



Bachelor of Business Administration Program
(International Program)
Revised Curriculum, Year 2011

School of Business
University of the Thai Chamber of Commerce

**Bachelor of Business Administration Curriculum
(International Program)**

Revised Curriculum, Year 2011

University name: University of the Thai Chamber of Commerce

Campus/School: School of Business

Part1. General Information

1. Curriculum Title

Thai	หลักสูตรบริหารธุรกิจบัณฑิต (หลักสูตรนานาชาติ)
English	Bachelor of Business Administration Program (International Program)

2. Degree Title

2.1 Full Title (Thai)	บริหารธุรกิจบัณฑิต
2.2 Abbreviation (Thai)	บธ.บ.
2.3 Full Title (English)	Bachelor of Business Administration
2.4 Abbreviation (English)	B.B.A.

3. Specializations

- 3.1 International Business Management
- 3.2 Marketing
- 3.3 Logistics Management

4. Philosophy

To produce knowledgeable business administration graduates. They have the skills to handle international business management, marketing and logistics management efficiently, to use new technology effectively, to communicate in business English, and to conduct business ethically. The program will create the best business practices as a response to the need of national economic development and the expanded competitive edge of globalization.

5. Objectives

5.1 To provide graduates with strong analytical, strategic, operational, international business, marketing and logistics management skills.

5.2 To train and enhance graduates to meet the needs of international business, marketing and logistics management.

5.3 To instill graduates with high moral virtue and ethical standards ready to take on social responsibilities.

5.4 To provide graduates with an excellent command of English for effective business communication.

5.5 To provide graduates with computer skills essential for effective business operations.

5.6 To provide graduates with analytical and research skills required for successful postgraduate study both domestically and internationally.

5.7 To provide graduates of international standard caliber.

Part 2. Academic system, program management and program structure

1. Academic system

1.1 System

The regular academic year is divided into two semesters.

1.2 Management of Summer Session

A Summer session may be offered depending on the consideration of program committees.

2. Program management

2.1 Semesters

First semester August – December

Second semester January – May

Summer session June – July

2.2 Qualification and Entry requirement

2.2.1 Applicants must possess all of the following qualifications:

- 1) Successful completion of a high school level (Mathayom 6) or equivalent accredited by the Ministry of Education, or successful completion of a Bachelor's Degree from universities in Thailand or overseas accredited by the Ministry of Education.
- 2) Good personality.
- 3) Good health: No serious illness which may obstruct their studies.
- 4) Having qualifications that meet the University of the Thai Chamber of Commerce's regulations regarding the undergraduate accreditation 2002.

2.2.2 Entry requirements:

- 1) Applicants must pass the National Entrance Examinations for the subjects of Mathematics, English, or equivalent. All applicants will be interviewed in accordance with the regulations of the University of the Thai Chamber of Commerce.
- 2) Applicants are exempted from English test if they have a minimum IELTS (Academic Band) of 5.5 with minimum of 5 in every band, or a minimum TOEFL of 500 (Paper-Based Test), 173 (Computer - Based Test), or 61 (Internet - Based Test).
- 3) Applicants from overseas who use English as a first language are exempted from the English Test. However, they must pass the mathematics test and interview.
- 4) Applicants who achieve all requirements must take English for academic purposes and pre-mathematics to improve their English and quantitative skills, or according to the regulation of the University of the Thai Chamber of Commerce regarding undergraduate accreditation.
- 5) In case an applicant's academic qualifications do not meet the above requirements, the application may be reviewed and approved by the Committee of the School of Business. The committee will take into consideration the university's academic standard prior to the acceptance of applicants.

2.3 Academic System

Refer to the Academic Regulations, University of the Thai Chamber of Commerce, year 2002.

2.4 Transfer Admission

Refer to the Regulations, University of the Thai Chamber of Commerce, year 2005 and 2004.

3. Curriculum and lecturers

3.1. Curriculum structure

3.1.1 Total credits **138 credits**

3.1.2 Curriculum structure

(1) General education **30 credits**

- a. Language group 15
- b. Science and Mathematics group 6
- c. Social Science group 3
- d. Humanities group 3
- e. Quality of life development group 3

(2) Specialization courses **102 credits**

- a. Core courses 51
- b. Major courses 36
 - 1) Major compulsory courses 30
 - 2) Major elective course 6
- c. Minor courses 15

(3) Free elective courses **6 credits**

3.1.3 List of courses

3.1.3.1 Code description

(1) Each course for the Bachelor's Degree (International Program) of the School of Business has a code using English alphabets and numbers as shown below:

First letter "I" refers to International Program

Second letter refers to Core courses, free elective courses, major courses and minor courses of each group as follows:

- A refers to School of Accountancy core courses
- B refers to School of Business core courses and free elective courses
- E refers to School of Economics core courses
- L refers to School of Law courses
- I refers to International Business Management major course group
- M refers to Marketing major course group
- N refers to Logistics Management major courses group
- X refers to International Program minor courses group
- Hundreds digit
 - No. 1 refers to First-Year courses
 - No. 2 refers to Second-Year courses
 - No. 3 refers to Third-Year courses
 - No. 4 refers to Fourth-Year courses
 - No. 9 refers to External School input and free elective courses
- Tens and units digits refer to Course Numbers

Remark: Except Code in Minor Courses

- Hundreds digit refers to Minor course group
 - No. 1 refers to Minor course group in International Business-
Management
 - No. 2 refers to Minor course group in Marketing
 - No. 3 refers to Minor course group in Logistics Management
- Tens and units digits refer to Course Numbers

(2) Courses in General Education Only

- First letter I refers to Courses in International Programs
- Second letter refers to courses offered by School
 - B refers to School of Business
 - H refers to School of Humanities
 - S refers to School of Science and Technology
- Hundreds digit 0 refers to Course List in General Education
- Tens and units digits refer to Course Numbers



3.1.3.2 List of courses

General education courses 30 credits

a. Language group: 15 credits

Code	Course name	Credits (Lecture-Practice-Self study)	Prerequisite
IH009	English for Communication 1	3 (3-0-6)	-
IH010	English for Communication 2	3 (3-0-6)	IH009 or TOEIC 250 or equivalent
IH011	English for Communication 3	3 (3-0-6)	IH010 or TOEIC 350 or equivalent
IH012	English for Communication 4	3 (3-0-6)	IH011 or TOEIC 450 or equivalent
IH013	Thai Language for Communication	3 (3-0-6)	-
IH014	Thai Language and Culture	3 (3-0-6)	-

Remarks: 1. For English language courses, students can submit TOEIC scores or equivalent to gain exemption from English for Communication 1-4 (IH009, IH010, IH011 and IH012) as specified in their descriptions. The exemption process must be completed by the end of the second semester of year 2. If students earn TOEIC scores of 550 or above, they are allowed not to enroll in any of the 4 courses. However, they must enroll in alternative courses (excluding general education courses) offered by the university for the exempted credits.

2. Regarding Thai language courses, Thai students select IH013; foreign student select IH014.

b. Science and mathematics group: 6 credits

Code	Course name	Credits	Prerequisite
IS004	Modern Science and Technology	3 (3-0-6)	-
IS005	Mathematics and Statistics for Daily Life	3 (3-0-6)	-

c. Social science group: 3 credits

Code	Course name	Credits	Prerequisite
IB002	Modern Business	3 (3-0-6)	-

d. Humanities group: 3 credits

Code	Course name	Credits	Prerequisite
IH022	Self -Management	3 (3-0-6)	-

e. Quality of life development group: 3 credits

Code	Course name	Credits	Prerequisite
IH032	Global Life Skills	3 (3-0-6)	-

(2) Specialization courses 102 credits**(2.1) Core courses****51 credits**

Code	Course name	Credits	Prerequisite
IB102	Organization and Management	3 (3-0-6)	-
IA913	Principles of Accounting	3 (2-2-5)	-
IS922	Business Statistics	3 (3-0-6)	IS005
IE921	Principles of Economics 1	3 (3-0-6)	-
IE922	Principles of Economics 2	3 (3-0-6)	-
IB103	Organizational Behavior	3 (3-0-6)	IB102
IB201	Principles of Marketing	3 (3-0-6)	-
IB208	Management Information Systems	3 (3-0-6)	-
IB209	Taxation	3 (3-0-6)	-
IB210	Business Finance and Risk Management	3 (2-2-5)	IA913
IB211	Quantitative Analysis for Business	3 (3-0-6)	IS922
IL921	Business Law	3 (3-0-6)	-
IA931	Managerial Accounting	3 (2-2-5)	IA913
IB304	Entrepreneurship	3 (3-0-6)	-
IB305	Operations Management	3 (3-0-6)	IB102

