MKT 2280  Principles of Marketing  3 credits  
Prerequisite:  MGT 1101 Introduction to Business  
A study of the principles and problems involved in the transfer of goods and services from the producer to the consumer, consumer’s buying motives, product policies, distribution policies, price policies, sales promotion policies, and the improvement of marketing efficiency.

MKT 3102  Integrated Marketing Communications  3 credits  
Prerequisite:  MKT 2280 Principles of Marketing  
This course examines the strategic use of various marketing communication elements including advertising, sales promotion, public relations, personal selling, event sponsorships and direct marketing to build and maintain brand equity. Analysis will focus on topics such as: selecting among alternative promotional tools; budgeting and allocation decisions; determining appropriate message strategy; developing media schedules for a given product/market, and ethical principles in marketing communications. Particular attention will be paid to the effective integration of elements across the promotional mix.

MKT 3212  Retail Promotion  3 credits  
Prerequisite:  MKT 2280 Principles of Marketing  
This course focuses on promotion strategies and tools used by retailers to achieve a multitude of objectives such as building the store image, generating store traffic, and inducing immediate purchases. Students are exposed to the broad array of tools from the use of local advertising in broadcast and print media to in-store displays and product/visual merchandising.

MKT 3515  Purchasing and Supply Chain Management  3 credits  
Prerequisite:  MKT 2280 Principles of Marketing  
Topics include the scope and objective of negotiation in procurement, participation and relationship of functional elements of the organization of the purchasing department; preparation, conduct and recording of negotiations; analysis of sources of supply, contract cost, price, profit, investment and risk; cost principles; techniques of negotiation; make or buy; and transportation service.

MKT 3525  Sales Management  3 credits  
Prerequisite:  MKT 2280 Principles of Marketing  
The management of personal selling process in marketing: types of sales organizations and their relations with other departments of the business; the place of sales research and planning in marketing; the selection of selling methods; credit, collection and sales financing hiring, training, compensating and supervising of salesman.

MKT 3530  Consumer Behavior  3 credits  
Prerequisite:  MGT 2404 Managerial Psychology  
MKT 2280 Principles of Marketing  
A study of the nature and determinants of consumer behavior. Attention will be focused on the influence of socio-psychological factors such as personality, various social groups, demographic variables, social class, and culture on the formation of consumers’ attitudes. The course will cover consumption and purchasing behavior; including steps in the decision-making process starting from problem identification, information and fact finding, evaluation of alternatives, buying decision, and after-purchase evaluation.

MKT 3620  Global Marketing  3 credits  
Prerequisite:  MKT 2280 Principles of Marketing  
Topics discussed include principles and operations of international and global marketing concepts, the international marketing environment; trade promotion activities of the government and private agencies environmental aspects of international market; financial features and instruments, marketing structure of international trade, terms of trade and credit. International marketing position, foreign market survey, segmentation, targeting and positioning, sourcing strategies, global market entry strategies, strategic elements of competitive advantage, global marketing mix including product decisions, pricing, channels of distribution and global marketing communication mixes will also be discussed.
MKT 3627 Sales Promotion 3 credits
Prerequisite: MKT 2280 Principles of Marketing
The principles and practices in guiding management in making the key decisions necessary in sales promotion program: the selection of the proper sales appeals, sales promotion directed towards company’s sales staff, middlemen and ultimate consumers. Study will be focused on planning and evaluation of promotional activities, including the merchandising functions.

MKT 3628 Public Relations 3 credits
Prerequisite: MKT 2280 Principles of Marketing
This is an in-depth introduction to the body of knowledge underlying the public relations process and the job skills of public relations professionals, the role of public relations organizations, and the role of public relations in organizations. The perspective taken in this course is on promotional campaigns in which public relations plays a key element and students will learn about the specific techniques and tools used in the field of public relations.

MKT 3629 Pricing Strategy and Decision 3 credits
Prerequisite: MKT 2280 Principles of Marketing
Topics include strategic pricing concept, cost structure, market-based pricing for profit, understanding of pricing influence on purchase decision, role of value in pricing, price sensitivity analysis, price elasticity; competitive pricing, proactive pricing, and an initial launch of integration of elements in profitable pricing. The course will also cover pricing for new products and different pricing schemes by segments, product-line pricing, pricing as a promotional tool, pricing to leverage competitive advantages, pricing psychology, and pricing ethics.

MKT 3803 Retail Management 3 credits
Prerequisite: MKT 2280 Principles of Marketing
This course aims at introducing students to the essential principles and practices of a small business in the area of retail operations. It will cover planning, operations and control in the various retailing institutions, retailing opportunities and careers with a major emphasis on the need to adopt decisions on store location, layout, building, fixtures, equipment and merchandise management. It will also discuss buying, handling, control and pricing, store promotion and customer services.

MKT 3823 Marketing Channel Strategy and Decisions 3 credits
Prerequisite: MKT 2280 Principles of Marketing
Structure, functions, types, and operating problems of the various institutions in the chain of distribution of different types of products and industries, and segmentation for marketing channel design will be included. Channel strategy formulation and implementation, the scope of the distribution system, distribution policies, the communication network, evaluation and control of channel performance are to be discussed. The course will include the fast emerging Thai cooperatives as part of a channel system, their organization, and management. The course will also explore channel implementation issues regarding distribution intensity and vertical constraints, and strategic alliances in distribution.

MKT 3830 Direct Marketing 3 credits
Prerequisite: MKT 2280 Principles of Marketing
This is a study of the methods of direct marketing to consumers and businesses without using conventional retailers or sales forces. It discusses the use of direct marketing techniques to enhance traditional marketing methods. Topics include the scope of direct marketing, strategic planning, offer planning and positioning database management, direct mail, telemarketing, catalogs, and direct response advertising. Marketing applications and concepts will be illustrated through examples and case studies.

MKT 3831 Retail Buying and Merchandise Management 3 credits
Prerequisite: MKT 3803 Retail Management
A study of organization and responsibilities of merchandise divisions, both independent and chain. Topics include duties and problems of the store buyer, the merchandise manager, demand forecasting, sources of buying information, buying policies and practices, selection and evaluation of resources, inventory planning, and control.

Updated on September 7, 2007
MKT 3832  Customer Relationship Management  3 credits
Prerequisite: MKT 2280 Principles of Marketing
Today's business environment is replete with uncertainty and threatened customer loss. Hyper-competition fills the environment, making a firm's competitive ability more important than ever. This course focuses on both aspects of customer relationship management: building and retaining customer loyalty as well as winning back lost customers. In so doing, the course structure includes readings about industry case examples around customer loyalty and win-back, readings and discussions on techniques and market information applicable to the goals of loyalty and win-back, and an industry project application.

MKT 3833  Marketing for Technological Products  3 credits
Prerequisite: MKT 2280 Principles of Marketing
This course will facilitate students to understand marketing on high-tech products. Keeping up with new technologies, understanding them, and having a feel for the business/marketing issues can drive the potential success. The list of even basic industries that technology is changing is vast, and includes industries such as automobiles, oil and gas, mobile phones and consumer foods.

MKT 3834  Internet Advertising  3 credits
Prerequisite: MKT 2280 Principles of Marketing
A study of the Internet as an advertising medium. Topics include the types of on-line models of advertising; how Internet advertising time and space is bought and sold; usage behaviors of Internet users; identification of targeting opportunities; measurements of Internet advertising activity and effectiveness; and management software solutions. Students will also learn to develop various forms of Internet advertisements.

MKT 3835  International Marketing Communications  3 credits
Prerequisite: MKT 3102 Integrated Marketing Communications OR MKT 3620 Global Marketing
This is a study of globalize and domestic cultural diversity and their impact on IMC strategy development. Particular focus is given to values, behaviors, and underlying assumptions related to verbal and visual communication strategies and the debate surrounding standardization versus localization of worldwide marketing communications campaigns. Case Studies of IMC campaigns directed towards culturally specific domestic and international audiences are part of the course methodology.

MKT 4725  Competitive Analysis and Strategy  3 credits
Prerequisite: MKT 2280 Principles of Marketing
The course covers provision of analytical concepts in competitive environment, efficient market functioning, industry analysis, strategic groups in industry and global competition, as well as encompassing analysis for competitive advantage, vertical linkages, corporate diversification, and competitive strategic alliances. It provides an understanding of the rivalry using game theory, product positioning, competitive pricing, and research and development in competitive environment.

MKT 4726  Advertising and Creative Strategy  3 credits
Prerequisite: MKT 3102 Integrated Marketing Communications
This course focuses on the role of creative strategy in advertising and other promotional mix, in addition with the examination and systematic development of the creative brief or copy platform as a means of designing message strategies that evoke consistent value and identity. The topics will cover understanding creative content and the creative process, beginning with market analysis and target market selection to brand attributes and value propositions to creative execution. Emphasis is given to working towards and execution of the "big idea".

MKT 4727  Integrated Media Planning  3 credits
Prerequisite: MKT 3102 Integrated Marketing Communications
This course focuses on the nature of media, the media business, and the media industry. Topics include: the roles of and relationships among media planners, buyers, and sellers; the characteristics of traditional, nontraditional, and interactive media; general procedures in media planning; basic and advanced measurements in media analysis; evaluation and selection of media vehicles; the strategic media plan (i.e. target audience selection, objective specification, media and vehicle selection, media buying); setting and allocating the media budget, and; media testing.
MKT 4730  Marketing Management  
Prerequisite:  MKT 2280  Principles of Marketing  
MKT 2900  Principles of Management  
Senior standing with 106 credits  
A study and discussion of the scope and field of marketing management; the need of marketing and product planning for promotion purpose the need to plan for new products to replace existing products, and planning for new marketing techniques, including pricing and pricing policies, the techniques of market survey, its objectives and limitations, the management of personal selling, coordination of advertising with all other aspects of marketing, the development of policy toward changing the items comprising the product lines, and the control of marketing operation.

MKT 4805  Business-to-Business Marketing  
Prerequisite:  MKT 2280  Principles of Marketing  
A course encompassing the marketing problems of manufacturers and distributors of industrial goods such as machinery and equipment, raw and semi-fabricated materials, and industrial supplies and component parts. The course includes the industrial marketing system and concepts, demand and product characteristics, product and service definitions, market identification, evaluation and measurement of marketing performance, pricing; promotion and public relations, industrial channel strategy and logistics, and performance standards and instruments of control.

MKT 4806  Product and Brand Management  
Prerequisite:  MKT 2280  Principles of Marketing  
A study of management concepts concerning price and product policies; strategies used in developing product lines; pricing decisions in keeping up-to-date the prices of both industrial and consumer goods; product line management; environment factors that have impacts on price and product strategies.

MKT 4807  Agricultural Marketing  
Prerequisite:  MKT 2280  Principles of Marketing  
A study of the nature and problems of marketing agricultural products with an emphasis on Thai agricultural marketing. It discusses the nature of Thai agricultural products and their marketing systems, survey of local and foreign agricultural marketing, environmental factors of the agricultural markets, grading, storing and transporting the products, promotional activities and policies of the government and private agencies.

