independent Study in Risk Management and Insurance
BRM 3222	Casualty Insurance	BRM 4407	Internship in Risk Management and Insurance
BRM 3223	Life Assurance	BSC 3201	Logistics and Supply Chain Management
BRM 3401	Engineering Insurance	BSC 3202	Supply Chain Innovation and Technology
BRM 3402	Marine and Aviation Insurance	BSC 3203	Lean Manufacturing and Agile Supply Chain
BRM 3403	Survey and Claim Management in Non-Life Insurance	BSC 3204	International Transportation and Distribution Management
BRM 3404	Finance and Accounting in Non-Life Insurance	BSC 3203	Lean Manufacturing and Agile Supply Chain
BRM 3405	Life Assurance Underwriting	BSC 3205	Warehousing and Material Handling
BRM 3406	Life Assurance Mathematics	BSC 3301	Business Analytics
BRM 3407	Claim Administration in Life Assurance	BSC 3401	Industrial Engineering Management
BRM 3408	Life Assurance Agency Administration	BSC 3402	Quantitative Analysis
BRM 3412	Reinsurance	BSC 4302	Procurement and Supply Management
BRM 4314	Insurance Operations	BSC 4303	Supply Chain Risk Management
BRM 4321	Marketing in Insurance	BSC 4304	Strategic Supply Chain Management
BRM 4322	Seminar in Risk Management and Insurance	BSC 4305	Seminar in Supply Chain
BRM 4401	Financial Concepts for Life Assurance	BSC 4403	Internship in Supply Chain
BRM 4403	Business Analytics and Insurance Management	BSC 4404	Information Technology in Supply Chain

Business Elective Courses

Those earning the B.B.A. degree can take any of the courses below (the certificate courses specified earlier) to meet the 21 business elective credit requirement. The minimum grade required is a D.

For students majoring in International Business Management, Hospitality and Tourism Management and Supply Chain Management only

CN 0400	Chinese for Beginners
CN 1400	Introduction to Chinese
CN 1401	Chinese I
CN 2401	Chinese II
CN 2402	Chinese III
EN 2230	Listening and Speaking
EN 3212	Communicative Writing Development
EN 3213	Business Communication in English
EN 4232	Business Conversation
EN 4233	Public Speaking in English

FR 1510	French I
FR 1511	French II
FR 2512	French III
FR 3537 <u>OR</u> FR 3539	Communicative Skills in French French for workplace communication
JA 0723	Reading and Writing Japanese Scripts
JA 1700	Introduction to Japanese
JA 1701	Japanese I
JA 2701	Japanese II
JA 2702	Japanese III

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	Subject Code	Subject Name
ACT 1601	Fundamentals of Financial Accounting	GE 1101	Thai Civilization
ACT 1602	Fundamentals of Financial Accounting	GE 1103	Thai Historical Perspectives
BAC 1103	Fundamentals of Financial Accounting	GE 1203	Society, Politics and Economics
BAC 1601	Fundamentals of Financial Accounting	GE 1207	Fundamental Psychology
BAC 1602	Fundamentals of Financial Accounting I	GE 1301	Environmental Science
BAC 1603	Fundamentals of Financial Accounting II	GE 1403	Communication in Thai (For Thai students only)
BAC 1621	Accounting for Economists	GE 1404	Thai Culture and Tradition
BBA 1003	Introduction to Microeconomics and Personal Finance	GE 1405	Thai Language and Culture (For International students)
BEC 2200	Introduction to Economics	GE 1408	Thai usage (For students who graduated from international schools)
BEC 1101	Microeconomics I	GE 1409	Thai Language for Intercultural Communication (For International students)
BEC 1201	Macroeconomics I	GE 2101	World Civilization
BEN 3001	Entrepreneur and Innovation	GS 1008	Applied Mathematics
BG 1301	Fundamentals of Statistics	MA 1000	Business Mathematics and Statistics
BG 1400	Business Law I	SA 1201	Statistics I
BG 1401	Business Law II	SA 2200	Statistics II
ECO 2202	Macroeconomics		
ECO 2531	Principles of Microeconomics		
ECO 2541	Principles of Macroeconomics		

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 Jul 4, 2023

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