IB306 Business Research Methodology	3 (3-0-6)	IS922
IB402 Strategic Management	3 (3-0-6)	IB103

(2.2) Major courses 36 credits

(2.2.1) Specialization area in International Business Management group

(2.2.1.1) Major compulsory courses: 30 credits

Code	Course name	Credits	Prerequisite
II201	International Business Management	3 (3-0-6)	IB102
II313	International Logistics and Supply Chain Management	3 (3-0-6)	-
II316	Entrepreneurs in International Business	3 (3-0-6)	II201
II317	International Business Policy and Trade Theory	3 (3-0-6)	-
II319	Global Marketing	3 (3-0-6)	IB201
II411	International Business Finance	3 (3-0-6)	IB210
II412	International Human Resource Management	3 (3-0-6)	II201
II413	International Business Research	3 (3-0-6)	IB306
II415	Negotiation for International Business	3 (3-0-6)	II201
II418	International Business Strategy	3 (3-0-6)	II201

(2.2.1.2) Major elective courses: 6 credits

Plan A: Choose 2 courses, 6 credits

Plan B: Choose co-operative education, 6 credits

Code	Course name	Credits	Prerequisite
II315	Legal Environment in International Business	3 (3-0-6)	-
II421	Contemporary Issues in International Business- Management	3 (3-0-6)	II201 Completed at least 21 credits of specialization area courses
II422	Co-operative Education	6 (0-40-20)	-

(2.2.2) Specialization area in Marketing group**(2.2.2.1) Major compulsory courses: 30 credits**

Code	Course name	Credits	Prerequisite
IM201	Consumer Behavior	3 (3-0-6)	IH022 and IB201
IM323	Price Management and Pricing Policy	3(3-0-6)	IB201
IM326	Retailing and Wholesaling Management	3 (3-0-6)	IB201
IM327	Global Brand Management	3 (3-0-6)	IB201
IM329	Marketing Channel and Distribution Management	3 (3-0-6)	IB201
IM330	Integrated Marketing Communications	3 (3-0-6)	IB201
IM332	Marketing Research	3 (3-0-6)	IB201 and IB306
IM423	Service Marketing	3 (3-0-6)	IB201
IM427	Marketing Management	3 (3-0-6)	IB201
IM428	Strategic e- Marketing	3 (3-0-6)	IB208

(2.2.2.2) Major elective courses: 6 credits**Plan A: Choose 2 courses, 6 credits****Plan B: Choose co-operative education, 6 credits**

Code	Course name	Credits	Prerequisite
IM421	Sales Management and Sales Forecasting - Technique	3 (3-0-6)	IB201
IM430	Contemporary Issues in Marketing	3 (3-0-6)	Completed at least 21 credits of specialization area courses
IM431	Co-operative Education	6(0-40-20)	-

(2.2.3) Specialization area in Logistics Management group**(2.2.3.1) Major compulsory courses: 30 credits**

Code	Course name	Credits	Prerequisite
IN201	Fundamentals of Supply Chain and Logistics	3 (3-0-6)	-

IN301 Inventory Management	3 (3-0-6)	IN201
IN302 Procurement and Global Sourcing	3 (3-0-6)	IN201
IN303 Warehouse Management	3 (3-0-6)	IN201
IN304 Freight Transport and Distribution	3 (3-0-6)	IN201
IN305 Revenue Management in Supply Chain	3 (3-0-6)	IN201
IN401 Transportation Law	3 (3-0-6)	IN201
IN402 Information System for Supply Chain and Logistics	3 (3-0-6)	IN201
IN403 Contemporary Issues in Supply Chain and Logistics	3 (3-0-6)	IN201
IN406 Strategic Planning for Supply Chain and Logistics	3 (3-0-6)	IN201

(2.2.3.2) Major elective courses: 6 credits

Plan A: Choose 2 courses, 6 credits and Internship

Plan B: Choose co-operative education, 6 credits

Code	Course name	Credits	Prerequisite
IN300	Internship	-	Completed at least 90 credits
IN306	Lean Enterprise	3 (3-0-6)	IN201
IN308	Business Simulation Modeling	3 (3-0-6)	IN201
IN800	Co-operative Education	6 (0-40-20)	-

(2.3) Minor courses 15 credits

Minor Courses in School of Business

(2.3.1) Minor in International Business Management group

Code	Course name	Credits	Prerequisite
IX102	International Business Management	3 (3-0-6)	IB102
IX103	International Logistics and Supply Chain Management	3 (3-0-6)	-
IX105	International Human Resource Management	3 (3-0-6)	IX102
IX107	International Business Policy and Trade Theory	3 (3-0-6)	-
IX110	Global Marketing	3 (3-0-6)	IB201
IX112	International Business Strategy	3 (3-0-6)	IX102

(2.3.2) Minor in Marketing group

Code	Course name	Credits	Prerequisite
IX201	Consumer Behavior	3 (3-0-6)	IH022 and IB201
IX203	Price Management and Pricing Policy	3 (3-0-6)	IB201
IX206	Marketing Management	3 (3-0-6)	IB201
IX208	Global Brand Management	3 (3-0-6)	IB201
IX210	Marketing Channel and Distribution Management	3 (3-0-6)	IB201
IX211	Integrated Marketing Communications	3 (3-0-6)	IB201

(2.3.3) Minor in Logistics Management group

Code	Course name	Credits	Prerequisite
IX301	Fundamentals of Supply Chain and Logistics	3 (3-0-6)	-
IX302	Inventory Management	3 (3-0-6)	IX301
IX303	Procurement and Global Sourcing	3 (3-0-6)	IX301
IX304	Warehouse Management	3 (3-0-6)	IX301
IX305	Freight Transport and Distribution	3 (3-0-6)	IX301
IX306	Strategic Planning for Supply Chain and Logistics	3 (3-0-6)	IX301

Minor Courses in School of Accountancy**(2.3.4) Minor in Accountancy group**

Code	Course name	Credits	Prerequisite
IX401	Intermediate Accounting 1	3 (2-2-5)	IA913
IX402	Intermediate Accounting 2	3 (2-2-5)	IX401
IX403	Cost Accounting	3 (2-2-5)	IX401
IX404	Managerial Accounting	3 (2-2-5)	IX403
IX405	Tax Accounting	3 (2-2-5)	IX401 and IB209
IX406	Environmental Management Accounting	3 (2-2-5)	IX404

(3) Free Elective Courses : 6 credits

Students are able to choose the following free elective courses, or any bachelor-level courses offered by other international programs at UTCC or any other accredited university with a minimum of 6 credits.



Code	Course name	Credits	Prerequisite
IB901	Team Management and Problem Solving	3 (3-0-6)	-
IB902	Economic and Market Problems, and Solution in Developing Countries	3 (3-0-6)	-
IB903	Export Marketing	3 (3-0-6)	IB201
IB904	Small and Medium Enterprise Management	3 (3-0-6)	IB102
IB905	Purchasing Management	3 (3-0-6)	IB201
IB906	Selling Techniques	3 (3-0-6)	IB201
IB907	Advertising	3 (3-0-6)	IB201
IB908	Sales Promotion	3 (3-0-6)	IB201
IB909	Direct Marketing	3 (3-0-6)	-
IB910	Financial Analysis for Project Evaluation	3 (3-0-6)	IB210
IB911	Securities Analysis	3 (3-0-6)	IB210
IB912	Joint Venture and Merger and Acquisition	3 (3-0-6)	IB210
IB913	Operation Planning and Control	3 (3-0-6)	-
IB914	Business Ethics	3 (3-0-6)	-
IB915	Money and Banking	3 (3-0-6)	IE922
IB916	Asian Business	3 (3-0-6)	-
IB917	International Promotion Management	3 (3-0-6)	-
IB918	Business Project Management	3 (3-0-6)	-
IB919	Foundation Spanish 1	3 (2-2-5)	-
IB920	Foundation Spanish 2	3 (2-2-5)	IB919
IB921	Foundation Japanese 1	3 (2-2-5)	-
IB922	Foundation Japanese 2	3 (2-2-5)	IB921
IB923	Foundation Chinese 1	3 (2-2-5)	-
IB924	Foundation Chinese 2	3 (2-2-5)	IB923
IB925	Foundation French 1	3 (2-2-5)	-
IB926	Foundation French 2	3 (2-2-5)	IB925
IB927	Foundation Korean 1	3 (2-2-5)	-
IB928	Foundation Korean 2	3 (2-2-5)	IB927
IB929	Foundation Thai 1	3 (2-2-5)	-
IB930	Foundation Thai 2	3 (2-2-5)	IB929

