



MSME BUSINESS SCHOOL  
ASSUMPTION UNIVERSITY

# MSME Undergraduate Programs

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

## CURRICULUM

# 2 0 2 0



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

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# Design-It-Yourself

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

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### **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 Entreperneurs	3
GE 1302	Ecology and Sustainability	3
<b>Total</b>		<b>19</b>

### Second Semester

Course Code	Course Title	Credits
BG14032	Professional Ethic Seminar II	0
BBA 1103	Fundamentals of Financial Accounting	3
BG 1002	English II ( <i>Prerequisite: BG1001</i> )	3
BBA 1002	Microeconomics	3
SA 1001	Business Statistics I	2
GE 1403	Communication in Thai ( <b>THAI STUDENTS ONLY</b> )	
<b>OR</b> GE 1405	Thai Language and culture ( <b>INTERNATIONAL STUDENTS</b> )	3
<b>OR</b> GE 1408	Thai usage ( <b>STUDENTS WHO GRADUATED FROM INTERNATIONAL SCHOOLS</b> )	
BBA 1104	Fundamentals of Marketing ( <i>Prerequisite: BBA 1001</i> )	3
GE 1204	Physical Education	1
<b>Total</b>		<b>18</b>

# 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 (Prerequisite: BBA 1103)	3
BG 2000	English III (Prerequisite: BG 1002)	3
BBA 2002	Economic and Financial Environment (Prerequisite: MA 1200)	3
BBA 2001	Human Behavior	3
SA 2001	Business Statistics II (Prerequisite: SA 1001)	2
BBA 2102	Organization and Management (Prerequisite: BBA 1001)	3
<b>Total</b>		<b>17</b>

### Second Semester

Course Code	Course Title	Credits
BG14034	Professional Ethic Seminar IV	0
BG 2001	English IV (Prerequisite: BG 2000)	3
BBA 2103	Corporate Finance (Prerequisite: BBA 2002)	3
GE 2202	Ethics	3
BBA 2104	Global Strategy and Communication (Prerequisite: BBA 2002)	3
BBA 2105	Operations and Supply Chain Management (Prerequisite: BBA 2102)	3
BBA 2106	Seminar in Business II	1
GE 2102	Human Heritage and Globalization	3
<b>Total</b>		<b>19</b>

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# Study Plan

*For those earning the B.B.A. degree*

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## 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
<b>Total</b>		<b>18</b>

### 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
<b>Total</b>		<b>18</b>

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# Study Plan

*For those earning the B.B.A. degree*

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## 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
<b>Total</b>		<b>18</b>

### Second Semester

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

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# Business Specializations

*For those earning the B.B.A. degree*

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- 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**



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# 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.*

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## 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

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# 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.*

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## 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

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# 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.*

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## 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

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# 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.*

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## 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

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# 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.*

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## 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

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# Professional Certificates

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## 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

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# Professional Certificates

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## 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

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# Professional Certificates

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## Other faculty Courses

### **LOUIS NOBIRON SCHOOL OF MUSIC**

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

### **VINCENT MARY SCHOOL OF SCIENCE AND TECHNOLOGY**

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

### **MONTFORT DEL ROSARIO SCHOOL OF ARCHITECTURE**

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

### **THEODORE MARIA SCHOOL OF ARTS**

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

### **ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS**

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

### **THEOPHANE VERNARD SCHOOL OF BIOTECHNOLOGY**

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

### **BERNADETTE DE LOURDES SCHOOL OF NURSING SCIENCE**

19. Basic Life Support *(3 credits)*



# MSME Courses

*\*A minimum passing grade is D.*

## 15-Credits Certificates

### 1. Accountancy

- BAC 3602 Intermediate Accounting I  
(Pre-requisite is BBA 1103)
- BAC 3603 Intermediate Accounting II  
(Pre-requisite is BBA 1103)
- BAC 3608 Financial Report and Financial Statement Analysis  
(Pre-requisite are BBA 2101 and BBA 2103)
- BAC 3614 Taxation I (Pre-requisite is LAW 1201)
- BAC 3615 Taxation II (Pre-requisite is BBA 1103 and BAC3614)

