

Martin de Tours School of Management and Economics

OBJECTIVES

The School of Management offers a wide range of undergraduate courses including the traditional disciplines of Marketing, Finance, Management and Accounting in conjunction with the emerging fields of study such as Business Information Systems for students wishing to work in private and public sectors. Through an innovative, practical, and high-quality teaching program, the students are allowed to:

- Develop sound knowledge and practical skills to adapt to the fast changing, highly competitive business world,
- Develop the ability to analyze and solve problems and make management decisions,
- Be equipped with communicative skills and the ability to handle advanced information and communication technology,
- Prepare themselves for a wide range of careers including working as professionals and entrepreneurs,
- Be leaders in the business community.

The School of Management offers nine programs of study as follows:

- Marketing (MKT)
- Management (MGT)
- Finance and Banking (FIN)
- Accounting (ACT)
- Business Information Systems (BIS)
- Hospitality and Tourism Management (HTM)
- International Business Management (IBM)
- Industrial Management (IDM)
- Real Estate (REM)
- Insurance (INS)
- Business Economics (ECO)

Graduation Requirements

To be qualified for graduation, the student must

- Have completed the total number of credits of the curriculum
- Have obtained a cumulative grade point average of at least 2.00
- Have participated in 16 sessions of the Professional Ethics Seminar
- Have obtained library and financial clearance from the University
- Have demonstrated good behavior and discipline

Specific Requirements

- The students must have obtained at least a “C” grade in all major required courses.
- Hospitality and Tourism Management majors must complete 400 hours of practical training in their chosen concentration.

SUGGESTED PROGRAM OF STUDY

First and Second Years (Freshmen and Sophomore)

During the freshmen year, all students in Martin de Tours School of Management pursue the same study plan consisting of general education courses and business core courses, which provide them with the basic knowledge on all the disciplines in business. The study plan also prepares the students with adequate knowledge to select a concentration that suits his/her ability, background, and preferences.

First Year (Freshman)

FIRST SEMESTER

Course Code	Course Title	Credits
BG 1001	English I	3
BG 1200	Mathematics for Business	3
BG 1201	Statistics I	3
BG 1400	Business Law I	3
GE 1204	Physical Education	1
GE 1301	Environmental Science	3
GE 1403	Communication in Thai	3
Total		19

Second Semester

Course Code	Course Title	Credits
ACT 1600	Fundamentals of Financial Accounting	3
BG 1002	English II	3
BG 1401	Business Law II	3
BG 2200	Statistics II	3
BG 2401	Microeconomics	3
BIS 1141	Business Software Applications	0
MGT 1101	Introduction to Business	3
Total		18

Second Year (Sophomore)

First Semester

Course Code	Course Title	Credits
ACT 2620	Fundamentals of Managerial Accounting	3
BG 2000	English III	3
BG 2400	Macroeconomics	3
BIS 2180	Information Technology	3
MGT 2404	Managerial Psychology	3
MGT 2900	Principles of Management	3
Total		18

Second Semester

Course Code	Course Title	Credits
BG 2001	English IV	3
FIN 2700	Money, Banking and Financial Markets	3
GE 2202	Ethics	3
GE 2101	World Civilization	3
IBM 2702	International Business Environment	3
MKT 2280	Principles of Marketing	3
Total		18

GENERAL EDUCATION COURSES

		Credits
Language Courses		
BG 1001	English I	3
BG 1002	English II	3
BG 2000	English III	3
BG 2001	English IV	3
GE 1403	Communication in Thai	3
	OR	
GE1401	Language and Communication Skills (For international students)	3
Social Science Courses		
BG 2400	Macroeconomics	3
BG 2401	Microeconomics	3
GE 1204	Physical Education	1
GE 2202	Ethics	3
MGT 1101	Introduction to Business	3
Humanities Courses		
GE 2101	World Civilization	3
MGT 2404	Managerial Psychology	3
Science and Mathematics Courses		
BG 1200	Mathematics for Business	3
GE 1301	Environmental Science	3

BUSINESS CORE COURSES

		Credits
ACT 1600	Fundamentals of Financial Accounting	3
ACT 2620	Fundamentals of Managerial Accounting	3
BG 1201	Statistics I	3
BG 1400	Business Law I	3
BG 1401	Business Law II	3
BG 2200	Statistics II	3
BIS 1141	Business Software Applications	3
BIS 2180	Information Technology	3
BIS 3340	Computer Tools in Research	3
FIN 2700	Money, Banking and Financial Markets	3
FIN 3701	Corporate Finance	3
IBM 2702	International Business Environment	3
MGT 2900	Principles of Management	3
MGT 3905	Operations Management	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
MGT 4914	Entrepreneurship	3
MKT 2280	Principles of Marketing	3

CURRICULUM STRUCTURE

Courses	MKT	MGT	FIN	ACT	BIS	HTM	IBM	IDM	REM	INS	ECO
General Educational Courses	40	40	40	40	40	40	40	40	40	40	45
- Language Courses	15	15	15	15	15	15	15	15	15	15	15
- Social Science Courses	13	13	13	13	13	13	13	13	13	13	6
- Humanities Courses	6	6	6	6	6	6	6	6	6	6	9
- Science and Mathematics Courses	6	6	6	6	6	6	6	6	6	6	15
Specialized Courses	93	93	93	96	96	93	93	93	93	93	90
- Business Core Courses	48	48	48	48	45	48	48	48	48	48	33
- Major Required Courses	30	30	30	36	42	30	30	30	30	30	30
- Major Elective Courses	-	-	-	-	-	-	-	-	-	-	12
Concentration Courses	15	15	15	15	15	15	15	15	15	15	15
Free Elective Courses	9	9	9	6	6	9	9	9	9	9	9
Total Credits	142	142	142	142	142	142	142	142	142	142	144

DEPARTMENT OF MARKETING

Major Required Courses

30 Credits

BIS 3587	Principles of Electronic Commerce	3
MKT 3102	Integrated Marketing Communications	3
MKT 3515	Purchasing and Supply Chain Management	3
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 3620	Global Marketing	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
MKT 4829	Marketing Decision Making	3
MKT 4855	Research in Marketing	3

Concentration Courses

Students must choose one of the three following plans as their concentration courses.

Plan A: Major Concentration Courses	15 Credits
Or Plan B: Business Concentration Courses	15 Credits
Or Plan C: Major Elective Courses	15 Credits

PLAN A – Major Concentration Courses

15 Credits

Students pursuing PLAN A must select a concentration in the major area and study the five specified courses.

Integrated Marketing Communications

Credits

MKT 3627	Sales Promotion	3
MKT 3628	Public Relations	3
MKT 4726	Advertising and Creative Strategy	3
MKT 4727	Integrated Media Planning	3
MKT 4849	IMC Campaign Planning	3

Strategic Marketing

Credits

MKT 3629	Pricing Strategy and Decisions	3
MKT 3823	Marketing Channel Strategy and Decisions	3
MKT 4806	Product and Brand Management	3
MKT 4811	Seminar in Marketing	3
MKT 4848	Contemporary Issues in Marketing	3

Retail Entrepreneurship

Credits

MKT 3803	Retail Management	3
MKT 3836	Merchandising and Promotion	3
MKT 3837	Service and Customer Relationship Management	3
MKT 4897	Marketing Internship	3
MKT 4898	Seminar in Entrepreneurship	3

PLAN B – Business Concentration Courses**15 Credits**

Students pursuing PLAN B must select a concentration in other business areas and study the five specified courses.

Advertising		Credits
AD 3106	Art Direction	3
AD 3112	Brand Communication	3
AD 4108	Basic Copywriting (English)	3
CA 2004	Introduction to Advertising	3
CA 2013	Utilization of Multimedia Tools	3
Business Information Systems		Credits
BIS 3315	Programming and Algorithms	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project Management	3
Finance and Banking		Credits
FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3713	Business Analysis and Valuation	3
FIN 4813	Financial Management	3
FIN 4815	Bank Management	3
Hospitality and Tourism Management		Credits
HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3205	Marketing for Hospitality and Tourism	3
HTM 3211	Food and Beverage Management	3
International Business Management		Credits
IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategy	3
IBM 4811	International Strategic Management	3
IBM 4820	International Cooperative Strategy	3
Industrial Management		Credits
IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
IDM 4201	Manufacturing Planning and Control	3
IDM 4203	Quality Management	3
IDM 4206	Industrial Environmental Management	3

Insurance Management

		Credits
INS 3101	Principles of Risk Management and Insurance	3
INS 3201	Property Insurance	3
INS 3202	Casualty Insurance	3
INS 3301	Principles of Life Assurance	3
INS 4302	Accident, Group and Health Insurance	3

Management

		Credits
MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3922	Introduction to New Ventures	3
MGT 4910	Productivity and Quality Management	3
MGT 4916	Negotiation Strategy	3

PLAN C – Major Elective Courses**15 Credits**

Students pursuing PLAN C must select any five major elective courses.

MKT 3627	Sales Promotion	3
MKT 3628	Public Relations	3
MKT 3629	Pricing Strategy and Decisions	3
MKT 3803	Retail Management	3
MKT 3804	Fashion Marketing	3
MKT 3823	Marketing Channel Strategy and Decisions	3
MKT 3830	Direct Marketing	3
MKT 3836	Merchandising and Promotion	3
MKT 3837	Service and Customer Relationship Management	3
MKT 3838	Event Marketing	3
MKT 3840	Digital Marketing	3
MKT 4726	Advertising and Creative Strategy	3
MKT 4727	Integrated Media Planning	3
MKT 4805	Business-to-Business Marketing	3
MKT 4806	Product and Brand Management	3
MKT 4807	Agricultural Marketing	3
MKT 4808	Advanced Marketing Presentation	3
MKT 4809	Marketing for Services	3
MKT 4810	Export-Import Management	3
MKT 4811	Seminar in Marketing	3
MKT 4812	Individual Research	3
MKT 4826	Contemporary Logistics	3
MKT 4845	IMC Research	3
MKT 4848	Contemporary Issues in Marketing	3
MKT 4849	IMC Campaign Planning	3
MKT 4856	Brand Building Strategy	3
MKT 4857	Qualitative Research in Marketing	3
MKT 4897	Marketing Internship	3
MKT 4898	Seminar in Entrepreneurship	3
MKT 4899	IMC Internship	3
FIN 3715	Personal Finance	3
FIN 3724	Financial Feasibility Planning	3
HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Management	3

Free Elective Courses**9 Credits**

Students can select courses of 9 credits which are provided by their faculty or by the different faculties upon completion of the prerequisite.

STUDY PLAN - Third and Fourth Years (Junior and Senior)

During the junior and senior years, students who select the Marketing Major follow the Marketing program of studies:

- Ten Major Required Courses
- Five Concentration Courses
- Plan A: Major Concentration Courses
Or Plan B: Business Concentration Courses
Or Plan C: Major Elective Courses
- Three Free Elective Courses

THIRD YEAR

First Semester

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
BIS 3587	Principles of Electronic Commerce	3
FIN 3701	Corporate Finance	3
MKT 3102	Integrated Marketing Communications	3
MKT 3530	Consumer Behavior	3
MKT 3620	Global Marketing	3
	One Plan A or Plan B or Plan C Course	3
	Total	18

Second Semester

Course Code	Course Title	Credits
MGT 3905	Operations Management	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
MKT 3515	Purchasing and Supply Chain Management	3
MKT 3525	Sales Management	3
	One Plan A or Plan B or Plan C Course	3
	Total	18

FOURTH YEAR

First Semester

Course Code	Course Title	Credits
MKT 4725	Competitive Analysis and Strategy	3
MKT 4855	Research in Marketing	3
	Two Plan A or Plan B or Plan C Courses	6
	Two Free Elective Courses	6
	Total	18

Second Semester

Course Code	Course Title	Credits
MGT 4914	Entrepreneurship	3
MKT 4730	Marketing Management	3
MKT 4829	Marketing Decision Making	3
	One Plan A or Plan B or Plan C Course	3
	One Free Elective Course	3
	Total	15

DEPARTMENT OF MANAGEMENT

Major Required Courses for All Concentrations Except Commerce Concentration **30 Credits**

BIS 4875	Strategic Technology Management	3
FIN 3714	Business Condition Analysis	3
FIN 4813	Financial Management	3
MKT 4730	Marketing Management	3
MGT 3903	Leadership	3
MGT 3923	Strategic Human Resources Management	3
MGT 3945	Managerial Decision Modeling	3
MGT 4910	Productivity and Quality Management	3
MGT 4911	Seminar in Management	3
MGT 4951	Strategic Management	3

Major Required Courses for Commerce Concentration **30 Credits**

BIS 3588	Digital Business Enterprise	3
FIN 3714	Business Condition Analysis	3
FIN 4813	Financial Management	3
MGT 3901	Organization Theory	3
MGT 3923	Strategic Human Resources Management	3
MGT 3945	Managerial Decision Modeling	3
MGT 4910	Productivity and Quality Management	3
MGT 4911	Seminar in Management	3
MGT 4951	Strategic Management	3
MKT 4730	Marketing Management	3

Concentration Courses

Students must choose one of the three following plans as their concentration courses.

Plan A: Major Concentration Courses	15 Credits
or Plan B: Business Concentration Courses	15 Credits
or Plan C: Major Elective Courses	15 Credits

PLAN A – Major Concentration Courses **15 Credits**

Students pursuing PLAN A must select one of the following a concentrations in the major area and study the five specified courses.

Entrepreneurial Management		Credits
MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3922	Introduction to New Ventures	3
MGT 3928	Management for Growth and Sustainability	3
MGT 4806	Management Internship (240 Hours)	3

Strategic Human Resources Management		Credits
MGT 3924	Human Resources Development	3
MGT 3942	Organizational Behavior	3
MGT 4926	Compensation and Performance Management	3
MGT 4928	Employment Relations and Labor Law	3
MGT 4946	Human Resources Management Internship (240 Hours)	3

Commerce (For ACC Campus only)		Credits
MGT 4945	Cooperative Education (720 Hours)	9
MKT 3525	Sales Management	3
MKT 4810	Export-Import Management	3

PLAN B – Business Concentration Courses **15 Credits**

Students pursuing PLAN B must select a concentration in other business areas and study five specified courses.

Business Information Systems		Credits
BIS 3315	Programming and Algorithms	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project Management	3

Finance and Banking		Credits
FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3713	Business Analysis and Valuation	3
FIN 4815	Bank Management	3
FIN 4832	Entrepreneurial Finance	3

Hospitality and Tourism Management		Credits
HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3205	Marketing for Hospitality and Tourism	3
HTM 3211	Food and Beverage Management	3

Industrial Management		Credits
IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
IDM 4201	Manufacturing Planning and Control	3
IDM 4203	Quality Management	3
IDM 4206	Industrial Environmental Management	3

Insurance		Credits
INS 3101	Principles of Risk Management and Insurance	3
INS 3201	Property Insurance	3
INS 3202	Casualty Insurance	3
INS 3301	Principles of Life Assurance	3
INS 4302	Accident, Group and Health Insurance	3
Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 3620	Global Marketing	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4809	Marketing for Services	3
Real Estate		Credits
REM 3111	Principles of Real Estate	3
REM 3112	Real Estate Law	3
REM 3113	Real Estate Economics	3
REM 3114	Building Design and Construction Techniques	3
REM 3211	Principles of Real Estate Development	3

PLAN C – Major Elective Courses**15 Credits**

Students pursuing PLAN C must select any five of major elective courses.

FIN 3724	Financial Feasibility Planning	3
FIN 4832	Entrepreneurial Finance	3
MGT 3801	Modern Office Management	3
MGT 3901	Organization Theory	3
MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3918	Sport Management	3
MGT 3922	Introduction to New Venture	3
MGT 3924	Human Resources Development	3
MGT 3928	Management for Growth and Sustainability	3
MGT 3942	Organizational Behavior	3
MGT 4501	Wealth Management	3
MGT 4806	Management Internship (240 Hours)	3
MGT 4909	Communication in Management	3
MGT 4912	Individual Research	3
MGT 4916	Negotiation Strategy	3
MGT 4926	Compensation and Performance Management	3
MGT 4927	Human Resources Planning	3
MGT 4928	Employment Relations and Labor Law	3
MGT 4943	Organizational Development	3
MGT 4946	Human Resources Management Internship (240 Hours)	3
MKT 3102	Integrated Marketing Communications	3
MKT 3525	Sales Management	3
MKT 3803	Retail Management	3
MKT 4805	Business-to-Business Marketing	3
MKT 4810	Export – Import Management	3

Free Elective Courses**9 Credits**

Students can select free elective courses of 9 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

Recommended Free Elective Courses for Commerce Concentration**Credits**

CN 0400	Chinese for Beginners I	3
CN 0401	Chinese for Beginners II	3
MKT 3515	Purchasing and Supply Chain Management	3

Study Plan - Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Management Major follow the program as mentioned below:

- Ten Major Required Courses
- Five Concentration Courses
- Plan A: Major Concentration Courses
Or Plan B: Business Concentration Courses
Or Plan C: Major Elective Courses
- Three Free Elective Courses

1) Third and Fourth Year of Study for All Concentrations except Commerce Concentration

THIRD YEAR

First Semester

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
FIN 3701	Corporate Finance	3
MGT 3903	Leadership	3
MGT 3905	Operations Management	3
MGT 3923	Strategic Human Resources Management	3
	One Plan A OR Plan B OR Plan C Course	3
	One Free Elective Course	3
	Total	18

Second Semester

Course Code	Course Title	Credits
BIS 4875	Strategic Technology Management	3
FIN 3714	Business Condition Analysis	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
MGT 3945	Managerial Decision Modeling	3
	One Plan A / Plan B / Plan C Course	3
	Total	18

FOURTH YEAR

First Semester

Course Code	Course Title	Credits
FIN 4813	Financial Management	3
MGT 4910	Productivity and Quality Management	3
MGT 4914	Entrepreneurship	3
MKT 4730	Marketing Management	3
	One Plan A / Plan B / Plan C Course	3
	One Free Elective Course	3
	Total 18	18

Second Semester

Course Code	Course Title	Credits
MGT 4911	Seminar in Management	3
MGT 4951	Strategic Management	3
	One Plan A / Plan B / Plan C Course	3
	One Plan A / Plan B /Plan C Course	3
	One Free Elective Course	3
	Total	15

2) Third and Fourth Year of Study for Commerce Concentration**THIRD YEAR****First Semester**

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
FIN 3701	Corporate Finance	3
MGT 3901	Organization Theory	3
MGT 3905	Operations Management	3
MGT 3923	Strategic Human Resources Management	3
MGT 3940	Business Research Methodology	3
	One Free Elective Course	3
	Total	18

Second Semester

Course Code	Course Title	Credits
BIS 3588	Digital Business Enterprise	3
FIN 3714	Business Condition Analysis	3
MGT 3907	Business Communication	3
MGT 3945	Managerial Decision Modeling	3
MKT 3525	Sales Management	3
MGT 4910	Productivity and Quality Management	3
	Total	18

Summer Session

Course Code	Course Title	Credits
MKT 4810	Export-Import Management	3
	One Free Elective Course	3
	Total	6

FOURTH YEAR**First Semester**

Course Code	Course Title	Credits
MGT 4945	Co-operative Education (720 Hours)	9
	Total (720 Hours)	9

Second Semester

Course Code	Course Title	Credits
FIN 4813	Financial Management	3
MGT 4911	Seminar in Management	3
MGT 4914	Entrepreneurship	3
MGT 4951	Strategic Management	3
MKT 4730	Marketing Management	3
	One Free Elective Course	3
	Total	18

DEPARTMENT OF FINANCIAL AND BANKING

Major Required Courses **30 Credits**

BIS 3589	Analysis Tools in Finance and Accounting	3
FIN 3711	Investment	3
FIN 3713	Business Analysis and Valuation	3
FIN 3714	Business Condition Analysis	3
FIN 4812	International Finance	3
FIN 4813	Financial Management	3
FIN 4815	Bank Management	3
FIN 4911	Quantitative Analysis of Financial Decision	3
FIN 4921	Corporate Strategy and Financial Policies	3
FIN 4922	Derivatives Securities	3

Concentration Courses

Students must choose one of the three following plans as their concentration courses.

Plan A: Major Concentration Courses	15 Credits
or Plan B: Business Concentration Courses	15 Credits
or Plan C: Major Elective Courses	15 Credits

PLAN A – Major Concentration Courses

15 Credits

Students pursuing PLAN A must select a concentration in the major area and study the five specified courses.

Investment		Credits
FIN 3727	Real Estate Investment Analysis and Valuation	3
FIN 3728	Fixed Income Securities	3
FIN 4811	Risk Management	3
FIN 4817	Portfolio Management and Security Analysis	3
FIN 4818	Seminar in Investment	3

Corporate Financial Management		Credits
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FIN 3724	Financial Feasibility Planning	3
FIN 3726	Financial Statement Analysis	3
FIN 4811	Risk Management	3
FIN 4819	Contemporary Issues in Finance	3
FIN 4924	Advanced Financial Management	3

PLAN B – Business Concentration Courses

15 Credits

Students pursuing PLAN B must select a concentration in other business areas and study the five specified courses.

Accounting		Credits
ACT 3602	Intermediate Accounting I	3
ACT 3603	Intermediate Accounting II	3
ACT 3614	Taxation I	3
ACT 3622	Cost Accounting	3
ACT 3629	Profits Planning and Control	3

Business Information Systems		Credits
BIS 3315	Programming and Algorithms	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project Management	3
International Business Management		Credits
IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategies	3
IBM 4811	International Strategic Management	3
MKT 3620	Global Marketing	3
Industrial Management		Credits
IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
IDM 4201	Manufacturing Planning and Control	3
IDM 4203	Quality Management	3
IDM 4206	Industrial Environmental Management	3
Insurance		Credits
INS 3101	Principles of Risk Management and Insurance	3
INS 3201	Property Insurance	3
INS 3202	Casualty Insurance	3
INS 3301	Principles of Life Assurance	3
INS 4302	Accident, Group and Health Insurance	3
Management		Credits
MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3922	Introduction to New Ventures	3
MGT 4910	Productivity and Quality Management	3
MGT 4916	Negotiation Strategy	3
Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
MKT 4809	Marketing for Services	3
Real Estate		Credits
REM 3111	Principles of Real Estate	3
REM 3112	Real Estate Law	3
REM 3113	Real Estate Economics	3
REM 3114	Building Design and Construction Techniques	3
REM 3211	Principles of Real Estate Development	3

PLAN C – Major Elective Courses**15 Credits**

Students pursuing PLAN C must select any five major elective courses.