International College

IB931 Buddhist Studies	3 (3-0-6)	-
IB932 Thai Politics	3 (3-0-6)	-
IB933 Cross Cultural Management	3 (3-0-6)	IB103
IB934 Foundation Portuguese I	3 (2-2-5)	-
IB935 Foundation Portuguese II	3 (2-2-5)	IB934

3.1.4 Study Plan

Plan A: Regular Curriculum

First Semester, First year

Code	Course name	Credit	Prerequisite
IH009	English for Communication 1	3 (3 – 0 – 6)	-
IH013 or IH014	Thai Language for Communication or Thai Language and Culture	3 (3 – 0 – 6)	-
IS004	Modern Science and Technology	3 (3 – 0 – 6)	-
IS005	Mathematics and Statistics for Daily Life	3 (3 – 0 – 6)	-
IB002	Modern Business	3 (3 – 0 – 6)	-
IB102	Organization and Management	3 (3 – 0 – 6)	-
Total		18	

Second Semester, First year

Code	Course name	Credit	Prerequisite
IH010	English for Communication 2	3 (3 – 0 – 6)	IH009 or TOEIC 250 or equivalent
IH022	Self-Management	3 (3 – 0 – 6)	-
IH032	Global Life Skills	3 (3 – 0 – 6)	-
IA913	Principles of Accounting	3 (2 – 2 – 5)	-
IE921	Principles of Economics 1	3 (3 – 0 – 6)	-
IB103	Organizational Behavior	3 (3 – 0 – 6)	IB102
Total		18	

First Semester, Second year

Code	Course name	Credit	Prerequisite
IH011	English for Communication 3	3 (3 – 0 – 6)	IH010 or TOEIC 350 or equivalent
IS922	Business Statistics	3 (3 – 0 – 6)	IS005
IE922	Principles of Economics 2	3 (3 – 0 – 6)	-
IB201	Principles of Marketing	3 (3 – 0 – 6)	-
IB208	Management Information System	3 (3 – 0 – 6)	-
IB209	Taxation	3 (3 – 0 – 6)	-
Total		18	

Second Semester, Second year

Code	Course name	Credit	Prerequisite
IH012	English for Communication 4	3 (3 – 0 – 6)	IH011 or TOEIC 450 or equivalent
IL921	Business Law	3 (3 – 0 – 6)	-
IB210	Business Finance and Risk Management	3 (2 – 2 – 5)	IA913
IB211	Quantitative Analysis for Business	3 (3 – 0 – 6)	IS922
	Major: Compulsory course 1 course	3	
	Minor: 1 course	3	
Total		18	



First Semester, Third Year

Code	Course name	Credit	Prerequisite
IB304	Entrepreneurship	3 (3 – 0 – 6)	-
IB306	Business Research Methodology	3 (3 – 0 – 6)	IS922
	Major: Compulsory course 3 courses	9	
	Minor: 1 course	3	
Total		18	

Second Semester, Third Year

Code	Course name	Credit	Prerequisite
IB305	Operations Management	3 (3 – 0 – 6)	IB102
IA931	Managerial Accounting	3 (2 – 2 – 5)	IA913
	Major: Compulsory course 3 courses	9	
	Minor: 1 course	3	
Total		18	

Summer Session, Third Year

(Only for students in Logistics Management Major)

Code	Course name	Credit	Prerequisite
IN300	Internship (At least 250 hours)	-	Completed at least 90 credits

First Semester, Fourth year

Code	Course name	Credit	Prerequisite
IB402	Strategic Management	3 (3 – 0 – 6)	IB103
	Major: Compulsory course 3 courses	9	
	Minor: 2 courses	6	
Total		18	

Second Semester, Fourth year

Code	Course name	Credit	Prerequisite
	Major: Elective course 2 courses	6	
	Free elective 2 courses	6	
Total		12	

Plan B: with Co-operative Education

First Semester, First year

Code	Course name	Credit	Prerequisite
IH009	English for Communication 1	3 (3 – 0 – 6)	-
IH013 or IH014	Thai Language for Communication or Thai Language and Culture	3 (3 – 0 – 6)	-
IS004	Modern Science and Technology	3 (3 – 0 – 6)	-
IS005	Mathematics and Statistics for Daily Life	3 (3 – 0 – 6)	-
IB002	Modern Business	3 (3 – 0 – 6)	-
IB102	Organization and Management	3 (3 – 0 – 6)	-
Total		18	

Second Semester, First year

Code	Course name	Credit	Prerequisite
IH010	English for Communication 2	3 (3 – 0 – 6)	IH009 or TOEIC 250 or equivalent
IH022	Self-Management	3 (3 – 0 – 6)	-
IH032	Global Life Skills	3 (3 – 0 – 6)	-
IA913	Principles of Accounting	3 (2 – 2 – 5)	-
IE921	Principles of Economics 1	3 (3 – 0 – 6)	-
IB103	Organizational Behavior	3 (3 – 0 – 6)	IB102
Total		18	

First Semester, Second year

Code	Course name	Credit	Prerequisite
IH011	English for Communication 3	3 (3 – 0 – 6)	IH010 or TOEIC 350 or equivalent
IS922	Business Statistics	3 (3 – 0 – 6)	IS005
IE922	Principles of Economics 2	3 (3 – 0 – 6)	-
IB201	Principles of Marketing	3 (3 – 0 – 6)	-
IB208	Management Information System	3 (3 – 0 – 6)	-
IB209	Taxation	3 (3 – 0 – 6)	-
Total		18	

Second Semester, Second year

Code	Course name	Credit	Prerequisite
IH012	English for Communication 4	3 (3 – 0 – 6)	IH011 or TOEIC 450 or equivalent
IL921	Business Law	3 (3 – 0 – 6)	-
IB210	Business Finance and Risk Management	3 (2 – 2 – 5)	IA913
IB211	Quantitative Analysis for Business	3 (3 – 0 – 6)	IS922
	Major: Compulsory course 1 course	3	
	Minor: 1 course	3	
Total		18	



First Semester, Third Year

Code	Course name	Credit	Prerequisite
IB304	Entrepreneurship	3 (3 – 0 – 6)	-
IB306	Business Research Methodology	3 (3 – 0 – 6)	IS922
	Major: Compulsory course 3 courses	9	
	Minor: 1 course	3	
Total		18	

Second Semester, Third Year

Code	Course name	Credit	Prerequisite
IB305	Operations Management	3 (3 – 0 – 6)	IB102
IA931	Managerial Accounting	3 (2 – 2 – 5)	IA913
	Major: Compulsory course 3 courses	9	
	Minor: 1 course	3	
Total		18	

Summer session, Third Year

Code	Course name	Credit	Prerequisite
	Free elective 2 courses	6	
Total		6	

First Semester, Fourth Year

Code	Course name	Credit	Prerequisite
IB402	Strategic Management	3 (3 – 0 – 6)	IB103
	Major: Compulsory course 3 courses	9	
	Minor: 2 courses	6	
Total		18	

Second Semester, Fourth Year

Code	Course name	Credit	Prerequisite
	Co-operative Education	6 (0-40-20)	
Total		6	

3.1.5 Course Description

3.1.5.1 General Education Courses: 30 credits

1) Language Group: 15 credits

IH009 English for Communication 1 3 (3-0-6)

Development and practice of communicative English in everyday life, focusing on listening to short conversations and messages for main ideas and details, greeting and socializing, taking part in small talks, introducing oneself, welcoming, asking and giving information, reading paragraphs for main ideas and supporting details, and writing short and simple messages through a standard and an electronic form.

IH010 English for Communication 2 3 (3-0-6)

Prerequisite: IH009 English for Communication 1 or TOEIC score of 250 or equivalent

Development and practice of communicative English in everyday life, focusing on listening to complicated messages and conversations for main ideas and supporting details, taking part in conversation by asking, responding, and giving opinions, everyday life conversation in various situations, presenting and comparing simple business data, reading and summarizing more complicated passages, and writing more complicated messages through a standard and an electronic form.

