

Bachelor of Business Administration
Program in Business Management (Year 2017)

Course Descriptions

- 001201 Thai Language Skills 3(2-2-5)**
The importance and characteristics of Thai language in Thai society as a meaning making tool. Learning about various kinds of modern media including newspapers and electronic media. Cultivating reading habits and practicing analyzing and criticizing literary values especially relations and values in Thai and global societies in various contexts (economics and politics in different situations) along with developing Thai language skills especially reading and writing.
- 001211 Fundamental English 3(2-2-5)**
Development of basic English listening, speaking, reading skills and grammar for communication in various contexts in preparation for a global society.
- 001212 Developmental English 3(2-2-5)**
Gain knowledge of the English language, cultivate 21st century skills and develop in the areas of listening, speaking, reading and grammar in order to understand and communicate real-world information used in different relevant context.
- 001213 English for Academic Purposes 3(2-2-5)**
The development of English skills with an emphasis on academic reading, writing and researching in preparation for a global society.
- 001221 Information Science for Study and Research 3(2-2-5)**
The meaning and importance of information, types of information sources, Access to different sources of information; application of information technology and communication, media and information literacy ,knowledge management, selection, synthesis, and presentation of information as well as creating positive attitudes and a sense of inquiry in students, diligence, patience, honesty and gratitude to the country.
- 001222 Language, Society and Culture 3(2-2-5)**
The relationship between language and society as well as language and culture in terms of the ways in which language reflects society and culture. The study includes verbal and symbolic communication, new meanings of social and cultural structure, changes of language and usages in borderless world.

- 001223 Music Appreciation 3(2-2-5)**
Study music comprehension in terms of perception, mood, meaning in music, organology, and foundation of music theory. To study Thai traditional music and western classical music comprising of musical instrument, ensemble, composition, style and aesthetics. To study musical style of Thai folk music, Asian music, and contemporary music in Thai society. Music aesthetic in daily life and social-cultural context. To analyst and criticize musical phenomena in Thai society.
- 001224 Arts in Daily Life 3(2-2-5)**
Art Fundamentals and understanding in the basic features, meaning, value, differences and the relationship between the various categories of works of art including fine art, applied art, visual art, audio art, audiovisual art, and new media art. Through the artistic experience and basic practice on various types of art. For developing knowledge, understanding and indoctrinating aesthetic judgment that can be applied in daily life, harmonized with the social context in both the global and local levels.
- 001225 Life Privacy 3(2-2-5)**
Philosophy and basic knowledge of privacy. Human rights, privacy law. Privacy regarding private information, health, residence, and information technology. Protection of privacy, privacy in daily life.
- 001226 Ways of Living in the Digital Age 3(2-2-5)**
Development of skills in media usage, various computer equipment utilization, inquiries, analysis, measurement, rights and creation, including ethical awareness and individual responsibility to the society in communication behaviors.
- 001227 Music Studies in Thai Culture 3(2-2-5)**
Uniqueness and development of various genres of music in Thai Culture Including its roles and functions, aesthetic values, and significance to Thai society and Thai culture.
- 001228 Happiness with Hobbies 3(2-2-5)**
Concept of happiness, basic elements of happiness in life, creative thinking, Creation of works from hobbies to promote life and social happiness.
- 001229 Know Yourself, Understand Others, Meaningful Life 3(2-2-5)**
Mindfulness, self-reflection, meaning of life, deep listening, handling emotions, empathy and consideration of the social economic cultural and environmental context, living and working constructively with others.

