

Bachelor of Economics Program (Year 2023)

Courses Description

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|---------------|--|-----------------|
| 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 and job-related topics | |
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| 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 | |
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| 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 | |
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| 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 | |
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| 001222 | Language, Society and Culture | 3(2-2-5) |
| | Interrelation between language, society and culture; social and cultural perspectives through language by connecting human, society, and culture with language creativity in terms of valuable and beneficial relationship for living with others in multicultural societies | |
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| 001224 | Arts in Daily Life | 3(2-2-5) |
| | Art fundamentals and understanding of 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 aesthetic experience and basic practice on various types of art to develop knowledge, | |

understanding and indoctrinating aesthetic judgment that can be applied in daily life and harmonized with the social context in both the global and local levels

001226 Ways of Living in the Digital Age 3(3-0-6)

Development of skills in media usage; various computer equipment utilization; inquiries, analysis, measurement, rights, and creation; ethical awareness and individual responsibility to the society in communication behaviors

001227 Music Studies in Thai Culture 3(2-2-5)

Relationship of music and Thai ways of life; development of musical characteristics in Thai ways of life; importance, roles, duties, values, changes, aesthetics of music on art, culture, and society; skill and competence for the 21st century; happiness coming from music as a medium

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 Thought and Philosophy for Social Development and Self-Development 3(2-2-5)

The course focuses on exploring and learning principles in aspects of philosophy, including shaping skills required for integration of thought, philosophy, and likely applications and implementations for a better quality of life and society

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)

Social dynamic; Thai culture and important phenomena required to effectively become part of the global community; understanding towards diversifications, perspectives, roles and complex situations linked at global scale; how to become socially responsible at the national level and international level

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(3-0-6)

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 the world and Thai systems

001236 Living Management 3(2-2-5)

Knowledge and skills concerning roles, duties, 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 the 21st century, which is essential to be a member of the ASEAN community as well as the world community

001237 Life Skills 3(2-2-5)

Knowledge relating to roles, duties, and responsibilities 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; creative thinking and self-direction skills; intra-social and cross-cultural interaction skills; productivity and accountability skills; leadership and responsibility skills

001238 Media Literacy 3(2-2-5)

Study communication issues in daily life that affect an individual's communication; study both positive and negative impacts of media consumption; practice skills for analyzing, evaluating, and judging the correctness of information logically

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; styles of music in daily life; criticism and appreciation of music; application 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 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)

King Naresuan the Great's life and works with emphasis on economy, society, and foreign affairs which reflect expected Thai identity such as knowledge acquisition, endeavor, brevity, dedication, honesty, and endurance when facing problems or difficulties

001253 Entrepreneurship for Small Business Start-up 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

001254 Psychology and Life in the Modern World 3(3-0-6)

Concepts and knowledge of psychology in living in the modern world, happy life, staying up to date with social changes, media awareness and analysis, heart love and emotion, gender and multicultural diversity, counselling, mental illness and care, psychology technology and Innovation, teamwork relationship and motivation, meaning and value of life

001271 Anthropocene 3(2-2-5)

The course presents current environmental challenges. topics include biodiversity, ecosystem and ecosystem services, relationship between man and nature, human impacts on the environment, planetary boundaries, climate change, environmental awareness and ethics, and environment attitude towards entrepreneurship using business models to develop a basic social entrepreneurial mindset to participate actively to the Sustainable Development Goals

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 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 application of probability for fundamental business planning and decision making

001274 Drugs and Chemicals in Daily Life 3(2-2-5)

Basic Knowledge of drugs, rational drug use, chemicals, nutrition, food supplements including cosmetics and herbal medicinal products commonly used in daily life and related to health as well as their proper selection, managing of leftover unused medicines in households 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 lifestyle 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

001277 Human Behavior 3(2-2-5)

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 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 others

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 sports playing, exercises for improvement of the physical fitness and physical fitness test

001291 Consumption in Daily Life 3(2-2-5)

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

- 001292 Circular Economic Lifestyle for 21st Century 3(2-2-5)**
 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
- 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 21st Century 3(2-2-5)**
 Developing Thai communicative skills for appropriate and updated use in the 21st 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 Language and Culture 3(2-2-5)**
 Basic Korean communicative skills used in daily-life situations and learning Korean Culture
- 001312 Japanese Language and Culture 3(2-2-5)**
 Basic Japanese communicative skills used in daily-life situations and learning of Japanese culture
- 001313 Chinese Language and Culture 3(2-2-5)**
 Basic Chinese communicative skills used in daily-life situations and learning Chinese Culture
- 001314 Myanmar Language and Culture 3(2-2-5)**
 Basic Myanmar communicative skills used in daily-life situations and learning of Myanmar culture
- 001315 French Language and Culture 3(2-2-5)**
 Basic French communicative skills used in daily-life situations and learning French Culture

