

Course Descriptions

International Program 2017

A

AC

AC 250 Principles of Accounting 3(3-0-6)

Basic concepts in accounting such as asset, liability, equity, income, expense, accounting system, financial statement, and account consolidation issues; the essential role of these concepts in business work; definition and scope of accounting.

AT

AT 250 Accounting for Business 3 (3-0-6)

Principles and accounting entry for double-entry accounting system, accounting transaction analysis and economic situation; preparation of trail balance, statement of financial position and basic financial statement; accounting information system; application of financial statement data to assess organization performance.

B

BA

BA 151 Managing Business for New Entrepreneur 3(3-0-6)

Format and establishment of business, business opportunity, laws and regulations concerning business; study of related components including marketing, accounting, production, finance and human resources; functions and management of each component; and strategies for successful business operation.

BA 152 Business Analysis and Planning 3(3-0-6)

Components of business; setting business goals, making business plans, analysis of business environment, market, customers and competitors, market share, selection of target markets, financial estimate, financial analysis, production management, human resources management, business performance monitoring and evaluation, business operation, case studies to practice proposing ideas for business operations together with business plans and business plan analysis.

BA 173 Digital Entrepreneurship 1 3 (3-0-6)

Concept of digital entrepreneurship; adjust business methods which focus on SME in order to be compete in adding value to products and service innovation; value-adding of products and services by applying digital technology and extend innovation; components of digital entrepreneur to be successful and responsible to society ethnically; determine digital business strategy, online and social marketing, find source of funds, organization management for digital business, and organization development as social enterprise.

BA 174 High Value Services 3 (3-0-6)

Concept of high value services, new direction of high of high value services, business opportunity and new profession in high value services; drive economy and entrepreneurs of country to change from traditional services to high value services by using knowledgeable workforce, experts, and high skilled labor; workforce that use creative thinking, innovation, science and technology, and research development.

BA 251 Quantitative Analysis and Business Statistics 3 (3-0-6)

Business problem analysis and decision-making under resource constraint in mathematic model such as linear program model, transport model, and other models; simulation for business planning and decision-making; data analysis using suitable statistics; descriptive statistic related to business research.

BA 252 Business Laws 3 (3-0-6)

Laws related to business organization management and business activities; civil and commercial laws which are related to managing business; laws related to financial instruments; laws related to financial institutions and stock market; intellectual property laws; laws related to labor; insurance law; ethics in business operation; electronic transaction laws; laws related to financial technology and new concepts in finance such as Bitcoin and crowdfunding etc.

BB**BB 201 Business Finance 3(3-0-6)**

Prerequisite: AC 250 Principles of Accounting

Fundamental principles, objectives and financial tools which include financial planning and controlling, current asset management, capital market theory, cost of capital and capital budgeting, dividend and capital structure theory, working capital management and longterm financing decision.

BB 204 Principles of Marketing 3(3-0-6)

Overview of marketing and its various effects on business; scope, significance, components and conceptual development of market; business environment affecting marketing activities; target market study; market share; selection of target market; positioning of products; development and management of market mix; marketers' ethics.

BB 212 Principles of Management and Organization 3(3-0-6)

Concepts and theories related to management and organization, development of management, management process and planning, organization management, human resources management, leadership, motivation, team work, decision-making and control

BB 302 Hotel and Lodging Management 3(3-0-6)

Brief history of the growth and development of the lodging industry; various types of lodging establishments and their main features; organizational structure and management of lodging with an emphasis on hotel management.

BB 305 Travel Business Management 3(3-0-6)

Existing structures and operations of travel agencies and tour operators; their roles and responsibilities; types of tours and programs; revenue and marketing management; rules and regulation.

BB 319 Tourism Information Systems 3(3-0-6)

Information technology in the tourism industry; the application of various information technology software and systems in the hospitality and tourism industry; a practice with a system simulation in the computer lab

BB 360 Alternative Tourism Management 3(3-0-6)

Concepts, significance and features of alternatives tourism; development and types of alternatives tourism; the study of tourists' needs and management in response to a specific market's requirements

BN**BN 303 International Business Entry Strategy 3(3-0-6)**

Corporate strategy and policy management with a global focus; process of business environmental diagnosis, international market selection, business internationalization and overseas market entry; strategic alliance with foreigners, trade exhibition, licensing, franchising and overseas subsidiary management.

BN 309 Strategic Management 3(3-0-6)

Theory and practice of defining and implementing business policies and strategies; the link between strategic planning and the process of management; competitive and comparative problem analysis; the decision-making process; administration and control; and development of policies and objectives.

BN 310 Management of Multinational Organization 3(3-0-6)

Principles, theories and models of international business and management; background of international business; comparative environmental frameworks; institutions in international trade and investment; international financial environment; international business strategies.

BN 313 Global Supply Chain Management 3(3-0-6)

The role of supply chain management in business transactions of multinational corporations and local firms; physical distribution systems; material management; global procurement and purchasing; handling of products and services from producers to end users; international transportation; warehousing, inventory management; information technology for international logistics.

BN 314 Introduction to International Business 3(3-0-6)

Concepts, theories and significance of international business; principles of international business practices; related factors affecting international business including politics, economics, and society and culture; government and private organizations related to international business

BN 315 Import and Export Management 3(3-0-6)

Principles and practices of export and import; rules, regulations and restrictions of export and import; documentations; buying and selling contracts; customs procedures; packing handling and transporting; export-import payments; organizing and managing export-import departments; government offices and private institutions relating to export-import business

BN 317 Cross Cultural Communication and Management 3(3-0-6)

Cultures and intercultural communication competence; development of intercultural awareness of cultural patterns of behavior as well as values and standards; barriers in intercultural communication; verbal and non-verbal communication; communication management in multi-cultural organization; intercultural ethics and resolving ethical dilemmas within cross-cultural contexts.