### 4. Entrepreneurship and Innovation Management

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

### 2. Business Economics

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

### 5. Finance

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

### 3. Digital Business Management

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

### 6. Hospitality and Tourism Management

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

# MSME Courses

*\*A minimum passing grade is D.*

## 15-Credits Certificates

### 7. Risk management and insurance

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

### 8. International Business Management

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

### 9. Marketing

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

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

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

### 11. Supply Chain Management

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

### 12. FinSurance

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

### 13. Global Supply Chain Strategy

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

# MSME Courses

*\*A minimum passing grade is D.*

## 9-Credits Certificates

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

# MSME Courses

*\*A minimum passing grade is D.*

## 9-Credits Certificates

<b>11. Digital Commerce</b> <ul style="list-style-type: none"> <li>BDM 3201 Digital Business</li> <li>BDM 3202 Digital Commerce</li> <li>BDM 3203 Cybersecurity</li> </ul>	<b>16. Real Estate Business</b> <ul style="list-style-type: none"> <li>BRE 3201 Real Estate Business (Pre-requisite is BBA 1001)</li> <li>BRE 3205 Real Estate Development (Pre-requisite is BRE 3201)</li> <li>BRE 3422 Implications of Real Estate Finance and Appraisal</li> </ul>
<b>12. Data Science</b> <ul style="list-style-type: none"> <li>BDM 3301 Data Analytics Fundamentals</li> <li>BDM 3302 Data Management</li> <li>BDM 3303 Data Mining</li> </ul>	<b>17. Real Estate Business in Practices</b> <i>*Only Real Estate students</i> <i>**A minimum passing grade is C</i> <ul style="list-style-type: none"> <li>BRE 4411 Advanced Real Estate Investment Analysis (Pre-requisite is BRE 4301)</li> <li>BRE 4412 Contemporary Issues in Real Estate business (Pre-requisite is BRE 3205)</li> <li>BRE 4451 Internship in Real Estate Business (Consent of the Department Chairperson)</li> </ul>
<b>13. Innovative Technology</b> <ul style="list-style-type: none"> <li>BDM 3401 Artificial Intelligence (AI)</li> <li>BDM 3402 Blockchain and Financial Technology</li> <li>BDM 3403 Robotic Process Automation</li> </ul>	<b>18. Commercial Property Management</b> <ul style="list-style-type: none"> <li>BRE 3201 Real Estate Business (Pre-requisite is BBA 1001)</li> <li>BRE 3303 Commercial Property Management (Pre-requisite is BRE 3201)</li> <li>BRE 4431 Contemporary Issues in Commercial Property Management (Pre-requisite is BRE 3303)</li> </ul>
<b>14. Digital Marketing</b> (Pre-requisite is BMK 3202) <ul style="list-style-type: none"> <li>BMK 3410 Digital Consumer Insights</li> <li>BMK 3411 Content Marketing</li> <li>BMK 4403 Digital Media Strategy</li> </ul>	<b>19. Supply Chain Management</b> <ul style="list-style-type: none"> <li>BSC 3203 Lean Manufacturing and Agile Supply Chain (*Only for taking BSC3203 as 9 credits certificate Pre-requisite is BBA 2105)</li> <li>BSC 3204 International Transportation and Distribution Management (*Only for taking BSC3204 as 9 credits certificate Pre-requisite is BBA 2105)</li> <li>BSC 4302 Procurement and Supply Management (Pre-requisite is BBA 2105)</li> </ul>
<b>15. Modern Marketing</b> (Pre-requisite is BBA 1104) <ul style="list-style-type: none"> <li>BMK 3412 Experiential Marketing</li> <li>BMK 3413 Lifestyle Marketing</li> <li>BMK 4401 Sustainability Marketing</li> </ul>	

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# MSME Courses

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*\*A minimum passing grade is D.*