IH011 English for Communication 3 3 (3-0-6)

Prerequisite: IH010 English for Communication 2 or TOEIC score of 350 or equivalent

Development and practice of business English for everyday life communication by integrating the four skills: listening, speaking, reading, and writing, focusing on telephone conversation; presenting business information concerning corporate details, products, and services; comparing and analyzing business data; writing memos and electronic mails; reading and summarizing business articles.

IH012 English for Communication 4 3 (3-0-6)

Prerequisite: IH011 English for Communication 3 or TOEIC score of 450 or equivalent

Development and practice of Business English for everyday life communication by integrating the four skills: listening, speaking, reading, and writing, focusing on expressions

used in simulated meetings, basic business negotiations and job interviews; writing application letters and resumes through a standard and an electronic form; reading and summarizing articles related to current business situations; and cross-cultural business communication.

IH013 Thai Language for Communication 3 (3-0-6)

Development and practice of standard Thai usage including listening, speaking, reading, and writing to convey ideas logically and communicate effectively.

IH014 Thai Language and Culture 3 (3-0-6)

Use of Thai for basic communication. Practice in listening, speaking, reading, and writing skills. Study of the relationship between Thai language and culture, belief and common values in Thai society, and appropriate use of Thai for various situations.

2) Science and Mathematics Group: 6 credits

IS004 Modern Science and Technology 3 (3-0-6)

Modern science and technology related to innovations, creation of new knowledge, and scientific and technological advance affecting environment, energy, agricultural products, medical science, communication, economics, business and society.

IS005 Mathematics and Statistics for Daily Life 3 (3-0-6)

Importance and impact of mathematics and statistics on science and technology, mathematics and statistics for daily life and business, use of mathematic and statistic software for data analysis and interpretation.

3) Social Science Group: 3 credits

IB002 Modern Business 3 (3-0-6)

Principles and applications of basic business management, modern business organization, finance, economics, accounting, business laws, business environments, good governance, business ethics, and corporate social responsibility.

4) Humanities Group: 3 credits

IH022 Self- Management 3 (3-0-6)

Principles and applications of psychological knowledge related to individual differences, individual and group social behaviors concerning perception, learning, motivation, emotional quotients, maturity, personal care and hygiene, leadership and teamwork, constructive stress management, thinking and reasoning, analysis and understanding of human behaviors leading to self-awareness, self-monitoring, self-adjustment, and ethics for everyday life.

5) Quality of Life Development Group: 3 credits

IH032 Global Life Skills 3 (3-0-6)

Global life skills and knowledge related to social institutions, politics and democracy, changes in global community affecting Thai economics and society, ASEAN community and their artistic and cultural differences, information and communication technology skills, personality development, socialization and social etiquettes, and trustworthiness.

3.1.5.2 Specialization Courses: 102 credits

1) Core Courses: 51 credits

IB102 Organization and Management 3 (3-0-6)

Systematic operations of organizations, direction and determination of business policies, management procedures in modern organizations, interrelationship between management functions and the effects of external environment on organizations in order to link the operations with other functions of modern organizations efficiently. Concept and importance of corporate governance.

IA913 Principles of Accounting 3 (2-2-5)

Concepts of accounting, principles and practices of double entry book-keeping, profit measurement and preparing financial statements; accounting for services, merchandizing, and manufacturing; value-added tax, depreciation.

IS922 Business Statistics**3 (3-0-6)****Prerequisite: IS005 Mathematics and Statistics for Daily Life**

Probability, random variables, sample distribution, sampling theory, estimation and hypothesis testing, variance analysis, regression and correlation analysis, chi-square analysis, indices and time series analysis.

IE921 Principles of Economics 1**3 (3-0-6)**

Basic concepts and models of national income, international trade and finance, money and banking, economic problems including inflation-deflation, unemployment and application of economic policy to solve them.

IE922 Principles of Economics 2**3 (3-0-6)**

Concepts of demand, supply and elasticity, determination of price based on demand and supply theory, consumption theory, production theory, price setting in various markets and the application of economic principles for business decision making.

IB103 Organizational Behavior**3 (3-0-6)****Prerequisite: IB102 Organization and Management**

Theoretical concepts of personal behaviors such as perception, learning, values, personality, attitude, motivation, satisfaction at work. Group behavior, such as leadership, team, communication. Conflict Management. Power and politics, and organizational behavior, such as organizational structure, organizational culture. Organizational change and development.

IB201 Principles of Marketing**3 (3-0-6)**

Definition and significance of modern marketing concepts in business and the economy, effects of business environment on marketing and market systems, analysis of consumer behavior, market segmentation, market targeting, product and service positioning, marketing mix, and the applications of information technology in a modern marketing mix.

IB208 Management Information Systems

3 (3-0-6)

Definition, concepts and structures of management information systems, system development and design, analysis of the need for information in decision making, application of telecommunications, computer technology and knowledge management in various information systems, database management, control, maintenance, database security to keep up with the changes and appropriate management of the organization, impact of information technology on executive decision making, organizational structure and culture, and the application of information technology in business strategy to create competitive advantages.

IB209 Taxation

3 (3-0-6)

Characteristics and principles of taxation, criteria and methods of taxation including income tax, value added tax, specific business tax, and other business related taxes such as tariffs, excise tax, and other types of local government imposed taxes.

IB210 Business Finance and Risk Management

3 (2-2-5)

Prerequisite: IA913 Principle of Accounting

Roles and goals of the financial management in the business. Financial planning and decisions of the business, short term and long term financing, capital structure and cost of capital, investment decisions, capital budgeting, working capital management, financial analysis, dividend policy, risk management and other financial policies.

IB211 Quantitative Analysis for Business

3 (3-0-6)

Prerequisite: IS922 Business Statistics

Study of mathematics and statistics for quantitative analysis, decision making under uncertainty, decision making under risk, operations research, including linear programming, transportation problems and assignment problems, network analysis, inventory model, game theory, queuing theory and simulation.

IL921 Business Law**3 (3-0-6)**

General principles of civil and commercial law. Law concerning incorporation, rights and duties, operation and dissolution of various forms of business, including partnership, limited company and public company, and business ethics, contracts and specific business contracts.

IA931 Managerial Accounting**3 (2-2-5)****Prerequisite: IA913 Principles of Accounting**

Accounting information for planning, decision-making and operational control of the management. Study of classification of costs in different ways. Cost saving, cost allocation and cost analysis. Cost - Volume - Profit analysis, income statements prepared according to variable costs and total costs. Budgeting. Evaluation of performance using the standard cost. Cost data for short-term decision making and cash flow statement.

IB304 Entrepreneurship**3 (3-0-6)**

Concepts of business ownership, principles and types of business operators. Using case studies to analyze and evaluate of the external environment factors that affect the opportunities and obstacles in the business. Study of organization management, marketing, finance, human resources management, risk management, using technology to plan and evaluate the feasibility of the business, and managing business efficiently.

IB305 Operations Management**3 (3-0-6)****Prerequisite: IB102 Organization and Management**

Characteristics and importance of operations and production management, forecasting customer's demand, product and service design, production decision making, selecting a plant site and layout, project management, supply chain management, safety management in factory, purchasing system, inventory control system, maintenance system; raw materials planning, transportation modes and using purchasing software to assist with the production function.

IB306 Business Research Methodology **3(3-0-6)**

Prerequisite: IS922 Business Statistics

Methodologies in business research. Research process, making a research proposal, quantitative and qualitative researches, parametric and non-parametric statistical analysis, writing a research paper and presenting research findings.

IB402 Strategic Management **3 (3-0-6)**

Prerequisite: IB103 Organizational Behavior

The importance of strategic thinking for management, appropriate policy and strategy formulation according to business environment, strategic management procedures, strategy and tactic formulation for different levels of organizations, strategic planning, risk management, decision making and strategic control based on case studies.

2) Major Courses: 36 credits

(1) Major courses in International Business Management

II201 International Business Management **3 (3-0-6)**

Prerequisite: IB 102 Organization and Management

Management process and practice in international business operations, including an integration of managerial roles, functions in a dynamic global environment, the application of management tools and techniques, such as advanced management information systems, supply chain management, international standardization for organization, and quality assurance.

II313 International Logistics and Supply Chain Management **3 (3-0-6)**

Importance of international logistics management for international trade, logistics planning, material management, delivery, procurement, packaging, distribution, supply chain management and important organizations involved in international logistics.