- 001316 Spanish Language and Culture 3(2-2-5)**
Basic Spanish communicative skills used in daily-life situations and learning cultures from Spanish-speaking countries
- 001317 Lao Language and Culture 3(2-2-5)**
Basic Lao communicative skills used in daily-life situations and learning of Lao culture
- 001318 Indonesian Language and Culture 3(2-2-5)**
Basic Indonesian communicative skills used in daily-life situations and learning of Indonesian culture
- 001319 Vietnamese Language and Culture 3(2-2-5)**
Basic Vietnamese communicative skills used in daily-life situations and learning of Vietnamese culture
- 001320 Hindi Language and Indian Culture 3(2-2-5)**
Basic Hindi communicative skills used in daily-life situations and learning of Indian Culture
- 001321 Khmer Language and Culture 3(2-2-5)**
Khmer language communicative skills used in daily-life situations and learning of Cambodian culture
- 001331 Social Innovation 3(2-2-5)**
Introduction to social innovation, future Uncertainties (21st 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, 21st 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
- 001333 Blender / NFT / Metaverse 3(2-2-5)**
Introduction to blender, modelling 3D objects, lighting, surface materials, animate

3D models, value creation of digital art/design with NFT, applications in metaverse

001351 Application of the Sufficiency Economy Philosophy 3(2-2-5)

The course primarily emphasizes goals and application of the Sufficiency Economy Philosophy for sustainable and balanced living for people

001352 Human Security and Sustainable Development 3(3-0-6)

An empirical and analytical understanding of human security and sustainable development situations in Southeast Asia, covering societal, cultural, political, and economical aspects. Compare and contrast human security and related issues from those countries within the region/and those from East Asia countries, and across the developing world more generally

001353 Principles of Accounting for Entrepreneur 3(2-2-5)

Types of business, business formation, basic accounting and taxation for entrepreneurs, components of financial reports, basic analysis of accounting information and management accounting for business decision making, information technology for accounting and taxation

001354 Global Citizenship 3(2-2-5)

Fundamental knowledge of citizenship, globalization and localization, sustainable development goals (SDG), urbanization, embracing cultural diversity; cross cultural communication; inequality reduction and enhancing equality; world leading organizations and multinational corporations (MNCs); global leadership

205371 English for Business 3(3-0-6)

English for business purposes; business vocabulary; summarizing documents; writing memos; correspondence; describing graphs and charts; application letters and resume; job application process and interview.

214110 Introduction to Economics 3(3-0-6)

Basic economic concepts and problems; basic concepts relating to economic behavior of consumers and producers; important economic sectors; national income; economic policies and measures; international trade and economic development

214111 Microeconomics Principles 3(2-2-5)

Theories of consumer behavior, production behavior, and cost production relevant to the mathematical analysis of goods and services; roles of price mechanism in demand and supply; elasticity; effects of public policies and corporate policies on consumers

and producers in the market; price determination and allocation efficiency in market competition

214112 Macroeconomics Principles 3(2-2-5)

Basic theories of macroeconomics; science method for economists, circular flow model, Gross Domestic Product (GDP) and its components; alternatives of economic activity indicators and their implications; causes and methods of measuring inflation rate; labor market; unemployment rate; equilibrium in the labor market leading to aggregate supply, history of economic concepts of the classical school and the Keynesian school related to the Great Depression; model of equilibrium in goods and services market and money market; aggregate demand and aggregate supply models; application of fundamental theory and application of government policies

214113 Fundamentals to Economic, Business, and Accounting 2(2-0-4)

Basic knowledge of the economy both at micro and macro levels; business operation; marketing middle enterprise, small enterprise, and startup enterprise; business recording; sorting data and accounting

214114 Introduction to Microeconomics 3(3-0-6)

Concepts and application of economics theories related to basic economic problems; price mechanism; demand and supply of goods; basic theory of consumer behavior, production behavior, production costs; price determination in perfect competition market and other imperfect competition markets; basic theories of market failure