3-Credits Certificates
<b>20. Catering, Bakery and Pastry</b> <ul style="list-style-type: none"><li>BHT 3406 Catering, Bakery and Pastry <i>(Pre-requisite is BBA 2102)</i></li></ul>
<b>21. Tour Guiding and Tour Operation</b> <ul style="list-style-type: none"><li>BHT 3414 Tour Guiding and Operation in Practice <i>(Pre-requisite is BBA 2102)</i></li></ul>
<b>22. Personality and Communication Development</b> <ul style="list-style-type: none"><li>BHT 3410 Perfecting Personality for Career and Life <i>(Pre-requisite is BBA 2102)</i></li></ul> <p><i>**Not to be taken with BHT 3204**</i></p>

# Other faculty Courses

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

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

# Other faculty Courses

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

## MONTFORT DEL ROSARIO SCHOOL OF ARCHITECTURE

*\*A minimum passing grade is D.*

<p><b>8. Architectural Business (12 credits)</b> <b>select <u>four</u> courses</b></p> <ul style="list-style-type: none"> <li>AR 5417 Project Management (Semester 2/20xx) (or) IND 4301 Design Management (Semester 1/20xx)</li> <li>IND 4409 Brand Experience in Art and Design (Semester 1/20xx)</li> <li>AR 4106 Method of Research and Data Processing (Semester 2/20xx)</li> <li>AR 5407 Real Estate Development (Semester 2/20xx)</li> <li>AR 5425 Project Feasibility Study (Semester 1/20xx)</li> </ul>	<p><b>10. Lighting Design (12 credits)</b> <b>select <u>one</u> course</b></p> <ul style="list-style-type: none"> <li>GS 1006 Creative Culture and Trends in Design (or) IN 2106 Contemporary Issues in Design (Semester 1/20xx)</li> <li>IND 1104 Human Factors in Design (Semester 2/20xx)</li> </ul> <p><b>AND select <u>three</u> specialized courses</b></p> <ul style="list-style-type: none"> <li>AR 5415 Interactive Features Design (Semester 2/20xx) (or) IND 4307 Interaction Design (Semester 2/20xx)</li> <li>IN 2304 Lighting Design for Interior Architecture (Semester 3/20xx) (or) IND 3306 Lighting Design (Semester 2/20xx)</li> <li>AR 5420 Lighting, Perception and Culture</li> </ul>
<p><b>9. Design and Imagination (12 credits)</b> <b>select <u>three</u> courses</b></p> <ul style="list-style-type: none"> <li>GS 1004 Art of Delineation</li> <li>AR 1002 Visual Studies and Communication (Semester 1/20xx) (or) IN 1101 Visual Study in Interior Architecture (Semester 1/20xx) (or) IND 1101 Visual Design (Semester 1/20xx)</li> <li>GS 1006 Creative Culture and Trends in Design (or) IN 2106 Contemporary Issues in Design (Semester 1/20xx)</li> <li>IND 1103 Interior Design Rendering (Semester 2/20xx)</li> <li>IND 1306 Design Fundamental I (Semester 2/20xx)</li> </ul> <p><b>AND select <u>one</u> specialized course</b></p> <ul style="list-style-type: none"> <li>IND 1307 Design Fundamental II (Semester 2/20xx)</li> <li>IND 2308 Furniture Design and Production (Semester 3/20xx) (or) IND 4410 Furniture Design and Production (Semester 3/20xx)</li> <li>IND 2309 Material Application in Interior Architecture (Semester 2/20xx) (or) IND 2306 Material and Application for IND (Semester 2/20xx)</li> <li>IND 4408 Decorative Art (Semester 1/20xx)</li> <li>IND 4409 Brand Experience in Art and Design (Semester 1/20xx)</li> <li>AR 5405 Individual Study in Architecture (Semester 1/20xx)</li> <li>AR 5409 Architectural Psychology (Semester 2/20xx)</li> </ul>	<p><b>11. History and Culture (ART) (12 credits)</b> <b>select <u>one</u> course</b></p> <ul style="list-style-type: none"> <li>GS 1006 Creative Culture and Trends in Design (or) IN 2106 Contemporary Issues in Design (Semester 1/20xx)</li> </ul> <p><b>AND select <u>three</u> specialized courses</b></p> <ul style="list-style-type: none"> <li>AR 1108 History of Art and Architecture (Semester 2/20xx) (or) IN 1105 Art and Architectural History (Semester 3/20xx) (or) IND 2301 History of Interior Design (Semester 1/20xx)</li> <li>AR 3109 History of Thai Architecture (Semester 2/20xx)</li> <li>IN 5417 Art Appreciation (Semester 1/20xx)</li> <li>IND 4408 Decorative Art (Semester 1/20xx)</li> </ul>