BIS 3348	Principles of Multimedia	3
BIS 3588	Digital Business Enterprises	3
BIS 3687	Electronic Banking and Payment Systems	3
ECO 3715	Introduction to Econometrics	3
ECO 3722	Business Cycles and Forecasting	3
FIN 3715	Personal Finance	3
FIN 3716	Export-Import Procedure and Financing	3
FIN 3723	Central Banking System and Policy	3
FIN 3724	Financial Feasibility Planning	3
FIN 3725	Managerial Economics	3
FIN 3726	Financial Statement Analysis	3
FIN 3727	Real Estate Investment Analysis and Valuation	3
FIN 3728	Fixed Income Securities	3
FIN 3733	Institutional Banking for Emerging Markets	3
FIN 3734	Financial Mathematics	3
FIN 4721	Laws and Practices in Finance	3
FIN 4811	Risk Management	3
FIN 4817	Portfolio Management and Security Analysis	3
FIN 4818	Seminar in Investment	3
FIN 4819	Contemporary Issues in Finance	3
FIN 4821	Behavioral Finance	3
FIN 4822	Individual Research	3
FIN 4832	Entrepreneurial Finance	3
FIN 4833	Wealth Management	3
FIN 4923	Advanced Valuation	3
FIN 4924	Advanced Financial Management	3
FIN 4925	Introduction to Modeling	3
REM 3213	Real Estate Appraisal	3

Free Elective Courses**9 Credits**

Students can take free elective courses of 9 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

Study Plan -Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Finance and Banking Major follow the Finance and Banking program of studies:

- Ten Major Required Courses
- Five Concentration Courses
- Plan A: Major Concentration Courses
Or Plan B: Business Concentration Courses
Or Plan C: Major Elective Courses
- Three Free Elective Courses

THIRD YEAR**First Semester**

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
BIS 3589	Analysis Tools in Finance and Accounting	3
FIN 3701	Corporate Finance	3
FIN 3714	Business Condition Analysis	3
MGT 3905	Operations Management	3
MGT 3907	Business Communication	3
	One Free Elective Course	3
	Total	18

Second Semester

Course Code	Course Title	Credits
FIN 3711	Investment	3
FIN 3713	Business Analysis and Valuation	3
MGT 3940	Business Research Methodology	3
	Two Plan A / Plan B / Plan C Courses	6
	One Free Elective Course	3
	Total	18

FOURTH YEAR**First Semester**

Course Code	Course Title	Credits
FIN 4812	International Finance	3
FIN 4813	Financial Management	3
FIN 4815	Bank Management	3
FIN 4911	Quantitative Analysis of Financial Decisions	3
	Two Plan A / Plan B / Plan C Courses	6
	Total	18

Second Semester

Course Code	Course Title	Credits
FIN 4921	Corporate Strategies and Financial Policies	3
FIN 4922	Derivatives Securities	3
MGT 4914	Entrepreneurship	3
	One Plan A / Plan B / Plan C Course	3
	One Free Elective Course	3
	Total	15

DEPARTMENT OF ACCOUNTING

Major Required Courses		36 Credits
ACT 3602	Intermediate Accounting I	3
ACT 3603	Intermediate Accounting II	3
ACT 3608	Financial Report and Financial Statement Analysis	3
ACT 3614	Taxation I	3
ACT 3615	Taxation II	3
ACT 3622	Cost Accounting	3
ACT 3643	Auditing	3
ACT 3644	Internal Control and Audit	3
ACT 4607	Advanced Accounting I	3
ACT 4608	Advanced Accounting II	3
ACT 4611	Seminar in Accounting	3
ACT 4646	Accounting Information Systems	3

Concentration Courses

Students must choose one of the two following plans as their concentration courses.

Plan A: Major Concentration Courses	12 Credits
OR Plan B: Business Concentration Courses	12 Credits

Plan A: Major Concentration Courses

Students must choose one of the four following tracks as their major concentration courses.

Track A: Auditing	12 Credits
OR Track B: Financial Accounting	12 Credits
OR Track C: Managerial Accounting	12 Credits
OR Track D: Others	12 Credits

Auditing

	Credits
ACT 4641	3
ACT 4643	3
ACT 4648	3
ACT 4649	3

Financial Accounting

	Credits
ACT 4605	3
ACT 4609	3
ACT 4647	3
ACT 4649	3

Managerial Accounting

	Credits
ACT 3623	3
ACT 3629	3
ACT 4624	3
ACT 4647	3

Others

Students pursuing Track D must select four major elective courses.

Course Code	Course Title	Credits
ACT 3606	Public Sector and Fund Accounting	3
ACT 3623	Cost Management	3
ACT 3624	Real Estate Accounting	3
ACT 3625	Hospital Accounting	3
ACT 3626	Hotel Accounting	3
ACT 3629	Profits Planning and Control	3
ACT 4605	International Accounting	3
ACT 4609	Accounting Theory	3
ACT 4612	Independent Study	3
ACT 4624	Seminar in Management Accounting	3
ACT 4641	Problems in Auditing	3
ACT 4643	Seminar in Auditing	3
ACT 4647	Accounting Software Package	3
ACT 4648	EDP Auditing	3
ACT 4649	Accounting Internship (135 Hours)	3

Plan B – Business Concentration Courses**12 Credits**

Students pursuing PLAN B must select a concentration in other business areas and study the specified courses.

Business Information Systems**Credits**

BIS 3315	Programming and Algorithms	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3

Finance and Banking**Credits**

FIN 3711	Investment	3
FIN 3713	Business Analysis and Valuation	3
FIN 4813	Financial Management	3
FIN 4815	Bank Management	3

Hospitality and Tourism Management**Credits**

HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3211	Food and Beverage Management	3

Marketing**Credits**

MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3

Free Elective Courses**6 Credits**

Students can take free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

Study Plan - Third and Fourth Year (Junior and Senior)

During the junior and senior year, students who select the Accounting Major follow the Accounting program of studies:

- Twelve Major Required Courses
- Four Concentration Courses
- Plan A: Major Concentration Courses
or Plan B: Business Concentration Courses
- Two Free Elective Courses

THIRD YEAR**First Semester**

Course Code	Course Title	Credits
ACT 3602	Intermediate Accounting I	3
ACT 3603	Intermediate Accounting II	3
ACT 3608	Financial Report and Financial Statement Analysis	3
ACT 3614	Taxation I	3
ACT 3622	Cost Accounting	3
BIS 3340	Computer Tools in Research	0
FIN 3701	Corporate Finance	3
Total		18

Second Semester

Course Code	Course Title	Credits
ACT 3615	Taxation II	3
ACT 3643	Auditing	3
ACT 3644	Internal Control and Audit	3
MGT 3905	Operations Management	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
Total		18

FOURTH YEAR**First Semester**

Course Code	Course Title	Credits
ACT 4607	Advanced Accounting I	3
ACT 4608	Advanced Accounting II	3
ACT 4646	Accounting Information Systems	3
MGT 4914	Entrepreneurship	3
	Two Plan A / Plan B Course	6
Total		18

Second Semester

Course Code	Course Title	Credits
ACT 4611	Seminar in Accounting	3
	Two Plan A / Plan B Course	6
	Two Free Elective Course	6
Total		15

DEPARTMENT OF BUSINESS INFORMATION SYSTEMS

Major Required Courses		42 Credits
BIS 2180	Information Technology	3
BIS 3315	Programming and Algorithms	3
BIS 3348	Principles of Multimedia	3
BIS 3516	Object-Oriented Programming	3
BIS 3617	Web Design and Programming	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4625	Computer Organization	3
BIS 4675	Information Systems Project Management	3
BIS 4697	Current Topics in Business Information Systems	3
BIS 4787	Data Structure	3
BIS 4858	Information Systems Security	3
BIS 4996	BIS Senior Project	3

Major Elective Courses	9 Credits
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Students can select any three courses from the following.

BIS 3567	Human Computer Interaction	3
BIS 3577	Online Media for Business	3
BIS 3587	Principles of Electronic Commerce	3
BIS 3588	Digital Business Enterprise	3
BIS 3589	Analysis Tools in Finance and Accounting	3
BIS 3618	Selected Programming Language	3
BIS 3647	Digital VDO Editing	3
BIS 3687	Electronic Banking and Payment Systems	3
BIS 4698	Selected Topics in Business Information Systems	3
BIS 4699	Advanced Topics in Business Information Systems	3
BIS 4718	Web Applications Development	3
BIS 4747	Graphics and Animation	3
BIS 4748	3-D Modeling and Animation	3
BIS 4758	Local Area Network	3
BIS 4766	Business Process Reengineering	3
BIS 4788	Data Warehouse and Data Mining	3
BIS 4789	Mobile Applications	3
BIS 4848	Integrated Multimedia Applications	3
BIS 4875	Strategic Technology Management	3
BIS 4878	Software Risk Management	3
BIS 4886	Business Information Systems Directed Study I	3
BIS 4887	Business Information Systems Directed Study II	3
BIS 4897	Seminar in Business Information Systems	3
TS 4261	Internetworking Workshop I	4
TS 4262	Internetworking Workshop II	4

Free Elective Courses	6 Credits
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Students can take free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

STUDY PLAN - Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Business Information Systems Major follow the Business Information Systems program of studies:

- Fourteen Major Required Courses
- Three Major Elective Courses
- Two Free Elective Courses

THIRD YEAR

First Semester

Course Code	Course Title	Credits
BIS 3315	Programming and Algorithms	3
BIS 3340	Computer Tools in Research	0
BIS 3348	Principles of Multimedia	3
BIS 3617	Web Design and Programming	3
BIS 3635	Database Systems	3
FIN 3701	Corporate Finance	3
	One Major Elective Course	3
	Total	18

Second Semester

Course Code	Course Title	Credits
BIS 3516	Object-Oriented Programming	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information System Analysis and Design	3
MGT 3905	Operations Management	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
	Total	18

FOURTH YEAR

First Semester

Course Code	Course Title	Credits
BIS 4625	Computer Organization	3
BIS 4675	Information Systems Project Management	3
BIS 4697	Current Topics in Business Information Systems	3
BIS 4787	Data Structure	3
MGT 4914	Entrepreneurship	3
	One Major Elective Course	3
	Total	18

Second Semester

Course Code	Course Title	Credits
BIS 4858	Information Systems Security	3
BIS 4996	BIS Senior Project	3
	One Major Elective Course	3
	One Free Elective Course	3
	One Free Elective Course	3
	Total	15

DEPARTMENT OF HOSPITALITY AND TOURISM MANGEMENT

Major Required Courses

30 Credits

HTM 3001	Sustainable Tourism	3
HTM 3002	Business Operation and Leadership in Hospitality and Tourism	3
HTM 3003	Information Technology in Hospitality and Tourism	3
HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3204	Human Resource Management in Hospitality and Tourism	3
HTM 3205	Marketing in Hospitality and Tourism	3
HTM 3211	Food and Beverage Management	3
HTM 4210	Strategic Management in Hospitality and Tourism	3

Concentration Courses

Students must choose one of the three following plans as their concentration course.

Plan A: Concentration Courses in Hospitality Management	15 Credits
Or Plan B: Concentration Courses in Tourism Management	15 Credits
Or Plan C: Business Concentration Courses	15 Credits

PLAN A – Concentration Courses in Hospitality Management

15 Credits

Students pursuing PLAN A must study the five specified courses.

HTM 4111	Food and Beverage Service	3
HTM 4112	Kitchen Operation	3
HTM 4301	Room Division Management	3
HTM 4302	Event Management	3
HTM 4303	Service Management	3

PLAN B – Concentration Courses in Tourism Management

15 Credits

Students pursuing PLAN B must study the five specified courses.

HTM 4401	Tourism Policy and Development	3
HTM 4402	Tourism Destination Management	3
HTM 4403	Tour Guiding and Operation in Practice	3
HTM 4404	Cultural Heritage Tourism	3
HTM 4405	International Tourism Studies	3

PLAN C – Business Concentration Courses**15 Credits**

Students pursuing PLAN C must select a concentration in other business areas and study the five specified courses.

Business Information System		Credits
BIS 3315	Programming and Algorithms	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project management	3
International Business Management		Credits
IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategy	3
IBM 4811	International Strategic Management	3
MKT 3620	Global Marketing	3
Management		Credits
MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3922	Introduction to New Ventures	3
MGT 4910	Productivity and Quality Management	3
MGT 4916	Negotiation Strategy	3
Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Comparative Analysis and Strategy	3
MKT 4730	Marketing Management	3
MKT 4809	Marketing for Services	3

Free Elective Courses**9 Credits**

Students can take free elective courses of 9 credits from any faculty in Assumption University upon completion of the pre-requisites (if any).

Study Plan - Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Hospitality and Tourism Management Major follow the Hospitality and Tourism Management program of studies:

- Ten Major Required Courses
- Five Concentration Courses
- Plan A: Major Concentration Courses in Hospitality Management
Or Plan B: Major Concentration Courses in Tourism Management
Or Plan C: Business Concentration Courses
- Three Free Elective Courses

THIRD YEAR

First Semester

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
FIN 3701	Corporate Finance	3
HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
	Two Free Elective Courses	6
	Total	18

Second Semester

Course Code	Course Title	Credits
MGT 3905	Operations Management	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
HTM 3001	Sustainable Tourism	3
HTM 3205	Marketing in Hospitality and Tourism	3
HTM 3211	Food and Beverage Management	3
	Total	18

FOURTH YEAR

First Semester

Course Code	Course Title	Credits
HTM 3002	Business Operation and Leadership in Hospitality and Tourism	3
HTM 3003	Information Technology in Hospitality and Tourism	3
HTM 3204	Human Resource Management in Hospitality and Tourism	3
HTM 4210	Strategic Management in Hospitality and Tourism	3
	Two Plan A / Plan B / Plan C Courses	6
	Total	18

Second Semester

Course Code	Course Title	Credits
MGT 4914	Entrepreneurship	3
	Three Plan A / Plan B / Plan C Courses	9
	One Free Elective Course	3
	Total	15

DEPARTMENT OF INTERNATIONAL BUSINESS MANAGEMENT

Major Required Courses		30 Credits
BIS 3588	Digital Business Enterprise	3
FIN 4812	International Finance	3
MKT 3620	Global Marketing	3
IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategy	3
IBM 4711	International Human Resource Management	3
IBM 4715	Designing and Managing Global Operations	3
IBM 4809	International Business Research	3
IBM 4811	International Strategic Management	3

Concentration Courses

Students must choose one of the three following plans as their concentration courses.

Plan A: Major Concentration Courses	15 Credits
Or Plan B: Business Concentration Courses	15 Credits
Or Plan C: Major Elective/Foreign Language Courses	15 Credits

PLAN A: Major Concentration Courses

15 Credits

Students pursuing PLAN A must select the concentration in the major area and study the five specified courses.

International Marketing		Credits
IBM 3642	International Buyer Behavior	3
IBM 3643	International Marketing Communications	3
IBM 3841	International Pricing Strategy	3
IBM 4840	Global Supply Chain Management	3
IBM 4843	International Product and Brand Planning	3

PLAN B: Business Concentration Courses

15 Credits

Students pursuing PLAN B must select a concentration in other business areas and study the five specified courses.

Accounting		Credits
ACT 3602	Intermediate Accounting I	3
ACT 3603	Intermediate Accounting II	3
ACT 3614	Taxation I	3
ACT 3622	Cost Accounting	3
ACT 3629	Profits Planning and Control	3

Business Information Systems		Credits
BIS 3315	Programming and Algorithms	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project Management	3

Finance and Banking		Credits
FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3713	Business Analysis and Valuation	3
FIN 4813	Financial Management	3
FIN 4815	Bank Management	3
Hospitality and Tourism Management		Credits
HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3205	Marketing for Hospitality and Tourism	3
HTM 3211	Food and Beverage Management	3
Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Comparative Analysis and Strategy	3
MKT 4730	Marketing Management	3
MKT 4809	Marketing for Services	3

Plan C : Major Elective Courses / Foreign Language Courses**15 Credits**

Students pursuing PLAN C must select any five major elective/foreign Language courses.

ACT 4605	International Accounting	3
BIS 3587	Principles of Electronic Commerce	3
ECO 3716	International Trade	3
FIN 3724	Financial Feasibility Planning	3
IBM 3642	International Buyer Behavior	3
IBM 3643	International Marketing Communications	3
IBM 3722	Legal and Ethical Issues in International Business	3
IBM 3723	International Relations	3
IBM 3841	International Pricing Strategy	3
IBM 4820	International Cooperative Strategies	3
IBM 4840	Global Supply Chain Management	3
IBM 4841	International Services Marketing	3
IBM 4843	International Product and Brand Planning	3
IBM 4921	Individual Research	3
IBM 4923	Seminar in Regional Studies	3
MGT 4916	Negotiation Strategy	3
Business French		Credits
FR 1500	Introduction to French	3
FR 1501	French I	3
FR 2501	French II	3
FR 3535	Basic Conversation in Business French I	3
FR 3536	Basic Writing in Business French I	3
Business Chinese		Credits
CN 0400	Chinese for Beginners I	3
CN 0401	Chinese for Beginners II	3
CN 1400	Introduction to Chinese	3
CN 1401	Chinese I	3
CN 2401	Chinese II	3
Business Japanese		Credits
JA 1700	Introduction to Japanese	3
JA 1701	Japanese I	3
JA 2701	Japanese II	3
JA 2702	Japanese III	3
	One Elective Course	3

Any course from the Business Japanese Department upon completion of the prerequisites (if any)

Free Elective Courses**9 Credits**

Students can take free elective courses of 9 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

Study Plan - Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the International Business Management Major follow the International Business Management program of studies:

- Ten Major Required Courses
- Five Concentration Courses
- Plan A: Major Concentration Courses
Or Plan B: Business Concentration Courses
Or Plan C: Major Elective Courses
- Three Free Elective Courses

THIRD YEAR**First Semester**

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
BIS 3588	Digital Business Enterprise	3
FIN 3701	Corporate Finance	3
IBM 3711	Comparative Management	3
MKT 3620	Global Marketing	3
	One Plan A / Plan B / Plan C Course	3
	One Plan A / Plan B / Plan C Course	3
	Total	18

Second Semester

Course Code	Course Title	Credits
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategy	3
MGT 3905	Operations Management	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
	One Plan A / Plan B / Plan C Course	3
	Total	18

FOURTH YEAR**First Semester**

Course Code	Course Title	Credits
FIN 4812	International Finance	3
IBM 4711	International Human Resource Management	3
IBM 4715	Designing and Managing Global Operations	3
IBM 4809	International Business Research	3
	One Plan A / Plan B / Plan C Course	3
	One Free Elective Courses	3
	Total	18

Second Semester

Course Code	Course Title	Credits
IBM 4811	International Strategic Management	3
MGT 4914	Entrepreneurship	3
	One Plan A / Plan B / Plan C Course	3
	One Free Elective Course	3
	One Free Elective Course	3
	Total	15

DEPARTMENT OF REAL ESTATE

Major Required Courses

30 Credits

REM 3111	Principles of Real Estate	3
REM 3112	Real Estate Law	3
REM 3113	Real Estate Economics	3
REM 3114	Building Design and Construction Techniques	3
REM 3211	Principles of Real Estate Development	3
REM 3212	Real Estate Finance	3
REM 3213	Real Estate Appraisal	3
REM 3214	Principles of Real Estate Investment Analysis	3
REM 4112	Computer Applications in Real Estate	3
REM 4113	Principles of Property Management	3

Concentration Courses

Students must choose one of the three following plans as their concentration courses.

Plan A: Major Concentration Courses	15 Credits
Or Plan B: Business Concentration Courses	15 Credits
Or Plan C: Major Elective Courses	15 Credits

PLAN A – Major Concentration Courses

15 Credits

Students pursuing PLAN A must select one of the three following concentrations in the major area and study the five specified courses.

Real Estate Development

Credits

REM 4131	Real Estate Project Management	3
REM 4132	Advanced Real Estate Investment Analysis	3
REM 4191	Seminar in Real Estate Business	3
REM 4231	Real Estate Marketing and Brokerage Management	3
REM 4381	Internship in Real Estate Business (300 hours)	3

Property Valuation

Credits

REM 4141	Advanced Real Estate Appraisal	3
REM 4142	Professional Appraisal Practice and Ethics	3
REM 4192	Seminar in Property Valuation	3
REM 4241	Valuation for Special Purposes	3
REM 4382	Internship in Real Estate Appraisal (300 hours)	3

Property Management

Credits

REM 4151	Corporate Real Estate Management	3
REM 4152	Facilities Operations and Maintenance	3
REM 4193	Seminar in Property Management	3
REM 4251	Income-producing Property Management	3
REM 4383	Internship in Property Management (300 hours)	3

PLAN B – Business Concentration Courses**15 Credits**

Students pursuing PLAN B must select a concentration in other business areas and study the five specified courses.

Accounting		Credits
ACT 3602	Intermediate Accounting I	3
ACT 3603	Intermediate Accounting II	3
ACT 3614	Taxation I	3
ACT 3622	Cost Accounting	3
ACT 3629	Profits Planning and Control	3
Business Economics		Credits
ECO 3711	Intermediate Microeconomics	3
ECO 3712	Intermediate Macroeconomics	3
ECO 3716	International Trade	3
ECO 4711	International Macroeconomics	3
ECO 4726	Business and Government	3
Business Information Systems		Credits
BIS 3315	Programming and Algorithms	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project Management	3
Finance and Banking		Credits
FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3713	Business Analysis and Valuation	3
FIN 4813	Financial Management	3
FIN 4815	Bank Management	3
Hospitality and Tourism Management		Credits
HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3205	Marketing for Hospitality and Tourism	3
HTM 3211	Food and Beverage Management	3
Industrial Management		Credits
IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
IDM 4201	Manufacturing Planning and Control	3
IDM 4203	Quality Management	3
IDM 4206	Industrial Environmental Management	3

Insurance		Credits
INS 3101	Principles of Risk Management and Insurance	3
INS 3201	Property Insurance	3
INS 3202	Casualty Insurance	3
INS 3301	Principles of Life Assurance	3
INS 4302	Accident, Group and Health Insurance	3
International Business Management		Credits
IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategy	3
IBM 4811	International Strategic Management	3
MKT 3620	Global Marketing	3
Management		Credits
MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3922	Introduction to New Ventures	3
MGT 4910	Productivity and Quality Management	3
MGT 4916	Negotiation Strategy	3
Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
MKT 4809	Marketing for Services	3

PLAN C – Major Elective Courses**15 Credits**

Students pursuing PLAN C must select any five major elective courses.

