

# **Bachelor of Business Administration, Program in Business Administration (2022)**

## **Courses Description**

**001211      English Listening and Speaking for Communication      3(2-2-5)**

English Listening and speaking skills for communication with emphasis on pronunciation, word and sentence stress, intonation, cross-cultural understanding, listening and speaking practice in everyday life and job-related topics

**001212      English Critical Reading for Effective Communication      3(2-2-5)**

English language skills for critical reading with emphasis on reading for main ideas and supporting details, guessing meaning from contexts, making inferences, distinguishing facts and opinions, identifying the author's purpose, attitude and tone of voice, evaluating information and ideas

**001213      English Writing for Effective Communication      3(2-2-5)**

English language skills for effective written communication with emphasis on practice in writing sentences and paragraphs with proper and correct use of vocabulary, grammar, structure and organization

**001301      Thai Language for Academic Communication      3(2-2-5)**

Reading for information; writing and speaking for academic presentation

**001302      Thai Language for Communication in the 21<sup>st</sup> Century      3(2-2-5)**

Developing Thai communicative skills for appropriate and updated use in the 21<sup>st</sup> century

**001303      Reading in the Digital Age Century      3(2-2-5)**

Developing reading skill in context of digital society for knowledge and improving the quality of life

**001311      Korean for Communication      3(2-2-5)**

Basic Korean communicative skills used in daily-life situations and learning of Korean culture

<b>001312</b>	<b>Japanese for Communication</b>	<b>3(2-2-5)</b>
	Basic Japanese communicative skills used in daily-life situations and learning of Japanese culture	
<b>001313</b>	<b>Chinese for Communication</b>	<b>3(2-2-5)</b>
	Basic Chinese communicative skills used in daily-life situations and learning of Chinese culture	
<b>001314</b>	<b>Burmese for Communication</b>	<b>3(2-2-5)</b>
	Basic Burmese communicative skills used in daily-life situations and learning of Myanmar culture	
<b>001315</b>	<b>French for Communication</b>	<b>3(2-2-5)</b>
	Basic French communicative skills used in daily-life situations and learning of French culture	
<b>001316</b>	<b>Spanish for Communication</b>	<b>3(2-2-5)</b>
	Basic Spanish communicative skills used in daily-life situations and learning of Spanish culture	
<b>001317</b>	<b>Lao for Communication</b>	<b>3(2-2-5)</b>
	Basic Lao communicative skills used in daily-life situations and learning of Lao culture	
<b>001318</b>	<b>Indonesian for Communication</b>	<b>3(2-2-5)</b>
	Basic Indonesian communicative skills used in daily-life situations and learning of Indonesian culture	
<b>001319</b>	<b>Vietnamese for Communication</b>	<b>3(2-2-5)</b>
	Basic Vietnamese communicative skills used in daily-life situations and learning of Vietnamese culture	
<b>001320</b>	<b>Hindi for Communication</b>	<b>3(2-2-5)</b>
	Basic Hindi communicative skills used in daily-life situations and learning of Hindi culture	

**001321**      **Khmer for Communication**      **3(2-2-5)**  
Khmer language communicative skills used in daily-life situations and learning of  
Cambodian culture

**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

**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 Way of Life**      **3(2-2-5)**  
Music development and characteristic in Thai way of life. Cultural and Social  
significance role, values, changes, aesthetic as well as 21<sup>st</sup> Century competence

**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

**001231      Philosophy of Life for Sufficient living      3(2-2-5)**

Basic philosophical and conceptual knowledge on worldview, attitude, philosophy for life, lifestyle, valuable experiences 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 21<sup>st</sup> 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 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)**

Development of local wisdom effecting to gain the body of knowledge in art and culture with concrete and abstract areas which is a foundation of Thai Civilization and a path of developing innovation in art and culture creatively on a foundation of local wisdom and Thai civilization for maintaining, promoting value with worthiness and sustainable integration