II315 Legal Environment in International Business **3 (3-0-6)**

Structure of international business law, trade agreements, agents and overseas transportation, insurance, payment in accordance to international investment agreements, technological transfer, international business negotiation, and regulation related to economic alliances between countries.

II316 Entrepreneurs in International Business**3 (3-0-6)****Prerequisite: II201 International Business Management**

Structure of entrepreneurship in international business, specifically in planning and controlling related organizations, strategies, problems and barriers encountered operating a business internationally. Practice in writing business plans and study through cases related to international organizations or companies.

II317 International Business Policy and Trade Theory**3 (3-0-6)**

Important theories in analyzing the international business environment, including the national economic and social development plan, international trade policy, investment promotion policy, export promotion policy, and the impact of plans and policies on business and public sectors. Study of effects of policies on international business, such as environmental protection, foreign exchange rate control, entry barrier type of international business, patents and copyrights.

II319 Global Marketing**3 (3-0-6)****Prerequisite: IB201 Principles of Marketing**

An analysis of features and scopes of global marketing; a study of various environmental situations affecting the strategy of global marketing management and global marketing communication; study of techniques and practices used in global marketing, particularly focus on the export of Thai products.

II411 International Business Finance**3 (3-0-6)****Prerequisite: IB210 Business Finance and Risk Management**

Roles and responsibilities of foreign exchange market, international monetary systems, limitations on foreign investments, international source of funds, foreign exchange risk management, working capital management.

II412 International Human Resource Management **3 (3-0-6)**

Prerequisite: II201 International Business Management

Concepts, principles and process of international human resource management. Trends affecting human resource management in the organization in order to set appropriate objectives in human resource management policies.

II413 International Business Research **3 (3-0-6)**

Prerequisite: IB306 Business Research Methodology

Research methodology with respect to international business, with emphasis on process of conducting research and application of business research in solving international business problems. Practice in writing a research proposal with a related topic.

II415 Negotiation for International Business **3 (3-0-6)**

Prerequisite: II201 International Business Management

Concepts, techniques, and processes of negotiation in an international business context, especially in regulatory environment, including various strategic techniques and approaches for the success of negotiation.

II418 International Business Strategy **3 (3-0-6)**

Prerequisite: II201 International Business Management

An overview of internal and external business environment analysis and an analysis of strengths and weaknesses in the organization in order to lay out marketing strategies and control. Focus on ASEAN Business management and strategy.

II421 Contemporary Issues in International Business Management **3 (3-0-6)**

Prerequisite: II201 International Business Management

Completed at least 21 credits of specialized area in major required courses.

Characteristics of international business management problems, analyses and solutions. Selected international business management topics and cases discussed extensively in tandem with making seminar proposals. Focus on ASEAN business management.

II422 Co-operative Education**6 (0 – 40 – 20)**

Practice in the organization for one semester as a temporary employee. The work will be related to the student's academic field. Students will be monitored and evaluated by the advisor from the University and supervisor in charge from the organization.

(2) Major courses in Marketing**IM201 Consumer Behavior****3 (3-0-6)**

**Prerequisite: IH022 Self-Management and
IB201 Principles of Marketing**

Concepts and theory in behavioral science used in analyzing consumer behavior and applying the theory of consumer behavior in segmentation and targeting to develop effective marketing strategies and to make marketing decisions. Relevant case studies.

IM326 Retailing and Wholesaling Management**3 (3-0-6)**

Prerequisite: IB201 Principles of Marketing

Overview of retailer and wholesaler characteristics in terms of types, organization, and marketing strategy, including merchandising, pricing, display in retail and wholesale environment, and sales promotional activities together with implementation of integrated marketing communications and customer relationship management. Relevant case studies.

IM327 Global Brand Management**3 (3-0-6)**

Prerequisite: IB201 Principles of Marketing

Definition and importance of product and global brand management. Roles and responsibilities of product and global brand managers. Decisions about product management. Strategy in the product life cycle stages. And new product development. Managing the product mix. The concept of the value of the global brand. Measuring the value of global brand. Strategic global brand management. Global brand positioning. The plan to build, add and maintain the value of global brand in a sustainable manner acceptable to the customer and the society.

IM328 Price Management and Pricing Policy

3 (3-0-6)

Prerequisite: IB201 Principles of Marketing

The influence of economic and psychological factors on pricing, the role of cost, profit analysis, cost adjustment and pricing of product line extension as well as problems of pricing policy and pricing issues.

IM329 Marketing Channel and Distribution Management

3 (3-0-6)

Prerequisite: IB201 Principles of Marketing

The marketing channel system, designing the channel structure, and selecting the channel members, middlemen and level of channel. The motivation and appraisal to middlemen in channels, the effecting of marketing policy and strategy to channels and distribution management. Using of Supply chain and logistics and distribution management into managing marketing channel and the marketing channels information system and technology to applying for distribution efficiency.

IM330 Integrated Marketing Communications

3 (3-0-6)

Prerequisite: IB201 Principles of Marketing

Concepts about marketing promotion and marketing communications. Business environment affecting the marketing communications to a targeted audience. Marketing promotion tools including advertising, public relations, sales promotion, sales staff direct marketing and the use of media technology. Marketing activities. Global marketing. Integrated marketing communications. Maintaining customer relationships. Implementation plan, budgeting setting and allocations. Relevant case studies.

IM332 Marketing Research

3 (3-0-6)

Prerequisite: IB201 Principles of Marketing and IB306 Business Research Methodology

Definition, types and steps of marketing research. Marketing research on consumer behavior, products, price, distribution channel, marketing promotion and other related marketing research. Research proposal writing, advantages of doing market research and using research results in marketing decisions. Research ethics. Situations requiring research. Using software to analyze, write and present research results.

IM421 Sales Management and Sales Forecasting Techniques**3 (3-0-6)****Prerequisite: IB201 Principles of Marketing**

Importance of sales management as a part of marketing structure; roles, responsibilities and scope of sales management; sales planning; sales policy; cost and budgeting of sales; sales territory; sales quota; sales force management including sales force selection, sales force training, selling techniques, incentives and motivation, control and evaluation; and regulation and ethics in selling. Case studies and external readings of selling issues and techniques.

IM423 Service Marketing**3 (3-0-6)****Prerequisite: IB 201 Principles of Marketing**

Study of various aspects and characteristics of services in marketing, including service design, service marketing strategy, service delivery, marketing communications, evaluation and ways to improve service quality, and applying information technology in various types of service. Relevant case studies.

IM427 Marketing Management**3 (3-0-6)****Prerequisite: IB201 Principles of Marketing**

Definition and significance of marketing management. Exploring evolution of theories in marketing, marketing plans, consumer behavior, segmentation and targeting, marketing goals and objectives, product strategies, pricing, distribution channels, marketing communications and marketing control. Relevant case studies.

IM428 Strategic e- Marketing**3 (3-0-6)****Prerequisite: IB208 Management Information Systems**

Importance of electronic media in strategic marketing. Topics include the use of database marketing in market segmentation and targeting, and other topics including presenting product electronically, setting price and paying for the product via E-Signature, and conducting sales promotion, product delivery, maintenance, supply chain, and after sales service through electronic means.

IM430 Contemporary Issues in Marketing

3 (3-0-6)

Prerequisite: Completed at least 21 credits of specialization area courses.

Application of marketing theories, knowledge, and strategies to solve marketing problems. Study of effective marketing plan development and strategy formulation through seminar. Focus on marketing in ASEAN.

IM431 Co-operative Education

6 (0 – 40 – 20)

Practice in the organization for one semester as a temporary employee. The work will be related to the student's academic field. Students will be monitored and evaluated by the advisor from the University and supervisor in charge from the organization.

(3) Major courses in Logistics Management

IN201 Fundamentals of Supply Chain and Logistics

3 (3-0-6)

Fundamentals in logistics systems and supply chain operations, concepts and definitions of supply chain and logistics, the role of supply chain and logistics in global business environment, supply chain and logistics planning, customer/supplier relationship management, inventory management, transportation, purchasing, packaging, operations control and trends of supply chain and logistics. Public and private organizations related to domestic and international logistics are presented.

IN300 Internship

Condition: Completed at least 90 credits

Practice in the organization related to supply chain and logistics fields at least 250 hours. Students are required to prepare an internship report.

IN301 Inventory Management

3 (3-0-6)

Prerequisite: IN201 Fundamentals of Supply Chain and Logistics

State-of-the-art knowledge on demand and inventory management theory and practice. Topics included will be as follows: demand planning and forecasting; types of inventories; inventory problems; inventory cost; inventory control systems, measuring inventory performance; types of inventory count; economic order quantity; just in time inventory management system;

decision models for inventory management; and case studies of world-class inventory management.

