



MSME BUSINESS SCHOOL  
ASSUMPTION UNIVERSITY

# MSME Undergraduate Programs

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

CURRICULUM

**2024**

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# B.B.A. Degree: Design-It-Yourself

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

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## B.B.A. Degree (Total 134 credits)

### Curriculum Structure

<b>A. General Education Courses</b>	<b>24 credits</b>
General Education Required Courses	15 credits
General Education Elective Courses	9 credits
<b>B. Specialized Courses</b>	<b>104 credits</b>
Business Core Courses	59 credits
Major Required Courses	30 credits
Business Concentration Courses	15 credits
<b>C. Free Elective Courses</b>	<b>6 credits</b>

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# Study Plan

*For students earning the B.B.A. Degree*

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## First Year

### First Semester

Course Code	Course Title	Credits
BG 14031	Professional Ethic Seminar I	0
ELE 1001	Communicative English I	3
BBA 1110	Seminar in Business I	1
BBA 1111	Business Essentials: A Design Thinking Approach	3
BBA 1112	Digital Literacy	3
BBA 1113	Mathematics for Business	3
BBA 1114	Microeconomics	3
	One General Education Elective Course (1/3)	3
<b>Total</b>		<b>19</b>

### Second Semester

Course Code	Course Title	Credits
BG 14032	Professional Ethic Seminar II	0
ELE 1002	Communicative English II <i>(Prerequisite: ELE 1001)</i>	3
BBA 1120	Seminar in Business II	1
BBA 1121	Marketing in Practice <i>(Prerequisite: BBA 1111)</i>	3
BBA 1122	Statistics for Business	3
BBA 1123	Management in Dynamic Contexts <i>(Prerequisite: BBA 1111)</i>	3
BBA 1124	Macroeconomics	3
BBA 1125	Fundamentals of Financial Accounting	3
<b>Total</b>		<b>19</b>

# Study Plan

*For students earning the B.B.A. Degree*

Second Year		
First Semester		
Course Code	Course Title	Credits
BG 14033	Professional Ethic Seminar III	0
ELE 2000	Academic English ( <i>Prerequisite: ELE 1002</i> )	3
BBA 2110	Seminar in Business III	
BBA 2111	Navigating Global Business Environment ( <i>Prerequisite: BBA 1123</i> )	1 3
BBA 2112	Data Analytics Essentials ( <i>Prerequisite: BBA 1112</i> )	3
BBA 2113	Intercultural Communication and Negotiation ( <i>Prerequisite: BBA 1111</i> )	3
BBA 2114	Financial Environmental and Financial Planning	3
BBA 2115	Fundamentals of Managerial Accounting ( <i>Prerequisite: BBA 1125</i> )	3
<b>Total</b>		<b>19</b>

## Second Semester

Course Code	Course Title	Credits
BG 14034	Professional Ethic Seminar IV	0
ELE 2001	Advanced Academic English ( <i>Prerequisite: ELE 2000</i> )	3
BBA 2120	Seminar in Business IV	1
BBA 2121	Consumer Behavior and Insights ( <i>Prerequisite: BBA 1121</i> )	3
BBA 2122	Organization and Supply Chain Management ( <i>Prerequisite: BBA 1123</i> )	3
BBA 2123	Essential Strategies for Sustainable Business ( <i>Prerequisite: BBA 1123</i> )	3
BBA 2124	Corporate Financial Management ( <i>Prerequisite: BBA 2114 and BBA 1113</i> )	3
BBA 2125	Developing Leadership and Sustainability Mindsets ( <i>Prerequisite: BBA 1123</i> )	3
<b>Total</b>		<b>19</b>

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# Study Plan

*For students earning the B.B.A. Degree*

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## Third Year

### First Semester

Course Code	Course Title	Credits
BG 14035	Professional Ethic Seminar V	0
BBA 3111	Business Research <i>(Prerequisite: BBA 1122)</i>	3
	Major's Professional Seminar	1
GE 2202	Ethics	3
	One General Education Elective Course (2/3)	3
	One General Education Elective Course (3/3)	3
	Major Required Course (1/7)	3
	Major Required Course (2/7)	3
<b>Total</b>		<b>19</b>