BN 318 Business Analysis and Planning 3 (3-0-6)

Definition and component of business planning, type of business plan, setting business goals, structure, analysis of business environment, and customer and competitor evaluation; choosing target market and marketing strategy, financial budgeting, financial assessment, production management, human resource management, and assessment and evaluation business outcomes; proposing ideas for business operations together with business plans and business analysis.

BN 319 Research Methods in Business 3 (3-0-6)

Concepts, objectives, and importance of business research and research process; conceptualization of research study; qualitative and quantitative research methods; data collection and management; challenges and problems in business which needs a research as the decision making tools; package software for data recording and data analysis; writing a research proposal and conduct research.

BN 320 Business Communication 3 (3-0-6)

Core concepts and practices in business communication with emphasis on verbal interaction; common interactions in business including introductions; greetings and partings, telephoning and front desk interactions; development of vocabulary and language from various professional discourses.

BN 321 Advance Business Communication 3 (3-0-6)

Prerequisite : BN 320 Business Communication

Further development of fundamental language and pragmatic skills in communication in business and professional contexts; language of sales, meetings and negotiations; aspects of intercultural business communication

BN 322 Sustainable Business Management 3 (3-0-6)

Applications of principles of sustainability to business development; link sustainability theory to business operation for long-term benefits; overview of the challenges of sustainability in terms of climate change, resource constraints, expectations of corporate governance; issues of carbon management, waste management, and resource management in corporate level; applications of innovation and technology for business sustainability development; roles of government, business, and education sectors in a dynamic world.

BN 323 Business Management Strategy 3 (3-0-6)

Theory and practice of defining and implementing business polices and strategies; the link between strategic planning and the process of management including developing, organizing, financing, and operating of a business firm; competitive and comparative analysis, problem analysis, the decision-making process, administration and control, and development of policies and objectives; ethics, regulations, and application in business sector.

BN 324 International Business and Multinational Enterprises 3 (3-0-6)

Concepts, theories, essences, and background of international business and multinational enterprises (MNEs); factors influencing and relating to international business including politics, economics, society and culture; relevant governments and private organizations including comparative environmental structure, rules and laws, international business and investment institutions, international monetary environment, and ethical matters.

BN 325 Global Marketing 3(3-0-6)

Global marketing skills; understanding and interpreting complex arrays of dynamic environmental influences; analyzing and targeting market opportunities; defining global market strategy; creating and managing global marketing programs in a sustainable and ethical manner; implementing different social media for marketing purposes.

BN 326 General Conversation 3 (3-0-6)

Introduction to general conversational patterns in English; providing information about oneself and one's environment; asking questions, and describing events and procedures; focus on socio-cultural aspects of communication such as politeness, paying attention and negotiating misunderstandings.

BN 327 Basic Reading Skills 3 (3-0-6)

Development of effective reading strategies including skimming, scanning and drawing inferences; development of skills to infer lexical meaning from context at sentence and text levels; differentiation of fact from opinion; introductory analysis of a variety of genres.

BN 328 Reading in Business 3 (3-0-6)

Prerequisite: BN 327 Basic Reading Skills

Exposure to various texts common to the professional environment, including business reports, contracts and agreements, correspondence, and news; development of lexicon and phraseology across a variety of business related contexts; basic strategies and resources for independent reading skills development.

BN 329 Fundamentals of Writing 3 (3-0-6)

Composition of structurally correct sentences, ranging from simple to complex; composition of paragraphs and short texts that are coherent and logically organized; introduction to the appropriate use of punctuation in English; and the writing process from planning to proof-reading.

BN 330 Business Writing 3 (3-0-6)

Prerequisite: BN 329 Fundamental of Writing

Style, tone and common formulaic expressions used in general inter and intra office professional and business writing, with a focus on electronic (e-mail) and traditional business correspondence, messages and short communication; emphasis on accuracy, formatting and proofreading.

BN 363 Value-Based Business Management 3 (3-0-6)

Concepts, theories and principles of managing business in organization level incorporating value-based idea; development of value-based organizations; the influence of organization members toward work and business decision-making of management level; applications of multidisciplinary approach; management of an organization to achieve both short and long term goals in local, regional and global level in responsible to business communities and society.

BN 364 Consumer Behavior in Digital Era 3 (3-0-6)

Psychological aspects of consumers in relation to marketing theories and practices and buyer behaviors; factors influencing buyers' decision-making process, and consumer decision-making models that explain the relationship between consumer behavior and marketing strategy; internal influences such as motivation and involvement, personality, self-image, life-style, perception, and communication; external influences such as culture, social class, reference groups and family.

BN 411 Operation Co-operative Education 9 (0-0-27)

Business operation in company during studying in the university which is practical operation for 1 semester; aim for students to apply principles and operation methods in real work place in government and private sector; evaluation of student work in collaboration with company.

BN 450 Seminar in Business 3 (3-0-6)

The study of contemporary issues related to business; factors leading to business success or failure in the current context; research and presentation in a topic of interests.

BN 451 Capstone Business Project 1 3 (0-9-0)

A study to compare and contrast theory and practice; analyzing business environment in relation to business administration; planning and designing business project.

BN 452 Capstone Business Project 2 3 (0-9-0)

Applying theory to practice in a supervised environment; developing business project to reflect actual business context in an organization.

BN 453 Capstone Business Project 3 3 (0-9-0)

Evaluating business project to reflect business practice development in an organization; prepare and present innovative solutions from complex business issues and problems regarding business management; planning, designing, and applying processes; and applying and developing business project.