IN302 Purchasing and Global Sourcing**3 (3-0-6)****Prerequisite: IN201 Fundamentals of Supply Chain and Logistics**

An investigation of issues and methodologies related to purchasing and sourcing, and the decisions and challenges related to the design and implementation of a firm's purchasing strategy within a context of an integrated, global supply chain. Topics centering on the role of purchasing, development of purchasing strategy, purchasing planning, purchasing process, supplier selection, supplier relationship management, global sourcing, sourcing terms such as Incoterm, e-procurement and strategic cost management. Several case studies are presented.

IN303 Warehouse Management**3 (3-0-6)****Prerequisite: IN201 Fundamentals of Supply Chain and Logistics**

Theoretical and practical approaches of warehouse management in today's business environment. Course includes distribution planning; warehousing management; activities in processes covered include receiving, put-away, replenishment, picking and packing; distribution center management; location analysis; laws and related regulations for warehouse location and warehouse management; warehousing and distribution center layout; and warehouse performance measurement. Computer systems and technologies for managing the operations are also reviewed.

IN304 Freight Transport and Distribution**3 (3-0-6)****Prerequisite: IN201 Fundamentals of Supply Chain and Logistics**

Theoretical and practical approaches of freight transport and distribution. Topics of the course include the role and importance of freight transportation industry in domestic and global economies, advantages and disadvantages of each transportation mode, distribution patterns, multimodal transportation, distribution and transportation process, concepts and principles in distribution, transportation terms and documents, financial analysis for transportation and distribution planning, performance measurement in transportation.

IN305 Revenue Management in Supply Chain **3 (3-0-6)**

Prerequisite: IN201 Fundamentals of Supply Chain and Logistics

Logistics cost analysis and related operational costs in supply chain. This course provides revenue management techniques targeting to selling the right product to the right customer at the right time for the right price optimizing inventory placement and availability or production capability to maximize revenue. Additional techniques of pricing some products such as short shelf-life products, seasonality products and limited availability products and services. Success case studies using revenue and pricing management are presented.

IN306 Lean Enterprise **3 (3-0-6)**

Prerequisite: IN201 Fundamentals of Supply Chain and Logistics

Principles of lean management and lean six-sigma, customer value analysis, value stream mapping, continuous improvement to seek perfection, lean applications for managing enterprise, lean principle integration to human resources, technologies, processes, and product developments to create high productivity and efficient enterprise. Case studies of lean enterprise are presented.

IN308 Business Simulation Modeling **3 (3-0-6)**

Prerequisite: IN201 Fundamentals of Supply Chain and Logistics

Fundamental concepts of simulation modeling; analysis of data used in simulation; design of experiments; test of simulation models; analysis and evaluation of simulation results; applications of simulation modeling used for decision making in business environment; forecasting, inventory, operations, marketing, and transportation.

IN401 Transportation Law **3 (3-0-6)**

Prerequisite: IN201 Fundamentals of Supply Chain and Logistics

General principles of legislation on transportation. Legal aspects of multimodal transportation conventions. Liabilities and limitation of liabilities in carriage contracts.

IN402 Information System and Supply Chain and Logistics **3 (3-0-6)**

Prerequisite: IN201 Fundamentals of Supply Chain and Logistics

Information system and technology for supply chain and logistics management, data capture, barcode standards, RFID, tracking and traceability system, electronic data interchange

for supply chain collaboration, information system for making decisions in logistics activities, and e-commerce for logistics and supply chain management. Information system and technology investment analysis and success case studies are reviewed.

IN403 Contemporary Issues in Supply Chain and Logistics **3 (3-0-6)**

Prerequisite: IN201 Fundamentals of Supply Chain and Logistics

Provides a range of advanced topics in integrated supply chain and logistics management. Students prepare industry assessment analyses and make formal classroom presentations with the lecture-discussion format. Specific topics alternate from year to year, but basic content includes critical issues in supply chain and logistics management.

IN406 Strategic Planning for Supply Chain and Logistics **3 (3-0-6)**

Prerequisite: IN201 Fundamentals of Supply Chain and Logistics

External and internal environment analysis, principles of strategic planning, planning process, techniques and tactics of strategic planning for supply chain and logistics, and development of action plans to support the overall business strategy. The course also provides techniques for assessment using appropriate performance measurements, plan monitoring, project feasibility, and success stories in strategic planning.

IN800 Co-operative Education **6 (0 – 40 – 20)**

Practice in the organization for one semester as a temporary employee. The work will be related to the student's academic field. Students will be monitored and evaluated by the advisor from the University and supervisor in charge from the organization.

3) Minor Course Groups: 15 credits

Minor Courses in School of Business

(1) Minor Courses in International Business Management:

IX102 International Business Management **3 (3-0-6)**

Prerequisite: IB102 Organization and Management

Management process and practice in international business operations, including an integration of managerial roles, functions in a dynamic global environment, the application of management tools and techniques such as advanced management information system, supply chain management, international standardization for organization, and quality assurance.

IX103 International Logistics and Supply Chain Management

3 (3-0-6)

Importance of international logistics management for international trade, logistics planning, material management, delivery, procurement, packaging, distribution, supply chain management and important organizations involved in international logistics.

IX105 International Human Resource Management

3 (3-0-6)

Prerequisite: IX102 International Business Management

Concepts, principles and processes of international human resource management, including trends affecting human resources in the organization in order to set appropriate objectives in human resource management policies.

IX107 International Business Policy and Trade Theory

3 (3-0-6)

Important theories in analyzing international business environment, including national economic and social development plan, international trade policy, investment promotion policy, export promotion policy, and the impact of plans and policies on business and public sectors. Study of effects of policies on international business, such as environmental protection, foreign exchange rate control, entry barrier type of international business, patents and copyrights.

IX110 Global Marketing

3 (3-0-6)

Prerequisite: IB201 Principles of Marketing

An analysis of features and scopes of global marketing; a study of various environmental situations affecting the strategy of global marketing management and global marketing communication; study of techniques and practices used in global marketing, particularly focus on the export of Thai products.

IX112 International Business Strategy**3 (3-0-6)****Prerequisite: IX102 International Business Management**

An overview of internal and external business environment analysis and an analysis of strengths and weaknesses in the organization in order to lay out marketing strategies and control. Focus on ASEAN business management and strategy.

(2) Minor Courses in Marketing:**IX201 Consumer Behavior****3 (3-0-6)****Prerequisite: IH022 Self-Management and****IB 201 Principles of Marketing**

Concepts and theory in behavioral science used in analyzing and understanding consumer behavior. Applying the theory of consumer behavior in segmentation and targeting to develop effective marketing strategies and to make marketing decisions. Relevant case studies.

IX203 Price Management and Pricing Policy**3 (3-0-6)****Prerequisite: IB201 Principles of Marketing**

The influence of economic and psychological factors on pricing, the role of cost, profit analysis, cost adjustment and pricing of product line extension as well as problems of pricing policy and pricing issues.

IX206 Marketing Management**3 (3-0-6)****Prerequisite: IB201 Principles of Marketing**

Definition and significance of marketing management. Exploring evolution of theories in marketing, marketing plans, consumer behavior, segmentation and targeting, marketing goals and objectives, product strategies, pricing, distribution channels, marketing communications and marketing control. Relevant case studies.

IX208 Global Brand Management

3 (3-0-6)

Prerequisite: IB201 Principles of Marketing

Definition and importance of product and global brand management. Roles and responsibilities of product and global brand managers. Decisions about product management. Strategy in the product life cycle stages. And new product development. Managing the product mix. The concept of the value of the global brand. Measuring the value of global brand. Strategic global brand management. Global brand positioning. The plan to build, add and maintain the value of global brand in a sustainable manner acceptable to the customer and the society.

IX210 Marketing Channel and Distribution Management

3 (3-0-6)

Prerequisite: IB201 Principles of Marketing

The marketing channel system, designing the channel structure, and selecting the channel members, middlemen and level of channel. The motivation and appraisal to middlemen in channels, the effecting of marketing policy and strategy to channels and distribution management. Using of Supply chain and logistics and distribution management into managing marketing channel and the marketing channels information system and technology to applying for distribution efficiency.