214115 Introduction to Macroeconomics 3(3-0-6)

Meanings and methodology of economics; macroeconomic indicators; targets and problems of macroeconomics; national income calculation; theories of national income determination; equilibrium; money market; demand and supply of money; unemployment problems; inflation and deflation problems; monetary and fiscal policies; balance of payment, foreign currency exchange market and determination of exchange rate

214116 Mathematical Economics 3(2-2-5)

The mathematical methods; mathematical models; function; equation; matrix algebra and systems of linear equations derivative with one and multiple variables; optimization without constraints; optimization with equality constraints; applications in microeconomics and macroeconomics theories

214117 Microeconomics Theory 3(2-2-5)

Price and output determination under various forms of imperfect competition; the structure of monopoly market, oligopoly market, monopolistic competition market; competitive models in the modern market such as online trade; demand and supply theories of production factors; general equilibrium; welfare economics; market failure due to externalities or asymmetric information in the market

214118 Macroeconomic Theory 3(2-2-5)

Neoclassical Economics theory and Solow growth model; analysis of economic dynamics, aggregate consumption theory; investment theory; fiscal policy and government debts; monetary policy and financial system; reviews of theories and analysis in the short-run economic system; case studies of economic crises and consequence of government policy

214119 Statistics and Data Analysis with EXCEL 3(2-2-5)

Applications of statistics in economics, basic statistics; probability; random variables; Binomial distribution; Poisson distribution; Normal distribution; sampling and probability distribution; confidence interval estimation; hypothesis testing; Chi-square distribution; F-distribution; simple regression; analysis of variance; practices with Microsoft Excel

214141 Personal Development for Individual Adaptation 1(0-2-1)

Personal skill development; practice in individual adaptation; strengthening positive attitudes toward a change in critical situations; self discovery emphasizing strengths and weaknesses

214165 Fundamental Economics for Business เศรษฐศาสตร์พื้นฐานเพื่อธุรกิจ 3(3-0-6)

Concepts and theories of consumer behavior; price mechanism; demand and supply of goods; production behavior; perfect competition market and imperfect competition markets; national income calculation; inflation and deflation problems; monetary and fiscal policies for maintaining the stability of economic system; unemployment problems; trade balance; balance of payment; foreign currency exchange and determination of exchange rate

214211 Thai Economy and Development: Theory and Empirical Evidence 3(3-0-6)

Thai economic structure and local economy related to the agricultural sector, industrial sector, and service sector; economic linkage between national, local, and global levels; Thailand's economic development; public policy for economic development; poverty and inequality; sustainable economic development; economic growth theory; capital

accumulation and technology development; agricultural household; employment; migration in the labor force and urbanization; human capital; research and development

214221 Economics of Behavior 3(3-0-6)

The basic concept of behavioral economics; preference and choices under uncertainty; decision making under bounded rationality; anchoring effect; sunk cost fallacy; loss aversion; default options and status quo bias affecting decision making; the power of nudge; empirical evidence of consuming behaviors in the digital economy

214222 Economics of Production and Planning 3(3-0-6)

Basic principles for production economics and the applications of production management; production function; production analysis of a univariate input factor; production analysis of multiple input factors; cost of production and input factors; allocation of input factors with linear programming method for economic efficiency

214223 Business Law for Economists 3(3-0-6)

Laws related to market systems such as civil law and intellectual property law; laws related to the structure and behavior of a business organization, such as commercial law, business organization law, and labor law; laws related to competition systems such as competition law, consumer protection law; laws related to the financial system such as tax laws, financial institutions laws; laws related to investment

214231 Data and Tools for Economic Analysis 3(2-2-5)

Business and economic data analysis and management; application of software packages such as MS Excel, R program, SPSS program, and STATA program; introduction and utilization to big data; online presentation of analytical results with infographics and visualization

214232 Introduction to Econometrics and Application 3(2-2-5)

Introduction to econometrics; statistic methods and economic theory for analyzing economic data; econometrics modeling; simple regression models; parameter estimation; hypothesis testing; multiple regression models with a matrix form; dummy variables and qualitative variables; remedies for autocorrelation problem, heteroscedasticity problem, and multicollinearity problem; remedies for misspecification regression; the use of a statistical package for analyzing regression models with R language

214233 Data Management Using EXCEL and Python 3(2-2-5)

A wide range of data management for business and economics using Microsoft Excel and Python; Excel formula and Python packages; essential mathematic and statistic techniques for data preparation and visualization presentation