**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 21<sup>st</sup> 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 21<sup>st</sup> 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 21<sup>st</sup> century media effect theories, such as myth semiology and advertising concept, attributes and influence of contemporary and digital media, including analyzing 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)
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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)
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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)
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This course aims to study on the biography of King Naresuan the Great. The emphasis is placed on economy, society and foreign affair which reflect to Thai Identity such as knowledge acquisition, endeavor and tolerance

001253	Entrepreneurship for Small Business Start-up	3 (2-2-5)
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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

001254	The King's Philosophy for Living	3(2-2-5)
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Biographie, ideas, philosophie, royal duties, royal initiative projects of the late His Majesty King Bhumibol Adulyadej with special reference to living

001271	Man and Environment	3(2-2-5)
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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 and society

**001273      Mathematics and Statistics in Everyday Life      3(2-2-5)**

Measurement, surface area and volume of geometric shapes, introduction to mathematics in financial fields, survey and data collection methods, data analysis and presentation for basic research, application of probability 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 in the age of globalization with the awareness of environmental conservation

**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 issues

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| <b>001277</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Human Behavior</b>                                          | <b>3(2-2-5)</b> |
| <p>The knowledge of human behaviors such as behavioral concepts; biological basis and mechanisms of human behaviors; mindfulness, meditation, consciousness and its involved substances; sensory perception, learning and memory, language; the intelligence and others quotients; social behaviors; abnormal behaviors; human behavioral analysis and applications in daily life</p>                                                                                                                                                           |                                                                |                 |
| <b>001278</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Life and Health</b>                                         | <b>3(2-2-5)</b> |
| <p>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 others</p>                                                                                                                                                                                                                                                                                                                          |                                                                |                 |
| <b>001279</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Science in Everyday Life</b>                                | <b>3(2-2-5)</b> |
| <p>The role of science and technology with concentration on both biological and physical 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</p>                                                                                                                                                                                                                    |                                                                |                 |
| <b>001281</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Sports and Exercises</b>                                    | <b>1(0-2-1)</b> |
| <p>The sport playing, exercises for improvement of the physical fitness and physical fitness test</p>                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                |                 |
| <b>001291</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Consumption in Daily life</b>                               | <b>3(2-2-5)</b> |
| <p>Importance of consumption, good nutritional status and practical guidelines for good food consumption, Choosing medicines and safe health products, food safety, management of consumerism effects, consumer rights, laws and organizations for consumer protection</p>                                                                                                                                                                                                                                                                      |                                                                |                 |
| <b>001292</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Circular Economic Lifestyle for 21<sup>st</sup> Century</b> | <b>3(2-2-5)</b> |
| <p>Learning the value of nature to human life in the use of resources and being a source of support and pollution treatment, crisis of resource problems, climate and environmental emergency situations, concepts throughout the life cycle and business design process under the concept of circular economy, business model innovation to the circular economy, lifestyle under the concept of circular economy, awareness and driving force to the way of life under the concept of circulating economy and circulating economy society</p> |                                                                |                 |



**001331 Social Innovation****3(2-2-5)**

Introduction to Social innovation, Future Uncertainties (21<sup>st</sup> Century challenges, 4th Industrial revolution), Global Issues (social and environmental issues), Sustainable Development Goals (SDGs), Sustainable community (eco village), Public participation, Introduction to Innovation, Social enterprises, 21<sup>st</sup> entrepreneurship (social technopreneur), Case study (development of social innovation entrepreneurship)

**001332 Introduction to Data Management in Digital Era****3(2-2-5)**

Overview of data management, fundamentals and tools for big data and data science, data analytics and techniques of information presentation for business value by using modern tools

**001351 From Sufficiency Economy Philosophy (SEP) to Practice****3 (2-2-5)**

Meaning, origin, and application of the Sufficiency Economy Philosophy (SEP), the definition of 3 chains 2 conditions, in details, sufficiency philosophy to achieve principles of strategy for livelihood, reasonableness and scientific method to achieve successful working, and immunity to maintain of physical and mental health in relation to life homeostasis, principles of reading habits practice, information searching principles, introduction to information presentation methods, knowledge for the 21<sup>st</sup> century, principles of being good citizen, honesty, empathy, and public mind practice