MKT 4809  Marketing for Services  
Prerequisite:  MKT 2280  Principles of Marketing  
Senior standing (Marketing Major)  
A study of nature and characteristics of market and consumer behavior for various services; marketing mix for services; structure and development of institutions involved in selling services such as financial institution, banks insurance companies, transportation firms, hotels and various travel industry agencies. The course also covers the comparison between marketing for goods and marketing for services.

MKT 4810  Export-Import Management  
Prerequisite:  MKT 3620  Global Marketing  
In addition to common principles and practices of international marketing management, the course will include foreign market exploration, exchange problems, practices and document preparation, customs clearances and forwarding practices, detailed study of customs tariffs, duties and export-import premiums, landed cost calculation methods, commodity classification system of the Customs Department, carrier selection decision making, management and organization of freight forwarding and customs clearance agencies, marketing communication for foreign products, management and organization of import and export departments of large commercial firms, and the relationship with financial and transportation intermediaries.

MKT 4811  Seminar in Marketing  
Prerequisite:  MKT4730  Marketing Management  
Senior standing (Marketing Major)  
The primary objective of this course is that of an integrating experience for the students. All areas of marketing curriculum will be brought to play on the problems encountered. The approach will be case study analysis, guest lecturers from business fields, research, and others.
MKT 4812  Individual Research 3 credits  
Prerequisite:  Senior standing (Marketing Major)  
This course aims at developing in students the ability to apply a theoretical concept to the real world problems of any organization in a selected industry in Thailand. Any specific area of concentration will be chosen by the student upon agreement with an instructor selected from the faculty members of the Marketing Department. A typewritten report must be submitted.

MKT 4825  Logistics in Retailing 3 credits  
Prerequisite:  MKT 2280 Principles of Marketing  
Topics include an analysis of distribution logistics as they relate to time-service concepts, profit control centers, technological gains, the transportation system, economics of transportation pricing, national and international regulations of transportation, freight rates of different modes and their classification systems, transportation terminology, documentation, routes, Thai transport laws, quantitative transportation models, and other modern topics. This course focuses on a study of organization structure, communication problems and alternatives evaluation, inventory management, warehousing, and transportation.

MKT 4829  Marketing Decision Making 3 credits  
Prerequisite:  MKT 2280 Principles of Marketing  
Graduating Only or Department Chairperson’s Approval  
A course directed towards planning and control in the area of marketing. It includes the principles, techniques and actual practices of marketing forecasting, demand analysis and evaluation of market potential. Emphasizing the market projection, sales budgeting, pricing, demand analysis, production and distribution scheduling as a part of administrative planning for profit, market campaign planning, and execution and control.

MKT 4831  Strategic Retail Planning 3 credits  
Prerequisite:  MKT 3803 Retail Management  
Senior Standing only  
This course concentrates on planning to meet the retail objectives. Attention will be devoted to retail strategy planning process, including consumer behavior, retailing research, selection of a store location, the retail organizational structure, merchandise planning and management, communication with the customer, pricing, planning for service retailers, integrating and controlling the retailing strategy and retailing trends. Students should complete this course with a “big picture” view of retailing and an understanding of significant factors in retailing success.

MKT 4845  IMC Research 3 credits  
Prerequisite:  MKT 3102 Integrated Marketing Communications  
MKT 3530 Consumer Behavior  
MGT 3940 Business Research Methodology  
A methods course that covers all aspects of conducting marketing and communications research and presenting the research findings. Greater attention is given to marketing communications research topics such as media effects research, advertising effectiveness research, audience and segmentation research, and concept testing. Research approaches such as qualitative research, content analysis, survey research, experimental research are covered in detail.

MKT 4846  IMC and Building Brand Equity 3 credits  
Prerequisite:  MKT 3102 Integrated Marketing Communications  
Senior Standing only  
This course focuses on how integrated marketing communications cultivates brand equity. This includes the recognition of the importance of effective corporate/ product/ brand positioning and the utilization of strategies to establish a favorable position. Topics include how brand equity should be managed, how brand equity is created and protected, and how it is measured both perceptually and financially. The four dimensions of brand equity – brand loyalty, brand awareness, perceived quality, and brand associations – are discussed in detail.

MKT 4847  IMC Workshop 3 credits  
Prerequisite:  MKT 3102 Integrated Marketing Communications  
Senior Standing only  
This course covers new developments and specialized topics in IMC. Students need participation in an off-campus, supervised work experience at a media organization. Regular meetings with the internship coordinator, periodic reports, as well as a final paper relating the work experience to the student's course work.
MKT 4848  Contemporary Issues in Marketing  3 credits
Prerequisite:  MKT 2280 Principles of Marketing
Senior standing only

This course is designed to incorporate the current issues in marketing field, marketing theories and practices in developing and less developing nations, social marketing, green marketing, application of generic marketing theories to multiple industries, including services, trading, health care, and agriculture and ethical marketing practices and dilemmas.

MKT 4849  IMC Campaign Planning  3 credits
Prerequisite:  MKT4726 Advertising and Creative Strategy
MKT4727 Integrated Media Planning
Senior standing only

This capstone course is a conceptual synthesis and practical application of business, research, media planning, and creative principles used in the formulation of persuasive messages. And the development of a complete integrated marketing communications (IMC) campaign for sales promotion, and both written and oral presentation of the campaign.

MKT 4855  Research in Marketing  3 credits
Prerequisite:  MKT 2280 Principles of Marketing
MGT 3940 Business Research Methodology

An introduction to the principles and methods of marketing research: securing the respondents, making a test investigation, sampling, collecting data, types and errors of collected data, tabulating and analyzing the information, interpreting the findings and stating the conclusion. Through a series of class projects, practical experience is offered to the students on how research techniques and procedures are applied to the solution of marketing problems. The determination of market potential and sales quota, reduction of selling costs, forecasting and appraisal of sales promotional efforts, advertising program and channels of distribution are also comprehensively discussed.

MKT 4857  Qualitative Research in Marketing  3 credits
Prerequisite:  MKT 4855: Research in Marketing
Senior standing only

An initial course to provide basic application of qualitative techniques in research including in-depth interviews, focus-group research and applicable psychological measurement techniques to understand the consumers’ buying decision making, data collection and analysis through content analysis, discourse analysis and others. It integrates some concepts especially delicate methods of data collection for which quantitative analysis may not be sufficient.

ACT 1600  Fundamentals of Financial Accounting  3 credits
Prerequisite:  For School of Management Students
For Risk Management and Industrial Service Students
For Business Economics Students

The course is designed to introduce the fundamentals of accounting to develop understanding of the basic accounting conceptual framework underlying business transactions, understanding definition, purpose, usefulness, limitation of accounting information as well as preparing financial statements and to determine the most appropriate financial measures for those events. A study of accounting principle by using double entry system and complete accounting cycle: journalizing both general and special journals, adjusting and closing; posting to ledger; preparing trial balance, work sheet, preparing financial statements. Emphasis is placed on accounting practices for service firms and merchandising firm: accounting for cash, petty cash, receivable, payable, payroll, investment, notes receivable, inventory, non current asset, natural resources, intangible asset, liability, owner’s equity; principle and method of voucher system.

ACT 2620  Fundamentals of Managerial Accounting  3 credits
Prerequisite:  ACT 1600 Fundamentals of Financial Accounting

The course is examined from the perspective of students preparing to use management accounting information as managers. It introduces the evolving role that managerial accounting has played and is expected to play in servicing the informational needs of managers in the planning, organizing and controlling functions. Done through a study of systematic structuring of business decisions and identifying the information relevant to a decision. To train students to think systematically about improving existing systems to further an organization’s competitive advantage.
ACT 3602  Intermediate Accounting I  3 credits
Prerequisite:  ACT 1600 Fundamentals of Financial Accounting
A detailed study of accounting conceptual framework, accounting principles, practices and problems of accounting for assets: definition, classification, measurements, valuation, impairment of assets, presentation and disclosure of assets in balance sheet. It’s scope include accounting for cash, marketable securities, notes receivable, accounts receivable, merchandise inventory, investments, tangible and intangible assets, natural resources, and different methods of depreciation and the difference between capital and revenue expenditure.

ACT 3603  Intermediate Accounting II  3 credits
Prerequisite:  ACT 1600 Fundamentals of Financial Accounting
A detailed study of accounting principles and practices in accounting for short term liabilities, long term liabilities and owner’s equity: definition, classification, measurements, valuation, presentation and disclosure on financial statements. Accounting for Partnership: organization, operation, dissolution, liquidation, financial statements preparation and presentation. Accounting for Corporation: organization, issuance of stock, increase and decrease of capital, additional paid-in capital, earnings per share, retained earnings, appropriate retained earnings, liquidation, and financial statements preparation and presentation.

ACT 3604  Taxation  3 credits
Prerequisite:  BG 1401 Business Law II
A survey of factors relating to taxes paid by individuals and business enterprises: principles and features of taxation according to Revenue Codes; methods of various tax liability appraisal and collection such as personal income tax, corporate tax, business tax, custom, excise tax, duties and stamps, and other kinds of taxes involved in business.

ACT 3605  Tax Accounting  3 credits
Prerequisite:  ACT 1600 Fundamentals of Financial Accounting
ACT 3604 Taxation
A study of practical problems and procedures in compliance with Revenue Codes: principles for determining income tax for both personal and corporate income taxes, expenditures, value added tax, withholding tax, special business tax, custom, excise tax, duties and stamps, valuation of assets and liabilities, and depreciation in calculation of net income or profit for tax purposes.

ACT 3606  Government and Fund Accounting  3 credits
Prerequisite:  ACT 1600 Fundamentals of Financial Accounting
A study of system and procedure of governmental and state enterprise accounting, and the national budget system, with major emphasis on the government’s financial management, national budget, financial funds, governmental and fund accounting systems, controlling function of the National Audit Council and the Comptroller General Department, national financial statements, accounting of municipalities and other government agencies, state enterprise accounting, and fund accounting of foundations, educational institutions, etc.

ACT 3607  Financial Statements Analysis  3 credits
Prerequisite:  ACT 2620 Fundamentals of Managerial Accounting
FIN 3701 Corporate Finance
This course is designed to enable students to read and interpret financial statements, and to analyze and criticize departmental financial matters. Emphasis is given to the study of stockholders’ equity, investment, capital expansion, and division of profit. A detailed examination of the analysis and interpretation of financial statements, techniques employed in financial statement analysis, presentation of reports to stockholders and interested public. The principles employed in analyzing assets from the viewpoint of investment, profitability and other factors that affect price of securities, forecasting and analysis of security market environment, including critical problem solving.