REM 4131	Real Estate Project Management	3
REM 4132	Advanced Real Estate Investment Analysis	3
REM 4141	Advanced Real Estate Appraisal	3
REM 4142	Professional Appraisal Practice and Ethics	3
REM 4151	Corporate Real Estate Management	3
REM 4152	Facilities Operations and Maintenance	3
REM 4191	Seminar in Real Estate Business	3
REM 4192	Seminar in Property Valuation	3
REM 4193	Seminar in Property Management	3
REM 4221	Directed Study in Real Estate	3
REM 4222	Capital Markets Related to Real Estate Business	3
REM 4231	Real Estate Marketing and Brokerage Management	3
REM 4241	Valuation for Special Purposes	3
REM 4251	Income-producing Property Management	3
REM 4381	Internship in Real Estate Business (300 hours)	3
REM 4382	Internship in Real Estate Appraisal (300 hours)	3
REM 4383	Internship in Property Management (300 hours)	3

Free Elective Courses**9 Credits**

Students can take free elective courses of 9 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

STUDY PLAN - Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Real Estate Major follow the Real Estate program of studies:

- Ten Major Required Courses
- Five Concentration Courses
- Plan A: Major Concentration Courses
or Plan B: Business Concentration Courses
or Plan C: Major Elective Courses
- Three Free Elective Courses

THIRD YEAR

First Semester

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
FIN 3701	Corporate Finance	3
MGT 3905	Operations Management	3
REM 3111	Principles of Real Estate	3
REM 3112	Real Estate Law	3
REM 3113	Real Estate Economics	3
REM 3114	Building Design and Construction Techniques	3
	Total	18

Second Semester

Course Code	Course Title	Credits
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
REM 3211	Principles of Real Estate Development	3
REM 3212	Real Estate Finance	3
REM 3213	Real Estate Appraisal	3
REM 4113	Principles of Property Management	3
	Total	18

FOURTH YEAR

First Semester

Course Code	Course Title	Credits
REM 3214	Principles of Real Estate Investment Analysis	3
REM 4112	Computer Applications in Real Estate	3
	One Free Elective Course	3
	One Plan A / Plan B / Plan C Course	3
	One Plan A / Plan B / Plan C Course	3
	One Plan A / Plan B / Plan C Course	3
	Total	18

Second Semester

Course Code	Course Title	Credits
MGT 4914	Entrepreneurship	3
	One Plan A / Plan B / Plan C Course	3
	One Plan B / Plan C Course*	3
	One Free Elective Course	3
	One Free Elective Course	3
	Total	15 or 12

*** Plan A – Internship in Summer Session****Summer Session (Only for Plan A)**

Course Code	Course Title	Credits
REM 4381	Internship in Real Estate Business	3 (300 hours)
or REM 4382	Internship in Real Estate Appraisal	3 (300 hours)
or REM 4383	Internship in Property Management	3 (300 hours)
	Total	3 (300 hours)

DEPARTMENT OF INDUSTRIAL MANAGEMENT

Major Required Courses		30 Credits
IDM 3200	Quantitative Analysis	3
IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
IDM 4201	Manufacturing Planning and Control	3
IDM 4202	Production Costing and Budgeting	3
IDM 4203	Quality Management	3
IDM 4206	Industrial Environmental Management	3
IDM 4208	Project Analysis and Management	3
IDM 4302	Industrial Strategic Management	3
IDM 4501	Seminar in Industrial Management	3

Concentration Courses

Student must choose one of the three following plans as their concentration courses.

Plan A: Major Concentration Courses	15 Credits
Or Plan B: Business Concentration Courses	15 Credits
Or Plan C: Major Elective Courses	15 Credits

PLAN A – Major Concentration Courses

Students pursuing PLAN A must select one of the three following concentrations in the major area and study the five specified courses.

Logistics and Supply Chain Management		Credits
IDM 3306	Warehousing and Material Handling	3
IDM 3307	Transportation and Distribution Management	3
IDM 3308	Supply Chain Relationship Management	3
IDM 4301	Information Technology in Supply Chain	3
MKT 3515	Purchasing and Supply Chain Management	3
Manufacturing Management		Credits
IDM 3202	Motion and Time Study	3
IDM 3402	Facility Management	3
IDM 3403	Industrial Engineering Management	3
IDM 4301	Information Technology in Supply Chain	3
IDM 4401	Technology and Innovation Management	3

PLAN B – Business Concentration Courses

Students pursuing PLAN B must select a concentration in other business areas and study the five specified courses.

Accounting		Credits
ACT 3602	Intermediate Accounting I	3
ACT 3603	Intermediate Accounting II	3
ACT 3614	Taxation I	3
ACT 3622	Cost Accounting	3
ACT 3629	Profits Planning and Control	3

Business Information Systems		Credits
BIS 3315	Programming and Algorithms	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project Management	3
Finance and Banking		Credits
FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3713	Business Analysis and Valuation	3
FIN 4813	Financial Management	3
FIN 4815	Bank Management	3
Hospitality and Tourism Management		Credits
HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3205	Marketing for Hospitality and Tourism	3
HTM 3211	Food and Beverage Management	3
Insurance		Credits
INS 3101	Principles of Risk Management and Insurance	3
INS 3201	Property Insurance	3
INS 3202	Casualty Insurance	3
INS 3301	Principles of Life Assurance	3
INS 4302	Accident, Group and Health Insurance	3
International Business Management		Credits
IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategy	3
IBM 4811	International Strategic Management	3
MKT 3620	Global Marketing	3
Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
MKT 4809	Marketing for Services	3
Real Estate		Credits
REM 3111	Principles of Real Estate	3
REM 3112	Real Estate Law	3
REM 3113	Real Estate Economics	3
REM 3114	Building Design and Construction Techniques	3
REM 3211	Principles of Real Estate Development	3

PLAN C – Major Elective Courses

Students pursuing PLAN C must select any five courses from the following list.

IDM 3202	Motion and Time Study	3
IDM 3306	Warehousing and Material Handling	3
IDM 3307	Transportation and Distribution Management	3
IDM 3308	Supply Chain Relationship Management	3
IDM 3402	Facility Management	3
IDM 3403	Industrial Engineering Management	3
IDM 4207	Internship in Industrial Management (300 Hours)	3
IDM 4301	Information Technology in Supply Chain	3
IDM 4401	Technology and Innovation Management	3
MGT 3903	Leadership	3
MGT 3942	Organizational Behavior	3
MGT 4916	Negotiation Strategy	3
MGT 4928	Employment Relations and Labor Law	3
MKT 3515	Purchasing and Supply Chain Management	3
MKT 3530	Consumer Behavior	3
MKT 3803	Retail Management	3
MKT 4730	Marketing Management	3
MKT 4806	Product and Brand Management	3
MKT 4810	Export-Import Management	3

Foreign Language Courses**Business Chinese****Credits**

CN 0400	Chinese for Beginners I	3
CN 0401	Chinese for Beginners II	3
CN 1400	Introduction to Chinese	3
CN1401	Chinese I	3
CN 2401	Chinese II	3

Business French**Credits**

FR 1500	Introduction to French	3
FR 1501	French I	3
FR 2501	French II	3
FR 3535	Basic Conversation in Business French I	3
FR 3536	Basic Writing in Business French I	3

Business Japanese**Credits**

JA 1700	Introduction to Japanese	3
JA 1701	Japanese I	3
JA 2701	Japanese II	3
JA 2702	Japanese III	3
	One Elective Course	3

Free Elective Courses**9 Credits**

Students can take free elective courses of 9 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

Study Plan - Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Industrial Management Major follow the Industrial Management program of studies:

- Ten Major Required Courses
- Five Concentration Courses
- Plan A: Major Concentration Courses
or Plan B: Business Concentration Courses
or Plan C: Major Elective Courses
- Three Free Elective Courses

THIRD YEAR

First Semester

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
FIN 3701	Corporate Finance	3
IBM 2702	International Business Environment	3
MGT 3907	Business Communication	3
IDM 3200	Quantitative Analysis	3
IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
	Total	18

Second Semester

Course Code	Course Title	Credits
IDM 4201	Manufacturing Planning and Control	3
IDM 4202	Production Costing and Budgeting	3
IDM 4203	Quality Management	3
MGT 3940	Business Research Methodology	3
	One Plan A / Plan B / Plan C Course	3
	One Plan A / Plan B / Plan C Course	3
	Total	18

FOURTH YEAR

First Semester

Course Code	Course Title	Credits
IDM 4206	Industrial Environmental Management	3
IDM 4208	Project Analysis and Management	3
	One Plan A / Plan B / Plan C Course	3
	One Plan A / Plan B / Plan C Course	3
	One Plan A / Plan B / Plan C Course	3
	One Free Elective Course	3
	Total	18

Second Semester

Course Code	Course Title	Credits
MGT 4914	Entrepreneurship	3
IDM 4302	Industrial Strategic Management	3
IDM 4501	Seminar in Industrial Management	3
	Two Free Elective Courses	6
	Total	15

DEPARTMENT OF INSURANCE

Major Required Courses

30 Credits

INS 3101	Principles of Risk Management and Insurance	3
INS 3102	Insurance Law	3
INS 3201	Property Insurance	3
INS 3202	Casualty Insurance	3
INS 3301	Principles of Life Assurance	3
INS 4104	Reinsurance	3
INS 4203	Marine and Aviation Insurance	3
INS 4206	Essentials of Risk Management	3
INS 4302	Accident, Group and Health Insurance	3
INS 4303	Life Assurance Underwriting	3

Concentration Courses

Students must choose one of the three following plans as their concentration courses.

Plan A: Major Concentration Courses	15 Credits
Or Plan B: Business Concentration Courses	15 Credits
Or Plan C: Major Elective Courses	15 Credits

PLAN A – Major Concentration Courses

15 Credits

Students pursuing PLAN A must select one of the following concentrations in the major area and study the five specified courses.

Property and Casualty Insurance

Credits

INS 3203	Engineering Insurance	3
INS 4103	Insurance Marketing	3
INS 4204	Property and Casualty Insurance Accounting and Finance	3
INS 4205	Survey and Claim Management in Property and Casualty Insurance	3
INS 4207	Insurance Management	3

Life Assurance

Credits

INS 4304	Life Assurance Mathematics	3
INS 4305	Claim Management in Life Assurance	3
INS 4306	Life Assurance and Financial Planning	3
INS 4307	Life Assurance Agency Administration	3
INS 4308	Managing for Solvency and Profitability in Life Assurance	3

PLAN B – Business Concentration Courses

15 Credits

Students pursuing PLAN B must select a concentration in other business areas and study the five specified courses.

Accounting

ACT 3602	Intermediate Accounting I	3
ACT 3603	Intermediate Accounting II	3
ACT 3614	Taxation	3
ACT 3622	Cost Accounting	3
ACT 3629	Profits Planning and Control	3

Business Information System

BIS 3315	Programming and Algorithms	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project Management	3

Finance and Banking

FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3713	Business Analysis and Valuation	3
FIN 4813	Financial Management	3
FIN 4815	Bank Management	3

Hospitality and Tourism Management

HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3205	Marketing for Hospitality and Tourism	3
HTM 3211	Food and Beverage Management	3

International Business Management

IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategy	3
IBM 4811	International Strategic Management	3
MKT 3620	Global Marketing	3

Industrial Management

IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
IDM 4201	Manufacturing Planning and Control	3
IDM 4203	Quality Management	3
IDM 4206	Industrial Environmental Management	3

Management

MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3922	Introduction to New Ventures	3
MGT 4910	Productivity and Quality Management	3
MGT 4916	Negotiation Strategy	3

Marketing

MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
MKT 4809	Marketing for Services	3

Real Estate

REM 3111	Principles of Real Estate	3
REM 3112	Real Estate Law	3
REM 3113	Real Estate Economics	3
REM 3114	Building Design and Construction Techniques	3
REM 3211	Principles of Real Estate Development	3

PLAN C – Major Elective Courses

Students pursuing PLAN C must select any five major elective courses.

INS 3203	Engineering Insurance	3
INS 4103	Insurance Marketing	3
INS 4105	Seminar in Insurance	3
INS 4106	Information Management in Insurance	3
INS 4204	Property and Casualty Insurance Accounting and Finance	3
INS 4205	Survey and Claim Management in Property and Casualty Insurance	3
INS 4207	Insurance Management	3
INS 4208	Internship in Property and Casualty Insurance (240 Hours)	3
INS 4209	Directed Studies in Property & Casualty Insurance	3
INS 4210	Risk Control and Risk Financing	3
INS 4304	Life Assurance Mathematics	3
INS 4305	Claim Management in Life Assurance	3
INS 4306	Life Assurance and Financial Planning	3
INS 4307	Life Assurance Agency Administration	3
INS 4308	Managing for Solvency and Profitability in Life Assurance	3
INS 4309	Internship in Life Assurance (240 Hours)	3
INS 4310	Directed Studies in Life Assurance	3
BIS 3587	Principles of Electronic Commerce	3
FIN 3724	Financial Feasibility Planning	3
FIN 3725	Managerial Economics	3

Free Elective Courses**9 Credits**

Students can take free elective courses of 9 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

Study Plan - Third and Fourth Year (Junior and Senior)

During the junior and senior years, students who select the Insurance Major follow the Insurance program of studies:

- Ten Major Required Courses
- Five Concentration Courses
- Plan A: Major Concentration Courses
Or Plan B: Business Concentration Courses
Or Plan C: Major Elective Courses
- Three Free Elective Courses

THIRD YEAR**First Semester**

Course Code	Course Title	Credits
BIS 3340	Computer Tools in Research	0
FIN 3701	Corporate Finance	3
INS 3101	Principles of Risk Management and Insurance	3
INS 3102	Insurance Law	3
MGT 3905	Operations Management	3
	One Free Elective Course	3
	One Free Elective Course	3
	Total	18

Second Semester

Course Code	Course Title	Credits
INS 3201	Property Insurance	3
INS 3202	Casualty Insurance	3
INS 3301	Principles of Life Assurance	3
MGT 3907	Business Communication	3
MGT 3940	Business Research Methodology	3
	One Plan A / Plan B / Plan C Course	3
	Total	18

FOURTH YEAR**First Semester**

Course Code	Course Title	Credits
INS 4203	Marine and Aviation Insurance	3
INS 4302	Advanced Life and Health Insurance	3
INS 4303	Life Assurance Underwriting	3
MGT 4914	Entrepreneurship	3
	One Plan A / Plan B / Plan C Course	3
	One Plan A / Plan B / Plan C Course	3
	Total	18

Second Semester

Course Code	Course Title	Credits
INS 4206	Essential of Risk Management	3
INS 4104	Reinsurance	3
	One Plan A / Plan B / Plan C Course	3
	One Plan A / Plan B / Plan C Course	3
	One Free Elective Course	3
	Total	15

DEPARTMENT OF BUSINESS ECONOMICS

Major Required Courses

30 Credits

ECO 3711	Intermediate Microeconomics	3
ECO 3712	Intermediate Macroeconomics	3
ECO 3713	Economics of Money and Banking	3
ECO 3714	Mathematical Economics	3
ECO 3715	Introduction to Econometrics	3
ECO 3716	International Trade	3
ECO 3717	Managerial Economics	3
ECO 4711	International Macroeconomics	3
ECO 4712	Economics of Strategy	3
ECO 4911	Seminar in Economics	3

Major Elective Courses

12 Credits

ECO 3721	Industrial Organization	3
ECO 3722	Business Cycle and Forecasting	3
ECO 3723	Public Finance	3
ECO 3724	Comparative Economic Systems	3
ECO 3725	Financial Economics	3
ECO 4721	Project Evaluation	3
ECO 4722	Economics of Human Resources	3
ECO 4723	Agriculture Economics and Agri-business	3
ECO 4724	Economics of E-business	3
ECO 4725	Economics of Sustainability	3
ECO 4726	Business and Government	3
REM 3113	Real Estate Economics	3

Business Concentration Courses

15 Credits

Student must choose ONE of the following groups of concentration as their business concentration:

Finance and Banking

Credits

FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3713	Business Analysis and Valuation	3
FIN 4813	Financial Management	3
FIN 4815	Bank Management	3

Hospitality and Tourism Management

Credits

HTM 3101	Introduction to Hotel Management	3
HTM 3102	Introduction to Tourism Industry Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3205	Marketing for Hospitality and Tourism	3
HTM 3211	Food and Beverage management	3

International Business Management		Credits
IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategy	3
IBM 4811	International Strategic Management	3
MKT 3620	Global Marketing	3
Industrial		Credits
IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
IDM 4201	Manufacturing Planning and Control	3
IDM 4203	Quality Management	3
IDM 4206	Industrial Environmental Management	3
Insurance		Credits
INS 3101	Principles of Risk Management and Insurance	3
INS 3201	Property Insurance	3
INS 3202	Casualty Insurance	3
INS 3301	Principles of Life Assurance	3
INS 4206	Essentials of Risk Management	3
Management		Credits
MGT 3915	Project Management	3
MGT 3917	Innovation and Change Management	3
MGT 3922	Introduction to New Ventures	3
MGT 4910	Productivity and Quality Management	3
MGT 4916	Negotiation Strategy	3
Marketing		Credits
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 4725	Competitive Analysis and Strategy	3
MKT 4730	Marketing Management	3
MKT 4809	Marketing for Services	3
Real Estate		Credits
REM 3111	Principles of Real Estate	3
REM 3114	Building Design and Construction Techniques	3
REM 3211	Principles of Real Estate Development	3
REM 3212	Real Estate Finance	3
REM 3213	Real Estate Appraisal	3

Free Electives Courses

9 Credits

Students can take free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any)

Study Plan - Third and Fourth Years (Junior and Senior)

During the junior and senior years, Business Economics students follow the Economics program of studies:

- Ten Major Required Courses
- Four Major Electives Courses
- Five Business Concentration Courses
- Three Free Elective Courses

THIRD YEAR

First Semester

Course Code	Course Title	Credits
ECO 3712	Intermediate Macroeconomics	3
ECO 3714	Mathematical Economics	3
FIN 3701	Corporate Finance	3
MGT 3940	Business Research Methodology	3
GE 2101	World Civilization	3
	One Major Elective Course	3
	Total	18

Second Semester

Course Code	Course Title	Credits
ECO 3715	Introduction to Econometrics	3
ECO 3716	International Trade	3
ECO 3717	Managerial Economics	3
MGT 2404	Managerial Psychology	3
	Two Business Concentration Courses	6
	Total	18

FOURTH YEAR

First Semester

Course Code	Course Title	Credits
ECO 4711	International Macroeconomics	3
ECO 4712	Economics of Strategy	3
	Two Business Concentration Courses	6
	Two Major Elective Courses	6
	Total	18

Second Semester

Course Code	Course Title	Credits
ECO 4911	Seminar in Economics	3
	One Business Concentration Course	3
	One Major Elective Course	3
	Three Free Elective Courses	9
	Total	18

COURSE DESCRIPTIONS

ACT 1600 Fundamentals of Financial Accounting 3 Credits

The course is designed to introduce the fundamentals of accounting to develop understanding of the basic accounting conceptual framework underlying business transactions, understanding definition, purpose, usefulness, limitation of accounting information as well as preparing financial statements and to determine the most appropriate financial measures for those events. A study of accounting principle by using double entry system and complete accounting cycle: journalizing both general and special journals, adjusting and closing; posting to ledger; preparing trial balance, work sheet, preparing financial statements. Emphasis is placed on accounting practices for service firms and merchandising firm: accounting for cash, petty cash, receivable, payable, payroll, investment, notes receivable, inventory, noncurrent asset, natural resources, intangible asset, liability, owner's equity; principle and method of voucher system.

ACT 2620 Fundamentals of Managerial Accounting 3 Credits

Prerequisite: *ACT 1600 Fundamentals of Financial Accounting*

The course is examined from the perspective of students preparing to use management accounting information as managers. It introduces the evolving role that managerial accounting has played and is expected to play in servicing the informational needs of managers in the planning, organizing and controlling functions. Done through a study of systematic structuring of business decisions and identifying the information relevant to a decision. To train students to think systematically about improving existing systems to further an organization's competitive advantage.

ACT 3602 Intermediate Accounting I 3 Credits

Prerequisite: *ACT 1600 Fundamentals of Financial Accounting*

A detailed study of accounting conceptual framework, accounting principles, practices and problems of accounting for assets: definition, classification, measurements, valuation, impairment of assets, presentation and disclosure of assets in balance sheet. It's scope include accounting for cash, marketable securities, notes receivable, accounts receivable, merchandise inventory, investments, tangible and intangible assets, natural resources, and different methods of depreciation and the difference between capital and revenue expenditure.

ACT 3603 Intermediate Accounting II 3 Credits

Prerequisite: *ACT 1600 Fundamentals of Financial Accounting*

A detailed study of accounting principles and practices in accounting for short term liabilities, long term liabilities and owner's equity: definition, classification, measurements, valuation, presentation and disclosure on financial statements. Accounting for Partnership: organization, operation, dissolution, liquidation, financial statements preparation and presentation. Accounting for Corporation: organization, issuance of stock, increase and decrease of capital, additional paid-in capital, earnings per share, retained earnings, appropriate retained earnings, liquidation, and financial statements preparation and presentation.

ACT 3606 Public Sector and Fund Accounting 3 Credits

Prerequisite: *ACT 1600 Fundamentals of Financial Accounting*

System and procedure of governmental and state enterprise accounting, national budget system, government's financial management, national budget, financial funds, governmental and fund accounting systems, controlling function of the National Audit Council and the Comptroller General Department, national financial statements, accounting of municipalities and other government agencies, state enterprise accounting, fund accounting of foundations, and educational institutions.