**001352 Peace and Religion for Human Kinds****3(2-2-5)**

Learning of the value concept, theory, peace, religion principles and morals based on religion and key mans, moral principles, needs, social problems, conflict, organization, socialization, reasonability, friendship, encroachment, harmonious, reconciliation speech, peaceful method, human kind on 21<sup>st</sup> century, value experience of key man with useful for creatively apply to be human calming and peace to human kinds

**213310 Business English for Speaking and listening****3(2-2-1)**

Building confidence in speaking and listening English in business contexts.  
Vocabulary and practice using Business English in everyday business situations on the telephone, in meetings, and presentations or negotiations.

**213311      Business English for Reading and Writing      3(2-2-1)**

Building independent, confident, and successful learner of English business reading/writing. Practicing rhetorical methods of English reading/writing development that are common in business reading/writing and correspondence. Understanding the vocabulary and structure of the English language as it is used in business reading/writing.

**213410      Communicative English for Research Presentation      3(2-2-1)**

Practice giving oral presentations on academic research related to students' educational fields with effective delivery in English

**213101      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

**213260      Human Capital Management      3(3-0-6)**

Concepts, theory and principles of human capital management; human capital functions: job analysis, manpower planning, recruiting and selection, development and training, performance management, compensation and benefits, labor union and industrial relations, communication in organization, occupational safety and health, quality of working life, strategies for modern human capital management, technology and English vocabulary for human capital working, and discuss the contemporary issues in human capital management.

**213270      Operations Management      3(2-2-5)**

Operations system, value creation, operations planning, capability building applying quantitative tools for decision in operations, forecasting, product development, site selection, process layout, capacity management, product and services scheduling, introductory project management,

inventory management, quality management, maintenance and safety management, logistics and supply chain management, technologies relating to operations

**213200      Business Ethics and Stakeholder Management      3(2-2-5)**

Concepts and background of ethics, necessity for business ethics, ethic creation in organization, corporate social responsibility (CSR), social business (SB), sustainability development (SD), environmental, social and governance (ESG), ethics and code of ethics relating to stakeholders, stakeholder management and strategies, 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      Creative Design Thinking for Business Innovation      3(2-2-5)**

The development of a systematic approach for creating a body of knowledge skills and mindset incorporating relevant theory— to identify the problem and to propose ideate, solution, prototype, evaluate and test methods of target audiences. This includes using current business functions, tools and technology for analysis and synthesis to provide a method of creative problem-solving and to present a prototype that can be applied in target audiences for work life dialy or creation of business innovation.

**213203      Fundamental taxation and Business Law      3(3-0-6)**

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 and custom tax. Legal issues on establishment of a business; regulations on business activities; independent contracts such as contracts and related laws

**213341      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

**213240      Quantitative Analysis and Statistical Data Analysis in Business      3(2-2-5)**

Basic concepts of numerical analysis widely used in business settings including, but not limited to, probability concepts and applications, decision analysis, regression models, forecasting, inventory control models, linear programming models: graphical and computer methods, linear programming applications, transportation, assignment and network models, waiting lines and queuing theory models. Fundamental concepts to describe populations and samples in business statistics including, but not limited to, hypothesis testing using T-test, F-test, Chi-square, One-way ANOVA, simple and multiple linear regression.

**213250      International Business Management      3(3-0-6)**

International Theories Strategies and Operation of International Business all Environments affecting Trade and Investment Management Marketing Human Resource Development Logistics Finance and Currency Exchange and Import-Export Management in a Context of International Business Management.

**213302      Project Management in Business 1      3(2-2-5)**

Planning of a company's resources to start a business project. Information search to prepare for marketing, production, personnel, finances, technology, and intellectual property. Target market and forecasted sources of income, according to assorted products or services, are prepared.