ACT 3621  Budgeting and Planning  3 credits
Prerequisite:  ACT 2620 Fundamentals of Managerial Accounting
The process in preparing budgets for managerial planning and control: procedures for various types of budgets such as cash budgeting, capital budgeting, sales budgets, production budgets, interrelationship among budgets, cost-volume-profit analysis and other related topics.
ACT 3622  Cost Accounting  3 credits
Prerequisite:  ACT 2620 Fundamentals of Managerial Accounting
This course is designed to enable students to understand cost concepts, cost terms, definition, important and usefulness of cost accounting information for planning, and controlling under certain and uncertain circumstance, cost accumulation, techniques in cost analysis, preparing production cost reports, accounting procedures for raw materials, labor and overhead costs as well as various cost accounting approaches: job-order accounting, process costing, point-product and by product costs, cost control by means of standard costs; analysis of variances; preparing production cost reports; cost volume profit relationship; variable costing system; budgeting and planning; pricing and transfer price; and activity base costing.

ACT 3623  Cost Management  3 credits
Prerequisite:  ACT 3622 Cost Accounting
A study of using cost accounting information for managerial planning and production control, including the use of such information for product pricing. Detailed attention to variable cost, fixed cost, mixed cost, direct costing, absorption costing; analysis of costs for decision-making; capital expenditure planning; rate of returns; manufacturing expenses control; measurement and control of various work units.

ACT 3624  Real Estate Accounting  3 credits
Prerequisite:  ACT 3622 Cost Accounting
Accumulation and selection of data; recording analysis, and preparation in report format to conform to real estate laws and other pertinent laws of Thailand for investors, investment firms, housing projects, speculators, real estate agencies, condominium cooperatives, real estate developers and financial institution real estate portfolios. At discretion of the instructor, coverage may include various expense allocation systems, analysis of variances against projected expenditures, including use of the case method.

ACT 3625  Hospital Accounting  3 credits
Prerequisite:  ACT 3622 Cost Accounting
This course is designed for students interested in specializing in accumulating, recording, interpreting accounting data and preparation of reports on various hospital procedures (including medical service functions and institutions such as polyclinics and nursing homes) both for the public and private sectors of hospitals. The course includes studying rules and regulations governing the accounting of health services in Thailand.

ACT 3626  Hotel Accounting  3 credits
Prerequisite:  ACT 1600 Fundamentals of Financial Accounting
This course offers specialization for students interested in entering this vital sector of Thailand’s economy. Accumulation of data and preparation of reports on the performance of various hotel functions: room rentals; food and beverage, including indoor, banquet and outdoor catering; entertainment, laundry and other services; foreign exchange; arcade rental income and other franchise income such as limousine rentals, parking, exhibition stalls, sauna and health clubs, massage parlors, sports centers, etc. Included also will be control systems, periodical performance appraisals and analysis of variances for corrective action.

ACT 3641  Auditing I  3 credits
Prerequisite:  ACT 3602 Intermediate Accounting I OR ACT 3603 Intermediate Accounting II
A study of auditing conceptual framework, standards, law and professional acts. This course is offered for students to understand a comprehensive, complete and integrated package covering all topics related to auditing and auditor’s practice. These topics include roles and responsibilities of external auditors, accepting auditing jobs, professional ethics and accountability, audit planning, fraud and errors in auditing process, auditing reports and procedures: assets, liabilities, owners’ equity, revenue and expenses. In addition, the scope will encompass auditing standards, internal control, risk assessments, risk control as well as audit decision making and evidence accumulation.
ACT 3642  Internal Auditing  3 credits
Prerequisite:  ACT 3602 Intermediate Accounting I OR
ACT 3603 Intermediate Accounting II
This course is designed to study the performance of an internal audit in terms of an independent
appraisal function, which serves to examine and evaluate the adequacy and effectiveness of an
organization’s system on internal control and its overall quality of performance. This course will
enable an internal auditor to furnish top management with analysis, appraisals, recommendations,
counsel, and information concerning the activities audited. In addition, the scope will encompass the
internal auditing process, internal auditing skills, management control and information technology, and
the audit environment.

ACT 4607  Advanced Accounting I  3 credits
Prerequisite:  ACT 3602 Intermediate Accounting I
ACT 3603 Intermediate Accounting II
An advanced course covering specific accounting procedures: joint venture, consignment, installment sale,
hire purchase, leasing, real estate, construction contract, funds accounting, not for profits organization,
insurance, home office and branch accounting for both domestic and foreign countries. Accounting
procedures regarding currency exchange, correction of errors, and preparation of financial statements from
incomplete records.

ACT 4608  Advanced Accounting II  3 credits
Prerequisite:  ACT 3602 Intermediate Accounting I
ACT 3603 Intermediate Accounting II
A study of accounting for business combination, investment in associated and subsidiary companies,
preparation of consolidated financial statements, statement of realization and liquidation. In addition, the
scope will encompass the accounting for statement of affairs, receiverships, accounting for foreign
currency translation, accounting for trouble debt restructuring, preparation statement of change in
stockholders’ equity, comprehensive income statements, statement of cash flows, and consolidated
statement of cash flows.

ACT 4609  Accounting Theory  3 credits
Prerequisite:  ACT 3602 Intermediate Accounting I
ACT 3603 Intermediate Accounting II
A study of various accounting theories; evaluation of main accounting concepts; survey of
contemporary accounting with emphasis on current developments and issues.

ACT 4611  Seminar in Accounting  3 credits
Prerequisite:  ACT 4607 Advanced Accounting I
The primary objective of this course is to integrate all areas of the accounting curriculum for students.
The approach will include case study analysis, guest lecturers from business, field research, and others.

ACT 4612  Independent Study  3 credits
Prerequisite:  Senior standing (Accounting Major)
This course aims to develop in students the ability to apply a theoretical concept to the real problems of any
organization in a selected industry in Thailand. A specific area of concentration will be chosen by
students upon consultation with an instructor selected from the faculty of the Accounting Department.
A written report must be submitted.

ACT 4624  Seminar in Management Accounting  3 credits
Prerequisite:  ACT 3623 Cost Management
A study of problems concerning the relationship, understanding, and cooperation from other work units
involved in data collection and analysis for the purpose of designing a cost accounting system, as well
as a study of problems arising from the application of cost accounting concepts to various work
systems.

ACT 4642  Auditing II  3 credits
Prerequisite:  ACT 3641 Auditing I
A study of practices and problems in auditing which involve the use of accounting principles in
auditing financial statements; patterns for different types of industries; and a study of the statements of
certified public accountant institutes that often raise important problems for accountants to consider.
ACT 4643  Seminar in Auditing  3 credits
Prerequisite:  ACT 4642 Auditing II
A review of auditing problems, principles and practices in auditing accounts; legal aspects in auditing, and other related topics including the current issues relating to auditing.

ACT 4645  International Accounting  3 credits
Prerequisite:  ACT 3602 Intermediate Accounting I
Concentration on the accumulation and recording of accounting data for business firms with multinational presence, including analysis and reporting of these by function, products, product lines and by country/location for proper presentation of operational results to top management.

ACT 4646  Accounting Information System  3 credits
Prerequisite:  ACT 3602 Intermediate Accounting I
A study on the nature, elements and procedures of the accounting information system including the rational data base concepts and design, system development and documentary techniques as well as the computer based information systems controls. This course also will study computer fraud and its security, the design of data flow diagrams and system flowchart, accounting cycle of various transactions such as revenue, expenditure and production cycle, payroll cycle and reporting system.

ACT 4647  Accounting Software Package  3 credits
Prerequisite:  BIS 2180 Information Technology
A study on the utilization of computer software applications in accounting, including the systems of receivables, payable, payroll, inventory and labor cost. The course will also study the process of using software applications from the designing of the chart of accounts, entering data, as well as the construction of financial and management reports available for the needs of management for decision-making.

BG 1000  Communication in Thai  3 credits
Prerequisite:  None
This course is designed to develop the students’ ability to communicate in oral and written Thai business language, and to analyze and appreciate the literary writings in the wealth of Thai literature. Emphasis is given to fast reading, comprehension and writing.

BG 1001  English I  3 credits
Prerequisite:  BG 0002 Basic English II
This course aims at developing comprehension and skills in reading, writing, listening and speaking. It involves the basic writing practices by using grammatical structures, vocabulary and expressions to enable students to achieve language proficiency.

BG 1002  English II  3 credits
Prerequisite:  BG 1001 English I
This course is intended to develop more advanced English proficiency in reading, writing, listening, speaking and expression ideas through group discussions and effective writing.

BG 1100  Physical Education  1 credit
Prerequisite:  None
This course is centered around the physical activity needs, abilities, and interests of young adults. The aims are to create unity among students and to help them to improve physical fitness, to provide opportunity to establish skills in basic movement, to bring performance in elected physical activities to a high level of satisfying proficiency, and to find enjoyment in physical activity and lasting interest in continuing voluntary participation. Activities include swimming, soccer, basketball, volleyball, tennis and social dance.

BG 1200  Mathematics for Business  3 credits
Prerequisite:  None
The study of algebraic operations and processes such as polynomials, exponents and radicals, linear equations, quadratic equations, logarithmic equations. A business-oriented course involving differential calculus. It covers differential calculus: functions, limits, derivatives, optimization, single variable business and economic models.
BG 1201  Statistics I  3 credits
Prerequisite:  None
The application of statistics in business, collection of data, tabulation, and graphical presentation, with
emphasis on the computation of various averages, measures of dispersion moments, skewness and
kurtosis, elementary probability theory, Binomial, Normal and Poisson distributions, sampling theory,
estimation theory, tests of statistical hypotheses, and SPSS.

BG 1202  Science, Man and His Environment  3 credits
Prerequisite:  None
A general study of science and technology emphasizing scientific inventions and innovations and their
applications to business as well as the side effects of modern technology on man and his physical
environment.

BG 1400  Business Law I (Civil & Commercial)  3 credits
Prerequisite:  None
This course is intended to give students an introduction to the general principles of the civil and
commercial laws of Thailand, beginning from the fundamental principles of law to sources, definition,
jurisprudential relationship between persons, nature, interpretation, application and cancellation of laws
including the system and administration of the courts. Further lectures deal in general principles of
person, types of persons, capacity of persons, things/property (movable and immovable) juristic acts,
wrongful acts, obligations and prescriptions of claims. Specific contracts and practice which are
common in commercial transactions such as sale, exchanges, gift, hire/purchase of property, hire of
service, hire of work, carriage, loan, deposit, surety ship, mortgage, pledge, agency, brokerage,
insurance and bills will also be dealt with as far as they are necessary to give the students an insight
into these matters.

BG 1401  Business Law II (Partnership & Company)  3 credits
Prerequisite:  BG 1400 Business Law I
This course is in continuation of the basic knowledge of BG 1400 and is aimed at giving students
specific knowledge of laws concerning partnership and companies. The lectures will deal with general
provisions, definitions, rights and duties, relationship among those who are partners, shareholders and
third persons, the procedure for formation of such juristic persons, their management audit, increase
and reduction of capital, debentures, dissolution and liquidation. The relationship of such juristic
persons (partnership and company) in dealing with banks involving promissory notes, bills of
exchange, checks and other negotiable instruments and mercantile documents will also be introduced.