214321 Public Economics 3(2-2-5)

Government finance; public expenditure theories; taxation principle; market failures of public goods; externality; theory of tax collection; tax burden; theory of public expenditure; the analysis of government budget; the analysis of government expenditure and public debt, fiscal policy; the economic consequences of tax collection and public spendings

214322 Financial Market and Innovation 3(3-0-6)

Characteristics, importance, and roles of the financial market; type of financial markets; mechanism and tools for implementing monetary policies affecting money market and financial institutions; structure, regulation, and operation of the financial institution; institution risks in the financial market; financial innovation; characteristics of fundraising of business; entrepreneurship

214323 Game Theory and Decision Making 3(3-0-6)

Optimal decisions in independent cases; decision strategies for competition and cooperation; dominant strategies; Nash equilibrium; the analysis of the simultaneous game for decision making; the analysis of the sequential game for decision making; repeated game; the analysis with a backward induction game, games with and without complete and perfect information; auction game; bargaining game

214324 Project Analysis and Social Return on Investment 3(2-2-5)

Economic theory in project assessment; criteria and indicators used for selecting the most efficient project; externality of managing the project, steps of evaluating project; the differences between project evaluation of private and public projects, financial and social discount rates, sensitivity analysis, social return on investment (SROI)

214241 Team Work and Presentation Skills 1(0-2-1)

Interpersonal skills development, practice in work with others, the exercise of team building and teamwork, story-telling techniques, variety of content creators

214341 Academic Skills Development and Information Literacy 1(0-2-1)

Development of a search strategy for academic data in both Thai and foreign languages; the basic concept of formative writing and writing academic documents; practice in academic works

214350 Economics of Labor 3(3-0-6)

Concepts and theories of labor market functioning; theory of labor demand; theory of labor supply; labor market equilibrium in competitive and noncompetitive markets, wage determination; investment in human capital; education and migration of labor force; compensating wage theory; theory of discrimination; unemployment; government policies in the labor market; evaluation of government policies affecting labor market; case studies emphasizing the interaction between theory and empirical evidence

214351 Economics of Agriculture and Food Business 3(3-0-6)

Allocation of agricultural resources and food business; measuring the efficiency of production, cost of production, demand for factor inputs; production under risks and uncertainty; production in the long run; supply response; linear programming; marketing of an agricultural product; price changes in agricultural goods; marketing efficiency; agricultural policies

214352 Economics of Taxation 3(3-0-6)

Definition, objectives, and structure of taxation such as tax burden theory, tax efficiency and equity; personal income tax; corporate income tax; value added tax; excise tax; duty tax; specific business tax; inheritance tax; revenue stamp; local tax; tax planning; tax policy

214353 Resource and Environmental Economics 3(3-0-6)

The relationship between an economy and the environment; how the resource and the environmental problem has been developed; the valuation method and cost evaluation of resource and environment; policies related to natural resource and environment; command-and-control policy; incentive-based policy

214356 International Trade Analysis 3(3-0-6)

Patterns of international trade; international economic integration; the role of trade in the economic system; theory and concepts of comparative advantage; indicators for competitive advantage; theory and concept of international integration; the role of integration; trade effects; conflicts of trade and services; trade negotiation in developing

countries; the principle of trade and trade barrier; effects of trade policies in developed countries on developing countries

214358 Economics of Health Services 3(3-0-6)

Basic concepts relevant to health economics; demand for healthcare services, supply of healthcare services; market in healthcare services; market failure in healthcare services; government policy intervention; healthcare financing system, health insurance; economic evaluation of health care services; health equity and healthcare reform

214359 Research in Health Economics for National Development 3(2-2-5)

Research in economic and health economic associated with health, public health, and healthcare services; health service systems including health insurance to improve an economy and community at different levels such as provincial level, regional level, and national level

214451 Regional and Urban Economics 3(2-2-5)

Application of the fundamental theory of microeconomics and macroeconomics to analyze and implement scenario planning both at the regional level, provincial level, and local level; the decentralization and urbanization; settlement plan and problems of both regional and urban areas; economic growth and development; unequal development between regional and urban areas; case studies of interesting topics

214361 Economics of Tourism 3(3-0-6)

The fundamental principles in the economic concepts and tools of tourism analysis; tourism system; demand tourism; tourist behavior; supply of tourism; assessment of tourism city; the development patterns of tourism city

214362 Introduction to Data Science for Economists 3(2-2-5)

The process of data science; introduction to big data management; managing the structured and unstructured data; data cleaning; computer languages and programs used to manage data; data analysis by the statistical methods and economic models; data visualization