ACT 3608 Financial Report and Financial Statement Analysis 3 Credits

*Prerequisites: ACT 2620 Fundamentals of Managerial Accounting
 FIN 3701 Corporate Finance*

Reading and interpreting financial statements, analyzing, criticizing departmental financial matters, stockholders' equity, investment, capital expansion, and division of profit, analysis and interpretation of financial statements, techniques employed in financial statement analysis, presentation of reports to stockholders and interested public, the principles employed in analyzing assets from the viewpoint of investment, profitability and other factors that affect price of securities, forecasting and analysis of security market environment, and critical problem solving.

ACT 3614 Taxation I 3 Credits

Prerequisite: BG 1401 Business Law II

Factors relating to taxes paid by individuals and business enterprises: principles and features of taxation according to Revenue Codes; methods of various tax liability appraisal and collection such as personal income tax, corporate tax, business tax, custom, excise tax, duties and stamps, and other kinds of taxes involved in business.

ACT 3615 Taxation II 3 Credits

*Prerequisites: ACT 1600 Fundamentals of Financial Accounting
 ACT 3614 Taxation I*

Types of business firms that must prepare accounting in compliance with law and regulations of Revenue Codes including the comparative study of preparing accounting based on Generally Accepted Accounting Principles and based on Revenue Codes, principles for determining income tax for both personal and corporate income taxes, withholding tax, value added tax, special business tax, custom, excise tax, duties and stamps, accounting principles for taxable revenue and expense, including valuation of assets and liabilities, and depreciation in calculation of taxable income and practical problems related to tax accounting.

ACT 3621 Budgeting and Planning 3 Credits

Prerequisite: ACT 2620 Fundamentals of Managerial Accounting

The process in preparing budgets for managerial planning and control: procedures for various types of budgets such as cash budgeting, capital budgeting, sales budgets, production budgets, interrelationship among budgets, cost-volume-profit analysis and other related topics.

ACT 3622 Cost Accounting 3 Credits

Prerequisite: ACT 2620 Fundamentals of Managerial Accounting

This course is designed to enable students to understand cost concepts, cost terms, definition, important and usefulness of cost accounting information for planning, and controlling under certain and uncertain circumstance, cost accumulation, techniques in cost analysis, preparing production cost reports, accounting procedures for raw materials, labor and overhead costs as well as various cost accounting approaches: job-order accounting, process costing, point-product and by product costs, cost control by means of standard costs; analysis of variances; preparing production cost reports; cost volume profit relationship; variable costing system; budgeting and planning; pricing and transfer price; and activity base costing.

ACT 3623 Cost Management 3 Credits

Prerequisite: ACT 3622 Cost Accounting

A study of using cost accounting information for managerial planning and production control, including the use of such information for product pricing. Detailed attention to variable cost, fixed cost, mixed cost, direct costing, absorption costing; analysis of costs for decision-making; capital expenditure planning; rate of returns; manufacturing expenses control; measurement and control of various work units.

ACT 3624 Real Estate Accounting 3 Credits

Prerequisite: *ACT 3622 Cost Accounting I*

Accumulation and selection of data; recording analysis, and preparation in report format to conform to real estate laws and other pertinent laws of Thailand for investors, investment firms, housing projects, speculators, real estate agencies, condominium cooperatives, real estate developers and financial institution real estate portfolios. At discretion of the instructor, coverage may include various expense allocation systems, analysis of variances against projected expenditures, including use of the case method.

ACT 3625 Hospital Accounting 3 Credits

Prerequisite: *ACT 3622 Cost Accounting I*

This course is designed for students interested in specializing in accumulating, recording, interpreting accounting data and preparation of reports on various hospital procedures (including medical service functions and institutions such as polyclinics and nursing homes) both for the public and private sectors of hospitals. The course includes studying rules and regulations governing the accounting of health services in Thailand.

ACT 3626 Hotel Accounting 3 Credits

Prerequisite: *ACT 1600 Fundamentals of Financial Accounting*

This course offers specialization for students interested in entering this vital sector of Thailand's economy. Accumulation of data and preparation of reports on the performance of various hotel functions: room rentals; food and beverage, including indoor, banquet and outdoor catering; entertainment, laundry and other services; foreign exchange; arcade rental income and other franchise income such as limousine rentals, parking, exhibition stalls, sauna and health clubs, massage parlors, sports centers, etc. Included also will be control systems, periodical performance appraisals and analysis of variances for corrective action.

ACT 3629 Profit Planning and Control 3 Credits

Prerequisite: *ACT 2620 Fundamentals of Managerial Accounting*

Process in preparing budgets for managerial planning and control: procedures for various types of budgets such as cash budgeting, capital budgeting, sales budgets, production budgets, interrelationship among budgets, cost-volume-profit analysis and other related topics.

ACT 3643 Auditing 3 Credits

Prerequisite: *ACT 3602 Intermediate Accounting I OR*
ACT 3603 Intermediate Accounting II

Auditing conceptual framework, standards, law and professional acts, roles and responsibilities of external auditors, accepting auditing jobs, professional ethics and accountability, audit planning, fraud and errors in auditing process, auditing reports and procedures: assets, liabilities, owners' equity, revenue and expenses, internal control, risk assessments, risk control as well as audit decision making and evidence accumulation, preparation of working paper, auditor's report, and guidelines on auditing by computer.

ACT 3644 Internal Control and Audit 3 Credits

Prerequisite: *ACT 3602 Intermediate Accounting I OR*
ACT 3603 Intermediate Accounting II

Performance of an internal audit in terms of an independent appraisal function which serves to examine and evaluate the adequacy and effectiveness of an organization's system on internal control and its overall quality of performance, furnishing top management with analysis, appraisals, recommendations, counsel, and information concerning the activities audited, internal auditing process, internal auditing skills, management control and information technology, and audit environment.

ACT 4605 International Accounting 3 Credits

Prerequisite: ACT 1600 Fundamentals of Financial Accounting
ACT2620 Fundamentals of Managerial Accounting

Accumulation and recording of accounting data for business firms with multinational presence, including analysis and reporting of these by function, products, product lines and by country/location for proper presentation of operational results to top management, and update of International Financial Reporting Standard- IFRS , interpretation of IFRS and accounting applied in Asian countries.

ACT 4607 Advanced Accounting I 3 Credits

Prerequisite: ACT 3602 Intermediate Accounting I
ACT 3603 Intermediate Accounting II

An advanced course covering specific accounting procedures: joint venture, consignment, installment sale, hire purchase, leasing, real estate, construction contract, funds accounting, not for profits organization, insurance, home office and branch accounting for both domestic and foreign countries. Accounting procedures regarding currency exchange, correction of errors, and preparation of financial statements from incomplete records.

ACT 4608 Advanced Accounting II 3 Credits

Prerequisite: ACT 3602 Intermediate Accounting I
ACT 3603 Intermediate Accounting II

A study of accounting for business combination, investment in associated and subsidiary companies, preparation of consolidated financial statements, statement of realization and liquidation. In addition, the scope will encompass the accounting for statement of affairs, receiverships, accounting for foreign currency translation, accounting for trouble debt restructuring, preparation statement of change in stockholders' equity, comprehensive income statements, statement of cash flows, and consolidated statement of cash flows.

ACT4609 Accounting Theory 3 Credits

Prerequisite: ACT 3602 Intermediate Accounting I
ACT 3603 Intermediate Accounting II

Evolution, structure, and concept of accounting, emphasis on comprehensive theories with reference to design of holistic accounting systems, definitions and nature of the accounting and accounting theories, theory verification, accounting history, alternative accounting theories and the role of theories in financial accounting and standard setting in assets, liabilities, owner's equity, revenues including information disclosure in financial statements preparation

ACT 4611 Seminar in Accounting 3 Credits

Prerequisite: ACT 4607 Advanced Accounting I

Discussion and analysis of using accounting conceptual framework and standards as guidelines for practice, contemporary, new, current, interesting accounting issues, updating new accounting standards, rules, regulations related to generally accepted accounting principles in both international and national levels, concepts and principles of code of conduct, code of best practice, and code of accounting professional ethics, practical problems in field of financial accounting, managerial accounting and related field, using case study, academic paper, article, and field research

ACT 4612 Independent Study 3 Credits

Prerequisite: Senior standing (Accounting Major)

This course aims to develop in students the ability to apply a theoretical concept to the real problems of any organization in a selected industry in Thailand. A specific area of concentration will be chosen by students upon consultation with an instructor selected from the faculty of the Accounting Department. A written report must be submitted.

ACT 4624 Seminar in Management Accounting 3 Credits

Prerequisite: ACT 3623 Cost Management

A study of problems concerning the relationship, understanding, and cooperation from other work units involved in data collection and analysis for the purpose of designing a cost accounting system, as well as a study of problems arising from the application of cost accounting concepts to various work systems.

ACT 4641 Problems in Auditing 3 Credits

Prerequisite: ACT 3643 Auditing

Practices and problems in auditing, use of accounting principles in auditing financial statements, patterns for different types of industries, and statements of certified public accountant institutes that often raise important problems for accountants to consider, using case study analysis in teaching and learning

ACT 4643 Seminar in Auditing 3 Credits

Prerequisite: ACT 4642 Auditing II

A review of auditing problems, principles and practices in auditing accounts; legal aspects in auditing, and other related topics including the current issues relating to auditing.

ACT 4647 Accounting Software Package 3 Credits

*Prerequisite: BIS 2180 Information Technology
ACT 4646 Accounting Information System*

A study on the utilization of computer software applications in accounting, including the systems of receivables, payable, payroll, inventory and labor cost. The course will also study the process of using software applications from the designing of the chart of accounts, entering data, as well as the construction of financial and management reports available for the needs of management for decision-making.

ACT 4648 EDP Auditing 3 Credits

*Prerequisites: ACT 3643 Auditing
BIS 2180 Information Technology*

Professional auditing work in terms of examining and analyzing computerized financial and non-financial operations in an enterprise to ensure the integrity and reliability of the computerized systems, understanding and appreciation of fundamental concepts of EDP audit, computer audit tools and techniques used in EDP audit, importance of control and audit of mini- and micro-computer systems, EDP controls, and concurrent auditing techniques.

ACT 4649 Accounting Internship 3 (135 Hours) Credits

*Prerequisites: Senior standing (Accounting Major)
Completion of at least 100 credits*

Accounting field work practice in organization of at least 135 hours, providing opportunity to students to gain knowledge and skills from the real-world of Accounting profession, application of accounting theory and concept, enhancing competencies in analyzing, synthesizing and problem solving in accounting profession under the actual situation.

BG 1001 English I 3 Credits

Prerequisite: BG 0002 Basic English II

Lower intermediate academic English, with activities to foster reading, writing, listening and speaking skills in English through communicative activities in a meaningful academic context.

BG 1002 English II 3 Credits

Prerequisite: BG 1001 English I

Intermediate academic English, reinforcing fluency and grammar with task-driven oral and writing exercises, developing vocabulary and sentence writing skills with combined reading comprehension exercises and writing practice.

- BG 1200 Mathematics for Business 3 Credits**
 The study of algebraic operations and processes such as polynomials, exponents and radicals, linear equations, quadratic equations, logarithmic equations. A business-oriented course involving differential calculus. It covers differential calculus: functions, limits, derivatives, optimization, single variable business and economic models.
- BG 1201 Statistics I 3 Credits**
 Descriptive statistics, probability theory and inferential statistics, summarizing of data in tables and graphs, computation of descriptive statistics, rules of probability, probability distributions, confidence interval estimate of population parameters, and hypothesis testing
- BG 1400 Business Law I (Civil & Commercial) 3 Credits**
 This course is intended to give students an introduction to the general principles of the civil and commercial laws of Thailand, beginning from the fundamental principles of law to sources, definition, juristic relationship between persons, nature, interpretation, application and cancellation of laws including the system and administration of the courts. Further lectures deal in general principles of person, types of persons, capacity of persons, things/property (movable and immovable) juristic acts, wrongful acts, obligations and prescriptions of claims. Specific contracts and practice which are common in commercial transactions such as sale, exchanges, gift, hire/purchase of property, hire of service, hire of work, carriage, loan, deposit, surety ship, mortgage, pledge, agency, brokerage, insurance and bills will also be dealt with as far as they are necessary to give the students an insight into these matters.
- BG 1401 Business Law II (Partnership & Company) 3 Credits**
Prerequisite: BG 1400 Business Law I
 This course is in continuation of the basic knowledge of BG 1400 and is aimed at giving students specific knowledge of laws concerning partnership and companies. The lectures will deal with general provisions, definitions, rights and duties, relationship among those who are partners, shareholders and third persons, the procedure for formation of such juristic persons, their management audit, increase and reduction of capital, debentures, dissolution and liquidation. The relationship of such juristic persons (partnership and company) in dealing with banks involving promissory notes, bills of exchange, checks and other negotiable instruments and mercantile documents will also be introduced.
- BG 2000 English III 3 Credits**
Prerequisite: BG 1002 English II
 Advanced English for academic and career purposes, emphasizing organization of ideas and clarity of expression and understanding.
- BG 2001 English IV 3 Credits**
Prerequisite: BG 2000 English III
 Advanced English for academic and career purposes, emphasizing critical and analytical skills, and formulating logical and coherent opinions.
- BG 2200 Statistics II 3 Credits**
Prerequisite: BG 1201 Statistics I
 A continuation from Statistics I: Chi-square, non parametric, index number, regression and correlation analysis of time series with application of statistical methods to industrial and business problems, and SPSS.
- BG 2400 Macroeconomics 3 Credits**
 The objective of this course is to give students an overall picture of economic systems. A study of the relationship between micro-economics and macro-economics will be starting point. However, emphases of this course are on the following: theories and methods of measurement of output and national income; saving and investment; government expenditure; balances of trade and payment as well as various economic problems and their solutions: inflation, deflation, unemployment, business cycles. The subject also covers the importance and role of macroeconomics in basic economic development.

- BG 2401 Microeconomics 3 Credits**
A study of micro-economics as it is related to macro-economics as well as other fields of studies. This course will cover pricing mechanism, demand and supply, consumption, behavior and consumption and patterns of individual, organization, industry and economy as a whole; utility theory, indifference curve analysis, law of diminishing return, theory of production and its costs, types of market structure in economic system, theory of factor price: wage, rent, interest and profits.
- BIS 1141 Business Software Applications 0 Credit**
This course aims at training students how to use various software packages for personal and business applications. Word Processing, Electronic Spreadsheet, Internet Applications, Presentation Tools are emphasized.
- BIS 2180 Information Technology 3 Credits**
Prerequisite: BIS 1140 Microcomputer Applications
This course is to introduce various types of information technology including system unit, I/O devices, storage devices, communications devices, software, data and information processing. Functions and their applications in businesses are discussed.
- BIS 3315 Programming and Algorithms 3 Credits**
Prerequisite: BIS 2180 Information Technology
This course is designed to introduce the concepts in programming based on selected programming languages. It includes essential programming tools, logics and algorithms, as well as program coding and debugging.
- BIS 3340 Computer Tools in Research 0 Credit**
Prerequisite: BIS 1140 Microcomputer Applications
This course aims at training students how to use statistical software tools to conduct research including data collection, processing and presentation. Software analytical features are also examined.
- BIS 3348 Principles of Multimedia 3 Credits**
Prerequisite: BIS 1140 Microcomputer Applications
The course provides the theories and concepts of various multimedia types: still-image, sound, 2-D and 3-D animation, motion pictures. Several data compression techniques are also discussed.
- BIS3516 Object-Oriented Programming 3 Credits**
Prerequisite: BIS 3315 Programming and Algorithms
This course is aimed to build the object-oriented analytical and programming skills based on object-oriented concepts, tools and programming languages. It integrates how to create the information systems modeling, and how to develop stand-alone or networked applications.
- BIS3567 Human-Computer Interaction 3 Credits**
Prerequisite: BIS 2180 Information Technology
This course introduces techniques and tools for the analysis, design, implementation and testing of human-computer interfaces. Special topics such as user-centered approaches to software requirements analysis, rapid prototyping and usability testing will be covered.
- BIS3577 Online Media for Business 3 Credits**
Prerequisite: BIS 2180 Information Technology
The effects and role of online media on marketing communications, public relations in products or services and also provides the opportunities, problems, tactics and strategies associated with incorporating electronic methods into the marketing functions. The new role of online media such as social media, search optimization (SEO), online video marketing in consumer behavior and implications for online strategies. Digital marketing metrics, analysis of the current online business models, and future trends in digital marketing.

BIS3587 Principles of Electronic Commerce 3 Credits

Prerequisite: BIS 2180 Information Technology

This course introduces principles of electronic commerce. Emphasis is placed on how to establish electronic commerce together with its necessary mechanism. Hyper Text Markup Language (HTML, web-developing tools, and multimedia will be covered. The skills and techniques in the implementation of the e-commerce and multimedia concepts are impacted by a hypermedia simulation project.

BIS 3588 Digital Business Enterprise 3 Credits

Prerequisite: BIS 2180 Information Technology

This course provides the knowledge of information systems in both a technological and managerial points of view. It describes how Information Technology creates a new infrastructure for the digital integration of a business enterprise ranging from a small company to multinational corporation (MNC). It focuses on the management challenges and opportunities derived from information systems.

BIS 3589 Analysis Tools in Finance and Accounting 3 Credits

Prerequisite: BIS 1140 Microcomputer Applications

This course is designed to introduce spreadsheet software for various finance and accounting applications. Specific applications of financial statements, financial planning and analysis, capital budgeting, stock and bond valuation are also discussed.

BIS 3617 Web Design and Programming 3 Credits

Prerequisite: BIS 2180 Information Technology

This course examines the design and management of web sites for electronic business applications. Topics include aligning electronic business models with web site designs, planning a web site, programming for web site, using web development and design tools, and evaluating web site effectiveness.

BIS 3618 Selected Programming Language 3 Credits

Prerequisite: BIS 1141 Business Software Applications

This course is designed to introduce a programming language of particular interest. It emphasizes on the features and application of that specific language to create information systems. Program debugging is also discussed.

BIS 3635 Database Systems 3 Credits

Prerequisite: BIS 2180 Information Technology

The course covers various data models with the focus on relational database systems and design through entity-relationship diagram and normalization. Database management system (DBMS, query, integrity and security of database are included.

BIS 3647 Digital VDO Editing 3 Credits

Prerequisite: BIS 3348 Principles of Multimedia

This course is designed to provide advanced usage of VDO editing software package as a tool to develop motion picture presentation. The knowledge of digital video, storyboard, motion effect, and audio effect are delivered.

BIS 3655 Data Communications and Networking 3 Credits

Prerequisite: BIS 2180 Information Technology

This course introduces data communications and computer networks. Topics include communication devices, transmission media, various network protocols, network design, security, and management.

- BIS 3666 Information Systems Analysis and Design 3 Credits**
Prerequisite: BIS 3635 Database Systems
 This course provides a methodical approach by emphasizing on the strategies, tools and techniques of systems analysis and design. Topics range from studying the existing systems with DFD and conducting feasibility study to designing interfaces, databases, processes, management reports, as well as planning in deployment and maintenance.
- BIS 3687 Electronic Banking and Payment Systems 3 Credits**
Prerequisite: BIS 2180 Information Technology
 This course provides the understanding of financial challenges, risk, and opportunities of building electronic banking and its related businesses. Topics include evaluation of the sources of financing available for electronic business ventures, the deal structures defining financing transactions of new electronic payment system, and emerging electronic banking and payment models.
- BIS4625 Computer Organization 3 Credits**
Prerequisite: BIS 2180 Information Technology
 Overview of computer organization and architecture including central processing unit, system interconnection, internal and external memory, cache memory, input/output, digital logic, computer arithmetic, instruction format, instruction set, and operating system.
- BIS 4675 Information Systems Project Management 3 Credits**
Prerequisite: Senior standing and Completion of 106 credits
 Concepts of information system project management, how to oversee or take part in all project activities, project planning and modeling, budgeting, information technology management, and business objective realization.
- BIS 4697 Current Topics in Business Information Systems 3 Credits**
Prerequisite: Senior standing and completion of 106 credits
 Critical examination of current topics in the field of Business Information Systems. Discussion with entrepreneurs and leaders from technology companies to share real-world experiences across entrepreneurial settings. Demos and hands-on experiences with current business applications.
- BIS 4698 Selected Topics in Business Information Systems 3 Credits**
Prerequisite: By Consent of Instructor
 A selected topic in the field of Business Information Systems.
- BIS 4699 Advanced Topics in Business Information Systems 3 Credits**
Prerequisite: By Consent of Instructor
 A topic of advanced level in the field of Business Information Systems.
- BIS 4718 Web Applications Development 3 Credits**
*Prerequisites: BIS 3617 Web Design and Programming
 BIS 3635 Database Systems*
 Development of web applications sites for database-driven Websites up and running in an organized and efficient way, database management with Web based DBMS, Application Server, and using web development and design tools in developing simple and complex web applications.
- BIS 4747 Graphics and Animation 3 Credits**
Prerequisite: BIS 3348 Principles of Multimedia
 Introduction of concepts and theories of 2-D animation, storyboard writing and the use of computer animation tools to create the graphics artwork.
- BIS 4748 3-D Modeling and Animation 3 Credits**
Prerequisite: BIS 3348 Principles of Multimedia
 Principles and techniques of three dimensional computer modeling and animation, 3-D software interface, modeling, 3-D animation, textures, lighting and rendering, animation quality and application of key concepts from classic animation to 3D environment.