# Other faculty Courses

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

<b>THEODORE MARIA SCHOOL OF ARTS</b> <i>*A minimum passing grade is C.</i>	
<b>12. Chinese for Beginners I</b> (3 credits) <ul style="list-style-type: none"> <li>• CN 0400 Chinese for Beginners I</li> </ul>	<b>14. English for Tourism</b> (3 credits) <ul style="list-style-type: none"> <li>• EN 3281 English for Tourism (Pre-requisite is BG 2000)</li> </ul>
<b>13. Listening and Speaking</b> (3 credits) <ul style="list-style-type: none"> <li>• EN 2230 Listening and Speaking (Pre-requisite is BG 1002 )</li> </ul>	<b>15. Japanese for Beginners I</b> (3 credits) <ul style="list-style-type: none"> <li>• JA 0721 Japanese for Beginners I</li> </ul>
<b>ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS</b> <i>*A minimum passing grade is C.</i>	
<b>16. Art and Design for Communication</b> (9 credits) <i>Select 3 courses</i> <ul style="list-style-type: none"> <li>• ART 1208 Computer Graphics Foundation</li> <li>• ART 2311 Photography</li> <li>• ART 1001 Drawing (Pre-requisite is ART 0011)</li> <li>• ART 3924 Printmaking</li> </ul>	
<b>THEOPHANE VERNARD SCHOOL OF BIOTECHNOLOGY</b> <i>*A minimum passing grade is D.</i>	
<b>17. Getting Start with Biotechnology</b> (9 credits) <ul style="list-style-type: none"> <li>• FBT 1001 Overview of Agro-Industry</li> <li>• FBT 1002 Biotechnology for Beginner</li> <li>• FBT 4009 Everyday uses of Bio-based products</li> </ul>	<b>18. Food and Well-being (9 Credits)</b> <ul style="list-style-type: none"> <li>• FT 1001 Food Technology Exploration</li> <li>• FT 4133 Introduction to Wine Appreciation</li> <li>• FT 4134 Food Health and Beauty</li> </ul>
<b>BERNADETTE DE LOURDES SCHOOL OF NURSING SCIENCE</b> <i>*A minimum passing grade is C.</i>	
<b>19. Basic Life Support</b> (3 credits) <ul style="list-style-type: none"> <li>• NE 4504 Basic Life Support</li> </ul>	



# 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
BDM 3419	Text Mining
BDM 3420	Cloud Computing
BDM 3421	Internet of Things
BDM 3422	IT Infrastructure
BDM 3423	Penetration Testing
BDM 3481	Digital Business Internship I
BDM 3482	Digital Business Internship II
BDM 3498	Business Analytics in Real Estate
BDM 3499	Business Analytics and Global Strategies
BDM 4400 - 4409	Selected topics in Digital Business Management
BEC 1302	Basic Probability Theory and Statistics
BEC 1401	Thinking as an Economist
BEC 2102	Economic Decision Making for Management
BEC 2303	Fundamentals of Econometrics
BEC 2304	Business and Economic Forecasting
BEC 3101	Firms, Competition and Market Structure
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 3406	Legal Aspects and Intellectual Property of Entrepreneurship
BEN 3407	Entrepreneurial Finance and Accounting
BEN 3408	Conflict and Change Management
BEN 3409	Organization Transition
BEN 3410	Entrepreneurship Practicum I
BEN 3411	Entrepreneurship Practicum II
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
BEN 4417	Research in Entrepreneurship
BEN 4418	Current Issues in Entrepreneurship and Innovation
BEN 4419	Operational Excellence, Collaboration and Partnership Management
BEN 4420	Creative Industries Entrepreneurship
BEN 4421	Venture Opportunity I
BEN 4422	Venture Opportunity II
BFN 3412	Insurance and Retirement Planning
BFN 3421	Financial Feasibility Planning
BFN 3422	Tax and Estate Planning
BFN 3423	Business Finance for Entrepreneurs
BFN 3431	Behavioral Finance