C

CB

CB 355 Chinese 1 3(3-0-6)

Listening, speaking, reading, and writing skills and practice in correct pronunciation using the Pinyin transcription system and Chinese characters; vocabularies used in everyday's life; a mastery of at least 400 words.

CB 356 Chinese 2 3(3-0-6)

Prerequisite: CB 355 Chinese 1

Expressions, phrases and sentence final particles; practice conversations in various situations; writing simple sentences; a mastery of another 400 new words.

CB 357 Chinese 3 3(3-0-6)

Prerequisite: CB 356 Chinese 2

Listening, speaking, reading, and writing skills in general situations; Chinese grammar and language expressions through the study of excerpts, compositions and short articles; a mastery of another 400 new words.

CB 359 Chinese Listening and Speaking Skills 3(3-0-6)

Listening and speaking Chinese; the use of words, expressions, exclamations, phrases and sentence, final particles for various situations; recounting experiences and listening to short passages.

CB 360 Business Chinese Conversation 3(3-0-6)

Prerequisite: CB 359 Chinese Listening and Speaking Skills

Listening, speaking, reading, and writing Chinese for general business; expressions used in various situations with colleagues and business partners.

CE**CE 150 Introduction to Robotics 3 (3-0-6)**

Principles of robot and robotics in order to reduce manpower and cost, increase productivity and reduce effect on environment; applications of innovative robots in order to support human daily life and various industries; robots for production, service, medical use, recreation and entertainment, education, and tourism; using simple robot and robotics.

CT**CT 151 Artificial Intelligent World and IoTs 3 (3-0-6)**

World of Artificial Intelligence (AI); using technology and intelligent tools in order to help human in solving business problems and increase efficiency of complex daily life; using resources to reduce effect on environment; connecting various tools via Internet to create benefits for business and society; application of AI and IoTs in business and daily life to create business opportunity and new professions in the future.

CT 152 Introduction to Virtual Reality and Augmented Reality 3 (3-0-6)

Principles of Virtual Reality (VR) and Augmented Reality (AR), applications of VR and AR in daily life; application of VR and AR in arts, medicine, education, tourism, recreation and entertainment, manufacturing and commercial industries; case study related to VR and AR development for Google, Facebook, and Apple; apply and try VR and AR systems.

D**DC****DC 201 Computer Applications for Professional Work 3(3-0-6)**

Practice in the use and applications of some of the most commonly used computer programs in professional contexts, with focus on computer program packages

E**EC****EC 250 Introduction to Economics 3(3-0-6)**

Fundamental economic principles; economy and basic economic problem solving; demand, supply and equilibrium; theory of consumer behavior; theory of production and cost; elasticity of demand and supply and its application; structure and definition of market and pricing; national income; money and banking; monetary policies and fiscal policies for economic stability; international trade and international finance; economic development and economic problems of Thailand

EO 250 Business Economics 3 (3-0-6)

Principles of economics in terms of value, price, and resource management; consumer behavior; demand and supply factors of products in perfect and imperfect competitive markets; competitive strategy of business in perfect and imperfect competitive markets; trading, investment, financial and fiscal policy; international money exchange rate; international balance of payment; concepts and type of digital economy; and national e-payment system of Thailand.

F

FI

FI 250 Business Finance and Financial Technology 3 (3-0-6)

Prerequisite: AT 250 Accounting for Business

Objectives, roles and ethics in finance; analysis of financial budget; planning and forecasting of finance; investment decision; determination of capital structure and capital costs; time value of money; dividend policy and working capital management; applications of technology in financial matters such as virtual reality (VR) and Augmented Reality (AR) including Artificial Intelligence (AI), blockchain technology, and electronic money like Bitcoin; applications of financial technology in business organizations.

G

GE

GE 152 Philosophy and Life 3(3-0-6)

The theories, concepts and principles of philosophy; the application of philosophy in analyses and criticisms of various issues in daily life and society; and the adoption of ethical, moral, and philosophical thoughts for improving quality of life.

GE 153 Thai Studies 3(3-0-6)

The foundations of Thai civilization and ethnic groups; development in various aspects including history, politics, government, economy, society, religion, and arts; the preservation of Thai culture; improving the Thai way of life in the present and the future.

GE 160 ASEAN Community 3(3-0-6)

The history and development of the ASEAN community; the politics, economy, society, and culture of ASEAN countries, including the cooperation and purposes among the ASEAN countries; and the roles and status of Thailand together with its impacts and preparation the becoming an ASEAN community member.

GE 161 World Civilizations 3(2-2-4)

The origins and evolution of civilizations as learning sources of mankind with respect to their thoughts, politics, economy, societies, religions, beliefs, wisdom, arts, cultures, sciences and technologies from the ancient period up to the present time.

GE 163 Holistic Development for Quality of life 3(2-2-4)

Holistic human development for physical, mental, and social health; preparing students to enhance self-care skills, exercise, recreation and healthy nutrition; setting up life goals, recognizing the value of life, understanding and accepting themselves and others, having life skills in the information society; searching databases and the internet, producing efficient presentations by taking into account ethics as well as the principles of quality assurance applied in everyday life.

GE 164 Critical and Creative Thinking 3(3-0-6)

Human perception and thinking; the application of principles and rules of thinking and analytical processes as well as good reasoning; the reasoning processes of decision making in problem solving related to current issues and daily problems; creative thinking for problem solving; creative development.

GE 165 Man and Society, Economy and Politics 3(3-0-6)

The dynamics of Thai society affecting the social structure, culture, economy, and politics in comparison with those of other countries.