- BIS 4758 Local Area Network 3 Credits**
Prerequisite: *BIS 3655 Data Communication and Networking*
 Practical approach regarding comprehensive introduction of Local Area Networks including theory, concepts and installation, significant updating in LAN Technology, in-depth knowledge on Client/ Server technology, and its protocol and standards.
- BIS 4766 Business Process Reengineering 3 Credits**
Prerequisite: *BIS 3666 Information Systems Analysis and Design*
 Design of an organization's structure and business processes, as well as the workflow applications by using information technologies to transform organizations and improve their performance and methods of introducing and implementing information technologies to enable organizational change
- BIS 4788 Data Warehouse and Data Mining 3 Credits**
Prerequisites: *BIS 3635 Database Systems*
 Introduction to data warehousing design, data architecture and modeling, database design and database access, issues in data warehouse planning, design, implementation and administration, exploration of a contemporary data mining, tools and patterns in data mining and online analytical processing (OLAP).
- BIS 4789 Mobile Applications 3 Credits**
Prerequisites: *BIS 3516 Object-Oriented Programming*
 Fundamental concepts, programming framework, and software tools for mobile application software development, design and programming of mobile user interfaces, inter-activities communication, data persistency, network programming, telephony, geo-location, multimedia, security, and business development plan for mobile applications.
- BIS 4848 Integrated Multimedia Applications 3 Credits**
Prerequisites: *BIS 3647 Digital VDO Editing and*
 BIS 4747 Graphics and Animation
 Concepts, strategies and techniques of interactive multimedia, which combines various forms of multimedia items, and practical project to allow hands-on experience in integrating multimedia work pieces as "hypermedia."
- BIS 4875 Strategic Technology Management 3 Credits**
Prerequisite: *Senior standing and Completion of at least 106 credits*
 Technical foundations and significance of information systems to management, roles of information, people, management, and organization, information policies, network-oriented computing, and organizational change management as well as strategic information system, enterprise resource planning to support management action and decision-making.
- BIS 4878 Software Risk Management 3 Credits**
Prerequisite: *BIS 3666 Information Systems Analysis and Design*
 Practical techniques, concepts and methodologies of software development process, including analysis and design, efficient coding, testability, modular decomposition verification, debugging, and performance analysis.
- BIS 4886 BIS Directed Study I 3 Credits**
Prerequisite: *By Consent of Instructor*
 A student may carry out a research topic directed by an appointed advisor.
- BIS 4887 BIS Directed Study II 3 Credits**
Prerequisite: *By Consent of Instructor*
 A student may continue the research topic from Directed Study I or carry out a new research topic directed by an appointed advisor.
- BIS 4897 Seminar in Business Information Systems 3 Credits**
Prerequisite: *Senior standing and Completion of a 106 credits*
 Critical examination of information and communication technology (ICT) in the realm of business. Students will read, present, discuss and debate on weekly readings on topics that cover both contemporary theories and practice.

- BIS 4996 BIS Senior Project 3 Credits**
Prerequisites: BIS 3666 Information Systems Analysis and Design
BIS 4675 Information Systems Project Management
Senior standing and completion of 106 credits
 Research project for students to apply all the acquired knowledge in an information system development project including system design and computer application development based on a real business solution. Students must produce professional and system documentation, and defend their projects with the appointed committee
- ECO 1401 Economic Reasoning 3 Credits**
 Introduction to economic way of thinking: Examining the development of economics, the structure and framework of micro- and macro- economic theories, the basic concepts of economics, the approaches used to solve economic problems.
- ECO 2501 Principles of Microeconomics 3 Credits**
 The introduction to microeconomics. examining the way in which scarce resources are allocated in market economies, providing an introduction to the theory of consumption and production with emphasis on the behavior of consumers in making the choice of consumption, the roles of firms in coordinating production, the market mechanisms in determining prices and the efficiency of resources allocation.
- ECO 2502 Principles of Macroeconomics 3 Credits**
Prerequisite: ECO1401 Economic Reasoning
 The introduction to macroeconomics, concerned with the operation of the economy as a whole, with emphasis on the principles of national income, the macro-economic issues such as unemployment, inflation, economic growth, the economic fluctuations, the level of interest rates, savings and investments, exchange rate and the balance of payments, and the role of government fiscal and monetary policy in influencing the economy.
- ECO 2503 Economy, Society and Government 3 Credits**
Prerequisite: ECO1401 Economic Reasoning
 The objective of the course is to study the interrelation between economy, society and government. The course explains the influence of the government's policies both at the national and international level on the society and economy at large. The course is designed to enable the student to describe, evaluate and be critically aware of a range of government policies that impact both society and economy.
- ECO 3711 Intermediate Microeconomics 3 Credits**
Prerequisite: ECO 2501 Principles of Microeconomics or BG 2401 Microeconomics
 Analysis of the behavior of consumers and firms. Theory of consumer choice: analysis of consumer preference, utility maximization. Theory of production: profit maximization, cost minimization, factor demands. Market structure: price determination, competition, analysis of general equilibrium and welfare economics.
- ECO 3712 Intermediate Macroeconomics 3 Credits**
Prerequisite: ECO 2502 Principles of Macroeconomics
 Analysis of economy as a whole. Providing theoretical basis to analyze the macroeconomic issues with emphasis on the structure of macroeconomic models, the relationship between aggregate demand and aggregate supply in determining general economic stability, growth, and employment, theory of income determination, growth theory, the government economic policies in the closed and open economy, implications of different macroeconomic policy.
- ECO 3713 Economics of Money and Banking 3 Credits**
Prerequisites: ECO 2501 Principles of Microeconomics
ECO 2502 Principles of Macroeconomics
 Money and capital markets, role of bank and non-bank financial institutions, theories of money, time value of money, bonds, role of central bank, conduct of monetary policy in stabilizing the economy, and basic for IS-LM framework.

ECO 3714 Mathematical Economics 3 Credits

Prerequisite: BG1230 Calculus

The application of mathematical techniques such as, derivatives, differential equations, linear programming, matrix, and determinants to problems in economics, particular applications including solving system of equation supply and demand models, input – output models; marginal analysis, optimization problems such as profit maximization and cost minimization.

ECO 3715 Introduction to Econometrics 3 Credits

*Prerequisites: BG 2200 Statistics II
ECO 2502 Principles of Macroeconomics*

The application of economic theory and statistical techniques for estimating economic relationships, analyzing economic data, building economic models, testing hypothesis and evaluating government and business policy with emphasis on simple and multiple regression analysis and the technical problems associated with the use and property of regression model such as, multicollinearity, dummy variables and specification error.

ECO 3716 International Trade 3 Credits

Prerequisite: ECO 2501 Principles of Microeconomics

The theory and policy of international trade; emphasis on both neoclassical trade theory as well as the modern strategic trade theory; the instruments of trade policy, the trade policies and strategies in both developing countries and advanced countries, and economic integration.

ECO 3717 Managerial Economics 3 Credits

*Prerequisites: ECO 2501 Principles of Microeconomics
ECO 2502 Principles of Macroeconomics*

Application of economic tools to the analysis of management decisions with emphasis on demand analysis and forecasting, production and cost analysis, market structure and competitive analysis, game theory and competitive strategy, decision making under uncertainty, organization design.

ECO 3721 Industrial Organization 3 Credits

Prerequisite: ECO 2501 Principles of Microeconomics

Analysis of the behavior of firms in imperfectly competitive market: the relationship between industrial structure and the performance of firms in an industry, the impacts of technological change on costs, profitability and industrial structure, pricing strategy in different market structure, strategy of firms to create market power.

ECO 3722 Business Cycles and Forecasting 3 Credits

Prerequisite: ECO 3712 Intermediate Macroeconomics

Macroeconomic analysis of business cycle fluctuation: Examining the theories of business cycles, measurement of business cycle, the use of econometric and statistical techniques relevant to forecasting in a business environment.

ECO 3723 Public Finance 3 Credits

*Prerequisites: ECO 2501 Principles of Microeconomics
ECO 2502 Principles of Macroeconomics*

Study of the economic role of government with emphasis on public expenditure and taxation, budgetary policy and its impacts on the economy, theory of taxation.

ECO 3724 Comparative Economic Systems 3 Credits

*Prerequisites: ECO 3711 Intermediate Microeconomics
ECO 3712 Intermediate Macroeconomics*

Comparisons between the major types of economic system in the world today with emphasis on capitalism, socialism, and the economies of less- and developing countries, the operation of modern market economy, the variants of capitalism, the transformation of socialism into market economy, the Asian economy.

ECO 3725 Financial Economics 3 Credits

Prerequisite: *ECO 3713 Economics of Money and Banking*

The application of economic principles in the development of modern finance theory with emphasis on the theoretical models used by financial economists such as the competitive market model, capital asset- pricing, arbitrage and option pricing, the models of firm, theory of financial structure of firm.

ECO 4711 International Macroeconomics 3 Credits

Prerequisite: *ECO 2502 Principles of Macroeconomics*

International monetary theory and macroeconomics in open economy: commencing with the analysis of balance of payments, foreign exchange market, the exchange rate systems and theories of exchange rate determination, international financial markets and instruments; macroeconomics in open economy, and international macroeconomic policy.

ECO 4712 Economics of Strategy 3 Credits

Prerequisite: *ECO 3711 Intermediate Microeconomics* OR
ECO 3717 Managerial Economics

Study of strategy from the perspective of economics: economies of scale and scope as sources of competitive advantage, firm size and profitability, analysis of firm boundaries; industry and competitive analysis and competitive approaches; analysis of strategic position for competitive advantage, crafting competitive strategy.

ECO 4721 Project Evaluation 3 Credits

Prerequisites: *ECO 2501 Principles of Microeconomics*
FIN 3701 Corporate Finance

The feasibility study of investment project: applying economic and finance techniques both discounted and non-discounted cash flow such as the internal rate of return, the net present value, pay-back period, cost–benefit analysis to evaluate the economic viability of business investment projects.

ECO 4722 Economics of Human Resource 3 Credits

Prerequisite: *ECO 2501 Principles of Microeconomics*

Economic analysis of human resource management: traditional model of labor demand and labor supply, marginal productivity theory, the theory of wage differentials and the structure of earnings, human resource development and planning, provision of training and skills, human capital theory, labor relation and theory of bargaining.

ECO 4723 Agricultural Economics and Agro Business 3 Credits

Prerequisite: *ECO 2501 Principles of Microeconomics*

Study of food – and fiber – related industry; the supply and demand of agricultural products, the nature of production, market and price risks, market and industry structure, the nature of agricultural demand, competitive strategy in the world market, government intervention in agribusiness.

ECO 4724 Economics of E-Business 3 Credits

Prerequisite: *ECO 2501 Principles of Microeconomics*
BIS 2280 Information Technology

Economics analysis of electronic commerce: Analyzing the impact of e-commerce on cost of goods and services, market structure and competition, the way the business behaves strategically in the new environment.

ECO 4911 Seminar in Economics 3 Credits

Prerequisites: *ECO 3711 Intermediate Microeconomics*
ECO 3712 Intermediate Macroeconomics,
MGT 3940 Business Research Methodology

Development of student's economic research, review of past economic research, economic research topic development, literature review, methodology, interpretation of economic results and evaluation of economic research results.

FIN 2700 Money, Banking and Financial Markets 3 Credits

Prerequisite: BG 1200 Mathematics for Business

Principles of money, financial system, financial intermediaries, financial markets, interest rate determination, money supply and the impacts of monetary and fiscal policies on money supply, financial statements analysis, pricing of debt instruments, time value of money, foreign exchange system, banking products and services, application of principles of finance on the money management including financial planning, personal investment, budgeting, tax planning, credit management, insurance protection, and retirement planning.

FIN 3701 Corporate Finance 3 Credits

Prerequisite: FIN 2700 Money, Banking and Financial Markets

Introduction to corporate financial management and comprehensive overview from managerial perspectives, theories related to the corporate investment, financing options and decision making, time value of money, securities valuation, analysis of financial statement, cash flow and leverage, working capital management, cost of capital, capital structure, and capital budgeting for corporation.

FIN 3711 Investment 3 Credits

Prerequisite: FIN 3701 Corporate Finance

Fundamental knowledge of investment: definitions, theories, implementations, and decision making in the financial markets including philosophical basis of investment principles, risk and expected return relationship, company and securities analysis, valuation frameworks and methodologies, portfolio management theory, portfolio management and analysis, capital market theory, capital market efficiency, fixed income valuation, and introduction to derivative securities.

FIN 3713 Business Analysis and Valuation 3 Credits

Prerequisite: FIN 3701 Corporate Finance

Financial statements as a framework for business analysis by applying integrating the concepts of accounting, economics and business perspectives to examine the companies' performance, value the companies, and evaluate the potential investment opportunity in order to make sound business decisions.

FIN 3714 Business Condition Analysis 3 Credits

Prerequisite: BG 2400 Macroeconomics

Understanding of the working of macro-economy that crucially affects business activities such as production, consumption and investment by using tools of macroeconomic theory and applying them to an analysis of the changes in economic environment that caused by economic growth, business cycle, unemployment, inflation, aggregate demand and aggregate supply, national income, money supply, interest rate, international trade and exchange rate in order to understand the impacts of government's and the Central Bank's policies on industry, financial market, economy and business environment.

FIN 3715 Personal Finance 3 Credits

Prerequisite: FIN 2700 Money, Banking and Financial Markets

OR ECO 3713 Economics of Money and Banking

Conceptual framework for making personal financial planning, management and decision, available techniques and tools, importance of personal finance, personal income, spending and budgeting, money management, wealth management, debt management, risk management, credit management, taxes implications, basic investment techniques, investment planning and strategies (saving, credit and debt instruments, life and property insurance, mutual funds, retirement, housing and automobile decision, consumer credits, etc.), consumer financial responsibilities, and current issues in personal finance.

FIN 3716 Export-Import Procedure and Financing 3 Credits

Prerequisite: *FIN 3701 Corporate Finance*

Institutional arrangements, methods, and techniques used to finance international trade with special emphasis on export-import financing within Thailand, government's and financial institutions' rules, regulations and services, financial markets for export-import financing instruments, risk-return aspects of international trades, insurance needs, use of letters of credits, international factoring, accounts receivable insurance, other financing techniques, required export-import documentation, export-import rules and regulations and pertinent customs procedures and practices.

FIN 3723 Central Banking System and Policy 3 Credits

Prerequisite: *FIN 2700 Money, Banking and Financial Markets*

OR *ECO 3713 Economics of Money and Banking*

Basic principles and practical implementation of the Central banking, functioning of the financial markets in an attempt to better understand the monetary policy transmission and how the Central bank's operations affect financial institutions and economic system of the country, causes and management of banking crises with emphasis on policies designed to prevent them, such as capital adequacy regulations, deposit insurance, and lender of last resort function of the Central banks.

FIN 3724 Financial Feasibility Planning 3 Credits

Prerequisite: *FIN 3701 Corporate Finance*

Theories with practice to assess structure, procedures and data of an investment project in order to evaluate its feasibility, investment opportunities, relationship between financial feasibility and other related factors: economic feasibility, marketing situations, and legal framework in making investment decision.

FIN 3725 Managerial Economics 3Credits

Prerequisites: *BG 2400 Macroeconomics*

BG 2401 Microeconomics

Application of economic theories, methodologies and analysis to develop essential tools for making optimal decision, demand-supply analysis and estimation, production and cost analysis under different market structures, forecasting, competitive analysis, game theory, and decision making under uncertainty.

FIN 3726 Financial Statement Analysis 3 Credits

Prerequisite: *FIN 3701 Corporate Finance*

Principles, concepts, analytical process and techniques employed in interpretation and analysis of financial statements in assessing a firm's performance, prospects and value in order to make business decision, comprehensive analysis of financing activities, investing activities, operating activities, cash flows, return on invested capital, profitability, prospective financial statements, and credit.

FIN 3727 Real Estate Investment Analysis and Valuation 3 Credits

Prerequisite: *FIN 3701 Corporate Finance*

Real estate valuation, real estate investment, portfolio management, legal aspects of real estate, discounted cash flow, common real estate valuation models, appraisal of real estate development projects, choices of discount rate, risk and return, analysis of risk-return characteristics of commercial real estate, construction of real estate portfolios, diversification in real estate, efficiency of real estate market and its inflation hedging characteristics, real estate portfolio strategies, and performance measurement.

FIN 3728 Fixed Income Securities 3 Credits

Prerequisite: *FIN 3701 Corporate Finance*

Fixed income instruments and fixed income markets such as technical terms used in the industry, properties of different types of fixed income securities, assessment of value of instruments, techniques used to analyze the market, assessment and control of risk, methods to evaluate direction of changes in interest rates and impact of changes in interest rates on pricing, hedging of forwards, futures and swaps, asset-backed securities, and other fixed income derivatives leading to construction of fixed income investment strategies to achieve expected return on investment.

FIN 3733 Institutional Banking for Emerging Markets 3 Credits

Prerequisite: *FIN 3701 Corporate Finance*

Characteristics and functions of institutional banking in emerging markets including financial system, products, market factors, legal issues, and risk management of institutional banking, crisis, culture risk and country risk of emerging countries, micro finance, commodity finance, problems encountered in the emerging markets and solutions to the problems, current issues regarding institutional banking in emerging markets, and global banking cases applied to facilitate the understanding of new practices and techniques.

FIN 3734 Financial Mathematics 3 Credits

Prerequisite: *FIN 3701 Corporate Finance*

Basic calculus for applications in finance and economics, brief review of polynomials, trigonometric, exponential, and logarithmic functions, discussion of derivatives, integration and differential equations as well as applications to real-world problem areas such as marginal analysis, growth and decay, asset-pricing models, and optimization.

FIN 4721 Laws and Practices in Finance 3 Credits

Prerequisite: *FIN 3701 Corporate Finance*

Legal guide to the application of Thai laws, rules, and regulations to finance industry, focusing on financial institutions laws regulated by the Bank of Thailand (BOT) such as capital requirement, liquidity requirement, and deposit guarantee scheme as well as capital market laws regulated by the Securities and Exchange Commission (SEC) such as issuance of securities, public offering of securities, takeover, to starting a securities businesses and derivatives businesses in Thailand.

FIN 4811 Risk Management 3 Credits

Prerequisite: *FIN 3711 Investment*

Financial and non-financial risks framework including concepts, process and practical application containing analytical techniques in identifying, quantifying, assessing, controlling risk and making risk management decision; financial risks including credit risk, market risk and liquidity risk, regarding equity, bond, interest rate, currency, and derivative instruments as well as non-financial risks such as business risk, operational risk, policy risk, legal risk, and reputational risk.

FIN 4812 International Finance 3 Credits

Prerequisite: *FIN 3701 Corporate Finance and completion of 106 credits*

International finance and financial environment focusing on the managerial aspects of international financial management from the MNCs' perspectives, international financial markets, foreign exchange markets, exchange rate determinations, policies and strategies adopted by MNCs in assessing, planning and managing their foreign exchange rate risk exposures, and international financing, and capital structure decision.

FIN 4813 Financial Management 3 Credits

Prerequisite: *FIN 3701 Corporate Finance and completion of 100 credits*

Advanced financial management with emphasis on practical application and case-study approach to strategically evaluate the performance of corporations and create value for shareholders, financial planning and forecasting, cash budgeting, capital structure, capital budgeting, cost of capital, firm valuation, dividend policies, working capital management, and corporate risk management.

- FIN 4815** **Bank Management** **3 Credits**
Prerequisite: *FIN 3713 Business Analysis and Valuation*
Management and regulations of commercial banks, essential elements in the process of commercial bank management; assets, liabilities and capital management, liquidity management, credit management, risk management, international banking regulatory standards, organization and structure of the commercial banking industry, impact of bank regulatory changes, and current issues on the banking industry.
- FIN 4817** **Portfolio Management and Security Analysis** **3 Credits**
Prerequisite: *FIN 3711 Investment*
Portfolio management, theories and models in terms of security analysis, portfolio construction, performance and monitoring, simplified portfolio selection process, optimum portfolio and selection process, investment timing, focusing on analytical techniques through economic, industry and business analysis.
- FIN 4818** **Seminar in Investment** **3 Credits**
Prerequisite: *Senior standing (121 credits)*
Contemporary investment instruments regarding equity investment, fixed income instruments, mutual fund and derivatives investment, theories or definition to acknowledge various types of investment products and their importance in the financial markets by applying case studies. Student will attend seminars organized by Stock Exchange of Thailand: SET and Thailand Securities Institute: TSI as well as share experience with distinguish guest lecturers (executive level) from various fields of business and research.
- FIN 4819** **Contemporary Issues in Finance** **3 Credits**
Prerequisite: *Department approval and Senior standing (121 credits)*
Contemporary issues in finance and applying theories into real world practices regarding corporate governance, venture capital, merger and acquisition, financial law, business sustainability, investment banking, simulation, wealth management, financial planning, microfinance, and Islamic bank.
- FIN 4821** **Behavioral Finance** **3 Credits**
Prerequisites: *FIN 3701 Corporate Finance and*
 MGT 2404 Managerial Psychology
How individuals and firms make financial decisions and how these decisions might deviate from those predicted by traditional financial or economics theories, existence of psychological biases in financial decision-making, examination of the impacts of these biases on the financial markets and other financial settings, investigation of how insights of behavioral finance complement traditional finance paradigm, limited arbitrage, style investing, stock valuation, portfolio construction, asset allocation, and risk management.
- FIN 4822** **Individual Research** **3 Credits**
Prerequisite: *Department approval and Senior standing (Finance and Banking Major)*
Individual research by applying theoretical financial concepts and theories to real world problems of an organization in a selected industry in Thailand, with a specific area of concentration selected by students upon the agreement of a supervisor assigned by the Finance and Banking Department and a submission of a typewritten report and analysis at the end of the semester.
- FIN 4832** **Entrepreneurial Finance** **3 Credits**
Prerequisite: *FIN 3701 Corporate Finance*
Venture capital, financing new or small and medium sized enterprises including techniques for forecasting and planning the firm's investment needs, identifying and valuing business opportunities, sources of capital and characteristics, credits and banking relationship, working capital management, assets investment, risk management, business planning, structuring deals, and managing through multiple stages of financing.

FIN 4833 Wealth Management 3 Credits

Prerequisite: FIN 3701 Corporate Finance

Wealth management by using practical portfolio construction and management, life cycle wealth management, purpose and structure of financial services industry and economic factors that affect investment returns, basis relationship between adviser and client and codes of conduct governing business dealings, process of giving financial advice, importance of regular reviews of a client's circumstances, asset allocation and management, financial assets and markets, investment funds and planning, valuation and risk management, retirement and protection planning, real estate, alternative investment products and tax planning.

FIN 4911 Quantitative Analysis for Financial Decision 3 Credits

Prerequisite: FIN 3711 Investment

Modern quantitative methods including statistical and financial techniques and mathematical models including the concept of financial econometric for analyzing financial data supporting financial decision-making, and testing the models of how financial markets operate and address the relationship among various existing factors that can lead to empirical facts in order to support financial decision-making.

