



MSME Undergraduate Programs

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

CURRICULUM

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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

2 0 2 0

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
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 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
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 (THAI STUDENTS ONLY)	
<u>OR</u> GE1405	Thai Language and culture (INTERNATIONAL STUDENTS)	3
<u>OR</u> GE1408	Thai usage (STUDENTS WHO GRADUATED FROM INTERNATIONAL SCHOOLS)	
BBA 1104	Fundamentals of Marketing	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
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
Total		17

Second Semester

Course Code	Course Title	Credits
BG14034	Professional Ethic Seminar IV	0
BG 2001	English IV	3
BBA 2103	Corporate Finance	3
GE 2202	Ethics	3
BBA 2104	Global Strategy and Communication	3
BBA 2105	Operations and Supply Chain Management	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	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	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. Entrepreneurship and Innovation Management**
- 3. Finance**
- 4. Hospitality and Tourism Management**
- 5. Insurance**
- 6. International Business Management**
- 7. Marketing**
- 8. Real Estate**
- 9. Supply Chain Management**

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. Entrepreneurship and Innovation Management

BEN 3201	Innovation and Design Thinking
BEN 3202	Entrepreneurial Commercialization
BEN 3303	Entrepreneurial Leadership
BEN 3304	Project Management
BEN 3305	Human Capital Management and Development
BEN 4212	Growth Mindset and Sustaining Organization
BEN 4213	Digital Entrepreneurship
BEN 4214	Entrepreneurial Strategic Management
BEN 4315	Family Business Management
BEN 4316	Social Entrepreneurship

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 3211	Investment Strategy and Applied Valuation
BFN 3212	Financial Reporting and Analysis
BFN 3221	Business and Economic Analysis for Decision Making
BFN 3222	Financial Modeling and Analysis Tools
BFN 3224	Derivatives and Risk Management
BFN 4312	Quantitative Analysis and Analytics of Finance
BFN 4313	International Financial Management
BFN 4314	Personal Wealth Management and Financial Planning
BFN 4321	Special Topics in Finance Certification
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. International Business Management

BFN 4313	International Financial Management
BIB 3201	Cross Cultural Human Resource Management
BIB 3202	Export-Import Policy and Strategy
BIB 3203	Global Business in Practice
BIB 3204	International Management
BIB 4209	International Strategic Management
BIB 4305	Designing and Managing Global Operations
BIB 4306	Global Business Feasibility Analysis
BIB 4307	International Business Research
BIB 4308	Seminar in International Business Management

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

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.

9. 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

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. 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
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. 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 <i>*Only Real Estate students</i> <i>**A minimum passing grade is C</i>
8. Cross Cultural Business Studies	18. Commercial Property Management
9. Global Supply Chain Management	19. Supply Chain Management
10. Risk Management and Insurance	

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 Creativity (*12 credits*)
10. Lighting Design in Interior Architecture (*12 credits*)
11. Furniture Design (*12 credits*)
12. Interior Design Relation (*12 credits*)
13. Design and Trend (*9 credits*)
14. Product Design Certificate Module (*9 credits*)
 - Certificate in User Interface Design
 - Certificate in Graphic and Packaging Design
 - Certificate in Fashion and Textile Design
 - Certificate in Jewelry Design
 - Certificate in Toy and Play Design

THEODORE MARIA SCHOOL OF ARTS

15. Chinese for Beginners I (*3 credits*)
16. Listening and Speaking (*3 credits*)
17. English for Tourism (*3 credits*)
18. Japanese for Beginners I (*3 credits*)

ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

19. Art and Design for Communication (*9 credits*)

THEOPHANE VERNARD SCHOOL OF BIOTECHNOLOGY

20. Getting Start with Biotechnology (*9 Credits*)
21. Food and Well-being (*9 Credits*)

BERNADETTE DE LOURDES SCHOOL OF NURSING SCIENCE

22. Basic Life Support (*3 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. Entrepreneurship and Innovation Management <ul style="list-style-type: none">• BEN 3201 Innovation and Design Thinking (<i>Pre-requisite is BBA 2102</i>)• BEN 3202 Entrepreneurial Commercialization (<i>Pre-requisite is BBA 1104</i>)• BEN 3304 Project Management (<i>Pre-requisite is BBA 2102</i>)• BEN 4212 Growth Mindset and Sustaining Organization• BEN 4214 Entrepreneurial Strategic Management (<i>Pre-requisite is Senior standing</i>)
2. Business Economics <ul style="list-style-type: none">• BEC 1401 Thinking as an Economist• BEC 2303 Fundamental of Econometrics (<i>Pre-requisite is BEC 1302</i>)• BEC 2102 Economic Decision Making for Management (<i>Pre-requisite is BEC 1401</i>)• BEC 3101 Firms, Competition and Market Structure (<i>Pre-requisite is BEC 2102</i>)• BEC 2304 Business and Economic Forecasting (<i>Pre-requisite is BEC 2303</i>)	5. Finance <ul style="list-style-type: none">• BFN 3211 Investment Strategy and Applied Valuation (<i>Pre-requisite is BBA 2103</i>)• BFN 3222 Financial Modeling and Analysis Tools (<i>Pre-requisites are BBA 2103 and completion of 80 credits</i>)• BFN 4314 Personal Wealth Management and Financial Planning (<i>Pre-requisites are BBA2103 & completion of 100 credits</i>)• BFN 4421 Portfolio Management and Analysis (<i>Pre-requisites are BFN 3211 & completion of 121 credits</i>)• BFN 4431 Startup Finance and FinTech (<i>Pre-requisites are BBA2103 & 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 (<i>Pre-requisite is BBA 1104</i>)• BHT 3203 Food and Beverage Management (<i>Pre-requisite is BBA 2102</i>)• BHT 3204 Personality and Communication in Hospitality and Tourism (<i>Pre-requisite is BBA 2102</i>)• BHT 3205 Marketing for Hospitality and Tourism (<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 BRE 3201 Real Estate Business (<i>Pre-requisite is BBA 1001</i>) <ul style="list-style-type: none">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 Management <ul style="list-style-type: none">BIB 3201 Cross Cultural Human Resource Management (<i>Pre-requisite is BBA 2104</i>)BIB 3202 Export-Import Policy and Strategy (<i>Pre-requisite is BBA 2104</i>)BIB 3203 Global Business in Practice (<i>Pre-requisite is BBA 1104</i>)BIB 3204 International Management (<i>Pre-requisite is BIB 3201</i>)BIB 4209 International Strategic Management (<i>Pre-requisite is BIB 3204</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 3211 Investment Strategy and Applied Valuation (<i>Pre-requisite is BBA 2103</i>)BFN 4314 Personal Wealth Management and Financial Planning (<i>Pre-requisites are BBA 2103 & 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">BIB 3202 Export-Import Policy and Strategy (<i>Pre-requisite is BBA 2104</i>)BDM 3204 Enterprise Resource PlanningBSC 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 (<i>Pre-requisite is BIB 3202</i>)	

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 EconometricsBEC 2304 Business and Economic ForecastingBEC 3303 Data Analysis in Business and Economics	6. Food and Beverage Operation for Restaurant (<i>Pre-requisite is BBA 2102</i>) <ul style="list-style-type: none">BHT 3404 Food and Beverage ServiceBHT 3405 Kitchen OperationBHT 3406 Catering, Bakery and Pastry
2. Creative Idea Development <ul style="list-style-type: none">BEN 3201 Innovation and Design Thinking (<i>Pre-requisite is BBA 2102</i>)BEN 3202 Entrepreneurial Commercialization (<i>Pre-requisite is BBA 1104</i>)BEN 3406 Legal Aspects and IP of Entrepreneurship	7. Airline Business Management (<i>Pre-requisite is BBA 2102</i>) <ul style="list-style-type: none">BHT 3407 Introduction to Airline Business ManagementBHT 3408 Ground Operation ManagementBHT 3409 In-flight Service Management
3. Business Startup (<i>Pre-requisite is Senior standing</i>) <ul style="list-style-type: none">BEN 4214 Entrepreneurial Strategic ManagementBEN 4418 Current Issues in Entrepreneurship and InnovationBEN 4420 Creative Industries Entrepreneurship	8. Cross Cultural Business Studies <ul style="list-style-type: none">BIB 3201 Cross Cultural Human Resource Management (<i>Pre-requisite is BBA 2104</i>)BIB 3204 International Management (<i>Pre-requisite is BIB 3201</i>)BIB 3404 Cross Cultural Communication, Conflict and Negotiation (<i>Pre-requisite is BIB 3201</i>)
4. Advanced Investment and Risk Management <ul style="list-style-type: none">BFN 3211 Investment Strategy and Applied Valuation (<i>Pre-requisite is BBA 2103</i>)BFN 3224 Derivatives and Risk Management (<i>Pre-requisite are BFN 3211 and Completion of 80 credits</i>)BFN 4421 Portfolio Management and Analysis (<i>Pre-requisite are BFN 3211 and Completion of 121 credits</i>)	9. Global Supply Chain Management <ul style="list-style-type: none">BIB 3202 Export-Import Policy and Strategy (<i>Pre-requisite is BBA 2104</i>)BIB 4305 Designing and Managing Global Operations (<i>Pre-requisite is BBA 2105</i>)BIB 4406 Global Supply Chain Management (<i>Pre-requisite is BIB 3202</i>)
5. Tourism and MICE (<i>Pre-requisite is BBA 2102</i>) <ul style="list-style-type: none">BHT 3414 Tour Guiding and Operation in PracticeBHT 3415 Tourist Destination ManagementBHT 3416 Introduction to MICE Business	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 3422 Implications of Real Estate Finance and Appraisal
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 <i>*Only Real Estate students</i> <i>**A minimum passing grade is C</i> <ul style="list-style-type: none">• BRE 4411 Advanced Real Estate Investment Analysis (<i>Pre-requisite is BRE 4301</i>)• 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 4431 Contemporary Issues in Commercial Property Management (<i>Pre-requisite is BRE 3303</i>)
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	