### Second Semester

Course Code	Course Title	Credits
BG 14036	Professional Ethic Seminar VI	0
	Major Required Course (3/7)	3
	Major Required Course (4/7)	3
	Business Concentration Course (1/5)	3
	Business Concentration Course (2/5)	3
	Business Concentration Course (3/5)	3
<b>Total</b>		<b>15</b>

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# Study Plan

*For students earning the B.B.A. Degree*

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## Fourth Year

### First Semester

Course Code	Course Title	Credits
BG 14037	Professional Ethic Seminar VII	0
	Major Required Course (5/7)	3
	Major Required Course (6/7)	3
	Major Required Course (7/7)	3
	Business Concentration Course (4/5)	3
	Business Concentration Course (5/5)	3
<b>Total</b>		<b>15</b>

### Second Semester

Course Code	Course Title	Credits
BG 14038	Professional Ethic Seminar VIII	0
BBA 4111	Entrepreneurship	3
	(Prerequisite: Senior Standing and 118 credits)	
	Free Elective Course (1/2)	3
	Free Elective Course (2/2)	3
<b>Total</b>		<b>9</b>

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# Business Specializations

*For students earning the B.B.A. Degree*

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1. Digital Business Management
2. Finance and Risk Management
3. Global Business Management
4. Hospitality and Tourism Management
5. Marketing
6. Real Estate

## Major and Minor Portfolio

Major field: 30 credits (shared 8 credits)

### Marketing

Creative/innovative thinking + Entrepreneurship

### Global Business Management

Critical/strategic thinking + Global mindset

### Finance and Risk Management

Investment/Wealth Management

### Hospitality and Tourism Management

Service/Hospitality Management

### Digital Business Management

IT in Business + Data analytics

### Real Estate

Minor concentration: 15 credits

Digital Marketing

Small Business

Comm. Arts

Human Resource

Supply Chain

Global Exposure

Languages

Finance

Risk Management

Hotel & Restaurant

ERP

Economics (Data)

Technology

Comm. Arts

Any given major can be paired with any minor. But, suggested pairings between majors and minors are shown above. One can also design-it-yourself (Integrative Business Minor in shaded blocks).

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# Business Specialization Courses

*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

BBA 2110	Seminar in Business III
BBA 2120	Seminar in Business IV
BBA 2125	Developing Leadership and Sustainability Mindsets
BBA 4111	Entrepreneurship
BDM 3202	Digital Commerce
BDM 3207	Systems Analysis and Design
BDM 3208	Enterprise Resource Planning
BDM 3303	Data Mining
BDM 3306	Essential Logic for Data Professionals
BDM 3405	Database Systems
BDM 3415	Business Intelligence
BDM 3486	Professional Seminar in Digital Business Management

## 2. Finance and Risk Management

BBA 2110	Seminar in Business III
BBA 2120	Seminar in Business IV
BBA 2125	Developing Leadership and Sustainability Mindsets
BBA 4111	Entrepreneurship
BFR 2231	Business Strategic Analysis and Sustainable Finance
BFR 3121	Professional Seminar in Finance and Risk Management
BFR 3131	Investment Management and Analysis
BFR 3132	Risk Management and Insurance
BFR 3133	Financial Reporting and Analysis
BFR 3231	Investment Strategy and Valuation
BFR 3232	Financial Modeling and Analysis
BFR 4131	Value Based Management and Financial Decisions



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# Business Specialization Courses

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## 3. Global Business Management

BBA 2110	Seminar in Business III
BBA 2120	Seminar in Business IV
BBA 2125	Developing Leadership and Sustainability Mindsets
BBA 4111	Entrepreneurship
BGB 3210	Professional Seminar in Global Business Management
BGB 3211	Diversity and Culture in Global Environment
BGB 3212	Marketing Strategies for Global Ventures
BGB 3221	Global Business Strategies
BGB 3222	Strategic Export-Import Practices and Research
BGB 4211	Global Supply Chain Management
BGB 4212	Global Business Feasibility and Risk Management
BGB 4221	Strategic Decision Making