FIN 4922 Derivatives Securities 3 Credits

Prerequisite: FIN 3711 Investment

Types of derivative securities, mechanics of their markets, their application for hedging and/or speculation, and their valuation, basic modeling techniques for stock prices and other underlying assets which can be used for valuation of plain derivatives such as forwards, futures, options, and swaps in an arbitrage-less market, practical issues of derivatives trading, valuation, and risk management, and specialized derivatives like exotic options, credit, weather, energy, and other derivatives.

FIN 4923 Advanced Valuation 3 Credits

Prerequisite: FIN 3713 Business Analysis and Valuation

Advanced valuation and practical manner by advanced valuation technologies to approximate the market estimate of a firm's assets and equity, complex comparative valuation measurement, theories and applications for appropriate models to support the valuation analysis, sources of return decomposition, real options valuation theories and practices, intangible assets and small firm valuation, taxation, mergers and acquisitions issues valuation, comparative valuation, and private equity.

FIN 4924 Advanced Financial Management 3 Credits

Prerequisite: FIN 4813 Financial management

Advanced financial management, role and responsibility towards stakeholders, capital structure and dividend policy of the firm, advanced financial analysis and planning, advanced investment valuation and decisions making for firm, mergers and acquisitions, corporate reconstruction and reorganization, evaluation of alternative advanced international finance, advanced risk management techniques, and identification and assessment of potential impact of emerging issues regarding finance and financial management.

FIN 4925 Introduction to Modeling 3 Credits

Prerequisite: FIN 4911 Quantitative Analysis for Financial Decision

Financial modeling applicable to business solutions, development and implementation of financial models in making financial decision, use of appropriated software (Spreadsheet - Microsoft Excel and R) in handling complicate financial modeling and large data to simulate and analyze stock price and return, portfolio optimization, fitting and forecasting technique with time series data, and MCMC method for finance.

- HTM 3001 Sustainable Tourism 3 Credits**
Prerequisite: HTM 3102 Introduction to Tourism Management
 Tourism development as well as its impacts to the host country in terms of environmental, socio-cultural and economic perspectives, different approaches for understanding tourism development and its sustainability, definitions and organizations related to sustainable tourism, components, procedures and techniques of sustainable tourism management and planning.
- HTM 3002 Business Operation and Leadership in Hospitality and Tourism 3 Credits**
Prerequisite: HTM 3205 Marketing in Hospitality and Tourism
 Leadership, various theories and styles of leadership in the field of hospitality and tourism industries, operation as a major functional area of business and operation decision making to improve by utilizing all the underlying disciplines.
- HTM 3003 Information Technology in Hospitality and Tourism 3 Credits**
*Prerequisites: BIS 2180 Information Technology
 HTM 3101 Introduction to Hospitality Management
 HTM 3102 Introduction to Tourism Management*
 Latest information technologies in the hospitality and tourism industries, property management systems and central reservation systems, practice of current global distribution system software packages.
- HTM3101 Introduction to Hospitality Management 3 Credits**
Prerequisite: MKT 2280 Principles of Marketing
 Introduction to Hospitality Management
 A study of fundamentals of Hospitality Management embracing such topics as structure and staff; receptions; public relations; other hospitality services encompassing foods and beverage, housekeeping and engineering. It serves as the introductory course to the hospitality management program.
- HTM 3102 Introduction to Tourism Management 3 Credits**
Prerequisite: MKT 2280 Principles of Marketing
 This course includes an introduction to the tourism industry and the basic concepts, tools, and techniques of tourism management. The impacts of tourism will also be examined, together with the role and the importance of tourism planning in minimizing those impacts of tourism and developing strategies to ensure sustainable evolution.
- HTM 3103 Behavior in Hospitality and Tourism Industry 3 Credits**
Prerequisite: MKT 2280 Principles of Marketing
 This is a study of the diversity of tourists and their consumer behavior. The course is based on the traditional, social and cultural backgrounds. Sociological and psychological factors, social groups, demographic variables, social strata and culture that form tourist attitudes, their consideration, purchasing behavior and consumption will be revealed. Furthermore, tourist behavior with qualitative and quantitative approaches to assure better understanding of the diversity of tourist behavior will be looked at. Moreover, different cases will be discussed in order to be able to understand and confront situations that happen in front.
- HTM 3204 Human Resource Management in Hospitality and Tourism 3 Credits**
*Prerequisite: HTM 3101 Introduction to Hospitality Management
 HTM 3102 Introduction to Tourism Management*
 This course is designed to provide the student with a broad yet in-depth overview of the policies, practices, and procedures that can be used to attract, select, develop, and retain quality employees. It includes consideration factors that influence HRM policies and practices. It also provides opportunities for the student to apply course topics to substantive situations to be faced as a future hospitality and tourism professional.

HTM 3205 Marketing for Hospitality and Tourism 3 Credits

Prerequisite: *HTM 3101 Introduction to Hospitality Management*
HTM 3102 Introduction to Tourism Management

This course enables the student to apply the knowledge and skills acquired in Principles of Marketing and Consumer Behavior courses to the hospitality and tourism industry. It includes the evaluation of the industry, analyzing and developing marketing plans, and the application of the various promotional strategies and tools to achieve the organization's marketing objectives. It also covers the department's structure, functions, and responsibilities of key personnel.

HTM 3211 Food and Beverage Management 3 Credits

Prerequisite: *HTM 3101 Introduction to Hospitality Management*

This course covers the role and contribution of the Food & Beverage department, its structure, and functions and responsibilities of the key personnel. It includes an overview of the department's functions: purchasing, receiving, storing, food preparation, stewarding, planning the menu, food service and sales. Additional topics such as food sanitation, food quality and kitchen equipment will be discussed.

HTM 4111 Food & Beverage Service 3 Credits

Prerequisite: *HTM 3211 Food and Beverage Management*

The course covers the study of food and beverage operations, service principles and practices, types of table service of beverage, identification of service and restaurant equipment and supplies, effective employee recruitment and selection as well as strategies for orientation, training and evaluations, principles and application of menu planning, the operations of in-house and outside catering, as well as sales and cash control.

HTM 4112 Kitchen Operation 3 Credits

Prerequisite: *HTM 3211 Food and Beverage Management*

A study of the principles and techniques involved in food production. It includes the study of the kitchen organization, food and personal hygiene, kitchen equipment and utilities, basic food preparation methods, kitchen stewarding, sanitation food production control and standards, and kitchen terms.

HTM 4210 Strategic Management in Hospitality and Tourism 3 Credits

Prerequisite: *HTM 3205 Marketing in Hospitality and Tourism*

This course contains coverage and analytical discussion of key areas of contemporary hospitality and tourism management: evaluation of the most important global trends in tourism, analysis of the impact of crucial environmental issues and their implications and the major factors affecting international tourism.

HTM 4301 Room Division Management 3 Credits

Prerequisite: *HTM 3205 Marketing in Hospitality and Tourism*

Room division, front office operations which covers reception, reservation, room sales, registration, cashier responsibilities and night-auditing, functions and roles of the hotel housekeeping department and coordination with the front office department.

HTM 4302 Event Management 3 Credits

Prerequisite: *HTM 3205 Marketing in Hospitality and Tourism*

Principles of event management, formulation of event tourism strategies such as implementation of festivals, entertainment, corporate, cultural and sports events.

HTM 4303 Service Management 3 Credits

Prerequisite: *HTM 3205 Marketing in Hospitality and Tourism*

A holistic and interdisciplinary approach which is used to explore the principles of service management, understanding of what actually constitutes quality, nature of service and strategies for improving it.

- HTM 4401 Tourism Policy and Development 3 Credits**
Prerequisite: *HTM 3205 Marketing in Hospitality and Tourism*
 Tourism planning in both public and private sectors at local, regional and national levels including the components of planning process, the role and the importance of the involvement of communities, different impacts of tourism development, tourism policies and strategies for successful development.
- HTM 4402 Tourism Destination Management 3 Credits**
Prerequisite: *HTM 3205 Marketing in Hospitality and Tourism*
 Comprehensive coverage of various tourism destinations, basic principles underlying the development of tourism supply and demand, up-to-date trends and implementation of different management approaches.
- HTM 4403 Tour Guiding and Operation in Practice 3 Credits**
Prerequisite: *HTM 3205 Marketing in Hospitality and Tourism*
 Roles and ethics of a professional tour guide including tour guide practices, tourist safety measures, custom and immigration procedures and Thai tourism law, aspects of tourism distribution channels and characteristics of tour operation.
- HTM 4404 Cultural Heritage Tourism 3 Credits**
Prerequisite: *HTM 3001 Sustainable Tourism*
 Conceptual partnership of cultural heritage and tourism, analysis of a wide range of cultural heritage attractions and heritage visitors' behavior and motivation, contemporary approaches to heritage tourism development and management, heritage marketing, roles of interpretation programs employed in major cultural heritage sites and principles and models of interpretation.
- HTM 4405 International Tourism Studies 3 Credits**
Prerequisite: *HTM 4210 Strategic Management in Hospitality and Tourism*
 International issues governing the tourism industry including industry trends and best practices, roles and functions of international tourism organizations, principles and practices of related laws and regulations of tourism from local, regional and global perspectives.
- IBM 2702 International Business Environment 3 Credits**
Prerequisite: *BG 2401 Microeconomics*
 The course is an introduction to the global business environment focusing on the economics, social-cultural, political, regulatory and legal dimensions of the international business environment. International business theories, global business environment, FDI, trade policies, institutional arrangements, and government business relationships are examined. The objective of the course is to provide the students a global perspective and to make them aware of challenges and opportunities in the competitive business environment.
- IBM 3642 International Buyer Behavior 3 Credits**
Prerequisite: *MGT 2404 Managerial Psychology*
 MKT 2280 Principles of Marketing
 Methods of how industrial and consumer goods are marketed to international buyers and the strategic process of segmentation, targeting and positioning, international buyer behavior models and decision making schemes, variables in addition to culture that affect international buyers' purchase behaviors, cognitive, affective and co-native responses of industrial and consumer buyers from other countries in various contexts such as in trade shows, advertising effects, promotional incentives, direct marketing and e-commerce.
- IBM 3643 International Marketing Communications 3 Credits**
Prerequisite: *MKT 2280 Principles of Marketing*
 Global and domestic cultural diversity and their impact on IMC strategy development, values, behaviors, and underlying assumptions related to verbal and visual communication strategies, the debate surrounding standardization versus localization of worldwide marketing communications campaigns, case studies of IMC campaigns directed to culturally specific domestic and international audiences.

IBM 3711 Comparative Management 3 Credits

Prerequisite: IBM 2702 International Business Environment

Differences and similarities of managerial systems and management practices in different cultural settings, definitions and concepts of culture, cultural differences at the national, organizational and managerial levels, regional and country cultural characteristics, complexities and challenges of running global organizations.

IBM 3713 International Management 3 Credits

Prerequisite: IBM 3711 Comparative Management

International Management is concerned with management of assets and operations beyond the borders of one's home country. This course focuses on managers' fundamental responsibilities for planning, organizing, leading and controlling firms' activities across cultures.

IBM 3714 Export-Import Policy and Strategy 3 Credits

Prerequisite: IBM 2702 International Business Environment

This course covers the issues involved in developing comprehensive export/import strategies at the national, sector, and firm levels. Topics include government institutions and their roles in balancing exports and imports among sectors; the strategic use of export-import organizations to promote economic and competitive advantages; procedures and practices of export-import financing, documentation, export/import compliance, export/import channels, foreign trade zones, and transportation modes.

IBM 3722 Legal and Ethical Issues in International Business 3 Credits

Prerequisite: IBM 2702 International Business Environment

General legal and ethical aspects involved in international business environment focusing on legal aspects of international trade, international contracts, foreign investments and ethical issues across border.

IBM 3723 International Relations 3 Credits

Prerequisite: IBM 2702 International Business Environment

Fundamental principles, issues, conflicts and resolutions in international relations, and international organizations such as the United Nation, the World Trade Organization the World Bank that govern international relations and its effect on business.

IBM 3841 International Pricing Strategy 3 Credits

Prerequisite: MKT 3620 Global Marketing

Strategic and tactical aspects of pricing decisions in international context through both qualitative (consumer behavior and psychology) and quantitative (economics and statistics) analyses, application of pricing theory, factors affecting pricing of goods and services in the global market, the influences of both domestic and international competition on pricing structures, across product lines and customer segments, pricing implications in trade negotiations, export-pricing strategies, transfer pricing issues, and buyer arbitrate affects.

IBM 4711 International Human Resource Management 3 Credits

Prerequisite: IBM3713 International Management

This course covers the approaches to managing people in an international context and the variables that moderate differences between domestic and international human resource management. Topics include issues related to staffing policies, performance management, training and development, compensation, repatriation, labor relations, and potential problems and possible remedies in international human resource management.

IBM 4715 Designing and Managing Global Operations 3 Credits

Prerequisite: MGT3905 Operations Management

Role played by the operations function in making the strategic decision of where to locate facilities and explore how to coordinate worldwide operations to enhance performance and manage risk, global logistics, production planning, foreign manufacturing systems and quality systems, mathematical and statistical techniques in terms of analyzing the international operations.

IBM 4809 International Business Research 3 Credits

*Prerequisite: MGT 3940 Business Research Methodology
IBM 3713 International Management*

Methodologies used in international business research, concept of cross-cultural equivalence in conducting comparative and international business research, scale development and assessment, establishment of data equivalence across cultures, measurement invariance, comparability of data collection techniques and various statistical techniques applied in international research.

IBM 4811 International Strategic Management 3 Credits

*Prerequisite: IBM3713 International Management
Completion of 118 credits*

This course is a synthesis of strategic management amidst the phenomena of globalization. It is designed to encourage students to integrate and apply knowledge and skills learned in earlier courses, and it also introduces the critical business skills of understanding and managing strategic issues in international settings. Issues covered include environmental analysis, the challenges and benefits of globalization, the design of global corporate strategies, the system of value creation, and evaluation of corporate strategies.

IBM 4820 International Cooperative Strategies 3 Credits

Prerequisite: IBM3713 International Management

The course presents a systematic conceptual framework of international cooperative strategies and managerial skills and competencies necessary to form and manage effective cross-border partnerships. Issues related to various typologies and frameworks for strategic alliances and partner selection, ownership structure decision, design of management control systems, performance assessment, inter-partner fit/trust building, and the evolution and stability of alliances over time are also discussed.

IBM 4840 Global Supply Chain Management 3 Credits

Prerequisite: IBM 3714 Export- Import Policy and Strategy

This is a study of activities involved in the flow of goods from point of origin to point of consumption on a global scale. The focus is on what is different about supply chain management in the international setting. The course is designed to develop an understanding of the nature of international problems associated with the procurement, operations management, inventory control, logistics and transportation, distribution, and customer service. Topics also include Internet-enabled supply chains.

IBM 4841 International Services Marketing 3 Credits

*Prerequisite: MKT 3620 Global Marketing
Senior standing*

This course aims at providing students with an understanding of services marketing in an international context. Issues related to market orientation, long-term relationship, quality and satisfaction are discussed. Cases in the marketing of services are included to help students gain more insight on the issues and problems arising from services marketing and to practice their problem-solving skills.

IBM 4843 International Product and Brand Planning 3 Credits

Prerequisite: MKT 3620 Global Marketing and 106 credits

Process of developing and introducing new products and brands for different culture markets, product line and brand management such as product standardization versus differentiation, brand extensions and dilutions, multiple product life cycles, international product positioning and branding, and their impacts on building brand image.

IBM 4921 Individual Research 3 Credits

*Prerequisite: MGT 3940 Business Research
Completion of 118 credits*

This course aims at developing in students the ability to apply a theoretical approach to the real world problems of any organization in a selected industry in Thailand. A specific area of concentration will be chosen by students and upon approval an advisor from the department of IBM will be assigned.

IDM 3200 Quantitative Analysis 3 Credits

*Prerequisites: BG 2200 Statistics II
MGT 3905 Operations Management*

Probability concepts, forecasting, mathematical decision making techniques, normal distribution theory, decision trees, game theory, simplex method, simulation, and linear programming.

IDM 3202 Motion and Time Study 3 Credits

*Prerequisite: BG 2200 Statistics II
MGT 3905 Operations Management*

A study and analysis of work methods, determination of standard time required for production activities, measurement and improvement of productivity, work sampling, identification of alternatives, and incentive systems.

IDM 3203 Logistics and Supply Chain Management 3 Credits

*Prerequisites: MGT 3905 Operations Management
MKT 2280 Principles of Marketing*

Logistics system, logistics collaboration, tools and techniques for logistical analysis, trade-off between cost and service level, logistic functions, customer accommodation strategies, procurement strategies, manufacturing strategies, logistical strategies and operations, order processing, inventory, transportation, warehousing, network design, and logistical performance measurement.

IDM 3204 Industrial Safety and Risk Management 3 Credits

Prerequisite: MGT 2900 Principles of Management

Principles of risk management and its process, methods of handling risks especially loss prevention, how to manage safety procedures and how safety cultures can be built and established among organizational members, how safety can lead to cost reduction, productivity and efficiency improvement for the company as a whole.

IDM 3306 Warehousing and Material Handling 3 Credits

Prerequisite: IDM 3203 Logistics and Supply Chain Management

Warehousing operations and systems, warehousing pallet, case, and small items storage and retrieving systems, operations, order profile, functional analysis, layout, resources, and warehousing development system.

IDM 3307 Transportation and Distribution Management 3 Credits

Prerequisite: IDM 3203 Logistics and Supply Chain Management

Transportation modes selection and management system, transportation routing analysis and management, microanalysis of logistics and transportation services, distribution operations, transportation costing, distribution networks management, intermodal transportation and transportation mode interface.

IDM 3308 Supply Chain Relationship Management 3 Credits

Prerequisite: IDM 3203 Logistics and Supply Chain Management

Introduction to relationship management for both customers and suppliers aspects, customer relationship management focusing on its application in marketing and sales strategies, data management and customer data development, organization and CRM, supplier relationship management covering the scope, structure of strategic relationships, selecting and evaluating alliance potential, and incorporating supplier alliances into organization, and leading industrial practices on collaborative relationship e.g. Continuous Replenishment Program.

- IDM 3402 Facility Management 3 Credits**
Prerequisite: IDM 3203 Logistics and Supply Chain Management
 Layout management, maintenance management, material flow design and control, total productive maintenance, space and work flow allocation and design, layout setup consideration, site selection, basic installments, and rule and regulations.
- IDM 3403 Industrial Engineering Management 3 Credits**
Prerequisite: IDM 3200 Quantitative Analysis
 Management of engineering aspects of an operation, concept of re-engineering of process and product, application of time motion study, machinery utilization, development of work structure, work flow, and work calculation from engineering standpoint.
- IDM 4201 Manufacturing Planning and Control 3 Credits**
*Prerequisites: IDM 3200 Quantitative Analysis
 MGT 3905 Operations Management*
 Production systems, materials planning and control, production aspects, market demand management, functional linkages, determination of production schedule and dispatching, production control system, implementation, and inventory management.
- IDM 4202 Production Costing and Budgeting 3 Credits**
Prerequisite: ACT 2620 Fundamentals of Managerial Accounting
 A study of cost accounting approaches, job order costing, process cost accounting and activity-based costing (ABC), production cost planning & controlling by budgeting and responsibility accounting, evaluation of manufacturing performance through standard costs and financial statement analysis techniques.
- IDM 4203 Quality Management 3 Credits**
Prerequisite: MGT 3905 Operations Management
 A study of principles and practices on quality management during production process, application of techniques in quality control, quality audit, the relationship between quality control and natural resources-and energy saving. Emphasis on ISO9000 series, which increase efficiency and effectiveness in Industrial business.
- IDM 4206 Industrial Environmental Management 3 Credits**
Prerequisite: GE 1301 Environmental Science
 This course covers the basic concepts of environmental studies. Topics include water system, water supply, wastewater treatment, air quality, meteorology and natural purification process, engineering system for air pollution control, solid waste control and management, and ISO 14000.
- IDM 4207 Internship in Industrial Management 3 Credits**
Prerequisite: Consent of the Department Chairperson
 In final semester at the college, a student may arrange for an Internship Program with an industrial company for not less than 300 hours of work. Weekly progress reports and approved by the student's immediate supervisor must be submitted. A report submission and final presentation must be given.
- IDM 4301 Information Technology in Supply Chain 3 Credits**
*Prerequisite: BIS 2180 Information Technology
 IDM 3203 Logistics and Supply Chain Management
 IDM 4201 Manufacturing Planning and Control*
 The course introduces students to the conceptual and practical issues in information systems to aid in decision-making in industry. It covers information technology for resource planning and scheduling: ERP, CRP, APS, RFID, and Inventory Management. It explores supply chain decision support system in such areas as Demand Planning, Logistics Network Design, Inventory Deployment, Sales & Marketing Region Assignment, DRP, MRP, Production Location Assignment, Fleet Planning, Lead Time Quotation, Production Scheduling, Workforce Scheduling, etc.

IDM 4302 Industrial Strategic Management**3 Credits***Prerequisite: IDM 4208 Project Analysis and Management*

Definition and different levels of strategies, environmental analysis techniques, analysis of organizational current strategies and resources as well as capabilities, strategy selection model, strategy implementation plan and control.

IDM 4401 Technology and Innovation Management**3 Credits***Prerequisite: IDM 4203 Quality Management*

Technology introduction process, research and development control and management, technological change and company's manufacturing strategy, product/process/technology life cycle, innovation process generation and implementation.

IDM 4501 Seminar in Industrial Management**3 Credits***Prerequisite: Senior Standing (Industrial Management Major) OR
Approval of the lecturer*

This course is designed to provide a comprehensive study of all aspects of industry: conditions, problems and solutions. Potential growth of industrial business and ways to develop industry are also covered. Course involves class discussion, guest speakers, research and presentation.

INS 3101 Principles of Risk Management and Insurance**3 Credits**

A study of the basic concepts of risk, various terminologies used in risk management and insurance. Students will be introduced a broad preview of risk management process and the method of handling risk, basic discussions of the principles that underline the field of insurance, and introduction to various types of insurance contracts, such as property, liability, life, health, and government insurance. A preview of the nature and operator of the insurance business is also included.