BG 2000  English III  3 credits
Prerequisite:  BG 1002 English II
This course comprises a survey of the various types of communication used in the business world,
including format and usage. Extensive opportunities for expression will be provided with the
supervision and guidance of the instructor.

BG 2001  English IV  3 credits
Prerequisite:  BG 2000 English III
This course is designed for students to become skillful in writing idiomatic English. Its objective is to
provide experiences for students to write in a logical, persuasive and authoritative way on any subject
that may be of interest to them in their business and daily lives.

BG 2200  Statistics II  3 credits
Prerequisite:  BG 1201 Statistics I
A continuation from Statistics I: Chi-square, non parametric, index number, regression and correlation
analysis of time series with application of statistical methods to industrial and business problems, and
SPSS.

BG 2400  Macroeconomics  3 credits
Prerequisite:  None
The objective of this course is to give students an overall picture of economic systems. A study of the
relationship between micro-economics and macro-economics will be starting point. However,
emphasizes of this course are on the following: theories and methods of measurement of output and
national income; saving and investment; government expenditure; balances of trade and payment as
well as various economic problems and their solutions: inflation, deflation, unemployment, business
cycles. The subject also covers the importance and role of macroeconomics in basic economic
development.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Prerequisites</th>
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<tbody>
<tr>
<td>BG 2401</td>
<td>Microeconomics</td>
<td>3</td>
<td>None</td>
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<tr>
<td></td>
<td>A study of micro-economics as it is</td>
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<td>related to macro-economics as well</td>
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<td>as other fields of studies. This</td>
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<td>course will cover pricing mechanism,</td>
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<td>demand and supply, consumption,</td>
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<td>behavior and consumption and</td>
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<td>patterns of individual, organization,</td>
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<td>industry and economy as a whole;</td>
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<td>utility theory, indifference curve</td>
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<td>analysis, law if diminishing return,</td>
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<td>theory of production and its costs,</td>
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<td>types of market structure in economic system, theory of factor price: wage, rent, interest and profits.</td>
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<td>BG 2402</td>
<td>Ethics</td>
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<td>BG 2000 English III</td>
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<td>A course designed to help students</td>
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<td>discover themselves and their</td>
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<td>potentialities so that they may be</td>
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<td>able to effectively deal with the</td>
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<td>reality of themselves and others in</td>
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<td>the social milieu in which they find</td>
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<td>themselves. For this purpose, the</td>
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<td>course concentrates on discussion of</td>
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<td>the nature of man, the nature of</td>
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<td>the good life, the nature of society</td>
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<td>and nature of ultimate reality.</td>
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<td>BIS 1140</td>
<td>Microcomputer Applications</td>
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<td>This course aims at training how to</td>
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<td>use various software packages for</td>
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<td>personal and business applications.</td>
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<td>Word Processing, Electronic</td>
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<td>Spreadsheet, Internet Applications,</td>
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<td>Presentation Tools are emphasized.</td>
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<td>BIS 2180</td>
<td>Information Technology</td>
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<td>This course is to introduce various</td>
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<td>types of information technology</td>
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<td>including system unit, I/O devices,</td>
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<td>storage devices, communications</td>
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<td>devices, software, data and</td>
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<td>information processing. Functions</td>
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<td>and their applications in businesses</td>
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<td>BIS 3315</td>
<td>Programming and Algorithms</td>
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<td>BIS 1140 Microcomputer Applications</td>
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<td>This course is designed to introduce</td>
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<td>the concepts in programming based on</td>
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<td>selected programming languages.</td>
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<td>It includes essential programming</td>
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<td>tools, logics and algorithms, as well</td>
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<td>as program coding and debugging.</td>
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<td>BIS 3340</td>
<td>Computer Tools in Research</td>
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<td>BIS 1140 Microcomputer Applications</td>
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<td>This course aims at training how to</td>
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<td>use statistical software tools to</td>
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<td>conduct research including data</td>
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<td>collection, processing and</td>
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<td>presentation. Software analytical</td>
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<td>features are also examined.</td>
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<td>BIS 3348</td>
<td>Principles of Multimedia</td>
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<td>BIS 1140 Microcomputer Applications</td>
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<td>The course provides the theories and</td>
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<td>concepts of various multimedia types:</td>
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<td>still-image, sound, 2-D and 3-D</td>
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<td>animation, motion pictures. Several</td>
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<td>data compression techniques are also</td>
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<td>BIS 3349</td>
<td>Fundamentals of Computer Graphics</td>
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<td>BIS 1140 Microcomputer Applications</td>
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<td></td>
<td>The course provides theories and</td>
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<td>practices of computer graphics. The</td>
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<td>skills and techniques in the</td>
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<td>implementation of the design are to</td>
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<td>be developed by the use of various</td>
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<td>graphic software and programs.</td>
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<td>BIS 3515</td>
<td>Object-Oriented Concepts and</td>
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<td>BIS 1140 Microcomputer Applications</td>
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<td>Programming</td>
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<td>BIS 2180 Information Technology</td>
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<td>This course is aimed to build the</td>
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<td>object-oriented analytical and</td>
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<td>programming skills based on</td>
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<td></td>
<td>object-oriented concepts, tools and</td>
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<td>programming languages. It integrates</td>
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<td>how to create the information</td>
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<td>systems modeling, and how to develop</td>
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<td>stand-alone or networked applications.</td>
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<td>BIS 3567</td>
<td>Human-Computer Interaction</td>
<td>3</td>
<td>BIS 1140 Microcomputer Applications</td>
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<td>BIS 2180 Information Technology</td>
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This course introduces techniques and tools for the analysis, design, implementation and testing of human-computer interfaces. Special topics such as user-centered approaches to software requirements analysis, rapid prototyping and usability testing will be covered.

**BIS 3587**  
Principles of Electronic Commerce  
Prerequisite:  
- BIS 1140 Microcomputer Applications  
- BIS 2180 Information Technology  
This course introduces principles of electronic commerce. Emphasis is placed on how to establish electronic commerce together with its necessary mechanism. Hyper Text Markup Language (HTML), web-developing tools, and multimedia will be covered. The skills and techniques in the implementation of the e-commerce and multimedia concepts are imparted by a hypermedia simulation project.

**BIS 3588**  
Digital Business Enterprise  
Prerequisite:  
- BIS 2180 Information Technology  
This course provides the knowledge of information systems in both a technological and managerial points of view. It describes how Information Technology creates a new infrastructure for the digital integration of a business enterprise ranging from a small company to multinational corporation (MNC). It focuses on the management challenges and opportunities derived from information systems.

**BIS 3589**  
Analysis Tools in Finance and Accounting  
Prerequisite:  
- BIS 1140 Microcomputer Applications  
This course is designed to introduce spreadsheet software for various finance and accounting applications. Specific applications of financial statements, financial planning and analysis, capital budgeting, stock and bond valuation are also discussed.

**BIS 3617**  
Web Design and Programming  
Prerequisite:  
- BIS 1140 Microcomputer Applications  
This course examines the design and management of web sites for electronic business applications. Topics include aligning electronic business models with web site designs, planning a web site, programming for web site, using web development and design tools, and evaluating web site effectiveness.

**BIS 3618**  
Selected Programming Language  
Prerequisite:  
- BIS 1140 Microcomputer Applications  
This course is designed to introduce a programming language of particular interest. It emphasizes on the features and application of that specific language to create information systems. Program debugging is also discussed.

**BIS 3625**  
Computer Organization and Architecture  
Prerequisite:  
- BIS 2180 Information Technology  
This course focuses on the overview of computer organization and architecture including central processing unit, system interconnection, internal and external memory, cache memory, input/output, digital logic, computer arithmetic, instruction format, instruction set, and operating system.

**BIS 3635**  
Database Systems  
Prerequisite:  
- IS 1140 Microcomputer Applications  
- BIS 2180 Information Technology  
The course covers various data models with the focus on relational database systems and design through entity-relationship diagram and normalization. Database management system (DBMS), query, integrity and security of database are included.

**BIS 3647**  
Digital VDO Editing  
Prerequisite:  
- BIS 3348 Principles of Multimedia  
This course is designed to provide advanced usage of VDO editing software package as a tool to develop motion picture presentation. The knowledge of digital video, storyboard, motion effect, and audio effect are delivered.

**BIS 3655**  
Data Communications and Networking  
Prerequisite:  
- BIS 2180 Information Technology  
This course introduces data communications and computer networks. Topics include communication devices, transmission media, various network protocols, network design, security, and management.
BIS 3666 Information Systems Analysis and Design 3 credits
Prerequisite: BIS 3635 Database Systems
This course provides a methodical approach by emphasizing on the strategies, tools and techniques of systems analysis and design. Topics range from studying the existing systems with DFD and conducting feasibility study to designing interfaces, databases, processes, management reports, as well as planning in deployment and maintenance.

BIS 3687 Electronic Banking and Payment Systems 3 credits
Prerequisite: BIS 2180 Information Technology
This course provides the understanding of financial challenges, risk, and opportunities of building electronic banking and its related businesses. Topics include evaluation of the sources of financing available for electronic business ventures, the deal structures defining financing transactions of new electronic payment system, and emerging electronic banking and payment models.

BIS 4675 Information Systems Project Management 3 credits
Prerequisite: Senior standing (106 credits and above)
This course introduces basic concepts of information-system project management. The understanding of how to oversee or take parts in all project activities is systematized. Project planning and modeling, budgeting, Information Technology management, and business objective realization are also covered.

BIS 4697 Current Topic in Business Information Systems 3 credits
Prerequisite: By Consent of Instructor
This course discusses a current topic in the field of Business Information Systems.

BIS 4698 Selected Topic in Business Information Systems 3 credits
Prerequisite: By Consent of Instructor
This course discusses a selected topic in the field of Business Information Systems.

BIS 4699 Advanced Topic in Business Information Systems 3 credits
Prerequisite: By Consent of Instructor
This course discusses a topic of advanced level in the field of Business Information Systems.

BIS 4718 Web Applications Development 3 credits
Prerequisite: BIS 3617 Web Design and Programming
BIS 3635 Database Systems
This course examines the development of web applications sites for database-driven Web Sites up and running in an organized and efficient way. Topics include database management with Web based DBMS, Application Server, using web development and design tools in developing simple and complex web applications.

BIS 4747 Graphics and Animation 3 credits
Prerequisite: BIS 3348 Principles of Multimedia
BIS 3349 Fundamentals of Computer Graphics
This course aims to introduce concepts and theories of 2-D and 3-D animation, storyboard writing. The use of sophisticated computer animation tools to create the graphics artwork is demonstrated.

BIS 4757 Local Area Network Concepts 3 credits
Prerequisite: BIS 3655 Data Communication and Networking
This course is a comprehensive introduction to Local Area Networks including theory, concepts and installation. Significant updating in LAN Technology is discussed. This course also provides in depth knowledge on Client/Server technology, its protocol and standards.

