

**Bachelor of Business Administration**  
**Program in Finance (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.
- 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 21st 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 21<sup>st</sup> 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.

<b>001281</b>	<b>Sports and Exercises</b>	<b>1(0-2-1)</b>
	The sport playing, exercises for improvement of the physical fitness and physical fitness test.	
<b>205111</b>	<b>Reading Practice</b>	<b>3(3-0-6)</b>
	Study of principles of reading and reading practice of different types of English texts with comprehension and speed, including external-reading practice.	
<b>205371</b>	<b>English Business</b>	<b>3(3-0-6)</b>
	Reading and writing business document; business vocabulary; summarizing documents; writing memos; correspondence; describing graphs and charts; application letters and resume; job application process and interview	
<b>213102</b>	<b>Principles of Management and Organizational Behavior</b>	<b>3(3-0-6)</b>
	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	
<b>213130</b>	<b>Principles of Marketing</b>	<b>3(3-0-6)</b>
	Concepts, functions and roles of marketing, marketing environment, marketing information, market analysis, consumer behavior, market segmentation, targeting and positioning strategies; marketing mix and CSR	
<b>213260</b>	<b>Human Capital Management</b>	<b>3(3-0-6)</b>
	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 work-life 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

**213303      Business Law      3(3-0-6)**  
Legal issues on business establishment; regulations of business endeavours; individual specific contracts such as trade contracts, hiring renting, leasing, borrowing-lending, mortgaging, pledging, bills, laws on financial instruments, intellectual property law, labor law, taxation, VAT and related laws

**214114      Microeconomics      3(3-0-6)**  
Basic consumer behavior theory, consumer satisfaction, consumer choice under budget constraint, origin of demand curve, variables determining demand and its change, value of demand elasticity, production and production cost theories, origin of supply curve and value of supply elasticity, market equilibrium, structure of perfect competitive market

**214115      Macroeconomics      3(3-0-6)**  
General economic principles consisting of national income, consumption, saving, investment, government expenditure, international trade, changes of national income level, money and banking, demand and supply of money, inflation and deflation

**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

**808101                      Business Finance    3(3-0-6)**

Scopes, 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

**808201                      Information Technology for Finance    2(1-2-3)**

Fundamental knowledge and data processing relating to computer application, financial information and financial management software, different areas of financial software application such as stock analysis using financial database, financial forecasting, work system planning, and financial control, etc

**808202                      Quantitative Finance and Risk Modeling    3(3-0-6)**

Principles of probability and statistics for finance, probability theory, descriptive statistics of data, probability distribution, central limit theorem, Law of Large Numbers, statistical tests, Monte Carlo simulation using computer software, quantitative analysis, and risk models for finance

**808203                      Financial Markets and Financial Institutions    3(3-0-6)**

Overview of financial markets and financial institutions; Roles of money in the economic system, financial markets, mechanism of the financial system in relation to the economy; Analyzing the effects of monetary and fiscal policies on the economy; Structures of interest rates, exchange rates and financial innovations; Types and roles of financial institutions, risk management and the supervision of financial institutions

**808204                      Finance Theory    3(2-2-5)**

Financial theories such as decision-making under uncertainty, agency costs, capital structure, dividend and valuation; Theories of capital markets such as returns and risks, portfolio theory and the capital asset pricing model

- 808301 Business English for Finance I 1(0-2-1)**  
A Practice of skills: listening and speaking in topics related to financial and banking activities
- 808302 Law and Professional Ethics for Finance 3(3-0-6)**  
Concepts and background of ethics, necessity for business ethics, laws related to securities and stock exchange business, operational standard and the professional code of ethics and practice
- 808303 Principles of Investment 3(2-2-5)**  
Fundamental knowledge of different types of securities investment, investment policies of different types of investors, risk and return on investment, basic principles in the analysis and valuation of securities as well as theories related to investment
- 808304 Financial Risk Analysis and Risk Management 3(3-0-6)**  
Methodologies and techniques to analyze, quantify, financial risk management process, basic financial derivatives, the use of financial derivatives to manage risks
- 808305 Research Methodology for Finance 3(2-2-5)**  
Steps of research in finance, writing a research proposal, research design data analysis, research conclusion, writing and presenting research results
- 808306 International Financial Markets 3(3-0-6)**  
International financial systems and exchange rate regimes, financial instruments in international money markets and capital markets, factors influencing exchange rates, and basic strategies for managing risk associated with exchange rates
- 808311 Financial Planning and Control 3(2-2-5)**  
Organizational financial planning and control, in-depth knowledge regarding the usage of tools for financial planning and control such as budgetary control, standard costing, cash budgeting, and capital expenditure control and monitorin
- 808312 Project Analysis 3(3-0-6)**  
A Process of project analysis, project feasibility study, and project selection, as well as the screening of project ideas and the sensitivity and risk analysis of the project, project financing, capital structure decision