## 4. Hospitality and Tourism Management

BBA 2110	Seminar in Business III
BBA 2120	Seminar in Business IV
BBA 2125	Developing Leadership and Sustainability Mindsets
BBA 4111	Entrepreneurship
BHT 3211	Gateway to Service Industry
BHT 3212	Food Service Management
BHT 3213	Talent Management in Hospitality and Tourism
BHT 4104	Professional Seminar in Hospitality and Tourism Management
BHT 4301	Information Technology in Hospitality and Tourism
BHT 4302	Operations and Leadership in Hospitality and Tourism
BHT 4303	Strategic Management in Hospitality and Tourism
BHT 4304	Internship in Hospitality and Tourism (400 hours)

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# Business Specialization Courses

*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. Marketing

BBA 2110	Seminar in Business III
BBA 2120	Seminar in Business IV
BBA 2125	Developing Leadership and Sustainability Mindsets
BBA 4111	Entrepreneurship
BMK 3211	Brand Driven Innovation
BMK 3212	Digital Marketing and Communications
BMK 3213	Marketing Analysis and Strategy
BMK 3221	Product and Pricing Strategy
BMK 3222	Professional Seminar in Marketing
BMK 4211	Marketing Research
BMK 4221	Marketing Metrics and Decisions
BMK 4222	Capstone Marketing Project

## 6. Real Estate

BBA 2110	Seminar in Business III
BBA 2120	Seminar in Business IV
BBA 2125	Developing Leadership and Sustainability Mindsets
BBA 4111	Entrepreneurship
BRE 3101	Professional Seminar in Real Estate Business
BRE 3201	Real Estate Business
BRE 3204	Building Design and Construction Techniques
BRE 3302	Real Estate Appraisal
BRE 3303	Commercial Property Management
BRE 3304	Real Estate Finance and Investment Analysis
BRE 4303	Real Estate Development and Project Management
BRE 4412	Contemporary Issues in Real Estate Business

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# Business Concentration Courses

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

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

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

## **Business Analytics Concentration for Non-Digital Business Management Major Students** (Choose between BDM 3305 or BDM 3424)

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

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# Business Concentration Courses

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

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

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

## **Enterprise Business and Analytics Concentration for Digital Business Management Major Students** (Choose between BDM 3305 or BDM 3424)

BDM 3206	Digital Business Process
BDM 3302	Data Management
BDM 3305	Big Data Analytics
BDM 3424	Innovative Technology Applications
BDM 3481	Digital Business Internship I
BDM 3482	Digital Business Internship II

## **Digital Business Practicum for Digital Business Management Major Students** (Require Chairperson's Approval)

BDM 3481	Digital Business Internship I
BDM 3482	Digital Business Internship II
BDM 3483	Digital Business Internship III
BDM 3484	Digital Business Internship IV
BDM 3485	Digital Business Internship V

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# Business Concentration Courses

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

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## **Business Economics Concentration** (Choose any **five** courses from the list)

BEC 2310	Calculus
BEC 2311	Applied Econometrics
BEC 2410	Economic Reasoning
BEC 3110	Microeconomics II
BEC 3111	Game Theory
BEC 3112	Managerial Economics
BEC 3113	Industrial Organization
BEC 3210	Macroeconomics II
BEC 3311	Time Series Analysis and Forecasting
BEC 3312	Business Intelligence
BEC 3314	Cost and Benefit Analysis
BEC 3410	International Economics

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

BFR 3241	Financial Risk Management
BFR 3242	Portfolio Management and Analysis
BFR 4141	Business and Financial Data Analytics
BFR 4142	Startup Finance and FinTech
BFR 4143	Personal Wealth Management and Financial Planning

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# Business Concentration Courses

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

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

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

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

BFR 3243	Property and Casualty Insurance
BFR 3244	Life and Health Insurance
BFR 4144	Operations in Non-Life Insurance
BFR 4145	Operations in Life Insurance
BFR 4146	Enterprise Risk Management