MSME Courses

**A minimum passing grade is D.*

3-Credits 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*

LOUIS NOBIRON SCHOOL OF MUSIC

**A minimum passing grade is C.*

1. Music Business (6 credits)

- MB2531 Music Business
- MB2532 Music Industry

4. Music Therapy (3 credits)

- MU3602 Music Therapy

2. Music Appreciation (6 credits)

- MU1001 Music Appreciation
- MU1702 Popular Music Appreciation

5. Music Performance (6 credits)

- MA1301 Applied Music I
- MA1302 Applied Music II
- MA2301 Applied Music III

3. Pop Songwriting (3 credits)

- MB1131 Pop Songwriting

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)
- CSX 4108 iOS Application Development
Or CSX 4109 Android Application Development

7. IoT Business Applications (9 credits)

- ITX 3001 Fundamentals of Computer Programming
- CSX 2009 Cloud Computing
- CSX 4306 Internet of Things

MONTFORT DEL ROSARIO SCHOOL OF ARCHITECTURE

**A minimum passing grade is D.*

8. Architectural Business (12 credits)

- AR 4106 Method of Research and Data Processing
- AR 5407 Real Estate Development
- AR 5417 Project Management
- AR 5425 Project Feasibility Study

9. Design and Creativity (12 credits)

- GS 1004 Art of Delineation
- GS 1005 Graphic Presentation
- AR 1102 Visual Studies and Communication
- **AND select one specialized course**
 - AR5405 Individual Study in Architecture
 - AR5409 Architectural Psychology
 - AR5415 Interactive Feature Design
 - IN 2309 Interior Material Application

Other faculty Courses

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

MONTFORT DEL ROSARIO SCHOOL OF ARCHITECTURE <i>*A minimum passing grade is D.</i>	
10. Lighting Design in Interior Architecture (12 credits) <ul style="list-style-type: none">• GS 1005 Graphic Presentation• AR 1102 Visual Studies and Communication• AR 1104 Fundamentals of Architectural Design• IN 3304 Lighting Design	13. Design and Trend (9 credits) <ul style="list-style-type: none">• GS1106 Creative Culture and Trends in Design• IND 4409 Brand experience in Art and Design• IND 4301 Design Management
11. Furniture Design (12 credits) <ul style="list-style-type: none">• GS 1005 Graphic Presentation• IN 1101 Visual Studies and Communication• IN 2307 Furniture Design• IN 2308 Furniture Production Methods	14. Product Design Certificate Module (9 credits) <ul style="list-style-type: none">• Certificate in User Interface Design• Certificate in Graphic and Packaging Design• Certificate in Fashion and Textile Design• Certificate in Jewelry Design• Certificate in Toy and Play Design <p><i>To receive the certificate, students must complete 2 core courses totaling 6 credits and select one specialized course totaling 3 credits according to the specialized design module.</i></p> <p>Core course</p> <ul style="list-style-type: none">• PD 1101 Visual Design• PD 1102 Introduction to Design Culture and Trend• AR 1102 Visual Studies and Communication <p>Specialized course</p> <ul style="list-style-type: none">• PD 3401 User Interface Design• PD 3402 Graphic and Packaging Design• PD 3404 Fashion and Textile Design• PD 3405 Jewelry Design• PD 3406 Toy and Play Design
12. Interior Design Relation (12 credits) <ul style="list-style-type: none">• IND 1103 Interior Design rendering• IND 1104 Human factors in Design• IND 1307 Design Fundamental II• IND 4408 Decorative Art	