- 001231** **Philosophy of Life for Sufficient living** **3(2-2-5)**
Basic philosophical and conceptual knowledge on worldview, attitude, philosophy for life, lifestyle, valuable experience and factors or conditions which influence success in all aspects of life and profession of respected people.
- 001232** **Fundamental Laws for Quality of Life** **3(2-2-5)**
The laws concerning the quality of student life such as basic rights, human rights, media ethics in the digital age, intellectual property law, environmental laws, the laws relating to the protection of art and culture as well as the laws pertaining to the developments towards the 21st century.
- 001233** **Thai State and the World Community** **3(2-2-5)**
Relations between Thailand and the world community under changes over time premodern period to since the present day and roles of Thailand in the world forum including future trends, applications of knowledge in self-improvement, ethic of life management and being a good citizen of Thailand and the world.
- 001234** **Civilization and Local Wisdom** **3(2-2-5)**
Civilizations throughout history, cultural evolution, ways of life, traditions, ritual practices, beliefs, and contributions, development are preservation of local wisdom.
- 001235** **Politics, Economy and Society** **3(2-2-5)**
Meaning and relationship of politics, economy and society, development of international politics, fundamental politics, politics and the adjustment of developed and developing countries, Thai politics, World economy systems, influences of globalization in terms of economy, fundamental economy, the development of economy and society of Thailand, human and society, fundamental sociology, social order, social refinement, social characteristics, uniqueness of Thai society and the application of the body of knowledge to one's living in a dynamic world of change in politics, economy and society and relationships of world and Thai systems.
- 001236** **Living Management** **3(2-2-5)**
Living Management: knowledge and skills concerning role, duty and human nature as well as factors relating to sustainable development in improving responsibility, thinking skills and being updated with modern science and technology in daily life. Living ethically along the dynamics of 21th century which is essential to the members of ASEAN Community as well as world community.

- 001237** **Life Skills** **3(2-2-5)**
Knowledge, relating to role, duty, and responsibility of an individual both as a member of a family and a member of a society which include an adaptation to changes in a society, life and career skills 21st century, flexibility and adaptability skills, creativity and self-direction skills, intra-social and cross culture interaction skills, productivity and accountability skills, leadership and responsibility skills.
- 001238** **Media Literacy** **3(2-2-5)**
Processes of media analysis and acknowledgements in digital literacy. Understanding of media effect theories such as myth semiology and advertising concept, attributes and influence of contemporary and digital media. Analyzing of contents on every current platform.
- 001239** **Leadership and Compassion** **3(2-2-5)**
The importance of leader, leadership in the 21st century, learning and living with love, good global citizenship, studying good practices of conducting public activities as a guideline for learners' own activities.
- 001241** **Western Music in Daily Life** **3(2-2-5)**
Aesthetics of music, elements, structure and the history of Western music. Style of music in daily life. Criticism and admiration of music. The application and process of Western music in daily life.
- 001242** **Creative Thinking and Innovation** **3 (2-2-5)**
Innovation development process; means of accessing customers' mind and discovering the roots of problems; generating and selecting ideas, creating rough prototypes, testing in the field and extracting information, quick and efficient design-build-test cycles, getting things done as a multidisciplinary team: brainstorming, making decisions, giving constructive comments and managing conflicts.
- 001251** **Group Dynamics and Teamwork** **3(2-2-5)**
Various behaviors regarding grouping behaviors, development of group characterization, group's environments, interpersonal relations versus group involvement, group persuasion, change in group attitudes, intra-group communication, teamwork model, guideline to create Team and Network, group unity, factors enhancing teamwork and practice of teamwork.

- 001252 Naresuan Studies 3(2-2-5)**
Biography of King Naresuan the Great; his royal duties while reigning the kingdom such as economy, society and international affairs reflecting Thai identity in various aspects namely the pursuit of knowledge, perseverance, endeavour, courage, sacrifice, loyalty and their tolerance for troubles.
- 001253 Entrepreneurship 3 (2-2-5)**
The entrepreneurial practices with an emphasis on learning how to find business ideas, evaluation of new market opportunities and starting a new venture; focuses on identifying and evaluating new venture, and how to recognize the barriers to success. Exposure to the stresses of a start-up business, the uncertainties that exist, and the behavior of entrepreneurs. Theoretical overview, entrepreneurs, entrepreneurship's links with other disciplines, and entrepreneurial networks and alliances. Strategies for sustainable survival.
- 001271 Man and Environment 3(2-2-5)**
Ecosystems and biodiversity, man-nature and ecosystem service, human structure and system change that effects on environment, planetary boundary, climate change, sustainable development goals, environmental ethic and consciousness building, and environmental public participation.
- 001272 Introduction to Computer Information Science 3(2-2-5)**
Evolution of computer technology from past to present and a possible future, computer hardware, software and data, how a computer works, basic computer network, Internet and applications on the Internet, risks of a system usage, data management, information system, office automation software, multimedia technology, web-based media publishing, web design and development and an influence of technology on human society.
- 001273 Mathematics and Statistics in Everyday life 3(2-2-5)**
Fundamental knowledge of Mathematics and Statistics for everyday life including measurement in different types of unit systems, surface area and volume of geometric shapes, tax, profit, depreciation, interest and discount, process of data survey, data collection methods, introduction to data analysis and presentation, probability, and introduction to statistical decision making.
- 001274 Drugs and Chemicals in Daily Life 3(2-2-5)**
Basic Knowledge of drug and chemical, nutrition, food supplement including cosmetics and herbal medicinal product commonly used in daily life and related to health as well as their proper selection and management for health and environmental safety.