GE 166 Positive Psychology for Quality of Life 3(3-0-6)

The integration of knowledge and psychological theories by learning about human development and nature. To contribute and uplift psychological attributes; self-awareness, self-esteem, intelligence quotient, emotional intelligence, adaptation and problem-solving skills (adversity quotient) and good ethics by emphasizing positive thinking to fulfill a student's life.

GE 167 Public Mind for the Community 3(3-2-6)

Critical analysis and learning communities through various principles and theories; sociology, anthropology, psychology and environments, and the implementation of these theories in communities aiming at community benefits and building character in terms of responsibility and contributions to society.

GE 168 Civic Education 3(2-2-6)

Definitions of citizenship in a democratic society; focusing on the realization of Thai and global citizens' roles in terms of responsibility, participation, law-abidingness, ethics and morality.

GE 190 Thai Society and Economy in Thailand 4.0 3(3-0-6)

Concepts of Thailand 4.0, society, economy and progressive industry; apply innovation and technology to extent traditional industry and create new industry; new direction of the country in society and economic; business opportunities and new professions; development of sustainable and responsible society and economy.

GE 191 Creative Thinking and Innovation 3 (3-0-6)

Creative thinking and Innovation which focus on production of innovative products; driven the country using technology and creative ideas; human capital development applying creative thinking and innovation; success factors in businesses and workers entering workforce.

GE 192 New Economy and Cultures of AEC 3 (3-0-6) Countries and China

Roles of ASEAN Economic Community (AEC) and China towards Thailand; adjustment and impacts on economy, new business, society, and cultures of AEC countries and China; learning cultural differences including environment, art, and cultural of AEC countries and China; communication across culture.

GE 193 Life and Digital Culture 3 (3-0-6)

Way of life of human in digital era; concept of digital citizen; knowledge of new communication tools to develop oneself to increase quality of life in digital era; self-esteem and value the others; utilization of digital system creatively and responsible to society; digital culture; digital security, digital etiquette, digital access, digital right and responsibility, and digital law.

IH**IH 202 Hospitality Human Resource Management 3(3-0-6)**

Basic hospitality human resource functions such as employment, compensation, benefits, employee relations, manpower planning, training and development; health and safety; human resources management practices across cultures; a focus on legal and global environments; and insight into how to manage human resources from various perspectives.

IH 203 Consumer Behavior and Insights in Hospitality Business 3(3-0-6)

Consumer behavior in the hospitality business; insights in consumer demands; approaches to understanding motive and motivation theories; consumer segmentation; travel decision making

IH 204 Innovative Hospitality Technologies 3(2-2-6)

Innovative technologies in the hospitality industry; the application of Property Management System (PMS), Global Distribution (GDS), Virtual Reality (VR), Augmented Reality (AR), Artificial Intelligence (AI), Internet of Things (IoT); technology trends in the hospitality and tourism industry

IH 205 Cross Cultural Communication and Management 3(3-0-6)

Cross cultural communication competence, cultural differences awareness of cultural patterns of behavior as well as values and standards, verbal and non-verbal communication, business communication, communication management in multi-cultural organization

IH 301 Introduction to the Hospitality and Tourism Industry 3(3-0-6)

Significance and components of the hospitality and tourism industry; factors influencing travel; impacts of hospitality and tourism; related organizations and trends; career opportunities in international hospitality and tourism businesses

IH 302 Hotel and Resort Business 3(3-0-6)

Growth and development of the hotel and resort industry; various types of hotel and resort establishments and their main features; hotel business planning and development; organizational structure and management of hotel and resort; future trends

IH 303 Rooms Division Management 3(2-2-6)

Concepts and practices in rooms division management; front office operations and housekeeping procedures; relationship with other hotel departments

IH 304 Food Production 3(2-2-6)

Quality food production standards, various preparation styles and classical cooking methods, applications of foodservice hygiene and sanitation; kitchen operation and management

IH 305 Food and Beverages Service and Management 3(2-2-6)

Principles of restaurant service and management; factors affecting management; working systems in management including techniques of food and beverage service; basic knowledge of food and beverages, service equipment; procedure of restaurant service operation and practice

- IH 306 Innovative Hospitality Sales and Marketing 3(3-0-6)**
Hospitality marketing; factors influencing hospitality marketing; customers' buying behavior; formulation and management of the marketing mix; new media marketing; innovative marketing strategies; marketing plan, market research and ethics
- IH 307 Convention and Event Management 3(3-0-6)**
Overview of the convention and event industry; development; practice in the planning, organization, operation and management of conventions and events; catering operation and services
- IH 308 Capstone in Hospitality and Tourism 1 3(1-4-4)**
Introduction to the capstone project; business research as a decision making tool; research method and data analysis; package software for data recording and data analysis; writing a research proposal and conduct research
- IH 309 Capstone in Hospitality and Tourism 2 3(1-4-4)**
Application off knowledge acquired during the study to create and innovative capstone project on a topic relevant to the hospitality and tourism industry; developing a business plan for the proposed project
- IH 310 Capstone in Hospitality and Tourism 3 3(3-0-6)**
Completing a capstone project with business analysis techniques; providing innovative solutions; discussing and presenting a capstone project in the seminar
- IH 351 Arline Service Management 3(3-0-6)**
Development of the airline industry, air transportation laws and regulations, network planning, schedule planning, pricing and revenue management, airport and onboard customer services
- IH 352 Healthcare and Wellness Management 3(3-0-6)**
Latest trends in health, wellness, nutrition, physical activity, management of healthcare organizations, healthcare regulations, communication skills for healthcare professionals, healthcare businesses and services
- IH 353 Retail Service Management 3(3-0-6)**
Retail services and retail strategies, management of retail stores, retail analysis, shopper behavior analysis, category management, store layout and store visibility, online store; store's profit and loss analysis, and service marketing for retail
- IH 354 Luxury Tourism 3(3-0-6)**
Concepts, significance and features of luxury tourism; development and types of luxury tourism; the study of tourists' needs and management in response to a specific market's requirements
- IH 355 Sport Tourism Management 3(3-0-6)**
Introduction to sport tourism industry, sport events, sport facility management; sport tourism project analysis, sport tourism marketing, tour packaging and guiding
- IH 356 Cruise Business 3(3-0-6)**
Overview of cruise industry, operating and marketing procedures, ship profiles, itineraries, ports of call, customer services, regulations, safety, and career opportunities