IX211 Integrated Marketing Communications

3 (3-0-6)

Prerequisite: IB201 Principles of Marketing

Concepts about marketing promotion and marketing communications. Business environment affecting the marketing communications to a targeted audience. Marketing promotion tools including advertising, public relations, sales promotion, sales staff direct marketing and the use of media technology. Marketing activities. Global marketing. Integrated marketing communications. Maintaining customer relationships. Implementation plan, budgeting setting and allocations. Relevant case studies.

(3) Minor Courses in Logistics Management:

IX301 Fundamentals of Supply Chain and Logistics

3 (3-0-6)

Fundamentals in logistics systems and supply chain operations, concepts and definitions of supply chain and logistics, the role of supply chain and logistics in global business environment, supply chain and logistics planning, customer/supplier relationship management,

inventory management, transportation, purchasing, packaging, operations control and trends of supply chain and logistics. Public and private organizations related to domestic and international logistics are presented.

IX302 Inventory Management**3 (3-0-6)****Prerequisite: IX301 Fundamentals of Supply Chain and Logistics**

State-of-the-art knowledge on demand and inventory management theory and practice. Topics included will be as follows: demand planning and forecasting; types of inventories; inventory problems; inventory cost; inventory control systems, measuring inventory performance; types of inventory count; economic order quantity; just in time inventory management system; decision models for inventory management; and case studies of world-class inventory management.

IX303 Procurement and Global Sourcing**3 (3-0-6)****Prerequisite: IX301 Fundamentals of Supply Chain and Logistics**

An investigation of issues and methodologies related to purchasing and sourcing, and the decisions and challenges related to the design and implementation of a firm's purchasing strategy within a context of an integrated, global supply chain. Topics centering on the role of purchasing, development of purchasing strategy, purchasing planning, purchasing process, supplier selection, supplier relationship management, global sourcing, sourcing terms such as Incoterm, e-procurement and strategic cost management. Several case studies are presented.

IX304 Warehouse Management**3 (3-0-6)****Prerequisite: IX301 Fundamentals of Supply Chain and Logistics**

Theoretical and practical approaches of warehouse management in today's business environment. Course includes distribution planning; warehousing management; activities in processes covered include receiving, put-away, replenishment, picking and packing; distribution center management; location analysis; laws and related regulations for warehouse location and warehouse management; warehousing and distribution center layout; and warehouse

performance measurement. Computer systems and technologies for managing the operations are also reviewed.

IX305 Freight Transport and Distribution **3 (3-0-6)**

Prerequisite: IX301 Fundamentals of Supply Chain and Logistics

Theoretical and practical approaches of freight transport and distribution. Topics of the course include the role and importance of freight transportation industry in domestic and global economies, advantages and disadvantages of each transportation mode, distribution patterns, multimodal transportation, distribution and transportation process, concepts and principles in distribution, transportation terms and documents, financial analysis for transportation and distribution planning, performance measurement in transportation.

IX306 Strategic Planning for Supply Chain and Logistics **3(3-0-6)**

Prerequisite: IX301 Fundamentals of Supply Chain and Logistics

External and internal environment analysis, principles of strategic planning, planning process, techniques and tactics of strategic planning for supply chain and logistics, and development of action plans to support the overall business strategy. The course also provides techniques for assessment using appropriate performance measurements, plan monitoring, project feasibility, and success stories in strategic planning.

Minor Courses in School of Accountancy

(4) Minor Courses in Accountancy:

IX401 Intermediate Accounting 1 **3 (2-2-5)**

Prerequisite: IA913 Principles of Accounting

Definitions, classification, recognition, measurement, and valuation of assets, presentation of assets in statement of financial position, disclosure of assets according to accounting standards, computation of depreciation and depletion, changes in asset valuation, impairment of assets, concepts and accounting treatments of assets used in practices.

IX402 Intermediate Accounting 2**3 (2-2-5)****Prerequisite: IX401 Intermediate Accounting 1**

Principles and procedures in accounting for liabilities concerning classification of liabilities, recognition and measurement of liabilities, valuation and presentation of liabilities in the statement of financial position, disclosure of liabilities according to accounting standards, accounting for owners' equity of partnership, corporation, and public company related to incorporation, operation, share in profit and loss, changes in equity, and liquidation as well as presentation and disclosure of ownership in the statement of financial position and cash flow statement.

IX403 Cost Accounting**3 (2-2-5)****Prerequisite: IX401 Intermediate Accounting 1**

Purposes, concepts and scope of cost accounting, classification and terminology of costs, financial statements for manufacturing firms and product costing, actual costing system, normal costing system, standard costing system, cost allocation, job costing and process costing systems, spoilage, rework and scrap, joint products and byproducts, and activity-based costing (ABC).

IX404 Managerial Accounting**3 (2-2-5)****Prerequisite: IX403 Cost Accounting**

Purposes, concepts and scope of managerial accounting, absorption costing and variable costing, cost-volume-profit (CVP) analysis, using information for short-term decision making, pricing decisions, transfer pricing, responsibility accounting and performance measurement, capital budgeting, and budgeting.

IX405 Tax Accounting**3 (3-0-6)****Prerequisite: IX401 Intermediate Accounting 1****IB209 Taxation**

Definition of tax accounting, accounting regulations, computation of income tax, withholding tax, value added tax and specific business tax, preparation of worksheets for tax computation, comparison between computation of net income for income tax and that in

accordance with generally accepted accounting principles, and form submission for various different taxes.

IX406 Environmental Management Accounting 3 (3-0-6)

Prerequisite: IX404 Managerial Accounting

History of environmental accounting, environmental problems affecting business, environmental accounting in a managerial perspective, evolution of environmental management accounting, collecting and analyzing environmental management information both financial and non-financial information, calculation and classification of environmental costs and expenses, cost allocation, savings and revenues related to environmental management, preparation of environmental cost and outcome report as a managerial tool for planning, controlling, and making decisions; based on case studies.

3.1.5.3 Free Elective Courses: 6 credits

IB901 Team Management and Problem Solving 3 (3-0-6)

Concepts and methodologies of effective team building, team management strategy in team coordination, creating team balance, team development, and solving team conflicts using creative and systematic approaches.

IB902 Economics and Market Problems, and Solutions in Developing Countries 3 (3-0-6)

Overview of social, economic, and market problems which are fundamental to economic and market development; theories concerning economic growth; comparison of economic growth rate among countries, particularly for developing countries; application of the theories to problem solving in a real market environment.

IB903 Export Marketing 3 (3-0-6)

Prerequisite: IB201 Principles of Marketing

Characteristics and scope of export marketing, export plan, market analysis, marketing research, market target, product development, cost and pricing, distribution, export promotion and control.

IB904 Small and Medium Enterprise Management**3 (3-0-6)****Prerequisite: IB102 Organization and Management**

Structure and establishment of small and medium size businesses; importance of ownership and entrepreneurship to the operation, planning, and controlling resources in the plant; trade limitations and conditions of small and medium enterprises. Case study analyses and company visits.

IB905 Purchasing Management**3 (3-0-6)****Prerequisite: IB201 Principles of Marketing**

Policy of purchasing raw material, parts, and finished goods for manufacture and retail businesses. Topics include purchasing procedure, negotiation, inventory control, quality control, purchasing budget, decision between producing or purchasing, collecting purchasing statistic reports, risk, cost analysis, problems associated with purchasing, legal issues, and use of information technology in purchasing.

IB906 Selling Techniques**3 (3-0-6)****Prerequisite: IB201 Principles of Marketing**

Importance of sales in marketing, types of sellers and customers, sales theories, selling techniques, sales planning, sales presentation, overcome sales objection, closing sales, after sales service, time management, and types of sales.

IB907 Advertising**3 (3-0-6)****Prerequisite: IB201 Principles of Marketing**

Principles of advertising and sales promotion, using advertising as a tool for marketing management, crafting advertising plan from marketing plan, creating ideas, synchronizing advertising lines with other means of advertisement including the internet, budgeting, evaluating results of the ads, and advertising regulations in Thailand and in international markets.

IB908 Sales Promotion**3 (3-0-6)****Prerequisite: IB201 Principles of Marketing**

Types and scope of sales promotion, motivation factors and purchasing behavior of

target group, target market, sales promotion planning, budgeting, sales promotion techniques, and analysis of sales promotion process on behavior and decision making process of target group using articles and case studies.

IB909 Direct Marketing

3 (3-0-6)

Concepts and importance of direct marketing; the database system with the application of tools such as mail, direct selling, telemarketing, print materials, infomercial, and internet; the analysis and evaluation of direct marketing.