- 808313 Financial Technology 3(2-2-5)**  
The innovations of cooperation between finance and technology such as direct lending-banking services, clearing, and asset trading, impacts and examples of recent development of FinTech such as online payment, blockchain, networks trading, algorithmic trading, and how big data drives the financial revolution
- 808314 Behavioral Finance 3(3-0-6)**  
Psychology issues related to financial markets, irrational behaviors such as biases, anchoring, optimism, pessimism, loss aversions, contrarian, etc., the psychological issues that impacts on capital structure, valuation, and management decision making, rank dependent theory, and prospect theory, and how to rationally make decision or invest in an irrational world
- 808321 Personal Financial Planning 3(3-0-6)**  
Financial management leading to the achievement of short term and long-term financial goals as well as life and family security, starting from the collection of personal financial information to data analysis, different types of financial instruments, investment planning, insurance and retirement planning
- 808322 Portfolio Management 3(3-0-6)**  
Basic concepts of portfolio management, security pricing, portfolio management strategy and evaluation; Investment planning, evaluating the performance of funds and fund managers; Regulations related to the different types of fund investment
- 808323 Investment Banking 3(3-0-6)**  
Concepts of investment banking, the procedure of security issuing and offering, business analysis, takeover, and capital restructuring to create value for business
- 808324 Fixed-Income Securities Analysis and Valuation 3(2-2-5)**  
Characteristics of fixed-income securities, different types of fixed-income securities, risks and return of fixed-income securities, valuation of fixed-income instruments and risk management for fixed-income securities investment
- 808325 Equity Analysis and Valuation 3(2-2-5)**  
Characteristics of equity, types of equity, securities analysis based on fundamental factors and technical analysis, fundamental principles of securities valuation, as well as valuation of preferred stock and common stock

- 808326**      **Financial Derivatives**      **3(3-0-6)**  
Analysis of different types of derivatives, derivatives pricing, the use of derivatives to hedge, invest and speculate
- 808327**      **Value Investing**      **3(3-0-6)**  
Fundamental of margin of safety, Mr. Market, mistakes to avoid for value investing, reasons why value stocks exist, economic moats, important financial ratios, how to analyze management team, red flags, wisdom of famous value investors, valuation techniques revisited, industries and competitive advantage, global value investing strategy, value investing in special situations: spinoff, risk arbitrage, corporate restructuring
- 808331**      **Fundamental Principles of Insurance**      **3(3-0-6)**  
Fundamental knowledge relating to the management of risk and insurance, basic principles of insurance, types of insurance, characteristics of contract and conditions of insurance policy, roles of insurance business in the professional code of ethics and practice for insurers, and related institutes supervising the insurance business
- 808332**      **Life Insurance**      **3(3-0-6)**  
Importance of life insurance, health insurance, individual and group insurance, patterns of insurance policies, conditions and forms, terminology for life and health insurance, factors used in calculating insurance premium, underwriting and claim payment
- 808333**      **Non-Life Insurance**      **3(3-0-6)**  
Getting to know risks, general knowledge of non-life insurance such as fire insurance, motor insurance, marine insurance, liability insurance and miscellaneous insurance, selection of insurers, insurance premium and benefits, and laws related to non-life insurance
- 808334**      **Enterprise Risk Management**      **3(3-0-6)**  
Strategies, tools, and concepts that reduce costs of risks and enhance value for enterprises, construction of risk map, risk categories, risk management decisions, various issues of enterprise risk management such as catastrophic events, heavy-tailed risks, the failure of Value at Risks, coherent of risk measures

<b>808335</b>	<b>Financial Engineering</b>	<b>3(3-0-6)</b>
	Fundamental of pricing derivative such as replication, static hedging, put-call parity, one and multi-period binomial models, discretization of derivative pricing, continuous time derivative pricing; Risk-neutral probability measures, Black-Scholes option pricing formula	
<b>808401</b>	<b>Business English for Finance II</b>	<b>1(0-2-1)</b>
	A Practice of skills: reading and writing in topics related to financial and banking activities.	
<b>808402</b>	<b>Corporate Governance</b>	<b>3(3-0-6)</b>
	Meaning and importance of corporate governance, conflicts between managers and shareholders, conflicts between minority shareholders and block-holders of the firm, responsibility of stakeholders, and internal and external corporate governance mechanisms	
<b>808403</b>	<b>Financial Statement Analysis</b>	<b>3(3-0-6)</b>
	Financial analytical tools to be used appropriately in the assessment of business performance, strengths and weaknesses in terms of risk and return; An analysis of earning quality and earning management	
<b>808491</b>	<b>Seminar in Finance</b>	<b>1(0-2-1)</b>
	Current issues and recent development related to finance, investment and case studies.	
<b>808493</b>	<b>Co-operative Education</b>	<b>6 credits</b>
	Training in government or private organizations in Thailand or abroad, with approval of the university	
<b>808494</b>	<b>International Academic or Professional Training</b>	<b>6 credits</b>
	International Academic in finance or banking in related field aboard or Professional Training in finance or banking in government or private organizations outside Thailand at least 3 months and 300 hours	
<b>808498</b>	<b>Undergraduated Thesis I</b>	<b>3 credits</b>
	Conducting research in financial areas, identifying research problems, reviewing literature, passing the thesis proposal defense	

808499

Undergraduated Thesis II

3 credits

Data collection, analysis or test, summary, and research-result presentation