J

IH 357 Bakery 3(2-2-6)

A production of a variety of dough, bread, pastries, pies, special occasion cakes and plated and buffet desserts

IH 358 Club and Bar Management 3(2-2-6)

Management theory necessary to control a beverage operation, controlling beverage operations and product knowledge, social skills, customer relations, club and bar planning and the legal aspects of beverage operation

IH 359 Sustainability in Hospitality Industry 3(3-0-6)

Concepts of global sustainability and corporate social responsibility; ethical consideration, hospitality business and its impacts on social, economic and environment; stakeholder consideration and involvement for responsible management; planning and development for responsible hospitality people, products, and related procedures

IH 360 Digital Marketing in Hospitality 3(3-0-6)

Hands-on application of mobile app marketing, social media marketing, Search engine optimization (SEO), e-commerce marketing, and content marketing for hospitality business

IH 410 Cooperative Education in Hospitality 6(0-0-18) & Tourism

(Students must be at least 3rd year)

Cooperative education with a minimum of 600 person-hour internship; preparation of students for the real challenges in the professional field; practice and consolidation of skills covered in the academic program.

JP**JP 351 Communicative Japanese 1 3(3-2-6)**

Listening, speaking, reading and writing Japanese for communication in daily life.

JP 352 Communicative Japanese 2 3(3-2-6)

Prerequisite: JP 351 Communicative Japanese 1

Listening, speaking, reading and writing Japanese for communication in daily life at more complex level.

JP 353 Communicative Japanese 3 3(3-2-6)

Prerequisite: JP 352 Communicative Japanese 2

Further study and practice of Japanese listening, speaking, reading and writing skills with the use of complex structures.

JP 358 Japanese for Customer Service 3(3-0-6)

Prerequisite: JB 352 Communicative Japanese 2

Listening, speaking, reading and writing Japanese for customer service and customer contact in various situations.

JP 361 Japanese for Business 3(3-2-6)

Prerequisite: JP 353 communicative Japanese 3

Listening, speaking, reading and writing Japanese for a business communication with colleagues and business partners in various situations; e-mail communication; finding information on the internet.

LE**LE 101 English Use 1 3(3-0-6)**

Consolidation and further development of students' fundamental English skills, placing an emphasis on how English speakers communicate in a variety of contexts and situations; subjects covered include small talk, student-teacher interactions, and politeness strategies, as well as a variety of short texts, such as E-mail: consideration of crosscultural communication issues.

LE 102 English Use 2 3(3-0-6)

Prerequisite : LE 101 English Use 1

Continuation of the objectives set forth in English Use 1, namely to improve communication skills, both oral and textual in a variety of situations and requirements.

LE 203 Basic Research Skills 3(3-0-6)

Fundamentals of primary and secondary research; theoretical premises and principles of research, and research design : quantitative and qualitative approaches to research

**LE 206 Introduction to Marketing 3(3-0-6)
Communication**

Principles of marketing communication, marketing communication strategies; integrated communication campaigns; public relations and advertisement activities; evaluation of marketing communication campaigns and its effects on the business.

**LE 211 Background to English Speaking 3(3-0-6)
Cultures**

Appreciation of the various cultures of the English-speaking world; discussion and consideration of the main historical, philosophical, religious and sociocultural developments and aspects of these cultures

LE 215 Introduction to Literature 3(3-0-6)

Introduction to literature in English; appreciation of the language arts through study of a range of literary types, focusing on fiction, poetry and drama

LE 216 English Structure 3(3-0-6)

Study of grammar in various contexts; parts of speech; tense structures; collocations and verb phrases

LE 217 Communication across Cultures 3(3-0-6)

Analysis of main aspects of communication that can give rise to misunderstandings and conflict in crosscultural communication; exploration of practices, beliefs, values and assumptions that form the basis of cultural behaviors and interpretations of events; recognition and resolution of interactive difficulties

LE 218 English Pronunciation 3(3-0-6)

Pronunciation patterns in English, with lab practice, with emphasis on pronunciation of difficult sounds in English; intonation, word and sentence stress and rhythm; introduction to the phonetic alphabet and phonetic transcription

LE 310 Note-taking and Summarizing 3(3-0-6)*Prerequisite : LE 315 Fundamentals of Writing*

Practice in effective note-taking from oral and written texts; practice in summarizing both oral and written texts; development of paraphrasing skills

LE 312 Analytical Reading 3(3-0-6)*Prerequisite : LE 325 Basic Reading Skills*

Development of reading competence through increased complexity of texts; analysis of text types and structures; practice in identifying a variety of text types and styles of writing and how this is used to assist various interpretations; analysis of implication and inference, authors' points of view and how to respond to critique texts in terms of balance persuasiveness and general communicative success.