- 001275 Food and Life Style 3(2-2-5)**
 Roles and importance of food in daily life, cultures and consumption behavior around the world including the influence of foreign cultures on Thai consumption behavior, identity and wisdom of food in Thailand, proper food selections according to basic needs, food choices, information for purchasing food, and food and life style according in the age of globalization.
- 001276 Energy and Technology around Us 3(2-2-5)**
 Fundamental knowledge of energy and technology around us; energy sources and knowledge about electrical energy, fuel energy and alternative energy; relationship between technology and energy consumption; direct and indirect energy consumption; global warming and related energy situation; current issues and relationship to energy and technology; participation in energy conservation; efficient energy use and proactive approach to energy issuers.
- 001277 Human Behavior 3(2-2-5)**
 The knowledge of human behaviors such as behavioral concepts; biological basis and mechanisms of human behavior; mindfulness, meditation, consciousness and its involved substances; sensory perception, learning and memory, language; the intelligent and others quotients; social behaviors; abnormal behaviors; human behavioral analysis and applications in daily life.
- 001278 Life and Health 3(2-2-5)**
 Life and health behavior, health care and promotion for each age group including the implementation of the health knowledge and skills for continuous improvement of the quality of life for oneself and other.
- 001279 Science in Everyday Life 3(2-2-5)**
 The role of science and technology with concentration on both biological and physicals science and integration of earth science in everyday life, including organisms and environments, chemical, energy and electricity, telecommunications, meteorology, earth, space and the new frontier of science and technology.
- 001281 Sports and Exercises 1(0-2-1)**
 The sport playing, exercises for improvement of the physical fitness and physical fitness test.
- 205200 Communicative English for Specific Purposes 1(0-2-1)**
 Practice listening and speaking English with emphasis on pronunciation, vocabulary, expressions, and sentence structures for academic and professional purposes

- 205201 Communicative English for Academic Analysis 1(0-2-1)**
Practice listening and speaking English with emphasis on summarizing, analyzing, interpreting, and expressing opinions for academic purposes applicable to students' educational fields
- 205202 Communicative English for Research Presentation 1(0-2-1)**
Practice giving oral presentations on academic research related to students' educational fields with effective delivery in English
- 213102 Principles of Management and Organizational Behavior 3(3-0-6)**
Concepts and principles of management; managerial process; theories and evolution of management; business environment; business functions: planning, organizing, influencing and controlling; Perception; motivation; communication; decision making; organizational structure, culture and politics; diversity, group, work team and leadership
- 213130 Principles of Marketing 3(3-0-6)**
Concepts, functions and roles of marketing, marketing environment, marketing information, market analysis, consumer behavior, market segmentation, targeting and positioning strategies; marketing mix and CSR
- 213200 Business Ethics 3(2-2-5)**
Concepts and background of ethics, necessity for business ethics, ethic creation in organization, CSR, ethics and code of ethics relating to stakeholders, case study analysis
- 213201 Digital Business Management 3(2-2-5)**
Principles of digital business, definition and importance of digital business management, business environment affecting the planning of the digital business, creating website in digital business, laying foundation of content; Finding inspiration in choosing the product; Preparing products or services from its domestic and foreign for customer need; Preparations for the opening of the digital business, cost and revenue management, analysing and improving digital marketing procedure, creating business model focusing marketing dimension, and how to use communication tools and delivering efficiency