BIS 4766 Business Process Reengineering 3 credits
Prerequisite: BIS 3666 Information Systems Analysis and Design
This course examines the design of an organization’s structure and business processes. The course primarily focuses on the application of information technologies to transform organizations and improve their performance. Methods of introducing and implementing information technologies to enable organizational change are examined.

Updated on September 7, 2007
BIS 4848        Integrated Multimedia Applications
Prerequisite:  BIS 3647 Digital VDO Editing and BIS 4747 Graphics and Animation
This course introduces concepts, strategies and techniques of interactive multimedia, which combines various forms of multimedia items. The study is based on practical project to allow hands-on experience in integrating multimedia work pieces as “hypermedia”.

BIS 4857        Internet Security
Prerequisite:  BIS 3655 Data Communications and Networking
This course focuses on the overview of Internet security technologies including conventional encryption, public-key encryption, key exchange, message authentication, digital signature, authentication applications, electronic mail security, web security, and firewalls. The concepts of protection from intruder and malicious program are covered.

BIS 4875        Strategic Technology Management
Prerequisite:  Senior standing (106 credits and above)
This course reveals technical foundations and the significance of information systems to management. It examines the important roles of information, people, management, and organization. Information Policies, Network-Oriented Computing, and organizational change management as well as Strategic Information System, Enterprise Resource Planning are also included to support management action and decision-making.

BIS 4878        Software Risk Management
Prerequisite:  BIS 3666 Information Systems Analysis and Design
This course focuses on the practical techniques, concepts and methodologies of software development process. An actual development project is required to effectively impart skills including analysis and design, efficient coding, testability, modular decomposition verification, debugging, and performance analysis.

BIS 4897        Seminar in Business Information Systems
Prerequisite:  Senior standing (106 credits and above)
Each student will be given the responsibility of presenting papers to the class and participating in discussion of papers presented by others or guest speakers.

BIS 4898        Directed Study I
Prerequisite:  By Consent of Instructor
A student may carry out a research topic directed by an appointed advisor.

BIS 4899        Directed Study II
Prerequisite:  By Consent of Instructor
A student may continue the research topic from Directed Study I or carry out a new research topic, directed by an appointed advisor.

BIS 4996        BIS Senior Project
Prerequisite:  BIS 3666 Information Systems Analysis and Design
BIS 4675 Information Systems Project Management
BIS Graduating Status
Each student is required to design his/her own internship program to apply all the acquired knowledge in an information system development project based to a real business setting. Students must produce professional and system documentation, and defend their projects with the appointed committee.

ECO 1401        Economic Reasoning
3 Credits
Introduction to economic way of thinking: Examining the development of economics, the structure and framework of micro- and macro- economic theories, the basic concepts of economics, the approaches used to solve economic problems.

ECO 2501        Principles of Microeconomics
3 Credits
The introduction to microeconomics. examining the way in which scarce resources are allocated in market economies, providing an introduction to the theory of consumption and production with emphasis
on the behavior of consumers in making the choice of consumption, the roles of firms in coordinating production, the market mechanisms in determining prices and the efficiency of resources allocation.

ECO 2502 Principles of Macroeconomics 3 Credits
The introduction to macroeconomics, concerned with the operation of the economy as a whole, with emphasis on the principles of national income, the macro-economic issues such as unemployment, inflation, economic growth, the economic fluctuations, the level of interest rates, savings and investments, exchange rate and the balance of payments, and the role of government fiscal and monetary policy in influencing the economy.

ECO 2503 Economy, Society and Government 3 Credits
The objective of the course is to study the interrelation between economy, society and government. The course explains the influence of the government’s policies both at the national and international level on the society and economy at large. The course is designed to enable the student to describe, evaluate and be critically aware of a range of government policies that impact both society and economy.

ECO 3711 Intermediate Microeconomics 3 Credits
Prerequisite: ECO 2501 Principles of Microeconomics or BG 2401 Microeconomics

ECO 3712 Intermediate Macroeconomics 3 Credits
Prerequisite: ECO 2502 Principles of Macroeconomics or BG 2400 Macroeconomics
Analysis of economy as a whole. Providing theoretical basis to analyze the macroeconomic issues with emphasis on the structure of macroeconomic models, the relationship between aggregate demand and aggregate supply in determining general economic stability, growth, and employment, theory of income determination, growth theory, the government economic policies in the closed and open economy, Implications of different Macroeconomic Policy.

ECO 3713 Economics of Money and Banking 3 Credits
Prerequisites: ECO 2501 Principles of Microeconomics
Analysis of the role of money in the economy: money and capital markets, the role of bank and non-bank financial institutions, theories of money, the central bank and the conduct of monetary policy in stabilizing the economy.

ECO 3714 Mathematical Economics 3 Credits
The application of mathematical techniques such as, derivatives, differential equations, linear programming, matrix, and determinants to problems in economics, particular applications including solving system of equation supply and demand models, input – output models; marginal analysis, optimization problems such as profit maximization and cost minimization.

ECO 3715 Introduction to Econometrics 3 Credits
Prerequisites: BG 2200 Statistics II
ECO 2502 Principles of Macroeconomics
The application of economic theory and statistical techniques for estimating economic relationships, analyzing economic data, building economic models, testing hypothesis and evaluating government and business policy with emphasis on simple and multiple regression analysis and the technical problems associated with the use and property of regression model such as, multicollinearity, dummy variables and specification error.

ECO 3716 International Trade 3 Credits
Prerequisite: ECO 2501 Principles of Microeconomics
The theory and policy of international trade; emphasis on both neoclassical trade theory as well as the modern strategic trade theory; the instruments of trade policy, the trade policies and strategies in both developing countries and advanced countries, and economic integration.

ECO 3717 Managerial Economics 3 Credits
Prerequisites: ECO 2501 Principles of Microeconomics
ECO 2502 Principles of Macroeconomics
Application of economic tools to the analysis of management decisions with emphasis on demand analysis and forecasting, production and cost analysis, market structure and competitive analysis, game theory and competitive strategy, decision making under uncertainty, organization design.

ECO 3721  Industrial Organization   3 Credits
Prerequisite:  ECO 2501 Principles of Microeconomics
Analysis of the behavior of firms in imperfectly competitive market: the relationship between industrial structure and the performance of firms in an industry, the impacts of technological change on costs, profitability and industrial structure, pricing strategy in different market structure, strategy of firms to create market power.

ECO 3722  Business Cycles and Forecasting   3 Credits
Prerequisite:  ECO 3712 Intermediate Macroeconomics
Macroeconomic analysis of business cycle fluctuation: Examining the theories of business cycles, measurement of business cycle, the use of econometric and statistical techniques relevant to forecasting in a business environment.

ECO 3723  Public Finance  3 Credits
Prerequisites:  ECO 2501 Principles of Microeconomics
ECO 2502 Principles of Macroeconomics
Study of the economic role of government with emphasis on public expenditure and taxation, budgetary policy and its impacts on the economy, theory of taxation.

ECO 3724  Comparative Economic Systems   3 Credits
Prerequisites:  ECO 3711 Intermediate Microeconomics
ECO 3712 Intermediate Macroeconomics
Comparisons between the major types of economic system in the world today with emphasis on capitalism, socialism, and the economies of less- and developing countries, the operation of modern market economy, the variants of capitalism, the transformation of socialism into market economy, the Asian economy.

ECO 3725  Financial Economics   3 Credits
Prerequisite:  ECO 3713 Economics of Money and Banking
The application of economic principles in the development of modern finance theory with emphasis on the theoretical models used by financial economists such as the competitive market model, capital asset-pricing, arbitrage and option pricing, the models of firm, theory of financial structure of firm.

ECO 4711  International Macroeconomics   3 Credits
Prerequisite:  ECO 2502 Principles of Macroeconomics
International monetary theory and macroeconomics in open economy: commencing with the analysis of balance of payments, foreign exchange market, the exchange rate systems and theories of exchange rate determination, international financial markets and instruments; macroeconomics in open economy, and international macroeconomic policy.

ECO 4712  Economics of Strategy   3 Credits
Prerequisite:  ECO 3717 Managerial Economics
Study of strategy from the perspective of economics: economies of scale and scope as sources of competitive advantage, firm size and profitability, analysis of firm boundaries; industry and competitive analysis and competitive approaches; analysis of strategic position for competitive advantage, crafting competitive strategy.

ECO 4721  Project Evaluation   3 Credits
Prerequisite:  ECO 3711 Intermediate Microeconomics
The feasibility study of investment project: applying economic and finance techniques both discounted and non-discounted cash flow such as the internal rate of return, the net present value, pay-back period, cost–benefit analysis to evaluate the economic viability of business investment projects.

ECO 4722  Economics of Human Resource   3 Credits
Prerequisite:  ECO 2501 Principles of Microeconomics
Economic analysis of human resource management: traditional model of labor demand and labor supply, marginal productivity theory, the theory of wage differentials and the structure of earnings, human resource development and planning, provision of training and skills, human capital theory, labor relation and theory of bargaining.
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ECO 4723</td>
<td>Agricultural Economics and Agro Business</td>
<td>3</td>
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<td></td>
<td>Prerequisite: ECO 2501 Principles of Microeconomics</td>
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<td></td>
<td>Study of food – and fiber – related industry; the supply and demand of agricultural products, the nature of production, market and price risks, market and industry structure, the nature of agricultural demand, competitive strategy in the world market, government intervention in agribusiness.</td>
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<tr>
<td>ECO 4724</td>
<td>Economics of E-Business</td>
<td>3</td>
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<td></td>
<td>Economics analysis of electronic commerce: Analyzing the impact of e-commerce on cost of goods and services, market structure and competition, the way the business behaves strategically in the new environment.</td>
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<tr>
<td>ECO 4911</td>
<td>Seminar in Economics</td>
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<td></td>
<td>Prerequisite: Senior standing (121 Credits)</td>
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<tr>
<td></td>
<td>Seminar and research on selected topics in Thai business and economy</td>
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<tr>
<td>FIN 2700</td>
<td>Money, Banking and Financial Markets</td>
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<td></td>
<td>Prerequisite: BG 1200 Mathematics for Business</td>
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<td>This is a foundation course focusing on the importance and functions of money, the impact of the monetary and fiscal policies on the money supply and how the financial markets and institutions allocate the money. The course also introduces the analysis of the financial statements, pricing of debt instruments, time value of money, interest rates determinants and international financial system.</td>
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<tr>
<td>FIN 3701</td>
<td>Corporate Finance</td>
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<td></td>
<td>Prerequisite: FIN 2700 Money, Banking and Financial Markets</td>
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<td>The course is an introduction to financial management by corporations. It provides a comprehensive overview from managerial prospective of topics such as the time value of money, management of working capital, planning the needs for short-term and long-term funds and raising the funds, stock and bond valuation, determination of cost of capital, and risk/return trade off that must be considered in using financial leverage.</td>
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<tr>
<td>FIN 3711</td>
<td>Investment</td>
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<td>Prerequisite: FIN 3701 Corporate Finance</td>
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<td>The course provides institutional characteristics of securities markets, security valuation and trading methods, fundamental and technical analysis, selection and management of securities, role of the capital asset pricing model in investment, structuring the portfolio and selecting of the securities, and options and futures markets.</td>
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<td>FIN 3712</td>
<td>Money and Capital Markets</td>
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<td>Prerequisite: FIN 2700 Money, Banking and Financial Markets</td>
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<td>The course aims at introducing the structural characteristics of these markets, operations of the markets and their roles in the financial environment. This includes the instruments, the market participants and the institutions that facilitate the flow of funds through the markets. Interest rates and how they behave with changing market conditions are also examined in the course.</td>
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<tr>
<td>FIN 3713</td>
<td>Business Analysis and Valuation</td>
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<td>Prerequisite: FIN 3701 Corporate Finance</td>
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<td>The course focuses on using the financial statements as a framework for wide range of business analysis. It also integrates the concepts not only from accounting but also economics and businesses to make business decisions. The objective is to get behind the accounting concepts, to evaluate the companies’ performance and to value the companies.</td>
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<td>FIN 3714</td>
<td>Business Condition Analysis</td>
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<td>Prerequisite: BG 2400 Macroeconomics</td>
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<td>The purpose of this course is to encourage students to think systematically about the state of the economy and macroeconomic policy and to develop skills necessary to evaluate the economic environment within which business and financial decisions are made. It emphasizes on the application of macroeconomic theories to understand the impact of governmental policies on the industry and the financial markets. Specifically, the course emphasizes the determinants of national income, business cycles and the relationship between money supply, inflation, interest rates and financial assets.</td>
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FIN 3723  Central Banking System and Policy  3 credits  
Prerequisite: FIN 2700 Money, Banking and Financial Markets  
The course covers the basic principles and practices of the central bank: its control over money circulation and commercial banking including the origin and historical development of central banking. Topics include the Bank of Thailand monetary system and its financial relationship between the central bank and commercial banks as well as the role of the Bank of Thailand in solving economic problems is reviewed.