LE 314 Introduction to Semiotics 3(3-0-6)

Introduction to the analysis of signs and symbols as a means to analyze social and cultural products, texts, myths and behaviors

LE 315 Fundamentals of Writing 3(3-0-6)

Composition of structurally correct sentences, ranging from simple to complex; composition of paragraphs and short texts that are coherent and logically organized; introduction to the appropriate use of punctuation in English; the writing process from planning to proofreading

LE 317 General Conversation 3(3-0-6)

Introduction to general conversational patterns in English; providing information about oneself and one's environment; asking questions; describing events and procedures; focus on socio-cultural aspects of communication such as politeness, paying attention and negotiating misunderstandings

LE 323 Film Appreciation 3(3-0-6)

Critique of contemporary and classical films, using the analytical tools of the field; focus on how films are structured in order to produce effect; consideration of such aspects as direction, use of camera and lighting, settings and scores; discussion on cinematic narrative and comparison of main cinematic genres; students are expected to be able to write knowledgeable critiques of a chosen film.

LE 325 Basic Reading Skills 3(3-0-6)

Development of effective reading strategies including skimming, scanning and drawing inferences; development of skills to infer lexical meaning from context at sentence and text levels; differentiation of fact from opinion; introductory analysis of a variety of genres

LE 327 Introduction to Discourse Analysis 3(3-0-6)

Aspects of cohesion and coherence in texts; discursive features of conversation; basic conversation analysis; introduction to critical discourse analysis

LE 328 Essay Writing 3(3-0-6)*Prerequisite : LE 316 Genre Writing*

Development of general and academic writing; complex sentence structures and formulaic expressions; development of cohesion and coherence; development and analysis of topic and subsequent coherent organization of argument

LE 329 Business Writing 1 3(3-0-6)

Style, tone and common formulaic expressions used in general inter and intra office professional and business writing, with a focus on electronic (e-mail) and traditional business correspondence, messages and short communication; emphasis on accuracy, formatting and proofreading

LE 330 Business Writing 2**3(3-0-6)***Prerequisite : LE 329 Business Writing 1*

Further development of writing skills in professional and business contexts, with emphasis on writing agendas and minutes for meetings, memos, proposals and reports, resumes and cover letters

LE 331 Business Communication 1**3(3-0-6)**

Core concepts and practices in business communication with emphasis on verbal interaction; common interactions in business including introductions, greetings and partings, getting acquainted with others, customer service transactions, sales and marketing, telephoning and front desk interactions; development of vocabulary and language from various professional discourses

LE 332 Business Communication 2**3(3-0-6)***Prerequisite : LE 331 Business Communication 1*

Further development of fundamental language and pragmatic skills in communication in business and professional contexts; language of sales, meetings and negotiations; aspects of intercultural business communication

LE 333 Reading in Business**3(3-0-6)***Prerequisite : LE 325 Basic Reading Skills*

Exposure to various texts common to the professional environment, including business reports, contracts and agreements, correspondence, and news; development of lexicon and phraseology across a variety of business related contexts; basic strategies and resources for independent reading skills development

LE 334 Effective Presentation Skills**3(3-0-6)**

Fundamentals of preparing and giving presentations in professional and formal contexts, including delivery techniques, openings and closings, use of visual aids for effect and clarity; study of the most common types of presentations

LE 335 Special Topic in English Language Studies**3(3-0-6)**

Research-based selected topics of study for enhanced understanding and appreciation of the English language and its contexts of use

LE 336 Modern English Fiction**3(3-0-6)**

Appreciation of modern fiction in English from various cultures; the historical context of modern fiction; discussion, critique and comparison of a variety of texts from different authors

LE 337 Business Translation**3(3-0-6)**

Practice in translating various types of business document from English into Thai and Thai to English; acquisition of technical and professional terminology and language styles in business documents; use of various types of translation resources

LE 338 Fiction and Film Translation**3(3-0-6)**

Characteristics of fiction; problems in the translation of short stories and novels; characteristics of film and film translation; practice in the translation of both fictions and films.

**LE 401 Seminar in Mass Media and Current 3(3-0-6)
Events**

Consideration and critique of the current main issues from various perspectives; analysis of how the mass media construct the news; debates and presentations

**LE 410 Cooperative Education 6(0-0-18)
Events**

(Students must be at least in the 3rd year and meet the GPA requirement)

Cooperative education with a semester internship; preparation of students for the real challenges of the workforce; practice and consolidation of skills covered in the academic program

LE 411 Airline and Tourism Industry Trends

Consideration and critique of contemporary issues in the airline and tourism industries; focus on the developments and changes in these industries; practice and development of discussion and argumentation skills through student-led debates and presentations

LS**LS 250 Innovation in Operations, Logistics 3 (3-0-6)
and Supply Chain Management**

Basic concepts and important of production management and operation; design and managing production system and operation under current technological change; design and process of product; project management; productivity plan; layout of the company; inventory control; logistic management to transport and distribute product including supply chain management in order to collatorate with every units in the supply chain to increase efficacy and competitive competency of the organization; applications of technology in logistics such as Virtual Reality (VR) and Augmented Reality (AR), Artificial Intelligence (AI), etc.; utilize technology in logistics in business organization.

**LS 351 Procurement Management and Global 3 (3-0-6)
Sourcing**

Procurement concept and policy for business in global level; procurement regulations, procurement planning and process; choosing and evaluating partner process; produce or buying decision, negotiation, and partner relationship management; quality control for procurement, electronic procurement system, development of efficient procurement strategy; creating alliances and collaboration for procurement.