214363 Statistics for Data Science 3(2-2-5)

Statistics for data analysis; parametric models; multivariate data analysis; multiple linear regression; data classification for pattern recognition and predictive model with machine learning

214364 Economics of Transportation 3(3-0-6)

Roles of transportation in the domestic and international economy; the relationship between transportation and location choice of the production and business unit; the economic concepts of determining transportation prices; private and social cost of transportation; the relationship between transportation; the expansion of urban area; problems and policies of investment relevant urban area transportation

214365 Economics for Entrepreneurs 3(3-0-6)

Economics theory of the operational management, marketing, financing, human capital, technology; business management strategies; concepts, principles, and policies of financial and economic analysis; decision-making process and business planning for risk management; various patterns of modern business models

214367 Management and Development of Human Resources 3(3-0-6)

Asymmetric information theory and Principal-Agent model; incentive theory; theory of motivation; organization culture; human resource and organization strategy; human resource planning; compensation and incentive system; course training design and personal development; labor law and employee right

214368 Economics of Green Energy 3(3-0-6)

Economic concepts related to the use of energy; energy market; the role of green economics in economic growth engine; consumer behavior of energy and energy technology investments suggested for enhancing energy efficiency; promoting the transition to green energy and green business; public policies to address environmental risks and climate change mitigation and adaptation attributable to energy use towards domestic and international trade and services

214371 Investment and Portfolio Analysis 3(2-2-5)

Modern portfolio theory; securities evaluation; economic analysis; industry analysis; corporate analysis; financial statement analysis for investment; efficient market theory; investment portfolio management

214372 Financial Asset Pricing 3(2-2-5)

Introduction to investment analysis and asset pricing; fundamental of financial markets; equities and bond markets; interest rates; market efficiency; equity valuation; financial analysis and financial theory of portfolio investment with the aim of conveying the practice of investment theory

214373 Principles of Corporate Financial Analysis and Fundraising 3(2-2-5)

Overview of corporate financial analysis; time value of money; capital budgeting; capital structure fundamentals; financial statement analysis; working capital management for company analysis; principles of sustainable development and corporate governance and fundraising in a change in global economy

214374 Principles of Derivative Securities Analysis and Financial Risk Management 3(2-2-5)

Risk management process; financial risk and non-financial risk; risk measurement; evaluating performance and risk assessment; introduction to derivatives; the use of derivatives in risk management

214381 Microeconomics Analysis 3(2-2-5)

Microeconomic theory of price determination and output allocation; analysis of cost production; market structures of competition and non-competition; theory of demand and supply of input factors; general equilibrium; welfare economics; market failure

214382 Macroeconomics Analysis 3(2-2-5)

The Solow growth model; the Ramsey-Cass-Koopmans model; the overlapping-generations model; the endogenous growth models; real-business-cycle theory; the new Keynesian theories of economic fluctuations; analysis of market imperfections using advanced microeconomic foundations; theories of consumption; theories of investment; theories of unemployment, inflation, and stabilization using monetary and fiscal policies

214383 Mathematical Economics Analysis 3(2-2-5)

The use of mathematical tools in integral calculus, differential equations, difference equations, and phase diagram for describing dynamic economics; Microeconomics and Macroeconomics in linear equations and variable stability, economic models of input factors and production dynamics

214384 Time-series Econometrics and Forecasting 3(2-2-5)

Analysis of regression models for time series data; estimation techniques of time series data; testing for stationary and unit root; time lags; a choice of appropriate model and forecasting accessible to a wide range of economic data; practice in recent available data with the statistical program

214385 History of Economic Thoughts 3(3-0-6)

Evolution of economic thought from the initial era of capitalism, the modern economic concepts, and the contemporary concepts in the present day; how economic

theories explain the world in response to the conditions of changes in politics, social structures, and technology; the interrelationships between the economic theories

214494 Undergraduate Thesis

6 Credits

Conducting research in qualitative and quantitative, business plan analysis, project analysis, data design and collection, economic data analysis and research results presentation

214492 Cooperative Education

6 Credits

Professional training at a public or private organization in Thailand or abroad with the approval of the university

222103 Financial Accounting

3(2-2-5)

Concepts and principles of accounting; the benefit of accounting information, a basic principle of accountings; recording on assets, liabilities, and owner equities; general ledgers; adjusting and closing entries; preparing financial statements for service business; merchandising business and manufacturing business; the basic concept of Valued Added Tax; applying accounting information for business decision making