IB910 Financial Analysis for Project Evaluation

3 (3-0-6)

Prerequisite: IB210 Business Finance and Risk Management

Financial project analysis and evaluation by using financial tools such as pro-forma income statement, pro-forma balance sheet, pro-forma statement of cash flow, and other financial techniques such as net present value and financial ratios to evaluate many kinds of investment projects in industrial, trading, and service businesses.

IB911 Securities Analysis

3 (3-0-6)

Prerequisite: IB210 Business Finance and Risk Management

Concepts and importance of investment in securities, such as stock and bonds, by using financial theories and the valuation techniques of security's price and risk. Topics on selection of securities based on fundamental and technical analysis, and portfolio management by using information of listed companies in the Stock Exchange of Thailand and other markets.

IB912 Joint Venture and Merger and Acquisition

3 (3-0-6)

Prerequisite: IB210 Business Finance and Risk Management

Concepts and importance of joint venture, merger and acquisition processes under different conditions; business evaluation agreement; price offering techniques; negotiation; and related regulations and legal limitations.

IB913 Operations Planning and Control

3(3-0-6)

Concepts and importance of operations planning and control in business, forecasting

market requirements, time and capital investment to maximize production and minimize inventory and operating expense for sustained profitable performance. Use of simulation as a guideline in production management, and practice of using scientific tools for forecasting and controlling.

IB914 Business Ethics**3 (3-0-6)**

Definition and importance of business ethics, good governance, and corporate governance in advanced level of management. Topics on personal morals; professional code of ethics; morals for executives, entrepreneurs, and employees; impact of business operations on the stability of the country's economic situation, environment, and society; social manner and business etiquette.

IB915 Money and Banking**3 (3-0-6)****Prerequisite: IE922 Principles of Economics 2**

The nature and types of money, and the role of money and credit. Topics on money supply and demand, theories of money and interest, the commercial banking system, monetary expansion and contraction, reserves, types of monetary institutions, the role and function of central banks, monetary policy, and off-shore banking.

IB916 Asian Business**3 (3-0-6)**

Economic and business development in Asian countries, business practices in Asian countries, growing business opportunities and trade barriers, and problems of business practices in this region.

IB917 International Promotion Management**3 (3-0-6)**

Planning and organizing international trade shows, advertising, promotion, and exhibition, activities, types of exhibitions, principles of designing and styling, preparing equipment for exhibitions, practice of exhibition management, budgeting and controlling exhibitions in the international area.

IB918 Business Project Management

3 (3-0-6)

Management of business projects; project planning and scheduling; project feasibility studies; project costing and benefit analysis using PERT, CPM and updated software; project management techniques in terms of quality, quantity and time.

IB919 Foundation Spanish 1

3 (2-2-5)

Spanish for communicative purposes, focusing on improving listening and speaking skills through daily-life language, and analyzing the different types of sentences and constructions as the basis for further understanding and writing paragraphs.

IB920 Foundation Spanish 2

3 (2-2-5)

Prerequisite: IB919 Foundation Spanish 1

Spanish for communicative purposes, focusing on listening and speaking at a higher level on everyday topics, as well as practicing basic reading and writing short paragraphs.

IB921 Foundation Japanese 1

3 (2-2-5)

Japanese for communicative purposes, focusing on improving listening and speaking skills of everyday language, and analyzing the different types of sentences and constructions as the basis for further understanding and writing paragraphs.

IB922 Foundation Japanese 2

3 (2-2-5)

Prerequisite: IB921 Foundation Japanese 1

Japanese for communicative purposes, focusing on listening and speaking at a higher level on everyday topics, as well as practicing basic reading and writing short paragraphs.

IB923 Foundation Chinese 1

3 (2-2-5)

Chinese for communicative purposes, focusing on improving listening and speaking skills of everyday language, and analyzing the different types of sentences and constructions as the basis for further understanding and writing paragraphs.

IB924 Foundation Chinese 2**3 (2-2-5)****Prerequisite: IB 923 Foundation Chinese 1**

Chinese for communicative purposes, focusing on listening and speaking at a higher level on everyday topics, as well as practicing basic reading and writing short paragraphs.

IB925 Foundation French 1**3 (2-2-5)**

French for communicative purposes, focusing on improving listening and speaking skills of everyday language, and analyzing the different types of sentences and constructions as the basis for further understanding and writing paragraphs.

IB926 Foundation French 2**3 (2-2-5)****Prerequisite: IB925 Foundation French 1**

French for communicative purposes, focusing on listening and speaking at a higher level on everyday topics, as well as practicing basic reading and writing short paragraphs.

IB927 Foundation Korean 1**3 (2-2-5)**

Korean for communicative purposes, focusing on improving listening and speaking skills of everyday language, and analyzing the different types of sentences and constructions as the basis for further understanding and writing paragraphs.

IB928 Foundation Korean 2**3 (2-2-5)****Prerequisite: IB927 Foundation Korean 1**

Korean for communicative purposes, focusing on listening and speaking at a higher level on everyday topics, as well as practicing basic reading and writing short paragraphs.

IB929 Foundation Thai 1**3 (2-2-5)**

Thai for communicative purposes, focusing on improving listening and speaking skills of everyday language, and analyzing the different types of sentences and constructions as the basis for further understanding and writing paragraphs.

IB930 Foundation Thai 2 **3 (2-2-5)**

Prerequisite: IB929 Foundation Thai 2

Thai for communicative purposes, focusing on listening and speaking at a higher level on everyday topics, as well as practicing basic reading and writing short paragraphs.

IB931 Buddhist Studies **3 (3-0-6)**

Concepts, principles and philosophy of Buddhism, focusing on history of the Buddha, his teachings and Buddhist history and culture.

IB932 Thai Politics **3 (3-0-6)**

Study of Thai politics: its development, administrative characteristics, doctrine and institutions which influence the administration and result in changes in Thai society. Relations between politics, government and the effects on business.

IB933 Cross Cultural Management **3 (3-0-6)**

Prerequisite: IB103 Organizational Behavior

Concepts of different management styles across cultures, determinants of culture, culture philosophy, value system and cultural context which underpin different approaches to management, personal, professional, and organization issues in managing across cultures, practical aspects of cross cultural management.

IB934 Foundation Portuguese I **3 (2-2-5)**

Portuguese for communicative purposes, focusing on listening and speaking at a higher level on everyday topics, as well as practicing basic reading and writing short paragraphs.

IB935 Foundation Portuguese II **3 (2-2-5)**

Prerequisite: IB934 Foundations Portuguese 1

Portuguese for communicative purposes, focusing on listening and speaking at a higher level on everyday topics, as well as practicing basic reading and writing short paragraphs.

Part 3. Criteria for evaluating students

1. Regulation or guidelines on grade

Evaluation and graduation is subject to the “Academic Regulations of University of the Thai Chamber of Commerce: 2002.

2. Process of verification of student achievement standards

2.1 Prepare the standardized tests according to the course objectives and criteria. The standard score for each question must also be set for the courses, especially for the course which is taught by more than 1 lecturer.

2.2 There is an evaluation committee which consists of 3 external experts for the evaluation of the students’ grades.

3. Criteria for graduation

3.1 Students who are eligible for a diploma or a degree must complete the followings:

3.1.1 Conferral of a diploma

Students must complete the course credits required by the curriculum. Achieved a cumulative point average less than 2.0 but not less than 1.50.

3.1.2 Conferral of a degree

3.1.2.1 For a degree to be conferred, a student must satisfy the followings:

- (1) Completion of all courses required by the curriculum
- (2) GAP is not less than 2.00
- (3) Have a good record of behavior
- (4) Have no financial obligation to the university
- (5) Attend Thai Ideal Graduate Activities for 60 hours as specified by the

University.

(6) Pass examination to ensure standard of knowledge including Business English, Information Technology, and Business Management as the criteria specified by the University.

3.1.2.2 Have completed all courses required by the curriculum, but GPA is less than 2.00, the degree can be conferred only when

- (1) the student enrolls the courses further required by the curriculum until
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the GPA is not less than 2.00 within the time period specified in the University's academic regulation 2002, article 13.

(2) the student enrolls to repeat the courses with the grade D+, D, or F until the GPA is not less than 2.00 within the time period specified in the University's academic regulation 2002, article 13.

3.1.2.3 The University has the right to withhold the degree if the student is found guilty of serious misconduct.