**LS 352 Logistics and Supply Chain Strategy 3 (3-0-6)
in Digital Age**

Industry analysis, completion, and business supply chain; organization structure, define logistics and supply chain strategy; considerations of digital technology to determine price competition strategy, efficiency in response to customers' needs and other needs; transfer from strategy to activity in organization; determine objectives in operation, evaluation, including reviewing and adjusting operation in accordance with business environment in digital era with ongoing changing factors.

LS 353 Regulations for International Logistics3 (3-0-6)

Roles and importance of international logistics; regulations of land, water, and air transport in national and international levels including a variety of continuing transportation; international payment methods; regulations of international trading, documents of international trading, international contract and method of payment; customs; international transport management including package for exporting, tracking responsibility and transport operation; international product delivery condition; international credit trading including insurance.

LS 354 Global Network Transportation and Distribution Management 3 (3-0-6)

Basic concept of transportation and distribution of products, network transportation design and connection in order to transport product efficiently; choosing route and type of transportation by considering cost, benefits and condition; important points related to transportation namely packaging, law related to transportation in national and global level, distribution center management including cost reduction, transportation, and application of technology to control transport operation.

LS 355 Security and Risk Management in Supply Chain 3(3-0-6)

Concept of security and risk management in logistics and supply chain using risk analysis, uncertainty analysis, conditions that cause disasters, cost, and risk; risk management framework and process; integrated security and risk with logistics and supply chain activities; policy and strategy formation including definition of process related to security; capital establishment using risk level; warning system and risk index; development and use of risk management in organization; ethics and governance of management level for security and risk management in logistics and supply chain.

LW

LW 153 Law in Everyday Life 3(3-0-6)

Law related to daily life; rule of law; principles of constitutional democracy; basic knowledge in various laws including private law, public law, rights and duties of citizens, dispute resolution, and justice system of Thailand; case studies of law use in daily life

M

MA

MA 150 Mathematics and Statistics for Daily Life 3(3-0-6)

Percentage and ratio, introductory logic, simple and complex interest calculations; current and future value of money; mathematics and insurance business; introduction to money and capital markets; statistics in life and work; data and information; introduction to data collection, analysis and presentation.

MA 154 Mathematics and Statistics 3 (3-0-6)

Applications of mathematics and statistics to develop innovation and technology of the 21st century and Thailand 4.0; principles of mathematics and statistics, function, equation, probability theory, random variable, random sampling, estimation, hypothesis testing, collection and analysis of data, and using statistical program; mathematic and statistic skills of new professions that are going to happen in Thailand economy 4.0.

MG

MG 250 Principles of Marketing and Marketing Innovation 3 (3-0-6)

Elements of market system; marketing concepts; business environment that affect the operation of marketing activities; consumer behavior and purchasing decision process; market share; choosing target market and product positioning; traditional and modern marketing-mix; ethics of marketers; marketing communication; basic digital marketing communication technique; applications of technology in marketing such as Virtual Reality (VR), Augmented Reality (AR), Artificial Intelligence (AI), etc.; applications of marketing technology in businesses.

MG 350 Consumer Behavior in Digital Era 3 (3-0-6)

Concept of consumer behavior; psychological aspects of consumers in relation to model in studying consumer behavior, external factors, black box, response of buyers; trends of consumer behavior and suitable marketing strategy; consumer behavior in e-commerce market; consumer behavior in ASEAN market.

MG 351 Innovative Marketing Ideas for Product Management and Branding in Digital Era 3 (3-0-6)

Concept of innovative product mix and brand creation; study of product life cycle; development and creating new product; product positioning, packaging; roles and responsibility of product manager; definition and importance of brand, type of brand; branding process through marketing tools, brand evaluation, and usage of new media for branding including studying success factors and mistake in brand creating from case study.

MG 352 Integrated Marketing Communication and Content Marketing 3 (3-0-6)

Communication process, objectives, roles and importance of marketing communication; related communication theory, integrated marketing communication and creating content in order to integrate communication in marketing accordingly.

MG 357 Digital Marketing 3 (3-0-6)

Definition and importance of digital marketing; analyses of marketing environment, analyses of needs and behavior of consumer in digital era, roles of digital marketing and integrated communication; customer relationship management in digital era; using online social network and new media; up-to-date and timely strategic plan for marketing both aggressive and passive strategy focus on learning from practicing.

MG 358 Marketing Strategy and Planning in Digital Era 3 (3-0-6)

Definition, roles, and importance of marketing strategy; new marketing concept, marketing plan process, internal and external analyses of environment, analysis of consumer behavior and completion analysis; market segmentation; define target market, production positioning; marketing-mix strategy namely, product strategy, price strategy, distribution strategy, and communication strategy for marketing plan.

MS**MS 251 Organization and Strategic Management in the Digital Era 3 (3-0-6)**

Concepts and theories in organizations and strategic management in digital era which are related to organization management, human capital management, the command, leadership, motivation, team work, communication, decision-making, and ethical control management; applications of technology in organization management; establishment of sustainable high competency organization for digital era; concepts and types of modern organizations in industrial era 4.0; identify strategic direction of organization in digital era; relation of an organization and internal and external environment.

MS 351 Discovery and Exploitation of Entrepreneurial Opportunities and Innovation 3 (3-0-6)

Pursuing business opportunity using concept of entrepreneur of the 21st century and relevant challenge which lead to initiative and business startup process; cover information searching for entrepreneurship; define and assessment of entrepreneur choices, define business ideas, analyses of possibility in business; choosing type of business organization; creating innovation in business model with competitive advantage and able to respond to customers' needs, and choosing creative business operation method in the golden era of digital entrepreneur.