Other faculty Courses

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

THEODORE MARIA SCHOOL OF ARTS

**A minimum passing grade is C.*

15. Chinese for Beginners I (3 credits)

- CN 0400 Chinese for Beginners I

17. English for Tourism (3 credits)

- EN 3281 English for Tourism
(*Pre-requisite is BG 2000*)

16. Listening and Speaking (3 credits)

- EN 2230 Listening and Speaking
(*Pre-requisite is BG 1002*)

18. Japanese for Beginners I (3 credits)

- JA 0721 Japanese for Beginners I

ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

**A minimum passing grade is C.*

19. Art and Design for Communication (9 credits)

Select 3 courses

- ART 1208 Computer Graphics Foundation
- ART 2311 Photography
- ART 1001 Drawing
- ART 3924 Printmaking

THEOPHANE VERNARD SCHOOL OF BIOTECHNOLOGY

**A minimum passing grade is D.*

20. 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

21. Food and Well-being (9 Credits)

- FT 1001 Food Technology Exploration
- FT 4133 Introduction to Wine Appreciation
- FT 4134 Food Health and Beauty

BERNADETTE DE LOURDES SCHOOL OF NURSING SCIENCE

**A minimum passing grade is C.*

22. Basic Life Support (3 credits)

- NE 4504 Basic Life Support

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	BEN 3406	Legal Aspects and Intellectual Property of Entrepreneurship
BDM 3419	Text Mining	BEN 3407	Entrepreneurial Finance and Accounting
BDM 3420	Cloud Computing	BEN 3408	Conflict and Change Management
BDM 3421	Internet of Things	BEN 3409	Organization Transition
BDM 3422	IT Infrastructure	BEN 3410	Entrepreneurship Practicum I
BDM 3423	Penetration Testing	BEN 3411	Entrepreneurship Practicum II
BDM 3481	Digital Business Internship I	BEN 4212	Growth Mindset and Sustaining Organization
BDM 3482	Digital Business Internship II	BEN 4213	Digital Entrepreneurship
BDM 3498	Business Analytics in Real Estate	BEN 4214	Entrepreneurial Strategic Management
BDM 3499	Business Analytics and Global Strategies	BEN 4315	Family Business Management
BDM 4400 - 4409	Selected topics in Digital Business Management	BEN 4316	Social Entrepreneurship
BEC 1302	Basic Probability Theory and Statistics	BEN 4417	Research in Entrepreneurship
BEC 1401	Thinking as an Economist	BEN 4418	Current Issues in Entrepreneurship and Innovation
BEC 2102	Economic Decision Making for Management	BEN 4419	Operational Excellence, Collaboration and Partnership Management
BEC 2303	Fundamentals of Econometrics	BEN 4420	Creative Industries Entrepreneurship
BEC 2304	Business and Economic Forecasting	BEN 4421	Venture Opportunity I
BEC 3101	Firms, Competition and Market Structure	BEN 4422	Venture Opportunity II
BEN 3201	Innovation and Design Thinking	BFN 3211	Investment Strategy and Applied Valuation
BEN 3202	Entrepreneurial Commercialization	BFN 3212	Financial Reporting and Analysis
BEN 3303	Entrepreneurial Leadership	BFN 3221	Business and Economic Analysis for Decision Making
BEN 3304	Project Management	BFN 3222	Financial Modeling and Analysis Tools
BEN 3305	Human Capital Management and Development	BFN 3223	Advanced Financial 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.