FIN 3724  Financial Feasibility Planning  3 credits  
Prerequisite: FIN 3701 Corporate Finance  
This is an application-oriented course, which combines theory with practice to evaluate structure, procedures and data of an investment project in order to evaluate its feasibility. Also, the relationship between financial feasibility and other operating factors such as marketing, the economy, and interpretation of information for the purpose of making decisions about financial feasibility are discussed.

FIN 3725  Managerial Economics  3 credits  
Prerequisite: BG 2401 Microeconomics and  
BG 2400 Macroeconomics  
Or  
ECO 2501 Principles of Microeconomics  
ECO 2502 Principles of Macroeconomics  
Application of economic tools to the analysis of management decisions with emphasis on demand analysis and forecasting, production and cost analysis, market structure and competitive analysis, game theory and competitive strategy, decision making under uncertainty, and organization design are covered.

FIN 3731  Portfolio Management and Security Analysis  3 credits  
Prerequisite: FIN 3711 Investment  
The course discusses on the management of investment portfolio in terms of portfolio construction, investment timing and security selection, focusing on the analytical techniques through economics, industry and business analysis. The course also focuses on asset selection and allocation for the construction of an efficient portfolio.

FIN 3742  Financial Innovations and Services  3 credits  
Prerequisite: FIN 3712 Money and Capital Markets  
The course focuses on financial innovations and services of financial institutions and enterprises. Topics include characteristics of financial innovations and services, theories and principles regarding problem identification, estimating markets potential for new and existing products and marketing strategies for innovations and services.

FIN 3743  International Banking  3 credits  
Prerequisite: FIN 4815 Bank Management  
The course discusses the institutions and practices of international banking as differentiated from domestic banking. Topics include international credit and risk management.

FIN 3832  Real Estate Investment Analysis and Valuation  3 credits  
Prerequisite: FIN 3711 Investment  
The course is an integration of theory and practice of real estate operations, valuation, financing, marketing and financial management, and maintenance systems as well as legal aspects of real estate.

FIN 4721  Laws and Practices in Finance  3 credits  
Prerequisite: FIN 3712 Money and Capital Markets  
The course is a comprehensive survey of laws and regulations governing financial institutions, including examination and auditing procedures for commercial banks, trust and finance companies, insurance companies and pawn shops. The course also includes the formalities and requirements governing the establishment of such institutions as well as ethical standards and rules governing their operation and control.
FIN 4722  Personal Finance  3 credits
Prerequisite:  FIN 2700 Money, Banking and Financial Markets
The course is concerned with the management of income, use of funds, personal wealth and property. Topics covered will include personal income and budgeting, consumer credit and credit instruments, types of insurance and annuities, investments, taxes and property planning.

FIN 4723  Export- Import Financing  3 credits
Prerequisite:  Senior standing
The course discusses the principles and practices involved particularly in Thailand, the procurement of credit from all types of institutions in order to finance import and export transactions (trading, contracting, or manufacturing). Discussion will also include viewpoints of financial institutions granting such credit, and pertinent customs procedures and practices. The role of the central bank in such transactions and its rules and regulations on export-import financing will also be discussed.

FIN 4732  Fixed Income Securities  3 credits
Prerequisite:  FIN 3711 Investment
The course discusses the valuation of debt instruments, investment strategies and risk considerations. It expands on the techniques of market analysis and risk control development and extends them to the work of fixed income instruments.

FIN 4812  International Finance  3 credits
Prerequisite:  FIN 2700 Money, Banking and Financial Markets and 106 Credits
The course offers an understanding of the international financial environment and financial management by multinational corporations. It focuses on exchange rate determinations, measurement and management of exchange rate risk, investment, funding and capital structure decision of multinational corporations.

FIN 4813  Financial Management  3 credits
Prerequisite:  FIN 3701 Corporate Finance and 106 Credits
It is an advance course based on case approach to strategically evaluate the performance of corporations and create value for shareholders. Topics include working capital management, capital budgeting, and determination of cost of capital, dividends policy, and financing and capital structure.

FIN 4814  Quantitative Methods for Financial Decisions  3 credits
Prerequisite:  FIN 3701 Corporate Finance
The course objective is to acquaint students with modern quantitative techniques such as probability, statistics, linear programming and other mathematical models which may be applied to financial decisions. Topics will include the probability theory, Bayes’ theorem, random variables, utility and choices under uncertainty, mathematical programming and decision theory. In particular, emphasis will be placed on these topics as applied to theories of investment decision, costs of capital and capital valuations and working capital management.

FIN 4815  Bank Management  3 credits
Prerequisite:  FIN 3712 Money and Capital Markets
The course focuses on the various aspects of bank management. Topics include the nature of commercial banks, assets, liabilities and capital management, liquidity management, credit management and risk management. The course also includes current issues in the banking industry.

FIN 4816  Corporate Strategy and Financial Policies  3 credits
Prerequisite:  FIN 3701 Corporate Finance and Senior standing (121 Credits)
The course provides a theoretical framework used to analyze corporate and financial strategies while focusing on current issues in finance such as merger and acquisition, joint ventures and other forms of corporate restructuring.

FIN 4821  Behavioral Finance  3 credits
Prerequisite:  MGT 2404 Managerial Psychology and
FIN 2700 Money, Banking and Financial Markets
The course applies scientific research on human cognitive bias to better understand economic and financial decisions.
FIN 4822  Individual Research  3 credits
Prerequisite:  Senior standing (Finance and Banking Major)

This course aims at developing in students the ability to apply theoretical concepts to the real world problems of any organization in a selected industry in Thailand. A specific area of concentration will be chosen by the student upon agreement with an instructor selected from the faculty of the Finance and Banking Department. A typewritten report must be submitted.

FIN 4831  Derivative Securities  3 credits
Prerequisite:  FIN 3711 Investment

The course aims to introduce the students to an understanding of derivatives securities including financial futures, options and swaps. The focus is on institutional aspects of derivative markets, pricing models, and the application of derivative securities to manage risks.

FIN 4832  Entrepreneurial Finance  3 credits
Prerequisite:  FIN 3701 Corporate Finance

The course deals with venture capital, financing a new or small firm including forecasting the firm’s investment needs, raising short-term funding and banking relationship, managing working capital, making fixed assets investment and managing risk.

FIN 4841  Credit and Risk Management  3 credits
Prerequisite:  FIN4815 Bank Management

The course emphasizes on the roles and responsibilities of financial institutions on analyzing and structuring credit as well as restructuring problem loans. The course also considers techniques for risk management of financial institutions.

FIN 4931  Seminar in Investment  3 credits
Prerequisite:  Department approval and Senior standing (121 credits)

The primary objective of this course is to provide an integrating experience for the students to contemporary investment issues and reading of journal articles related to investment by applying a case study based approach as well as guest lecturers from various fields of business and research.

FIN 4941  Seminar in Financial Institutions  3 credits
Prerequisite:  Department approval and Senior standing (121 credits)

The primary objective of this course is to provide an integrating experience for the students to contemporary financial institutions issues and reading of journal articles related to financial institutions by applying a case study based approach as well as guest lecturers from various fields of business and research.

GS 1003  World Civilization  3 credits
Prerequisite:  None

A study of the development of eastern civilization and western civilization with emphasis on historical events, social and institutional characteristics, philosophical schools, religions, development of science, and accomplishments in the arts, literature, and music. The course also focuses on the relationship between various factors the affected world civilization and the specific features of civilization that have influenced the world through the centuries.

HTM 3101  Introduction to Hospitality Management  3 credits
Prerequisite:  MKT 2280 Principles of Marketing

A study of fundamentals of Hospitality Management embracing such topics as structure and staff; receptions; public relations; other hospitality services encompassing foods and beverage, housekeeping and engineering. It serves as the introductory course to the hospitality management program.

HTM 3102  Introduction to Tourism Management  3 credits
Prerequisite:  MKT 2280 Principles of Marketing

This course includes an introduction to the tourism industry and the basic concepts, tools, and techniques of tourism management. The impacts of tourism will also be examined, together with the role and the importance of tourism planning in minimizing those impacts of tourism and developing strategies to ensure sustainable evolution.
HTM 3103  Consumer Behavior in Hospitality and Tourism Industry  3 credits
Prerequisite: MKT 2280 Principles of Marketing
This is a study of the diversity of tourists and their consumer behavior. The course is based on the traditional, social and cultural backgrounds. Sociological and psychological factors, social groups, demographic variables, social strata and culture that form tourist attitudes, their consideration, purchasing behavior and consumtion will be revealed. Furthermore, tourist behavior with qualitative and quantitative approaches to assure better understanding of the diversity of tourist behavior will be looked at. Moreover, different cases will be discussed in order to be able to understand and confront situations that happen in front.

HTM 3204  Human Resource Management in Hospitality and Tourism  3 credits
Prerequisite: HTM 3101 Introduction to Hospitality Management
This course is designed to provide the student with a broad yet in-depth overview of the policies, practices, and procedures that can be used to attract, select, develop, and retain quality employees. It includes consideration factors that influence HRM policies and practices. It also provides opportunities for the student to apply course topics to substantive situations to be faced as a future hospitality and tourism professional.