MS 353 Unique and Creative Marketing Management for New Entrepreneurs 3 (3-0-6)

Marketing concept for new entrepreneur society; thinking method development of timely entrepreneur; creating remarkable marketing process and strategy; application of marketing process in entrepreneurship with competitive advantage; writing insight marketing plan; Guerrilla Marketing; creative advertisement and sales promotion; market research for SMEs; product design and packaging; utilization of franchise business and online marketing.

MS 354 Money and Wealth Management for Small and Medium Businesses 3 (3-0-6)

Pre-requisite: FI 250 Business Finance and Financial Technology

New financial management method, accessibility to source of funding for entrepreneur, financial analysis and planning; tax management system and relevant benefits for SMEs, financial flexibility management; moral and ethics in finance and tax for entrepreneur; creating sustainable business wealth and growth.

MS 355 International Entrepreneurship 3(3-0-6)

Concept and framework of international entrepreneurship; international entry strategy of SME in regional and global levels; difficulty in international trade for small business; international trading regulations and related rules; developing to be international entrepreneur in Thai context including neighboring countries and ASEAN.

MS 357 E-Commerce for Innovative Enterprise 3 (3-0-6)

Pre-requisite: MS 351 Discovery and Exploitation of Entrepreneurial Opportunities and Innovation

Evolution and direction of electronic commerce (e-commerce), commercial tools in digital era; considerations of e-commerce to assess choices for innovative entrepreneurship, warnings for e-commerce; adjustment and/or development of strategic business management plan to build success in e-commerce entrepreneurship; website management technique and electronic media for business organization; matching management and business network of SMEs; privacy policy and security in electronic business entrepreneurship.

P

PA

PA 151 Quality of Life through Sufficiency 3(3-0-6)

Economy Philosophy

Background, meaning, and concept of sufficiency economy philosophy, sufficiency economy and Thai King's New Theory Or Self-sufficiency Economy; the relationship between Sufficiency Economy philosophy and quality of life; the use of Sufficiency Economy philosophy to balance life and be ready for changes from globalization; case studies of Sufficiency Economy and New Theory that are successful and become models for Thai society

S

SC

SC 150 Science and Technology for Quality 3(3-0-6) of life and Society

Concepts and processes of science, energy, nutrition, and medicine for health care; relations between living things and natural resources; atmospheric changes, electricity, communications; environmental problems and remedial technology; application of modern sciences and technologies for better living.

SC 154 Health for Life 3(3-0-6)

An introduction to health care and promoting the physical and mental health of oneself and others; environmental factors affecting health; practical guidelines in caring for physical and mental health; protection of personal risk; and the application of advances in health sciences.

SC 156 Science and Technology 3 (3-0-6)

Applications of science and technology in business and daily life; nanotechnology, hydrogen car, 3-D printing system; business opportunities and new profession in science and technology; using science and technology creatively and responsible for society with no effects on nature and environment.

T

TH

TH 150 Communication Skills in Thai 3(3-0-6)

Thai words and meanings, writing sentences and correcting inappropriate sentences; summarizing; compiling information to write essay; writing paragraphs and essays.

TH 160 Communication Skills in Thai 3(3-0-6) for Non-native Speakers

Introduction to Thai language for daily life. Emphasis on appropriate expressions, intonation, pronunciation and behavior in a variety of contexts by phonetic approach.

TH 351 Communicative Thai 1 3(3-2-6)

Speaking, reading, listening and writing Thai for communication in daily life.

TH 352 Communicative Thai 2 3(3-2-6)

Prerequisite: TH 351 Communicative Thai 1

Speaking, reading, listening and writing Thai for communication in daily life at a more advanced level.

TH 353 Communicative Thai 3 3(3-2-6)

Prerequisite: TH 352 Communicative Thai 2

Speaking, reading, listening and writing Thai in academic and business areas.

TH 355 Thai Reading and Writing 1 3(3-2-6)

A study of vocabularies, idioms and basic structures from passages about Thai way, Thai culture, and Thai tourism.

TH 356 Thai Reading and Writing 2 3(3-2-6)

Prerequisite: TH 355 Thai Reading and Writing 1

A study more complex vocabularies and sentence structure; different types of writing including narration, explanation, letter writing, and note taking.

TL**TL 150 Communication Skills in Thai 3 (3-0-6)**

Use of words and sentences; reading for main idea and summarizing, writing sentences and short messages.

TL 160 Communication Skills in Thai for Non-Native Speakers 3 (3-0-6)

Basic Thai language for daily life: emphasis on appropriate expressions, intonation, pronunciation, and behaviors in a variety of contexts through phonetic approaches.

TL 351 Communicative Thai 1 3 (3-0-6)

Communication in daily life; Thai characters; including basic reading and writing.

TL 352 Communicative Thai 2 3 (3-0-6)

Prerequisite: TL351 Communicative Thai 1

Communication in various situations such as in the bank, hospital, and embassy learn principles of reading; writing and reading in an advance level.

TL 353 Communicative Thai 3 3 (3-0-6)

Prerequisite: TL352 Communicative Thai 2

Listening, reading, speaking and writing Thai with complicate structure, related simple sentence; opinion in various issues such as family, travel and tourism, important events, etc.

TL 354 Thai Reading and Writing 1 3 (3-0-6)

Listening, reading, speaking and writing Thai in business and communication in the office.

TL 355 Thai Reading and Writing 2 3 (3-0-6)

Prerequisite: TL 354 Thai for Specific Purposes 1

A study more complex vocabularies and sentence structure; different types of writing including narration, explanation, letter writing, and note taking.

Z**ZH****ZH 150 Chinese for Communication 3 (3-0-6)**

Pronunciation, conversation skills with Chinese phonetic system-Hanyu Pinyin; principles of Chinese alphabet writing; mastering 150 Chinese words that are necessary for communication