INS 3102 Insurance Law**3 Credits***Prerequisite: BG 1400 Business Law I*

A study of the Insurance laws (and Ministerial Regulations) of the Kingdom pertaining to the contract of insurance in all fields such as life, accident, fire, transportation, and liability will be studied in details along with the court interpretation on applicable coverage. Wherever feasible, comparison will be made with laws in the U.K. and U.S.

INS 3201 Property Insurance**3 Credits***Prerequisite: INS 3101 Principles of Risk Management and Insurance*

A study of the analysis of an insurance contract and measurement of property and net income loss exposures of a family and the business firm in general, then, examines the major insurance policies and extension available in the Thai market. Basic discussion will be for fire insurance and allied lines, Industrial All Risk business interruption insurance, Motor insurance, ocean and inland marine insurance and any other modern property insurance for the business firm.

INS 3202 Casualty Insurance**3 Credits***Prerequisite: INS 3101 Principles of Risk Management and Insurance*

A study of the analysis of the source of Legal Liability, the major sources of liability loss exposures of both family and business firm and the insurance coverage designed to meet those loss exposures. Basic discussion will be for the personal liability insurance, public liability insurance, fidelity guarantee insurance, workers' compensation employer's liability insurance, professional liability insurance, products liability insurance, surety bond, and a variety of miscellaneous liability insurance.

INS 3203 Engineering Insurance 3 Credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

A study of the analysis and measurement of property loss exposures of the business firm. Major insurance policies and extension to be examined are the contractor's all risks insurance, erection all risks insurance, machinery breakdown insurance, boiler and pressure vessel insurance, consequential loss following machinery breakdown, computer all risks insurance and deterioration of stock.

INS 3301 Principles of Life Assurance 3 Credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

A study of the features of life insurance industry, life insurance contract, life insurance policy, life insurance products and supplemental benefits, and life insurance policy provision and policy ownership rights. Paying life insurance policy proceeds and introduction to group life insurance are also included.

INS 4103 Insurance Marketing 3 Credits

*Prerequisite: INS 3101 Principles of Risk Management and Insurance
 MKT 2280 Principles of Marketing*

A study of the marketing principles and functions of marketing as an integral aspect of major branches of insurance industry. It emphasizes on sales, promotion, product developments, distribution channels, customer relationship as well as other relevant topics.

INS 4104 Reinsurance 3 Credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

A study of the examination the nature and functions of reinsurance, main types of insurers and reinsurer, legal principles and outline of the international reinsurance market. It evolves into details of facultative, and treaty for both proportional and excess of loss reinsurance. The course also includes accounts, premium and loss reserves including reinsurance audits.

INS 4105 Seminar in Insurance 3 Credits

Prerequisite: Senior Standing

A study of a comprehensive review of all aspects of risk and insurance. Students will examine various cases on operations of insurance company. Topics are relevant to professional goals and interest of students and current issues in the insurance industry. The emphasis of the course will be on research, class discussion, and presentation.

INS 4106 Information Management in Insurance 3 Credits

*Prerequisite: INS 3101 Principles of Risk Management and Insurance
 BIS 2180 Information Technology*

A study of the data processing techniques used in pertinent functions in all branches of insurance. Specific applications relate to policy control, commission, premiums, renewals, branch/broker control and costing, cost analysis and financial analysis. New information technologies such as internet and World Wide Web are also included.

INS 4203 Marine and Aviation Insurance 3 Credits

Prerequisite: INS 3101 Principles of Risk Management and Insurance

A study of the insurance of cargo by all modes of transportation and from aspects of loss, damage, and liability. Discussion will be pertinent cargo clauses A., B., C., War risk, Strike, Commodity Trades, and other clauses, Principles of Interest, Types and Characteristics of Vehicles and Cargoes, Hull Insurance and Aviation insurance

INS 4204 Property and Casualty Insurance Accounting and Finance 3 Credits

Prerequisite: *INS 3101 Principles of Risk Management and Insurance*
ACT 1600 Fundamental of Financial Accounting

A study of the analysis about insurance accounting and financial statements of the non life insurance company, valuation of insurance company asset, revenues, expenses, liabilities and policyholders' surplus. Then, in depth discussion will be on how to interpreting basic financial statements, and Solvency Surveillance.

INS 4205 Survey and Claim Management in Property and Casualty Insurance 3 Credits

Prerequisite: *INS 3201 Property Insurance*
INS 3202 Casualty Insurance

A study of the analysis about the roles and duties of the claim representative, human relations in claim, communication skill, listening skill, claim management, claim professionalism, the negotiation process and styles. The application of claims practice to transacting insurance business on an industry wide basis will also be discussed together with the pre-insurance survey and post-loss survey. Discussion of loss-adjustment techniques will also be provided using policy wording in each class of business.

INS 4206 Essentials of Risk Management 3 Credits

Prerequisite: *INS 3101 Principles of Risk Management and Insurance*

A study of the losses, loss exposures on both personal and business firm and the risk management process, risk management techniques, risk financing and risk control, role of the risk manager in an organization, pre and post loss objective, current issues regarding risk management.

INS 4207 Insurance Management 3 Credits

Prerequisite: *INS 3101 Principles of Risk Management and Insurance*
MGT 2900 Principle of Management

A study of the structure and operation of the insurance companies and broking companies incorporated in Thailand. The students will be led into managerial practices and problem in the insurance companies and broking companies. All main functions and assessment of market need for both organizations are discussed.

INS 4208 Internship in Property and Casualty Insurance 3 Credits

Prerequisite: *Consent of Department Chairperson*

Students will spend 8 weeks (30 hours/week) intern with selected property and casualty insurance or related business organization. The internship will focus mainly on insurance operations of such organization. Upon completion of the program, the students will be evaluated by their supervisor and submit a detail report of the knowledge gained. Course grade will be based on the students' supervisor evaluation and their reports.

INS 4209 Directed Studies in Property and Casualty Insurance 3 Credits

Prerequisite: *Consent of Department Chairperson*

Under the guidance of the department chairperson, a student must carry out an approved research project in Property and Casualty Insurance. The depth, and innovativeness of the research will determine the credit to be given.

INS 4210 Risk Control and Risk Financing 3 Credits

Prerequisite: *INS 3101 Principles of Risk Management and Insurance*
INS 4206 Essential of Risk Management

This course starting with the last two steps of risk management process (1) implementing the selected risk management techniques and (2) monitoring the results for effective control and coordination of the organization's total risk management effect.

INS 4302 Accident, Group and Health Insurance 3 Credits

Prerequisite: INS 3301 Principles of Life Assurance

A study of the analysis and measurement of personal loss exposure, in respect of a family and business firm in general, the scope of coverage and extension of personal accident insurance, health insurance for medical expense benefit, disability benefit and this course also covers theory of group insurance, master contract and certificate, and the various aspects and clauses under group insurance contract including marketing and distribution of group insurance and evaluation of current trends.

INS 4303 Life Assurance Underwriting 3 Credits

Prerequisite: INS 3301 Principles of Life Assurance

A study of the elementary physiology and anatomy, the proposals and medical report forms. The topics also cover the main concept and process of life insurance underwriting, underwriting method, underwriting factors and underwriting aspects relating to impairments, diseases and physiological malfunctions.

INS 4304 Life Assurance Mathematics 3 Credits

Prerequisite: INS 3301 Principles of Life Assurance

A study of the concepts of Life table, probability of death and survival, the fundamental of premium rating and analysis of the components and the essential factors of premium rate calculation, basic understanding about the reserve calculation and various types of reserve in life insurance.

INS 4305 Claim Management in Life Assurance 3 Credits

Prerequisite: INS 3301 Principles of Life Assurance

A study of the administrative aspects of payments with respect to death and disability claims, maturity and annuity payments, surrenders and partial surrenders of policies, loans on policy and dividends. Claim decision process, analyzing claims for life insurance and supplementary benefits, and paying life insurance claims will be emphasized.

INS 4306 Life Assurance and Financial Planning 3 Credits

*Prerequisite: INS 3301 Principles of Life Assurance
FIN 2700 Money, Banking and Financial Markets*

A study of the introduction of financial planning and personal financial planning process. The topics include the uses of life insurance, life annuities, health insurance and social security in the financial planning scheme, the risk analysis concept together with the integration of social security benefits, employer-provided benefits, individually purchased life insurance and investments into a comprehensive financial plan including life insurance planning and purchasing decision, financial health check/personal financial fact-finding as well as the investment planning.

INS 4307 Life Assurance Agency Administration 3 Credits

*Prerequisite: INS 3301 Principles of Life Assurance
MKT 2280 Principles of Marketing*

A study of the life insurance agency office management concepts, agency organization and structure, ways to improve communication and workflow between insurer and the agency offices. Discussions will be focused on ways to organize agency office to maximize efficiency and to provide more effective sales support for agency force. The course also covers office productivity, agency expenses and budgetary control, compliance and sales practices, supervisory skills, people management techniques and agency office automation.

INS4308 Managing for Solvency and Profitability in Life Assurance 3 Credits

Prerequisite: *INS 3301 Principles of Life Assurance*
FIN 2700 Money, Banking and Financial Markets

A study of the solvency, liquidity and profitability of life insurance companies. Topics include financial management of insurance company, how life insurance companies pursue the key financial objectives, insurance financial statement analysis, product planning, product design and pricing for insurance company product. This course also provides the concept of how insurance company executives approach capital management and monitor the financial performance of life insurance company.

INS 4309 Internship in Life Assurance 3 Credits

Prerequisite: *Consent of Department Chairperson*

Students will spend 8 weeks (40 hours/week) intern with selected life assurance or related business organization. The internship will focus mainly on insurance operations of such organization. Upon completion of the program, the students will be evaluated by their supervisor and submit a detail report of the knowledge gained. Course grade will be based on the students' supervisor evaluation and their reports.

INS 4310 Directed Study in Life Assurance 3 Credits

Prerequisite: *Consent of Department Chairperson*

Under the guidance of the Department advisor, a student must conduct a research in an approved area of life assurance. The depth, and innovativeness of the research will determine the Credits given.

MGT 1101 Introduction to Business 3 Credits

A general introduction to business, aiming at outlining the philosophy, objectives and responsibility of business enterprises, and familiarizing students with business vocabulary; business and its environment, emphasizing the fundamental principles of organization, legal forms of business ownership, business activities concerning personnel, accounting, marketing, production and finance.

MGT 2404 Managerial Psychology 3 Credits

A study of the concept and scope of social psychology, basic psychological factors and how they relate to the business organization: a survey of language symbol: perception, memory, emotion, social attitudes, persuasion, social and cultural environment, role and status, personality, leadership, group behavior, morale and the application of these factors in the human relation of business, especially in creation of morale, motivation of workers, and the solution of business and social problems.

MGT 2900 Principles of Management 3 Credits

Prerequisite: *MGT 1101 Introduction to Business*

The essential principles of management: planning, organizing, leading and controlling. The theory of management as applied to modern corporate structure is discussed. Topics include management policies, departmentalization, centralization and decentralization, line and staff functions, an introduction to human resources management.

MGT 3901 Organization Theory 3 Credits

Prerequisite: *MGT 2900 Principles of Management*

This course deals with the theories, practices and problems of organization and its environment, function and structure of authority and responsibility, formal and informal organization and social system, organizational behavior, organizational control, research and development, changing of corporate structure.

MGT 3903 Leadership 3 Credits

Prerequisite: *MGT 2900 Principles of Management*

This course deals with the types of leadership and recognition of the problems faced by leaders in various working situations, understanding the role of the first-line supervisor and his subordinate, exploration of theories of worker motivation and their application, nature and character of influential leaders.

MGT 3905 Operations Management 3 Credits

Prerequisite: *MGT 2900 Principles of Management*

The fundamentals of industrial management from the point of view of organization structure, product, product development and research, standardization, plant location and layout, materials handling, machines equipment and maintenance, and the overall operation of production and control.

MGT 3907 Business Communication 3 Credits

Prerequisite: *BG2001 English IV*

This course is designed to train the students to fully understand and effectively use the patterns of communication in business, in both theories and practices of the business professional. The course covers business letters, essays and reporting, memoranda, conversation interviewing, presentation advertising and public relations reading and listening techniques. Also included is a thorough review of Electronic mail, videoconferencing, decision support systems, collaborative writing systems, group scheduling systems and Internet-based communications.

MGT 3915 Project Management 3 Credits

Prerequisite: *MGT 3905 Operations Management*

A study of project planning procedure by considering factors in determining project objectives, setting of work system, allocation of resources, project feasibility analysis, matrix model organization, management techniques and operation procedures in accomplishing goal such as implementation, communication, coordination, controlling and evaluation of the project.

MGT 3917 Innovation and change Management 3 Credits

Prerequisite: *MGT 2900 Principles of Management*

This course deals with the concept of innovation and change management. It views innovation as a management process with external linkages. The role of innovation and how to manage innovation within firms is discussed. It also covers new product and services development as part of innovation.

MGT 3918 Sport Management 3 Credits

Prerequisite: *MGT 2900 Principles of Management*

Operation of professional sports, collegiate athletics, and recreational organizations and enterprises, basic organizational structures found in the sports industry, managerial concepts and processes, skills that are necessary for the successful administration of these organizations.

MGT 3922 Introduction to New Ventures 3 Credits

Prerequisite: *MGT 2900 Principles of Management*

This course provides in-depth knowledge about new venture formation, how to launch a new business venture, how to get ideas to reality, and how to develop strategy.

MGT 3923 Strategic Human Resources Management 3 Credits

Prerequisite: *MGT 2900 Principles of Management*

The study of phases of human resource management: methods, techniques and procedures of the managerial as well as the operational phases of procurement, development, maintenance and utilization of an effective working force. The course covers the raising of greater efficiency and productiveness of human resource through the application of effective policies and practices in selection, training, compensation, promotion and transfer, health and safety provisions, morale building, job stabilization, grievance handling and disciplinary actions, and the human relations aspect of dealing with personnel.

- MGT 3924 Human Resources Development 3 Credits**
Prerequisite: MGT 3923 Strategic Human Resources Management
The course deals with the principles of training and development of personnel; types, methods, and contents of training programs; development of the programs; evaluation of training program; behavioral changes, and; training for different levels of personnel and leadership training.
- MGT 3928 Management for Growth and Sustainability 3 Credits**
Prerequisite: MGT 2900 Principles of Management
Concepts of sustainable value to create business sustainability through investment strategies, market insight, operational excellence, sustainable development and sustainability principles which are used as drivers for innovation, collaboration, and transformation.
- MGT 3942 Organizational Behavior 3 Credits**
*Prerequisites: MGT 2900 Principles of Management
MGT 2404 Managerial Psychology*
Elements of individuals and group behaviors in organization for improving effective communications, conflict management, motivation, coordination, dynamics of change, leadership, and stress management.
- MGT 3945 Managerial Decision Modeling 3 Credits**
Prerequisite: BG 2200 Statistic II
Application of a quantitative analysis modeling to decision-making in a complex and dynamic business environment for organizational efficiency and effectiveness, managerial decision problems in management, marketing, operations, and finance.
- MGT 4501 Wealth Management 3 Credits**
Prerequisite: FIN 3701 Corporate Finance
Management of personal investment, financial planning, portfolio management, and property and tax planning for efficient wealth management.
- MGT 4806 Management Internship 3 (240 Hours)**
Prerequisite: Management Major: Concentration Entrepreneurial Management
Student will be assigned to work in organization in the area of management related projects under the direction of a faculty supervisor. Faculty provides oversight of individual field experience with classroom debriefings and follow-up.
- MGT 4909 Communication in Management 3 Credits**
Prerequisite: MGT2900 Principles of Management
The main objective of this course is to apply the general communication concept to business management system by studying of hindrance, communication problems affecting the management process and effectiveness, including approaches to solution of such problems relationship between communication system and other management ingredients such as decision-making, authority, responsibility, delegation, operation of organization, cooperation, coordination and conflicts with organization, including planning and controlling of communication systems for an optimal effectiveness in the management of organization.
- MGT 4910 Productivity and Quality Management 3 Credits**
Prerequisite: MGT 3905 Operations Management
This course deals with philosophy and principles and practices of productivity and quality management. It also covers many concepts, tools, techniques and systems associated with productivity and quality including quality circle, TQM, ISO, benchmarking and Six Sigma.

MGT 4911 Seminar in Management 3 Credits

Prerequisite: Senior Standing

This course is designed to provide students with an opportunity to integrate experience and knowledge from all areas of management. The approach will be case study analysis and special lectures from guest lecturers from business fields, research and others.

MGT 4912 Individual Research 3 Credits

Prerequisite: Senior Standing (Management Major)

This course is designed to provide students with an opportunity to integrate experience and knowledge from all areas of management. The approach will be case study analysis and special lectures from guest lecturers from business fields, research and others.

MGT 4916 Negotiation Strategy 3 Credits

*Prerequisite: MGT 2404 Managerial Psychology
MGT 2900 Principles of Management*

This course is designed to provide students with principles and practices of both domestic and international negotiation, for example in the fields of political, marketing and financial negotiations. It also includes the impact of verbal and non-verbal communications. It explores the negotiating process, including the development of skills in managing conflict resolutions within an organization, how to manage the negotiating process and how to handle the hard bargainer. Students will participate in several live negotiation case studies.

MGT 4926 Compensation and Performance Management 3 Credits

Prerequisite: MGT 3923 Strategic Human Resources Management

Concepts of compensation management within the wider context of human resource management, reward management process which includes pay survey, job evaluation, and design of pay structure, problems related to performance management system and suggestions for improvement.

MGT 4927 Human Resources Planning 3 Credits

Prerequisite: MGT 3923 Strategic Human Resources Management

Human resources functions, evaluation and identification of human resources requirements for meeting organizational goals.

MGT 4928 Employment Relations and Labor Law 3 Credits

Prerequisite: MGT 3923 Strategic Human Resources Management

Labor relations and collective bargaining which covers both union and management, legal framework, union structure and administration, employer role, union organizing, bargaining issues, negotiation process, grievances and arbitration, and public sector labor relations.

MGT 4943 Organization Development 3 Credits

*Prerequisite: MGT 3901 Business Organization
MGT 3942 Organization Behavior*

A study of concepts for developing organizations, determining the direction for organization development, stages of organization development work, strategies and tactics of organization, development such as team development, intergroup relationships, goal setting and planning, development of skills and abilities for individual participants, etc.; organization-environment interface, the group-to-group interface, individual and organization interface; problem-solving by means of managerial strategy, the way work is done, new environment strategy, communications and influence patterns; in including the application of organization development principles and concepts in practice which leads to effective cooperation and healthy organization.

MGT 4945 Cooperative Education 9 (720 Hours) Credits

*Prerequisites: Completion of 109 credits
Cumulative GPA at least 2.00
Approval of the cooperative education director and CE advisor.*

Each student is required to show proof of work as a temporary employee with a private company for one-semester (approximately 4 months). The selected company must be approved by the cooperative education center. After the completion of the 4-month internship, students are required to submit a report on the cooperative education to the CE advisor and attend a seminar for report

MGT 4946 Human Resources Management Internship 3 (240 Hours) Credits

Prerequisite: Management Major: Concentration: Strategic Human Resources Management

Student will be assigned to work in organization in the area of human resource management related projects under the supervision of a faculty supervisor. The Department provides oversight of individual field experience with classroom debriefings and follow-up.

MGT 4951 Strategic Management 3 Credits

Prerequisite: FIN 3701 Corporate Finance and senior standing

Integration of the student's background, experiences, and previous core business curriculum through case studies and business decision simulation exercises; development of an effective conceptual approach to integrating administrative policy, strategies, and decision-making; diagnosis, analysis, and solution of interrelated administrative problems.

MKT 2280 Principles of Marketing 3 Credits

Prerequisite: MGT 1101 Introduction to Business

Principles and problems involved in transfer of goods and services from producer to consumer, consumer's buying motives, basic product, distribution, price, promotion mix strategies, and improvement of marketing efficiency.

MKT 3102 Integrated Marketing Communications 3 Credits

Prerequisite: MKT 2280 Principles of Marketing

Strategic use of various marketing communication elements including advertising, sales promotion, public relations, personal selling, event sponsorships and direct marketing to build and maintain brand equity, selection of alternative promotional tools, budgeting and allocation decisions, determining appropriate message strategy, developing media schedules for a given product/market, ethical principles in marketing communications, and effective integration of elements across promotional mix.

MKT 3515 Purchasing and Supply Chain Management 3Credits

Prerequisite: MKT 2280 Principles of Marketing

Scope and objective of negotiation in procurement, participation and relationship of functional elements of organization of purchasing department, preparation, conduct and recording of negotiations, analysis of sources of supply, contract cost, price, profit, investment and risk, cost principles, techniques of negotiation, make or buy, and transportation service.

MKT 3525 Sales Management 3Credits

Prerequisite: MKT 2280 Principles of Marketing

Management of personal selling process in marketing, types of sales organizations and their relations with other departments of the business, place of sales research and planning in marketing, selection of selling methods, credit, collection and sales financing hiring, training, compensating and supervising of salesman.

MKT 3530 Consumer Behavior 3Credits

*Prerequisites: MKT 2280 Principles of Marketing
MGT 2404 Managerial Psychology*

Nature and determinants of consumer behavior, influence of socio psychological factors such as personality, social groups, demographic variables, social class, and culture on the formation of consumers' attitudes, consumption and purchasing behavior, steps in decision-making process starting from problem identification, information and fact finding, evaluation of alternatives, buying decision, and after-purchase evaluation.

MKT 3620 Global Marketing 3 Credits

Prerequisite: MKT 2280 Principles of Marketing

Principles and operations of international and global marketing concepts, international marketing environment, trade promotion activities of government and private agencies, environmental aspects of international market, financial features and instruments, marketing structure of international trade, terms of trade and credit, international marketing position, foreign market survey, segmentation, targeting and positioning, global market entry strategies, strategic elements of competitive advantage, global marketing mix including product decisions, pricing, channels of distribution, and global marketing communication mixes.

MKT 3627 Sales Promotion 3Credits

Prerequisite: MKT 2280 Principles of Marketing

Principles and practices in guiding management in making key decisions necessary in sales promotion program, selection of proper sales appeals, sales promotion directed towards company's sales staff, middlemen and ultimate consumers, planning and evaluation of promotional activities, including merchandising functions.

MKT 3628 Public Relations 3 Credits

Prerequisite: MKT 2280 Principles of Marketing

Public relations process and job skills of public relations professionals, role of public relations organizations and role of public relations in organizations, promotional campaigns in which public relations plays a key element, techniques and tools used in the field of public relations.