HTM 3205  Marketing for Hospitality and Tourism  3 credits
Prerequisite: HTM 3103 Consumer Behavior in Hospitality and Tourism Industry
This course enables the student to apply the knowledge and skills acquired in Principles of Marketing and Consumer Behavior courses to the hospitality and tourism industry. It includes the evaluation of the industry, analyzing and developing marketing plans, and the application of the various promotional strategies and tools to achieve the organization’s marketing objectives. It also covers the department’s structure, functions, and responsibilities of key personnel.

HTM 3211  Food and Beverage Management  3 credits
Prerequisite: HTM 3101 Introduction to Hospitality Management
This course covers the role and contribution of the Food & Beverage department, its structure, and functions and responsibilities of the key personnel. It includes an overview of the department’s functions: purchasing, receiving, storing, food preparation, stewarding, planning the menu, food service and sales. Additional topics such as food sanitation, food quality and kitchen equipment will be discussed.

HTM 3212  Accommodation Management and Operations  3 credits
Prerequisite: HTM 3101 Introduction to Hospitality Management
This course covers all areas of room division. It includes front office operations, which covers discussions concerning reception, reservation, room sales, registration, cashier responsibilities and night-auditing. It covers functions and roles of the hotel housekeeping department and coordination with the front office department.

HTM 3221  MICE Management  3 credits
Prerequisite: HTM 3102 Introduction to Tourism Management
The study of convention and association management, emphasizing program planning, budgeting, marketing, public relations, food and beverage and hospitality planning, audiovisual and transportation coordination, exhibit sales and management, contract and lease negotiations and human resources.

HTM 3222  Attraction Management  3 credits
Prerequisite: HTM 3102 Introduction to Tourism Management
This course provides a lively and comprehensive introduction to the diversity and richness of the subject. The course considers tourism attraction issues from a wide, multi-disciplinary perspective, combining concepts, analysis and practice.

HTM 4106  Operations Management for Hospitality and Tourism  3 credits
Prerequisite: HTM 3204 Human Resource Management in Hospitality and Tourism and HTM 3205 Marketing for Hospitality and Tourism
This course is an advanced introduction to the fundamentals involved in the management of contemporary private and public sector organizations. The central aim is to provide students with a theoretical framework for the analysis and understanding of hospitality and tourism operations. Thereafter, topics focus on aspects of operations management techniques’ which are relevant to service industry in general, and the hospitality and tourism sectors in particular.

Updated on September 7, 2007
HTM 4107  Hospitality and Tourism Information System  3 credits
Prerequisite:  BIS  2180 Information Technology
HTM 3101 Introduction to Hospitality Management
HTM3102 Introduction to Tourism Management
This course covers the latest information technology in the hospitality industry. This includes property management systems, restaurant management systems and airline management systems. Students will receive hands-on experience of new office software packages in the industry.

HTM 4108  Education and Training in Hospitality and Tourism  3 credits
Prerequisite:  HTM 3101 Introduction to Hospitality Management
HTM3102 Introduction to Tourism Management
This course provides students with principles, guidelines and models based on industrial practices in the area of working and training within the hospitality and tourism sector covering both domestic and international practices. Students will gain more knowledge and understanding related to training and working environment and development in order to advance higher position as well as utilize the available resources to improve working performance, ability of pursue multi-skilled tasks, communication proficiency and enable to widen student's competence to its full potential.

HTM 4111  Food & Beverage Service  3 credits
Prerequisite:  HTM 3211 Food and Beverage Management
The course covers the study of food and beverage operations, service principles and practices, types of table service of beverage, identification of service and restaurant equipment and supplies, effective employee recruitment and selection as well as strategies for orientation, training and evaluations, principles and application of menu planning, the operations of in-house and outside catering, as well as sales and cash control.

HTM 4112  Kitchen Operation  3 credits
Prerequisite:  HTM 3211 Food and Beverage Management
A study of the principles and techniques involved in food production. It includes the study of the kitchen organization, food and personal hygiene, kitchen equipment and utilities, basic food preparation methods, kitchen stewarding, sanitation food production control and standards, and kitchen terms.

HTM 4121  Tour Operations Management  3 credits
Prerequisite:  HTM 3222 Attraction Management
This course describes all aspects of tourism and its distribution channel, operating characteristics of tour operators and travel agents and financial constraints of intermediaries operations. Including transportation in tourism industry will be considered.

HTM 4122  Planning and Development in Tourism  3 credits
Prerequisite:  HTM 3222 Attraction Management
This is a study of all aspects of impact from obvious economic impact, socio-cultural and environment impacts. The different impacts of tourism development will be discussed followed with the notion of sustainable tourism and the possible strategies. These impacts lead to a study of components of the planning process and the role of communities and regions in tourism planning and development. The importance of integrated tourism planning and development will be analyzed.

HTM 4123  Thai History, Society and Culture for Tourism  0 credits
Prerequisite:  Senior standing with 108 credits and above
A study of Thai nation that includes history, society, religious, intellectual heritage, art, literature, handicrafts, classical dance, music, festival, food, fruit of Thailand. Field trips to visit several tourist destinations will also be provided.

HTM 4209  Seminar in Hospitality and Tourism  3 credits
Prerequisite:  HTM 3204 Human Resource Management in Hospitality and Tourism
HTM 3205 Marketing for Hospitality and Tourism
HTM 4106 Operations Management for Hospitality and Tourism
This course is designed to provide students with an opportunity to integrate experience form all areas of hospitality and tourism. The focus will be on the major problems facing management in today’s industry through case study analysis.
HTM 4210  Strategic Management in Hospitality and Tourism  
Prerequisite: HTM 4106 Operations Management for Hospitality and Tourism  
This course contains coverage and analytical discussion of key areas of contemporary hospitality and tourism management: evaluation of the most important global trends in tourism, analysis of the impact of crucial environmental issues and their implications and the major factors affecting international tourism.

HTM 4211  Service Management in Hospitality  
Prerequisite: HTM 4106 Operations Management for Hospitality and Tourism  
A holistic and interdisciplinary approach is used to explore the principles of service management. The course will enhance students' understanding of what actually constitutes quality, the nature of service and strategies for improving it.

HTM 4221  Tour Guiding  
Prerequisites: HTM 4121 Tour Operations Management, HTM 4122 Planning and Development in Tourism  
A study of responsibilities, roles, duties, manners and ethics of professional tour guide including tour guide practice, procedures of inbound and outbound customs as well as tourist safety and first aids. This course also covers human relations, public speaking and service psychology. In addition, the course also provides the principle knowledge of tourism industry, principles of tour guiding, tourism geographic, natural and cultural aspects of tourist destination and its history, economic and sociological background. Field trips to visit several tourist destinations will also be provided.

HTM 4222  Thailand Tourism Products  
Prerequisite: Senior standing with 126 credits and above  
This course covers all aspects of Thailand tourism products. Their historical development and significances will be investigated. Field trips to visit several tourist destinations will also be provided.

IBM 2702  International Business Environment  
Prerequisite: BG 2401 Microeconomics  
The course is an introduction to the global business environment focusing on the economics, social-cultural, political, regulatory and legal dimensions of the international business environment. International business theories, global business environment, FDI, trade polices, institutional arrangements, and government business relationships are examined. The objective of the course is to provide the students a global perspective and to make them aware of challenges and opportunities in the competitive business environment.

IBM 3641  International Product and Brand Planning  
Prerequisite: MKT 2280 Principles of Marketing  
This course focuses on the process of developing and introducing new products and brands for different culture markets. Covered throughout the course are issues in product line and brand management such as product standardization versus differentiation, brand extensions and dilutions, multiple product life cycles, international product positioning and branding, and their impacts on building brand image.

IBM 3642  International Buyer Behavior  
Prerequisite: MGT 2404 Managerial Psychology, MKT 2280 Principles of Marketing  
This course aims to develop an understanding of how industrial and consumer goods are marketed to international buyers and the strategic process of segmentation, targeting and positioning. International buyer behavior models and decision making schemes are introduced to describe and explain variables in addition to culture that affect international buyers’ purchase behaviors. These cognitive, affective and co native responses of industrial and consumer buyers from other countries are examined in various contexts such as in trade shows. Advertising effects, promotional incentives, direct marketing and e-commerce.
IBM 3643  International Marketing Communications  3 credits  
Prerequisite: MKT 2280 Principles of Marketing
This is a study of globalization and domestic cultural diversity and their impact on IMC strategy development. Particular focus is given to values, behaviors, and underlying assumptions related to verbal and visual communication strategies and the debate surrounding standardization versus localization of worldwide marketing communications campaigns. Case Studies of IMC campaigns directed towards culturally specific domestic and international audiences are part of the course methodology.

IBM 3711  Comparative Management  3 credits  
Prerequisite: IBM 2702 International Business Environment
This IBM foundations course focuses on the different elements of culture that have an impact on the internationalization process, organizational structures, strategies, operations, and communications.

IBM 3713  International Management  3 credits  
Prerequisite: IBM 3711 Comparative Management
International Management is concerned with management of assets and operations beyond the borders of one’s home country. This course focuses on managers’ fundamental responsibilities for planning, organizing, leading and controlling firms’ activities across cultures.

IBM 3714  Export-Import Policy and Strategy  3 credits  
Prerequisite: MKT 3620 Global Marketing
This course covers the issues involved in developing comprehensive export/import strategies at the national, sector, and firm levels. Topics include government institutions and their roles in balancing exports and imports among sectors; the strategic use of export-import organizations to promote economic and competitive advantages; procedures and practices of export-import financing, documentation, export/import compliance, export/import channels, foreign trade zones, and transportation modes.

IBM 3720  International Business Law and Regulations  3 credits  
Prerequisite: IBM 2702 International Business Environment
This is a study of general legal aspects involved in international business environment with an emphasis on specific rules and regulations concerning export and import transactions. Topics include the uniform customs and practice for documentary credits, regulations prescribed by the Ministry of Commerce, the Bank of Thailand, the National Gazette regarding export trade, rules on imports, legal aspects of international contracts, international trade agreements, and legal problems arising from international business transactions.

IBM 3721  Export-Import Cargo Insurance  3 credits  
Prerequisite: MKT 3620 Global Marketing
The first part of the course will be the study of the risk, the perils, and hazards, the risk management techniques, and the principles of insurance related to export-import cargoes. The second part will be the study of the types of insurance available for export-import cargoes, the coverage, the exclusions, the extended coverage, the main factors affecting insurance rates, claims and compensation, assignment, subrogation.

IBM 3820  International Accounting and Taxation  3 credits  
Prerequisite: ACT 2620 Fundamentals of Managerial Accounting
This course is concerned with the study of accounting systems of international firms and problems faced by multinational firms as they gather and report accounting information. It also includes the analysis and interpretation of data for management decision making, the study of taxation systems of major trading countries in order to gain perspectives of their regulations and collecting systems.