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

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

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# Business Concentration Courses

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

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

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

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

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

## **Global Immersion Program Concentration for Global Business Management Major Students**

BGB 3315	Global Context of Business
BGB 3316	Special Topics in Global Business Management
BGB 3325	Venture Opportunity
BGB 3326	Industry Immersion Consulting
BGB 4313	Global Business Management Internship (300 hours)

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# Business Concentration Courses

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

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

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

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

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

## **Global Immersion Program Concentration for Hospitality and Tourism Management Major Students**

BHT 4306	Special Topic in Hospitality and Tourism Management I
BHT 4307	Special Topic in Hospitality and Tourism Management II
BHT 4308	Special Topic in Hospitality and Tourism Management III
BHT 4309	Special Topic in Hospitality and Tourism Management IV
BHT 4310	Special Topic in Hospitality and Tourism Management V



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# Business Concentration Courses

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

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

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

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

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

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

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

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# Business Concentration Courses

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

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

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

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

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

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# Business Concentration Courses

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

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

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# Business Concentration Courses

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

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

## **For students majoring in Global Business Management and Hospitality and Tourism 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
FIB 1515	Fundamental French
FIB 1516	Communicative French I
FIB 2518	Communicative French II
FIB 2520	Advanced French
FIB 3523	Business French I
JA 0723	Reading and Writing Japanese Scripts
JA 1700	Introduction to Japanese
JA 1701	Japanese I
JA 2701	Japanese II
JA 2702	Japanese III

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# General Education Elective Courses

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

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AD 3280	Inspiration, Lifestyles and Popular Culture
ADX 1101	Art and Design Appreciation
ADX 1102	Design Culture Exposure
ADX 1140	Journey for Urban Art and Culture Exploration
ADX 1240	Artist Studio (Painting and Rendering)
ADX 1303	Design Communication
ADX 1304	Design Fundamental
CA 1110	Art and Beauty of Living
CA 1201	Creative Photography
CA 1202	Computer Graphic for Presentation Design for Pitching
CSX 3001	Fundamentals of Computer Programming
EG 1001	Digital Literacy
EG 1002	Application Design for Everyone Literacy
EG 1003	Introduction to Internet of Things (IoTs) Literacy
EG 1004	Artificial Intelligence for Beginners
EG 1005	3D Modelling and 3D Printing Technology
FT 1003	Food Factory Explore Trip (Special course)
FT 1004A	Food-Agri-Bio Tech Trend Update (Part A)
FT 1004B	Food-Agri-Bio Tech Trend Update (Part B)
FT 1005	Sustainability and Circular Living
FT 2003A	Foods Changing the World (Part A)
FT 2003B	Foods Changing the World (Part B)
FT 2004	Drinkology: The Art of Drinking
FT 2005	Food Zodiac
GE 1104	Thai Historical Perspectives
GE 1107	Perspectives in Politics and Economy
GE 1204	Physical Education
GE 1205	ASEAN Ways
GE 1209	Psychology Application in Daily Life

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# General Education Elective Courses

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

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

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# General Education Elective Courses

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

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ITX 3002	Introduction to Information Technology
ITX 4502	Tech Startup
LLB 1501	Business Law (For Non-Law students)
LLB 1502	Fundamentals of Tax Law (For Non-Law students)
LLB 4540	International Business Law and Start-Up Business (For Non-Law students)
LLB 4806	Business and Human Rights (For Non-Law students)
MU 1002	Pop Music Appreciation
MU 1231	History and Literature of Music
MU 2531	Music Business
MU 3602	Music Therapy
MU 4223	Music in Human Life
NGE 0110	First Aid and Basic Life Support (For Non-Nursing students)
NGE 0111	Innovative Media and Project Influencing Health Risk Behavior (For Non-Nursing students)

# Free Elective Courses



## Announcement MSME Academic Advising (For Student ID 67X onwards)



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

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

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

Updated as of Jun 4, 2024

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





For more information,  
please visit  
[www.msme.au.edu](http://www.msme.au.edu)