MKT 3629 Pricing Strategy and Decisions 3Credits

Prerequisite: MKT 2280 Principles of Marketing

Strategic pricing concept, cost structure, market-based pricing for profit, pricing influence on purchase decision, role of value in pricing, price sensitivity analysis, price elasticity, competitive pricing, proactive pricing, initial launch of integration of elements in profitable pricing, pricing for new products and different pricing schemes by segments, product-line pricing, pricing as a promotional tool, pricing to leverage competitive advantages, pricing psychology, and pricing ethics.

MKT 3803 Retail Management 3Credits

Prerequisite: MKT 2280 Principles of Marketing

Principles and practices of small business in the area of retail operations, planning, operations and control in various retailing institutions, retailing opportunities and careers with major emphasis on the need to adopt decisions on store location, layout, building, fixtures, equipment and merchandise management, buying, handling, control and pricing, store promotion and customer services.

MKT 3804 Fashion Marketing 3 Credits

Prerequisite: MKT 2280 Principles of Marketing

Foundation of marketing, its techniques and activities in the fashion industry, fashion marketing environment, fashion marketing mix, branding, visual merchandising, how to develop, analyze and implement brand strategies, buying and merchandising practices, how to plan and execute effective advertising and promotional strategies including public relations and event planning related to fashion products.

MKT 3823 Marketing Channel Strategy and Decision 3Credits

Prerequisite: MKT 2280 Principles of Marketing

Distribution strategies, structure, functions, types, and operating problems of various institutions in the chain of distribution of different types of products and industries, segmentation for marketing channel design, channel strategy formulation and implementation, scope of distribution strategies including distribution intensity and vertical constraints, and strategic alliances in distribution.

MKT 3830 Direct Marketing 3Credits

Prerequisite: MKT 2280 Principles of Marketing

Methods of direct marketing to consumers and businesses without using conventional retailers or sales forces, use of direct marketing techniques to enhance traditional marketing methods, scope of direct marketing, strategic planning, planning and positioning database management, direct mail, telemarketing, catalogs, direct response advertising, and marketing applications and concepts.

MKT 3836 Merchandising and Promotion 3Credits

Prerequisites: MKT 2280 Principles of Marketing

MKT 3803 Retail Management (For students who select plan A: Retail Entrepreneurship)

Duties and problems of store buyer, merchandise manager, demand forecasting, sources of buying information, buying policies and practices, selection and evaluation of resources, inventory planning and control, promotion strategies and tools used by retailers to achieve a multitude of objectives such as building store image, generating store traffic and immediate purchases, broad array of tools from the use of local advertising in broadcast and print media to in-store displays and product/ visual merchandising.

MKT 3837 Service and Customer Relationship Management 3Credits

Prerequisite: MKT 2280 Principles of Marketing

Service operations and all aspects of interaction a company has with its customers, including prospecting sales and service, identifying, acquiring, and retaining customers by enabling organizations to manage and coordinate customer interactions across multiple channels, departments, lines of business and geographies, how organizations use customers' database to maximize value of every customer interaction and drive superior performance.

MKT 3838 Event Marketing 3 Credits

Prerequisite: MKT 2280 Principles of Marketing

Comprehensive coverage of events and sponsorship strategies, basic principles of motivation for participants and spectators, application of broad principles underlying why consumers attend events in a variety of context and situations, basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and implementation of marketing plans. Students will develop a customized sponsorship proposal on behalf of a designated event organization and selling techniques, and then deliver a sales presentation.

MKT 3840 Digital Marketing 3 Credits

Prerequisite: MKT 2280 Principles of Marketing

Overview of practical marketing and communication applications for digital communication channels, especially the Internet and hi-technology devices, strategy and implementation of various digital formats to enhance the marketing of goods and services such as social media marketing, digital media, mobile, website, social networking, and search engine marketing with focus on evolving behavior of digital consumer and new digital opportunities, how to plan, buy, track, report and evaluate each digital marketing tool/device to solve current marketing problems, digital marketing terminology and metrics such as page view, unique visitor, dwelling time, and pay-per-performance.

MKT 4725 Competitive Analysis and Strategy 3Credits

Prerequisite: MKT 2280 Principles of Marketing

Completion of at least 90 credits

Analytical concepts in competitive environment, efficient market functioning, industry analysis, strategic groups in industry and global competition, analysis of competitive advantage, vertical linkages, corporate diversification, competitive strategic alliances, rivalry using product positioning, competitive pricing, research and development in competitive environment.

MKT 4726 Advertising and Creative Strategy 3Credits

Prerequisite: MKT 3102 Integrated Marketing Communications

Role of creative strategy in advertising and other promotional mix, examination and systematic development of creative brief or copy platform as a means of designing message strategies that evoke consistent value and identity, creative content and creative process beginning with market analysis and target market selection to brand attributes and value propositions to creative execution with emphasis on execution of the "big idea".

MKT 4727 Integrated Media Planning 3Credits

*Prerequisites: MKT 3102 Integrated Marketing Communications
 MKT 4726 Advertising and Creative Strategy*

Nature of media, media business and media industry, roles of and relationships among media planners, buyers and sellers, characteristics of traditional, nontraditional and interactive media, general procedures in media planning, basic and advanced measurements in media analysis, evaluation and selection of media vehicles, strategic media plan (i.e. target audience selection, objective specification, media and vehicle selection, media buying), setting and allocating media budget, and media testing.

MKT 4730 Marketing Management 3Credits

*Prerequisites: MKT 2280 Principles of Marketing
 MGT 2900 Principles of Management
 Senior standing (106 credits)*

Scope and field of marketing management, need of marketing and product planning for promotion purpose, need of planning for new products to replace existing products, planning for new marketing techniques including pricing and pricing policies, techniques of market survey, its objectives and limitations, management of personal selling, coordination of advertising with all other aspects of marketing, development of policy toward changing items comprising product lines, and control of marketing operation.

MKT 4805 Business-to-Business Marketing 3Credits

Prerequisite: MKT 2280 Principles of Marketing

Marketing problems of manufacturers and distributors of industrial goods such as machinery and equipment, raw and semi-fabricated materials, industrial supplies and component parts, industrial marketing system and concepts, demand and product characteristics, product and service definitions, market identification, evaluation and measurement of marketing performance, pricing, promotion and public relations, industrial channel strategy and logistics, performance standards and instruments of control.

MKT 4806 Product and Brand Management 3 Credits

Prerequisite: MKT 2280 Principles of Marketing

Management concepts concerning process of new product development including product concept, positioning, and branding used in developing product lines, pricing, distribution decisions in keeping up-to-date to both industrial and consumer goods, product line management, environment factors that have impacts on product, brand and price strategies.

MKT 4807 Agricultural Marketing 3 Credits

Prerequisite: MKT 2280 Principles of Marketing

Nature and problems of marketing agricultural product with emphasis on Thai agricultural marketing, nature of Thai agricultural products and their marketing systems, survey of local and foreign agricultural marketing, environmental factors of agricultural markets, grading, storing and transporting products, promotional activities and policies of government and private agencies.

MKT 4808 Advanced Marketing Presentation 3Credits

Prerequisite: *MKT 2280 Principles of Marketing*
Senior standing over 90 credits

Skills of communication and presentation of selling, marketing planning, structuring and delivery of formal and informal presentations for productive outcomes, essential elements of good communication and presentation in marketing field, how to put these principles into practice in an interactive session and to deliver presentations in a more confident and professional manner.

MKT 4809 Marketing for Services 3 Credits

Prerequisite: *MKT 2280 Principles of Marketing*
Senior standing over 90 credits

Nature and characteristics of market and consumer behavior for various services, marketing mix for services, structure and development of institutions involved in selling services such as financial institution, banks, insurance companies, transportation firms, hotels and various travel industry agencies, comparison between marketing for goods and marketing for services.

MKT 4810 Export-Import Management 3 Credits

Prerequisite: *MKT 3620 Global Marketing*

Principles and practices of international marketing management, foreign market exploration, exchange problems, practices and document preparation, customs clearances and forwarding practices, customs tariffs, duties and export-import premiums, landed cost calculation methods, commodity classification system of the Customs department, carrier selection decision making, management and organization of freight forwarding and customs clearance agencies, marketing communication for foreign products, management and organization of import and export departments of large commercial firms, relationship with financial and transportation intermediaries.

MKT 4811 Seminar in Marketing 3 Credits

Prerequisites: *MKT 2280 Principles of Marketing*
MKT 4730 Marketing Management (for Marketing students)
Completion of at least 90 credits

Integration of experience in all areas of marketing to play on the problems encountered by case study analysis, guest lecturers from business field, research, and others.

MKT 4812 Individual Research 3 Credits

Prerequisites: *MKT 3530 Consumer Behavior*
MGT 3940 Business Research Methodology
MKT 4855 Research in Marketing
Senior standing and Chairperson's approval

Application of theoretical concepts to real world problems of any organization in a selected industry in Thailand. Any specific area of concentration will be chosen by the student upon agreement with an instructor selected from the faculty members of Marketing Department.

MKT 4826 Contemporary Logistics 3 Credits

Prerequisite: *MKT 2280 Principles of Marketing*

Modern logistics, application of analytical tools useful in logistics, analysis of characteristics of logistics system elements, inventory and warehouse management systems, modes of transportation, fundamentals of logistics in today's dynamic global landscape, value-added applications of logistics decision-making tools that lead to solid formulations of marketing and competitive advantages in the supply chain of a company.

MKT 4829 Marketing Decision Making 3 Credits

Prerequisites: *MKT 2280 Principles of Marketing*
Senior standing (112 credits)

Principles, techniques and actual practices of marketing forecasting, demand analysis and evaluation of market potential with emphasis on market projection, sales budgeting, pricing, production and distribution scheduling as a part of administrative planning for profit, market campaign planning, execution and control.

MKT 4845 IMC Research 3 Credits

Prerequisites: *MKT 3102 Integrated Marketing Communications*
MKT 3530 Consumer Behavior
MGT 3940 Business Research Methodology

Aspects of conducting marketing and communications research and presenting research findings, marketing communications research topics such as media effects research, advertising effectiveness research, audience and segmentation research and concept testing, research approaches such as qualitative research, content analysis, survey research, and experimental research.

MKT 4848 Contemporary Issues in Marketing 3 Credits

Prerequisite: *MKT 2280 Principles of Marketing*
Completion of at least 90 credits

Current issues in marketing such as regional marketing strategies, viral marketing, ethical issues in marketing, and green marketing to create sustainability for business, recent marketing news in different sectors.

MKT 4849 IMC Campaign Planning 3 Credits

Prerequisites: *MKT 4726 Advertising and Creative Strategy*
MKT 4727 Integrated Media Planning
Senior standing (106 credits)

Conceptual synthesis and practical application of business, research, media planning, and creative principles used in the formulation of persuasive messages, development of a complete integrated marketing communications (IMC) campaign for sales promotion, and both written and oral presentation of the campaign.

MKT 4855 Research in Marketing 3 Credits

Prerequisites: *MKT 2280 Principles of Marketing*
MGT 3940 Business Research Methodology
Completion of at least 90 credits

Principles and methods of marketing research, securing respondents, making test investigation, sampling, collecting data, types and errors of collected data, tabulating and analyzing information, interpreting findings and stating conclusion, application of research techniques and procedures to the solution of marketing problems: determination of market potential and sales quota, reduction of selling costs, forecasting and appraisal of sales promotional efforts, advertising program and channels of distribution.

MKT 4856 Brand Building Strategy 3Credits

Prerequisite: *MKT 3102 Integrated Marketing Communications*
Completion of at least 90 credits

Brand building and development, concepts, theories, principles and terminology of brand building strategy, brand equity, and integrated marketing communication tools, segmentation, target market identification, positioning, message strategy, media choice, advertising evaluation, aspects of raising brand awareness, creating relevant and distinctive brand identity, building high quality reputation, and shaping desired brand imagery for a brand and brand equity.

MKT 4857 Qualitative Research in Marketing 3 Credits

Prerequisite: *MKT 4855 Research in Marketing*
Senior standing (106 credits)

Basic application of qualitative techniques in research including in-depth interviews, focus-group research and applicable psychological measurement techniques to understand the consumers' buying decision making, data collection and analysis through content analysis, discourse analysis and others.

MKT 4897 Marketing Internship 3Credits

Prerequisite: *MKT 2280 Principles of Marketing*
Completion of at least 90 credits

Opportunity for students to experience practical marketing by carrying out work project or full-time work in marketing firms, retail business corporations, governmental entities, private or public organizations under the direct supervision of a designated executive or faculty member. Students will apply theoretical concepts to practice and gain valuable working experience. All internships must be approved in advance.

MKT 4898 Seminar in Entrepreneurship 3 Credits

Prerequisite: *MKT 2280 Principles of Marketing*
Senior standing (106 credits)

Starting and running of a business, legal organization of firm, branding, financing, franchising, location and site selection, employee management, buying and customer support functions, retail environment and application of new technologies, retail marketing mix components (such as branding, merchandising, pricing and margin planning, store management, layout and visual merchandising), internal and external promotions, traits and characteristics of successful entrepreneurs.

MKT 4899 IMC Internship 3 Credits

Prerequisite: *MKT 3102 Integrated Marketing Communications*
Senior standing (106 credits) and Chairperson's approval

An off-campus training supervised work experience in the advertising and marketing communication organization. Regular meetings with the internship coordinator, periodic reports, as well as a final paper relating the work experience to the student's course work.

REM 3111 Principles of Real Estate 3Credits

Prerequisite: MGT 1101 Introduction to Business

Overview of real estate business and professional practices, special terms, nature and description of real estate, various types of property, basic rights and interests in real estate, land-use controls, forms of ownership, various real estate fields of property management, development, investment, real estate finance and real estate appraisal.

REM 3112 Real Estate Law 3Credits

General principles of real estate law and legal aspects relating to real estate business, property rights, subdivision regulations, ownership in real estate, transferring and registering title, regulations of land-use and city planning, housing and condominium development laws, construction laws and other contracts related to real estate transactions.

REM 3113 Real Estate Economics 3 Credits

Prerequisites: *BG 2400 Macroeconomics*
BG 2401 Microeconomics

Demand and supply of real estate, real estate business cycle, real estate cycle, real estate markets, urban land-use, market failure and remedies in real estate.

- REM 3114 Building Design and Construction Techniques 3 Credits**
 Basic knowledge of techniques and process used to design and construct a building, terms and symbols used in construction drawings, types of construction materials, construction technology and equipment, quantity take-off technique and scheduling techniques, process to construct building structure, architecture, finishing and building mechanical systems.
- REM 3211 Principles of Real Estate Development 3 Credits**
Prerequisites: MGT 2900 Principles of Management
 REM 3111 Principles of Real Estate
 Methods in real estate development for various types of real estate business, various participants in the real estate development process both public and private, development process, including conceptual development, feasibility study, market analysis, contracting and basic concepts of project management.
- REM 3212 Real Estate Finance 3 Credits**
Prerequisites: FIN 2700 Money, Banking, & Financial Markets
 REM 3111 Principles of Real Estate
 Financial techniques to sell and buy real estate property, types of financial institutions and sources of funds, types of loan, underwriting, analysis of project development loan and mortgage loan, factors and principal process in real estate lending, including various financial calculations used in real estate business, and government's current policies regarding real estate finance.
- REM 3213 Real Estate Appraisal 3 Credits**
Prerequisite: REM 3111 Principles of Real Estate
 Introduction to real estate appraisal, definition of value, objectives of appraisal, data analysis, land (site) and building survey, appraisal report, with emphasis on the three basic approaches to calculate value: Cost Approach, Market Approach and Income Approach.
- REM 3214 Principles of Real Estate Investment Analysis 3 Credits**
Prerequisite: REM 3212 Real Estate Finance
 Process of real estate investment and analysis, methods in real estate investment analysis, including traditional method and discounted cash flow method, prelim-financial feasibility study, real estate investment assumptions, real estate investment analysis of various real estate segments, real estate investment analysis report, other types of real estate investment vehicles.
- REM 4112 Computer Applications in Real Estate 3 Credits**
Prerequisite: REM 3112 Real Estate Finance
 Various computer applications for real estate management decision and practice, computer software programs including spreadsheet, database management system, project management software, floor plan & mapping software, applications covering various areas including real estate finance, real estate investment analysis, and project planning and control.
- REM 4113 Principles of Property Management 3 Credits**
Prerequisites: REM 3111 Principles of Real Estate
 REM 3114 Building Design and Construction Techniques
 Basic management principles for income producing properties, process for making management plans, property marketing , lease management, roles and right of landlord and tenant, personnel management, management and maintenance of different types of property especially residential and commercial.

- REM 4131 Real Estate Project Management 3 Credits**
*Prerequisites: REM 3211 Principles of Real Estate Development
REM 3114 Building Design and Construction Techniques*
Procedure and basic technique throughout project management life cycle to fulfill a real estate development project, planning and control project schedule, cost and quality, organization methods and project team, leadership, risk management, project feasibility analysis and project contract.
- REM 4132 Advanced Real Estate Investment Analysis 3Credits**
Prerequisite: REM 3214 Principles of Real Estate Investment Analysis
Comprehensive real estate feasibility analysis for both low-rise housing and condominium investments, analysis application through computer software packages with the aspects of market, finance, legal, construction, and taxation, analysis of investment risk, tax planning for investment, inflation and investment cycle, and basic strategies for investment portfolio.
- REM 4141 Advanced Real Estate Appraisal 3 Credits**
Prerequisite: REM 3213 Real Estate Appraisal
Advanced techniques in valuation, including the residual method, discounted cash flow method, and various real estate appraisal theories, standard practice for appraisers, valuation of pending properties, fee simple, lease fee estate and leasehold estates, use of statistics, accounting, computer software and financial analysis in appraising real estate.
- REM 4142 Professional Appraisal Practice and Ethics 3 Credits**
Prerequisite: REM 3213 Real Estate Appraisal
Appraisal standards, category of property appraisal, qualifications of valuer, objectives and basis of valuation, assumptions, conditions and limitations, duties and responsibilities of valuer, professional code of ethics, professional negligence and liability, arbitration and dispute resolution, role of expert witness, lifecycle of professional valuation business, and problems and obstacles in appraisal profession.
- REM 4151 Corporate Real Estate Management 3 Credits**
Prerequisite: REM 4113 Principles of Property Management
Corporate real estate environment analysis and organization structure, operations and management planning for property, strategic planning of efficiency improvement and cost reduction, local community relations management, buy/hold or sell property decision analysis, location selection strategy, space utilization management, risk management strategy.
- REM 4152 Facilities Operations and Maintenance 3 Credits**
Prerequisite: REM 4113 Principles of Property Management
Building engineering system and building components, facility and building components maintenance operation, energy utilization and management, building environmental management, building user's safety and health management.
- REM 4191 Seminar in Real Estate Business 3 Credits**
*Prerequisites: REM 3211 Principles of Real Estate Development
Senior Standing (accumulated over 100 credits)*
Comprehensive review of various special aspects of real estate development experience and practices, group and individual real estate research, and case study in relevant current issues.

- REM 4192 Seminar in Property Valuation 3 Credits**
Prerequisites: REM 3213 Real Estate Appraisal
Senior Standing (accumulated over 100 credits)
 Various aspects of real estate appraisal experience and practices, case studies, workshops, and fieldtrips related to property valuation.
- REM 4193 Seminar in Property Management 3 Credits**
Prerequisite: REM 4113 Principles of Property Management
 Comprehensive review of various special aspects of property management experience and practices, property management research, case study in relevant current issues and fieldtrips related to property management.
- REM 4221 Directed Study in Real Estate 3 Credits**
Prerequisite: Consent of the Department Chairperson
 Under the guidance of the Department Chairperson, a student will carry out an approved research project in real estate business. Depth, detail and originality of the study will determine the project evaluation.
- REM 4222 Capital Markets Related to Real Estate Business 3 Credits**
Prerequisite: REM 3214 Principles of Real Estate Investment Analysis
 Structures and types of capital markets as sources of fund for real estate business, related types of security and market that are applied for real estate investment including Mutual Fund, Property Fund and Secondary Mortgage Market, regulations and procedures to list and issue securities in the Stock Exchange of Thailand (SET), criteria of investment risk analysis in different types of capital market
- REM 4231 Real Estate Marketing and Brokerage Management 3 Credits**
Prerequisite: REM 3211 Principles of Real Estate Development
 Techniques for marketing commercial-investment properties; planning, process, and methods of marketing including marketing program, selling and negotiation strategy, information systems supporting marketing, roles of brokerage business including services, relationship to owner, responsibilities, brokers' code of ethics, and development of a broker profession.
- REM 4241 Valuation for Special Purposes 3 Credits**
Prerequisite: REM 3213 Real Estate Appraisal
 Methods and techniques for appraisal of assets used for special purposes such as intangible assets, valuation for statutory purposes e.g. tax, expropriation, valuation of assets for non-market assets, plant and machinery, concepts to support valuation of various intellectual properties, including patent, copyright, brand name, goodwill, and share value.
- REM 4251 Income-producing Property Management 3 Credits**
Prerequisite: REM 4113 Principles of Property Management
 Property manager roles and duties, commercial leasing process, lease contract management, lease negotiation in theory and practice, tenant/landlord relationship management, juristic person management.
- REM 4381 Internship in Real Estate Business 3 Credits**
Prerequisite: Consent of the Department Chairperson
 In the final semester, students may arrange for an Internship Program with a company related to real estate business for at least 300 working hours. Course evaluation based on daily progress record, overall training discussion report, and performance evaluation by the immediate supervisor.

REM 4382 Internship in Real Estate Appraisal

3 Credits

Prerequisite: Consent of the Department Chairperson

In the final semester, students may participate in an Internship Program with a company related to real estate appraisal for at least 300 working hours. Course evaluation based on daily progress record, overall training discussion report, and performance evaluation by the immediate supervisor.

REM 4383 Internship in Property Management

3 Credits

Prerequisite: REM 4113 Principles of Property Management

In the final semester, students may participate in an Internship Program with a company related to property management for at least 300 working hours. Course evaluation will be based on daily progress record, overall training discussion report, and performance evaluation by the immediate supervisor.