BFN 3411	Private Banking and Wealth Management
BFN 3421	Financial Feasibility Planning
BFN 3431	Behavioral Finance
BFN 4411	Fixed Income Securities
BFN 4412	Real Estate Investment and Entrepreneurs
BFN 4421	Portfolio Management and Analysis
BFN 4422	Individual Research in Finance
BFN 4431	Startup Finance and FinTech
BFN 4432	Investment Banking
BFN 4433	Internship in Finance
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 3401	Event Management
BHT 3402	Rooms Division Management
BHT 3403	Service Management
BHT 3404	Food and Beverage Service
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 3410	Perfecting Personality for Career and Life
BHT 3411	Sustainable Tourism Management
BHT 3412	Health and Wellness Tourism
BHT 3413	Cruise Ship Tourism
BHT 3414	Tour Guiding and Operation in Practice
BHT 3415	Tourist Destination Management
BHT 3416	Introduction to MICE Business Management
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
BIB 3201	Cross Cultural Human Resource Management
BIB 3202	Export-Import Policy and Strategy
BIB 3203	Global Business in Practice
BIB 3204	International Management
BIB 3401	Global Market Behavior
BIB 3402	Global Business Communication
BIB 3403	Global Pricing Strategy
BIB 3404	Cross Cultural Communication, Conflict and Negotiation

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.

BIB 3405	International Relations	BIR 3406	Life Assurance Mathematics
BIB 4209	International Strategic Management	BIR 3407	Claim Administration in Life Assurance
BIB 4305	Designing and Managing Global Operations	BIR 3408	Life Assurance Agency Administration
BIB 4306	Global Business Feasibility Analysis	BIR 4311	Employee Benefits
BIB 4307	International Business Research	BIR 4312	Reinsurance
BIB 4308	Seminar in International Business Management	BIR 4313	Essential of Risk Management
BIB 4406	Global Supply Chain Management	BIR 4321	Digital Marketing in Insurance
BIB 4407	Global Product and Brand Strategy	BIR 4322	Seminar in Insurance
BIB 4408	Global Context of Business	BIR 4401	Financial Concepts For Life Assurance
BIB 4409	Special Topics in International Business	BIR 4402	Life Assurance and Financial Planning
BIB 4410	Individual Research	BIR 4403	Business Analytics and Insurance Management
BIB 4411	International Business Management Internship	BIR 4404	Information Management in Insurance
BIR 3211	Risk Management and Insurance	BIR 4405	Risk Control and Risk Financing
BIR 3212	Insurance Law	BIR 4406	Independent Study in Insurance
BIR 3221	Property Insurance	BIR 4407	Internship in Insurance
BIR 3222	Casualty Insurance	BMK 3201	Consumer Behavior
BIR 3223	Life Assurance	BMK 3202	Digital Marketing
BIR 3401	Engineering Insurance	BMK 3203	Brand Driven Innovation
BIR 3402	Marine and Aviation Insurance	BMK 3204	Competitive Analysis and Strategy
BIR 3403	Survey and Claim Management in Non-Life Insurance	BMK 3305	Integrated Marketing Communications
BIR 3404	Finance and Accounting in Non-Life Insurance	BMK 3306	Marketing Channels and Logistics
BIR 3405	Life Assurance Underwriting	BMK 3407	Sales and Customer Relationship Strategies

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 3408	Sales Promotion and Display Strategies	BRE 3303	Commercial Property Management
BMK 3409	Creative Strategy in IMC Campaign	BRE 3411	Real Estate Marketing
BMK 3410	Digital Consumer Insights	BRE 3412	Sustainability in Real Estate
BMK 3411	Content Marketing	BRE 3413	Real Estate Investment Alternatives
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
BRE 3202	Real Estate Law	BSC 3201	Logistics and Supply Chain Management
BRE 3203	Real Estate Economics	BSC 3202	Supply Chain Innovation and Technology
BRE 3204	Building Design and Construction Techniques	BSC 3203	Lean Manufacturing and Agile Supply Chain
BRE 3205	Real Estate Development	BSC 3204	International Transportation and Distribution Management
BRE 3301	Real Estate Finance	BSC 3205	Warehousing and Material Handling
BRE 3302	Real Estate Appraisal	BSC 3301	Business Analytics

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.

BSC 3401	Industrial Engineering Management
BSC 3402	Quantitative Analysis
BSC 4302	Procurement and Supply Management
BSC 4303	Supply Chain Risk Management
BSC 4304	Strategic Supply Chain Management
BSC 4305	Seminar in Supply Chain
BSC 4403	Internship in Supply Chain
BSC 4404	Information Technology in Supply Chain

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

CN 0400	Chinese for Beginners I
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
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)



MSME
Undergraduate
Programs