- 213202 Business Law 3(3-0-6)**
 Legal issues on establishment of a business; regulations on business activities; independent contracts such as contracts of sale, renting, hire-purchase, leasing, pledging, mortgaging, pawning, bills, laws on financial instruments, intellectual property law, labor law, taxation, and related laws
- 213203 Systematic and Creative Thinking in Business 3(2-2-5)**
 Systematic and creative thinking by implementing business tools and disciplines to analyze related factors in solving, developing and improving business issue. Apply theory under the current issue to reach new alternatives.
- 213204 Taxation 3(2-2-5)**
 Overview of tax types in particular the tax under the revenue code; criteria for the calculation of tax and personal income tax, corporate income tax, income tax withholding, value added tax, specific business tax and other related taxes, excise tax, custom tax, local government taxes. Preparation of tax forms for personal and business usage
- 213260 Human Capital Management 3(3-0-6)**
 Evolution of concepts and principles of human resource management; human resource functions: job analysis, human resource planning, recruiting and selection, training and development, compensation and benefits, labor union and industrial relations, occupational safety and health, and quality of worklife management; Strategies for modern human resource management
- 213270 Operations Management 3(2-2-5)**
 Operations system, value creation, operations planning, competitive advantage in production, introductory project management, technologies relating to operations, forecasting, site selection, location and process layout planning, operations system design and resources planning, inventory control, supply chain management, quality management, safety management, maintenance, applying quantitative tools for operational decision making
- 213300 Knowledge Management for 21st century 3(3-0-6)**
 Creation process and knowledge management in organizations, knowledge conceptualization in science and technology to business innovation, application of information technology systems, information exchanges between individuals and groups including development of absorptive capacity and Intellectual capital with an emphasis on self-study, self-reliance, Knowledge social network or Community of Practice (CoP) by optimist, seeking continuing knowledge and the application of knowledge and skills to their lives and work

- 213301 Innovation Management and Learning Organization 3(3-0-6)**
 Concepts of innovation management. The roles of organizational culture effecting to innovation management; From the body of knowledge to creation of innovation; Knowledge transfer of individuals within the organization. Innovation and technology transfer from the outside. Factors affecting organizational changes and innovation; creation. Intellectual capital management of professional
- 213302 Negotiation and Conflict Management 3(3-0-6)**
 Concepts of Conflict Management and Negotiation, Strategies and Model of Conflict Management and Negotiation, Negotiation Techniques
- 213305 Business Strategies 3(3-0-6)**
 Environmental scanning; vision, mission, goals and strategic objectives; strategic planning, strategy selection and its consequences; strategic implementation, control and evaluation; negotiation; various strategies and tactics in different local and international settings; case studies in business
- 213306 Feasibility Study and Project Evaluation 3(2-2-5)**
 Project planning process; preparing an outline of the project and quality information. Feasibility study on marketing, production, management, finance, economic value of the project, the limitation of the project evaluation and canclusion the feasibility of the project.
- 213307 Business Management in Sufficiency Economy 1(0-2-1)**
 The definitions, characteristics, types, forms of ownership and the roles of small businesses in developing countries; Preparation for the establishment, administration and business activities of small business including the manufacturing, marketing, financing, accounting and human resource management; small businesses' failune and the factors making small businesses successful
- 213311 English for Communication in Business 3(2-2-5)**
 Patterns and types of communication in Business organization by practicing, skills in listening, speaking, reading and writing efficiency

- 213320 Community Enterprise Management 3(3-0-6)**
 Definitions and significance of community business; Opportunities for community businesses; Value adding to village products; Entrepreneurial process; tools used in competition and sustainability of success and self reliance; Management functions such as marketing, financing and production process; Emphasize on marketing management, value added to the agricultural products and rural industry, managing system for community business, roles of government in developing the community local business
- 213321 Family Business Management 3(3-0-6)**
 Unique concerns of family business involvement and management and in starting up businesses with family members; Mentoring, reinvention, individual development and career planning; management of family structure and organizational issues including succession planning, handling conflicts, dealing with non-family members, management styles, strategy, leadership, performance expectations, family risk profiles, the family issue, fairness, taxes, estate planning, negotiation; Modernization concepts, expansion strategies and growth plan for family business
- 213322 Small Business Management 3(2-2-5)**
 Studying the issues involved in operating small businesses in the areas of organizational performance. Starting up small business management, small business investment and fund, management control, and legal relationship with the government; Evaluation of the implementation of small businesses
- 213323 International Entrepreneurship 3(2-2-5)**
 Varias dimensions and challenges of global venture creation and growth; Framework for understanding the entrepreneurial process in global contexts; Key issues and problems specific to international ventures; Exploring entrepreneurial activities outside the domestic setting; Identing vast global opportunities; Skills to better meet and tackle complex global challenges
- 213330 Consumer Behavior 3(3-0-6)**
 Studies on the analysis of consumer behavior; Consumer research, internal and external factors that influence consumer behavior; Different types of consumer buying decision process