# 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 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
BHT 4305	Current Issues 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
BIB 3405	International Relations
BIB 4209	International Strategic 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.*

BIB 4305	Designing and Managing Global Operations
BIB 3405	International Relations
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
BIB 4406	Global Supply Chain Management
BIB 4407	Global Product and Brand Strategy
BIB 4408	Global Context of Business
BIB 4409	Special Topics in International Business
BIB 4410	Individual Research
BIB 4411	International Business Management Internship
BIR 3211	Risk Management and Insurance
BIR 3212	Insurance Law
BIR 3221	Property Insurance
BIR 3222	Casualty Insurance
BIR 3223	Life Assurance
BIR 3401	Engineering Insurance
BIR 3402	Marine and Aviation Insurance
BIR 3403	Survey and Claim Management in Non-Life Insurance
BIR 3404	Finance and Accounting in Non-Life Insurance

BIR 3405	Life Assurance Underwriting
BIR 3406	Life Assurance Mathematics
BIR 3407	Claim Administration in Life Assurance
BIR 3408	Life Assurance Agency Administration
BIR 4312	Reinsurance
BIR 4312	Reinsurance
BIR 4401	Financial Concepts For Life Assurance
BIR 4403	Business Analytics and Insurance Management
BIR 4404	Information Management in Insurance
BIR 4405	Risk Control and Risk Financing
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 3407	Sales and Customer Relationship Strategies
BMK 3408	Sales Promotion and Display Strategies
BMK 3409	Creative Strategy in IMC Campaign
BMK 3410	Digital Consumer Insights
BMK 3411	Content Marketing
BMK 3412	Experiential Marketing

# 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 3413	Lifestyle Marketing
BMK 4201	Marketing Management
BMK 4302	Contemporary Issues in Marketing
BMK 4303	Marketing Research
BMK 4304	Marketing Metrics and Decisions
BMK 4401	Sustainability Marketing
BMK 4402	Service Marketing
BMK 4403	Digital Media Strategies
BMK 4404	Digital Marketing in Practice
BMK 4405	Marketing Internship
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 3411	Real Estate Marketing
BRE 3412	Sustainability in Real Estate
BRE 3413	Real Estate Investment Alternatives
BRE 3414	Facilities Operations and Management

BRE 3421	Contemporary Issues in Real Estate Appraisal
BRE 3422	Implications of Real Estate Finance and Appraisal
BRE 4301	Real Estate Investment Analysis
BRE 4302	Real Estate Project Management
BRE 4411	Advanced Real Estate Investment Analysis
BRE 4412	Contemporary Issues in Real Estate business
BRE 4421	Advanced Real Estate Appraisal
BRE 4422	Valuation for Special Purposes
BRE 4431	Contemporary Issues in Commercial Property Management
BRE 4441	Independent Study in Real Estate
BRE 4451	Internship in Real Estate Business
BRE 4452	Internship in Real Estate Appraisal
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 3401	Industrial Engineering Management
BSC 3402	Quantitative Analysis
BSC 4302	Procurement and Supply Management
BSC 4303	Supply Chain Risk 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.*

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

<b>For students majoring in International Business Management, Hospitality and Tourism Management and Supply Chain Management only</b>	
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 OR 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