

**Bachelor of Business Administration
Program in Finance (Year 2017)**

CODE AND TITLE OF THE CURRICULUM

English Language: Bachelor of Business Administration Program in Finance

TITLE OF THE DEGREE AND DEPARTMENT

Full Title: Bachelor of Business Administration (Finance)

Abbreviation: B.B.A. (Finance)

1. CURRICULUM

1.1 Total credits in the curriculum structure--a minimum of 131 credits

1.2 Curriculum structure

Courses	Regulation MOE	Bachelor Year 2012
1. General Education Courses - a minimum of 1.1 Language Courses 1.2 Humanities Courses 1.3 Social Science Courses 1.4 Science Courses	30	30
2. Specialized Education Courses—a minimum of 2.1 Core Courses Clusters of Business Courses 2.2 Professional Foundation Courses 2.3 Specialization Courses 2.3.1 Major Required Courses 2.3.2 Major Elective Courses 2.3.3 Field Experience 1) Undergraduate Thesis 2) Co-operative Education International Academic or Professional Training 3. Free Elective Courses—a minimum of	72	30 95 27 14 54 30 12 6 6
Total credits in the curriculum structure— a minimum of	120	131

2. Courses

1. General Education Courses **30 Credits**

Consisting of the following courses:

1. Language Courses **12 Credits**

001201	Thai Language Skills	3(2-2-5)
001211	Fundamental English	3(2-2-5)
001212	Developmental English	3(2-2-5)
001213	English for Academic Purposes	3(2-2-5)

2. Humanities Courses **6 Credits**

001221	Information Science for Study and Research	3(2-2-5)
001222	Language, Society and Culture	3(2-2-5)
001224	Arts in Daily Life	3(2-2-5)
001225	Life Privacy	3(2-2-5)
001226	Ways of Living in the Digital Age	3(2-2-5)
001227	Music Studies in Thai Culture	3(2-2-5)
001228	Happiness with Hobbies	3(2-2-5)
001229	Know Yourself, Understand Others, Meaningful Life	3(2-2-5)
001241	Western Music in Daily Life	3(2-2-5)
001242	Creative Thinking and Innovation	3(2-2-5)

3. Social Science Courses **6 Credits**

001231	Philosophy of Life for Sufficient Living	3(2-2-5)
001232	Fundamental Laws for Quality of Life	3(2-2-5)
001233	Thai State and the World Community	3(2-2-5)
001234	Civilization and Local Wisdom	3(2-2-5)
001235	Politics, Economy and Society	3(2-2-5)
001236	Living Management	3(2-2-5)
001237	Life Skills	3(2-2-5)
001238	Media Literacy	3(2-2-5)
001239	Leadership and Compassion	3(2-2-5)
001251	Group Dynamics and Teamwork	3(2-2-5)
001252	Naresuan Studies	3(2-2-5)
001253	Entrepreneurship	3(2-2-5)

4. Science Courses	6	Credits
001271	Man and Environment	3(2-2-5)
001272	Introduction to Computer Information Science	3(2-2-5)
001273	Mathematics and Statistics in Everyday life	3(2-2-5)
001274	Drugs and Chemicals in Daily Life	3(2-2-5)
001275	Food and Life Style	3(2-2-5)
001276	Energy and Technology Around Us	3(2-2-5)
001277	Human Behavior	3(2-2-5)
001278	Life and Health	3(2-2-5)
001279	Science in Everyday Life	3(2-2-5)

5. Personal Hygiene Courses	1	Credits
001281	Sports and Exercises	1(0-2-1)

2. Specialized Education Courses	95	Credits
2.1 Core Courses	27	Credits

213102	Principles of Management and Organizational Behavior	3(3-0-6)
213130	Principles of Marketing	3(3-0-6)
213260	Human Capital Management	3(3-0-6)
213270	Operations Management	3(2-2-5)
214114	Microeconomics	3(3-0-6)
214115	Macroeconomics	3(3-0-6)
222103	Financial Accounting	3(2-2-5)
222200	Managerial Accounting	3(2-2-5)
808101	Business Finance	3(3-0-6)

2.2 Professional Foundation Courses	14	Credits
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205111	Reading Practice	3(3-0-6)
205371	Business English	3(3-0-6)
213303	Business Law	3(3-0-6)
808301	Business English for Finance I	1(0-2-1)
808302	Law and Professional Ethics for Finance	3(3-0-6)
808401	Business English for Finance II	1(0-2-1)

2.3 Specialization Courses	54	Credits
2.3.1) Major Required Courses	30	Credits
808201	Information Technology for Finance	2(1-2-3)
808202	Quantitative Finance and Risk Modeling	3(3-0-6)
808203	Financial Markets and Financial Institutions	3(3-0-6)
808204	Finance Theory	3(2-2-5)
808303	Principles of Investment	3(2-2-5)
808304	Financial Risk Analysis and Risk Management	3(3-0-6)
808305	Research Methodology for Finance	3(2-2-5)
808306	International Financial Markets	3(3-0-6)
808402	Corporate Governance	3(3-0-6)
808403	Financial Statement Analysis	3(3-0-6)
808491	Seminar in Finance	1(0-2-1)
2.3.2 Major Elective Courses	12	Credits
Choose courses from the following courses - a minimum of	12	Credits
1) Financial Management		
808311	Financial Planning and Control	3(2-2-5)
808312	Project Analysis	3(3-0-6)
808313	Financial Technology	3(2-2-5)
808314	Behavioral Finance	3(3-0-6)
808334	Enterprise Risk Management	3(3-0-6)
2) Wealth Management		
808313	Financial Technology	3(2-2-5)
808314	Behavioral Finance	3(3-0-6)
808321	Personal Financial Planning	3(3-0-6)
808322	Portfolio Management	3(3-0-6)
808323	Investment Banking	3(3-0-6)
808324	Fixed-Income Securities Analysis and Valuation	3(2-2-5)
808325	Equity Analysis and Valuation	3(2-2-5)
808326	Financial Derivatives	3(2-2-5)
808327	Value Investing	3(2-2-5)
3) Risk Management and Insurance		
808314	Behavioral Finance	3(3-0-6)
808321	Personal Financial Planning	3(3-0-6)

808326	Financial Derivatives	3(3-0-6)
808331	Fundamental Principles of Insurance	3(3-0-6)
808332	Life Insurance	3(3-0-6)
808333	Non-Life Insurance	3(3-0-6)
808334	Enterprise Risk Management	3(3-0-6)
808335	Financial Engineering	3(3-0-6)

2.3.3) Undergraduate Thesis 6 Credits

808498	Undergraduate Thesis I	3 Credits
808499	Undergraduate Thesis II	3 Credits

2.3.4) Professional Training 6 Credits

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| 808493 | Co-operative Education | 6 Credits |
| or | | |
| 808494 | International Academic or Professional Training | 6 Credits |

Free Elective Courses—a minimum of 6 Credits

Choose only courses open in Naresuan University