**213402      Project Management in Business 2      3(2-2-5)**

Forecasting costs and revenues, Break-even Point Analysis, Financial Ratios including IRR, RoA, RoI, Net Present Values, Payback Period, and Weighted Average Cost of Capital (WACC). Balance sheet, Income statement, and CashFlow statement are prepared.

**213301 Contemporary Business Strategies****3(3-0-6)**

Strategic process including analysis, decision making, and implementation. Analysis of both external and internal environment; for example, general, industry, competitive environment using different tools, such as, Five Force analysis, SWOT, value chain analysis, BCG matrix, and resource-based view. Two levels of strategies; business-level and corporate-level strategies. International business strategy using Porter's Diamond theory of national competitive advantage. Entrepreneurial strategy and competitive dynamics. Strategic Implementation covering corporate governance, effective organizational designs, leadership for creating a learning and ethical organization. Managing Innovation and Fostering Corporate Entrepreneurship.

**213131 Consumer Behavior and Market Survey****3(3-0-6)**

To provide students with knowledge and understanding of the role and importance of consumer behavior. The purchasing decision-making process, both internal and external factors that influence consumer behavior. Formulating marketing strategies by using market surveys that appropriately aligned with consumer behavior according to the environment in which they occur.

**213403 Business computer skills for program and application software****3(2-2-5)**

Preparation for professional practice of knowledge, skills in the use of computer presence in workplace. By practice in the use of basic and specialised software program including relevant application-related computer usage. Plus practice ability to use computer techniques in relations to dissemination of information, language usage and preparation of documents and reports in various forms in business context.

**213303 Business Game and Negotiation****3(2-2-5)**

Basic tools of game theory and its applications to business choices including normal-form and extensive-form games and games of perfect and imperfect/incomplete information. Equilibrium concepts such as Nash Equilibrium, Subgame-Perfect Equilibrium and Perfect Bayesian Equilibrium. Repeated games and the theory of reputation. Negotiation strategies, negotiation models & human Interaction paradigms, negotiation behaviors, negotiation phase, integrative vs. positional bargaining. Conflict management.

**213401 Business Pitching Technique 1(2-2-5)**  
Building up Interesting Business Ideas, Business Strength and Weakness Analysis, Discover Business Core Competencies, analyzing audiences' pain points, Interesting Pitching styles, Controlling emotion and situation during pitching, Effective ways of Pitching

**213304 Regional Studies 1(0-2-1)**  
Reviewing of data, site visiting, discussing and reporting related to the economic, social, political, technological, cultural and management conditions of business organization in Thailand.

### **General Management and Entrepreneurship**

**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 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

**213324                      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.

**213325                      Human Capital Development and Training                      3(2-2-5)**

Concepts, theory and methods of human capital development. Process in human capital development. Human capital development through corporate social responsibility, research for human capital development, the importance and process of training. Training functions: training organization, training needs analysis, planning for training, training course design, objectives and goals for a training program, curriculum setting, training project management, training techniques, facilities and place for training, training evaluation, follow-up and Return on Investment (ROI) of training and discuss the contemporary issues in human capital development.

**213326                      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.

**213327                      Principles of Investment for Entrepreneur                      3(2-2-5)**

Fundamental knowledge of different types of securities investment, investment policies of different types of investors, risk and return on investment for Entrepreneur, basic principles in the analysis and valuation of securities as well as theories related to Investment and Financial Technology

**Marketing**

**213331                      Service Marketing Management and Modern Service Innovation                      3(3-0-6)**

Concepts of service marketing management; Characteristics and types of service businesses, modern service innovation and trends in service industry. Planning and developing of service marketing mixs including, services, price, place, promotion, people, process and physical evidence for

service industry to create and engage relationships with customers and to deliver superior services with high quality standards. Plus, optimizing and integrating the necessary service knowledge and skills incorporating with new innovative related technology to adapt to the emerging service environment of market service corporates.