- 213331 Service Marketing Management 3(3-0-6)**
Concepts of service marketing management; Characteristics and types of service businesses, personal marketing service, professional marketing service and financial marketing; Programs for marketing services, analysis, and marketing planning; Planning and developing of service marketing; Services; price setting for services; distribution channels; service promotions; people factor for the service industry; service providing process; physical evidence for service industry; Trends in service industry
- 213332 Product and Branding Strategy 3(3-0-6)**
The branding and product mix; Factors and components for value creation, strategic product development, brand image differentiation, and brand loyalty
- 213333 Retailing Management 3(3-0-6)**
Categories of retail businesses, planning, purchasing, selecting and arranging products to respond to purchasing consumer behavior, formation of marketing strategy for retail business, customer relationship management, design and decoration for shop including controlling efficiently services to customer
- 213334 New Product Planning and Development 3(3-0-6)**
Planning and developing innovative product to market by creating concepts, selecting ideas and evaluating alternatives; Analysis of business opportunities, development of prototype, market test for running business in order to be related to market environments
- 213335 Professional Selling and Sales Management 3(2-2-5)**
Concepts and theories of sales, the importance of sales management, the effective strategies to meet customers through the sales offerings and demonstrations; Techniques to manage disputes among sales representatives, to track and close sales, and to analyze and compare the technologies and methods commonly used in the after-sales services
- 213336 Digital Marketing 3(2-2-5)**
Primary principle for digital business, definition and importance of digital marketing, customer behavior, marketing research and business environment in digital Business, acquiring and preparing product and service for performing digital business. Opening for digital era, cost and revenue management, analysing and improving digital marketing procedure, creating business model focusing marketing dimension, how to use Integrating Marketing Communication tools for digital marketing, warehouse and logistics management, Creating website in digital business, laying foundation of content

213337 Sustainability Marketing 3(2-2-5)

The concepts of sustainable development as a foundation and goal for Corporate Social Responsibility (CSR) and responsible marketing; Marketing management in relation to the society and environment in rapid change of corporation in doing business; Subject to the constraints of sustainability of the society and environment, the subject competitive marketing strategies based on CSR to decrease the negative impact while creating higher value to various stakeholders as well as enhance sustainability in society; The relationship management in relation to develop, maintain and sustain relationships amongst corporate clients; The development of sustainability marketing aimed to enhance sustainable consumption and concluded by implementing sustainability marketing in the corporation

213338 Health service marketing 3(3-0-6)

Studying theory, concepts, marketing development, business model, and strategic management for Healthcare industry, determining objectives and mission for creating competitive advantage, analyzing and evaluation both external and internal healthcare business environment for strategic formulation, implementation and evaluation.

213342 Business Research 3(2-2-5)

Background and importance of the research; objectives of business research; the research procedures and tools; selection of research methods and processes to match with situations and resources; tools, sampling, data collection and analysis; writing research report; and application of research results for business decision making

213350 International Business 3(3-0-6)

International trade theory; entry modes and evolution of doing business across nations; business policies, strategies on each business activity such as marketing, finance, accounting and human resource management; risks and factors relating to international business operations; trade barriers; government's policy affecting international trade; multinational corporation management; impacts from foreign exchange rates; export-import procedures; cross-country payment and transfer; international transportation and logistics

- 213351 Comparative International Business Management 3(2-2-5)**
The challenges that firms face in an international contexts, including organizational structure and functioning from cross-cultural and cross-national perspectives. Compares how management practices differ from one society to another. Comparisons are made between the U.S., Western Europe, Japan, the USSR, China, and the Third World nations. History of international trade is explored to give some insights into how different countries develop their management practices into their current ones
- 213352 Import and Export Management 3(3-0-6)**
Knowledge to significance of Import and Export Management in both goods and services, the processes of documents, procedures and all; Stakeholders for understanding to Import and Export Management from Thailand to foreign Markets
- 213353 Economic Integration 3(3-0-6)**
Understanding to concepts/theories and analysis of economic integration, which is the key-play-role through the levels of regions, nations and firms/organizations, benefits of positive and negative sides as well as strategic plans, penetrating a market of economic integration
- 213361 Training and Human Capital Development 3(2-2-5)**
Concepts and methods of modern human resource development; personnel planning and development; the importance and process of training. Necessity assessment; adult learning; project creation; objectives and goals for a training program, curriculum setting; training techniques and management; training performance appraisal; and training evaluation
- 213362 Industrial Relations 3(3-0-6)**
Concepts of industrial relations, the evolution and theories of union organization, and labor law; Impacts of union organization on management practice as well as the political, economic and social effects from government on labor relation management.

- 213371** **Total Quality Management** **3(3-0-6)**
Concepts, definition, importance of total quality management, creating excellent companies, competitive advantage, productivity, quality management strategies, qualitative stakeholder relationship management; design, control, and develop quality organization process. Statistical tools and techniques for quality management; Various quality awards.
- 213372** **Logistics and Supply Chain Management** **3(3-0-6)**
Overview of logistics, logistics and supply chain management, procurement and delivery of goods and services to customers; planning for various functions including purchasing, production planning, inventory management, warehousing, channel distribution, transportation, customer service; Using of information technology to evaluate logistic systems performance, formulate supply chain strategy in support of business unit
- 213373** **Inventory management** **3(3-0-6)**
Definition, importance, benefit and risk in inventory, categories of inventory, inventory management system, inventory policies and planning, management, storage and cost control in inventory management, inventory management model, information, application of inventory information in business, inventory management technology and inventory problem issue includint ethics in inventory management
- 213374** **Warehousing Management** **3(3-0-6)**
Systems and setting up of warehousing management for each inventory model, receiving, storing, and shipping of merchandise including warehousing techniques and distribution centers, storage management, efficiency in inventory storage and inventory handling equipment, facility management, inventory monitoring and auditing, problems and information technology systems in warehousing management and new techniques in warehousing management
- 213375** **Lean Enterprise** **3(3-0-6)**
An overview of Lean Management in the supply chain; The planning and development of customer value, value stream and continuous improvement to achieve the performance excellence; An implementation of Lean Management in an integration of a development of people, processes and products to be the effective and efficient organisation; Best practices in Lean Management application

- 213376 Transportation Management in Supply Chain 3(3-0-6)**
Definition, importance, transportation mode, linkage of transportation in supply chain toward business organization, planning, managing, controlling, calculating transportation cost, problem solving in transportation, equipment and facility in transportation, technology and problem in domestics and international issues
- 213377 Procurement Management and Global Sourcing 3(3-0-6)**
An overview of procurement management and global sourcing and the impact of procurement and supply management on the competitive advantage and profitability of the organisation; Organisational procurement process, global sourcing process, supplier selection, supplier management, quality management and other strategic issues in procurement and sourcing to create customer values; Case studies on procurement management and global sourcing
- 213378 Occupational Safety and Health Management 3(3-0-6)**
Introduction to Occupational Safety and Health Management: OSHM, management roles and duties, OSH Laws & Regulations, implementation of laws & regulations, OSHM systems, OSH administrative concept, OSHM standard & implementation. In additions, problem solving in OSHM.
- 213379 Sustainable management in Industry 3(3-0-6)**
Definition, importance and concept about sustainability, scope of sustainability in supply chain in industrial sector and concepts of green supply chain, product life cycle in supply chain; planning, operating and delivery, reuse and recycle, disposal of waste from industry for efficient; laws and regulations involving employees, operating system and environment; protection and problem solving occurring in industry for sustainability ; the implementation of sustainability in industry