**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          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

**213335          การตลาดระหว่างประเทศ          3(3-0-6)**

**International Marketing**

Explore all aspects of marketing from a global perspective to better respond to international opportunities and competitive situations. Social, cultural, political, and legal environments; international market-entry opportunities; planning and managing for products and services; global distribution and pricing; international promotion, sales, and international market planning. The Internet for global business. The differences in negotiating with marketing partners from different countries and the implications for the marketing strategies (4Ps) globally.



**213336 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

**213337 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

### **Operations management and Supply Chain 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, technology in logistics and supply chain management

**213373 Procurement Management and Inventory Management 3(3-0-6)**  
Prerequisite: Operations Management An overview of procurement management definition, important of procurement and impact of procurement and supply chain management on the competitive advantage and profitability of the organization, procurement process, procurement strategy, ethics in procurement, technical term in Thai and English.

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 include 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                      Occupational Safety and Health Management                      3(3-0-6)**

Overview, definition, importance, objectives of occupational safety and health management, health hazards from environment and work place which impact to workers health, occupational health, organizing of occupational safety and health management unit, policy setting and planning in occupational safety and health, risk evaluation of work place, personal protective equipment, regulations in area of occupational safety and health.

**213376                      Sustainable management in Industry                      3(3-0-6)**

Definition, importance and concept about sustainability, scope of sustainability in supply chain in industrial sector, concepts of circular economy 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

**213377                      Digital manufacturing & IoT Program (DMP)                      3(2-2-5)**

Definition, importance and knowledge of basic of digital manufacturing, additive manufacturing used in various industry application and platform, exploring the many facets of manufacturing's "Four Revolution", the basics of the advancement of digital technologies including information integration can enhance manufacturing performance from

design stage to digital implementation and discussion the different results of the implementation , basic problems finding, planning and solving with principle of Lean, applying systematic concept, integrating with suitable IoT program, reducing cost, increasing production efficiency, applying digital manufacturing and IoT program.

213480	Seminar in Contemporary Business	1(0-3-1)
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The course provides an overview of knowledge and concepts on specific topic currently in focus in doing business for understanding and analysing current topics in business and ways in which the concomitant organizational change can be managed. The analyses of various conditions and discuss the various problems in contemporary business along with proposals for solving problems. Also includes the various factors that affects work in the business at present and in the future.

213381	Independent Study	3(2-2-5)
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Preliminary studies and presentation of research proposal and research result in subjects or issues relevant to business management in research basis by reviewing existing literature; Analyzing information from the literature review to create a conceptual framework, research proposal to be presented to the committee and design relevant research tool(s) such as questionnaire and in-depth interview questions and data (– all such kind of need to be approved by advisors and the research ethic committee.)

213491	International Academic or Professional Training	6 Credits
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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
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Professional training at a public or private organization in Thailand or abroad  
with the approval of the university

213493	Professional training	6 Credits
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Professional training in business management at a public or private organizations;  
the knowledge, skills, attitudes to experience in an occupation related to business management

**214116                      Fundamental Economics for Business                      3(3-0-6)**

The Study of Concepts and Theories of Consumer Behavior, Price Mechanism, Demand and Supply of Goods, Production Behavior, Perfect Competition Market and other Imperfect Competition Markets, National Income Calculation, Inflation and Deflation Problems, Monetary and Fiscal Policy for Stability of Economic System, Unemployment Problem, Trade Balance, Balance of Payment, Foreign Exchange, and Determination of Exchange Rate.

**222109                      Accounting for Business Decision Making                      3(2-2-5)**

Concepts and Principles of Accounting; benefit of Accounting Information; Importance of Balance Sheet, Income Statement, Trial Balance, Cashflow Statement; Value Added Tax Accounting System; Cost Calculation; Applying Accounting information to analyze business for planning, decision-making and operational control; Budgeting; Analysis of relationship between Cost and Profit; Analysis of Project Investment and Basic Financial Statement Analysis.

**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.