- 213408 Intelligence Office Management and Business Communication in Organization 3(2-2-5)**
 Definition, importance, role of office task and management, creation, compile, presentation and managing information system, documentary management, communication and public relation, managing office management system, facilitating to support staff in an organization, human resource management, controlling office task, relationship management, organizing a meeting and documentation in meeting, utilize facility and equipment in the office, office automation, office intelligent. Theories and strategies of communications in business, focusing on practical techniques of business communication skills including writing, conversation, interviewing, oral presentation, advertising and public relation as well as reading and listening, examine data network, internet network, services including working with search engines and producing documents, etiquettes and rules when using the internet network efficient in operation
- 213480 Seminar in Business Management 1(0-3-1)**
 Analysis and discussion in business management. Emphasis on the current situations affecting business operation at present and in the future. Concentrate on action learning through field study with business management disciplines. Discuss and report the lesson learned
- 213481 Undergraduated Thesis I 2 credits**
 Preliminary studies in subjects or issues relevant to business management by reviewing existing literature; Analyzing information from the literature review in Thesis 1 to create a conceptual framework and design relevant research tool(s) such as questionnaire and in-depth interview questions; Tool(s) to be approved by advisors and the research ethic committee; Research proposal to be presented to the committee
- 213482 Undergraduated Thesis II 4 credits**
 Data collection using research tools from Thesis 1; codify, analyze, discuss and conclude on research results; submit report and present the research studies to the thesis examination committee. The thesis be presented and to be approved by the committee and the completed and the revised thesis
- 213491 International Academic or Professional Training 6 credits**
 Academic in practice or real professional training at a public or private organization on abroad with the approval of the university

- 213492 Co-operative Education 6 credits**
Professional training at a public or private organization in Thailand or abroad with the approval of the university
- 213493 Professional training 6 credits**
Professional training in business management at a public or private organizations; the knowledge, skills, attitudes to experience in an occupation related to business management
- 213494 Work Integrated Learning I 3 credits (non-credit)**
First time in professional training and learning in business management at a business organization under coordination between business unit and the university in order to develop the knowledge, skills, attitudes and to experience in an occupation related to business management before working in the future career
- 213495 Work Integrated Learning II 3 credits (non-credit)**
Second time in professional training and learning in business management at a business organization under coordination between business unit and the university in order to develop the knowledge, skills, attitudes and to experience in an occupation related to business management before working in the future career
- 214114 Introduction to Microeconomics 3(3-0-6)**
The study of concept and application of economics theories related to basic economic problems, price mechanism, demand and supply of goods, basic theory of consumer behaviour, production behavior, production cost, price determination in perfect competition market and other imperfect competition markets, the comparison of the efficiency of resource allocation, production in perfect competition market and other type of markets, basic theories of factor of production markets and market failure.
- 214115 Introduction to Macroeconomics 3(3-0-6)**
The study of meaning and methodology of economics, macroeconomic indicators, targets and problems of macroeconomics, national income calculation, theory of national income determination, equilibrium, money market, demand and supply of money, unemployment problem, inflation and deflation problem, monetary and fiscal policy, balance of payment, foreign exchange market and determination of exchange rate

- 222103 Financial Accounting 3(2-2-5)**
Concepts and principles of accounting; benefit of information of accounting; basic accountings: recording on assets, liabilities and owner equities; general ledgers; adjusting and closing entries and preparing financial statements for service business, merchandising business and manufacturing business; Valued Added Tax; applying accounting information for business decision making
- 222200 Managerial Accounting 3(2-2-5)**
A study of managerial accounting concepts, an analysis of accounting information for corporate management for planning, decision making, and operational control including product costing by full cost and variable cost methods, budgeting, cost-volume-profit analysis, short-term decision making, capital budgeting, statement of cash flow, and basic financial analysis
- 231260 Business Information System 3(2-2-5)**
Definition, roles, composition, and characteristics of management information systems; The structure of information systems; The roles of information systems in organizations; Types of information systems; Asset management information system; Strategic information systems are used in the development and implementation of technology applications in organizations such as social networking, cloud computing, Advanced Analytics, Flash Memory Virtualization for Availability, Mobile Applications, Green IT etc
- 231351 Electronic Business Management 3(2-2-5)**
The application of information and communication technology in support of all the activities of business to work more closely with suppliers and partners and to better satisfy the needs and expectations of their customers the managing electronic commerce in concluding electronic payment system security issues, business strategies, management issues such as ethic and legal requirements, technology standard and protocols
- 808101 Business Finance 3(3-0-6)**
Scope, roles and tasks of a finance manager within a business enterprise, objectives and importance of financial management, basic financial analysis, time value of money, risk and return, current asset management, management of short-term, medium-term and long-term capital sources, capital budgeting, capital structure and dividend policy.