IBM 4710  International Operations Management  3 credits  
Prerequisite: BG 2200 Statistics II
This course examines the role played by the operations function in making the strategic decision of where to locate facilities and explore how to coordinate worldwide operations to enhance performance. Topics include global logistics, production planning, and foreign manufacturing systems. Techniques involving decision and mathematical models are studied in terms of improving the performance of this system.
IBM 4711  International Human Resource Management  3 credits
Prerequisite:  IBM3713 International Management
This course covers the approaches to managing people in an international context and the variables that moderate differences between domestic and international human resource management. Topics include issues related to staffing policies, performance management, training and development, compensation, repatriation, labor relations, and potential problems and possible remedies in international human resource management.

IBM 4809  International Business Research  3 credits
Prerequisite:  MGT3940 Business Research Methodology
IBM 3713 International Management
This course provides students with an understanding of methodologies used in international business research. It emphasizes the concept of cross-cultural equivalence in conducting comparative and international business research. Topics discussed include scale development and assessment, establishment of data equivalence across cultures, measurement invariance, comparability of data collection techniques and various statistical techniques applied in international research

IBM 4811  International Strategic Management  3 credits
Prerequisite:  MGT2900 Principles of Management
Senior standing (IBM Major)
This course is a synthesis of strategic management amidst the phenomena of globalization. It is designed to encourage students to integrate and apply knowledge and skills learned in earlier courses, and it also introduces the critical business skills of understanding and managing strategic issues in international settings. Issues covered include environmental analysis, the challenges and benefits of globalization, the design of global corporate strategies, the system of value creation, and evaluation of corporate strategies.

IBM 4820  International Cooperative Strategies  3 credits
Prerequisite:  IBM3713 International Management
The course presents a systematic conceptual framework of international cooperative strategies and managerial skills and competencies necessary to form and manage effective cross-border partnerships. Issues related to various typologies and frameworks for strategic alliances and partner selection, ownership structure decision, design of management control systems, performance assessment, inter-partner fit/trust building, and the evolution and stability of alliances over time are also discussed.

IBM 4821  International Financial Markets  3 credits
Prerequisite:  FIN2700 Money, Banking and Financial Markets
Senior standing
This course introduces the international financial system by describing the structure of international financial markets. The principal focus of this course is on understanding how firms can manage interest rate risk, exchange rate risk and commodity price risk using derivatives such as forwards, futures, swap, options, and related financial derivatives for hedging, arbitrage, and speculative purposes in the global environment. Attention will be devoted to (1) institutional arrangements, taxation, and regulation, (2) international arbitrage and parity conditions, (3) valuation, (4) derivative instruments, (5) hedging, and (6) topics of particular current relevance and importance.

IBM 4840  Global Supply Chain Management  3 credits
Prerequisite:  MGT2900 Principles of Management
This is a study of activities involved in the flow of goods from point of origin to point of consumption on a global scale. The focus is on what is different about supply chain management in the international setting. The course is designed to develop an understanding of the nature of international problems associated with the procurement, operations management, inventory control, logistics and transportation, distribution, and customer service. Topics also include Internet-enabled supply chains.

IBM 4841  International Services Marketing  3 credits
Prerequisite:  MKT 3620 Global Marketing
Senior standing
This course aims at providing students with an understanding of services marketing in an international context. Issues related to market orientation, long-term relationship, quality and satisfaction are discussed. Cases in the marketing of services are included to help students gain more insight on the issues and problems arising from services marketing and to practice their problem-solving skills.

Updated on September 7, 2007
IBM 4842  International Pricing Strategy  3 credits
Prerequisite:  Senior standing (106 credits)
This course considers strategic and tactical aspects of pricing decisions in international context through both qualitative (consumer behavior and psychology) and quantitative (economics and statistics) analyses. The course also encompasses the application of pricing theory, factors affecting pricing of goods and services in the global market, the influences of both domestic and international competition on pricing structures across product lines and customer segments. The course examines pricing implications in trade negotiations, export-pricing strategies, transfer pricing issues, buyer arbitrage affects.

IBM 4920  Seminar in International Business Management  3 credits
Prerequisite:  Senior standing (IBM Major)
The primary objective of this course is to provide an integrating experience for students. All areas of international business management curriculum will be brought to play on the problems encountered. The approach will be case study analysis.

IBM 4921  Individual Research  3 credits
Prerequisite:  Senior standing (IBM Major)
This course aims at developing in students the ability to apply a theoretical approach to the real world problems of any organization in a selected industry in Thailand. A specific area of concentration will be chosen by students and upon approval on advisor from the department of IBM will be assigned.

IC 3331  Property Insurance  3 credits
Prerequisite:  IG 1211 Principles of Risk Management and Insurance
This course begins with analysis of an insurance contract and measurement of property and net income loss exposures of a family and the business firm in general, then, examines the major insurance policies and extension available in the Thai market. Basic discussion will be for fire insurance an allied line, Industrial All Risk business interruption insurance, Motor insurance, ocean and inland marine insurance and any other modern property insurance for the business firm.

IC 3332  Casualty Insurance  3 credits
Prerequisite:  IG 1211 Principles of Risk Management and Insurance
This course begins with the analysis of the source of Legal Liability, analyzes the major sources of liability loss exposures of both family and business firm and then, examines the insurance overages designed to meet those loss exposures. Basic discussion will be for the personal liability insurance, public liability insurance, fidelity guarantee insurance, workers’ compensation, employer’s liability insurance, professional liability insurance, products liability insurance, surety bond, and a variety of miscellaneous liability insurance.

IDM 3202  Motion and Time Study  3 credits
Prerequisite:  BG 1200 Mathematics for Business
BG 2200 Statistics II
MGT 3905 Operations Management
A study and analysis of work methods, determination of standard time required for production activities, measurement and improvement of productivity, work sampling, identification of alternatives, and incentive systems.

IDM 3203  Logistics and Supply Chain Management  3 credits
Prerequisite:  MGT 3905 Operations Management
MKT 2800 Principles of Marketing
This course consists of the Theory, concepts and techniques of managing the business of physical distribution throughout the Supply Chain. Emphasis is placed on the development of a sound recommendation based on the need for trade off and the appraisal systems. Cases are used to improve analytical skills and in the development of practical action programs. The major course topic areas include: management of logistics systems, transportation for the user location, scheduling and control, and logistics system design.
IDM 3204 Industrial Safety and Risk Management 3 credits
Prerequisite: MGT 2900 Principles of Management
This course covers principles of risk management and its process. Methods of handling risks, especially loss prevention is included. The course also emphasizes on how to manage safety procedures and how safety cultures can be built and established among organizational members. It focuses on how safety can lead to cost reduction, productivity and efficiency improvement for the company as a whole.

IDM 3205 Manufacturing Systems Management 3 credits
Prerequisite: MGT 3905 Operations Management
The student will explore the basis of production systems and how to implement them. The production systems studied in this course include Toyota Production Systems, Lean Manufacturing, and Just-in-Time Production system. These production system paradigms are reviewed in the context of their application to manufacturing and service, different businesses, professional disciplines and functional areas.

IDM 3301 Warehousing, Transportation and Distribution Management 3 credits
Prerequisite: IDM 3203 Logistics and Supply Chain Management
This course entails concepts related to warehousing operations; covering areas such as warehouse site selection, warehouse size determination, warehouse infrastructure design, warehouse operation and functions, as well as warehouse investment calculation. Focuses on transportation aspect of logistics management including transportation theory, transportation mode availability and selection, transportation pricing, routing, as well as transportation scheduling and controlling. The course also touches on distribution management concepts including types of distribution, availability of distribution channels in use and the types and selection of distribution channel members as well as intermediaries.

IDM 3302 Materials Management 3 credits
Prerequisite: IDM 3203 Logistics and Supply Chain Management
This course is a detailed aspect of industrial operations management customarily associated with materials identification and location, determination of methods and frequency of materials delivery, material storage, in-process control of materials, as well as movement of materials as input and output of an operation. It is designed to equip students with a basis as to material resource planning and utilization; a foundation for other more advanced concept such as material cost calculation and allocation. It also explores the different types of material handling equipment and system in use, both manual and computerized systems.

IDM 3305 Customer Relationship Management 3 credits
Prerequisite: MKT 2280 Principles of Marketing
IDM 3203 Logistics and Supply Chain Management
This course provides students knowledge in the creation of a philosophical encapsulation of Customer Relationship Management (CRM) incorporating both human and technological relationship elements. Philosophies and concepts associated with establishing organizational structures, marketing strategies and operations are explored to encapsulate a starting point for CRM. Supporting e-business technologies including key CRM applications and their links to enterprise application suite are introduced.

IDM 3401 Manufacturing Information Systems 3 credits
Prerequisite: BG 2200 Statistics II
BIS 1140 Microcomputer Applications
BIS 2180 Information Technology
The course introduces students to the conceptual and practical issues in information systems to aid in decision-making in industry. It explores computer-based information systems for decision-making in such areas as Material Requirement Planning, Statistical Data, Simulation and some others that are vital to decision making in production. Techniques for analysis of existing systems, information storage and retrieval are also discovered.

IDM 3402 Facility Management 3 credits
Prerequisite: IDM 3203 Logistics and Supply Chain Management
This course introduces students the fundamentals of optimum facility management. Students study procedures on selecting plant location, plant layout design, space requirements and allocation, analytical techniques, materials transportation, and storage.
IDM 3403 Industrial Engineering Management 3 credits
Prerequisite: IDM 3202 Motion and Time Study
This course involves the investigation of industrial engineering concepts in the context of manufacturing technology and processes. The relationship between process design and manufacturing practice is explored. Students study industrial process development, engineering enhancement, process re-engineering and applications of engineered process in industrial businesses. This course focuses on how engineering processes can be utilized and applied to industrial businesses. Students study how development of work structure, work flow, work calculation are associated with processes/facilities/machineries in use in manufacturing and how these processes can be managed from an engineering standpoint to apply to industrial management.

IDM 4201 Manufacturing Planning and Control 3 credits
Prerequisite: MGT 3905 Operations Management
A study of production systems, production aspects and planning, market demand, forecasting, production factors, materials planning and control, determination of production schedule and dispatching, and production control system designs.

IDM 4202 Production Costing and Budgeting 3 credits
Prerequisite: ACT 2620 Fundamentals of Managerial Accounting
A study of cost accounting approaches, job order costing, process cost accounting and activity-based costing (ABC), production cost planning & controlling by budgeting and responsibility accounting, evaluation of manufacturing performance through standard costs and financial statement analysis techniques.

IDM 4203 Quality Management 3 credits
Prerequisite: MGT 3905 Operations Management
A study of principles and practices on quality management during production process, application of techniques in quality control, quality audit, the relationship between quality control and natural resources-and energy saving. Emphasis on ISO9000 series, which increase efficiency and effectiveness in Industrial business.

IDM 4204 Industrial Project Feasibility Analysis and Management 3 credits
Prerequisite: ACT 2620 Fundamentals of Managerial Accounting
FIN 3701 Corporate Finance
MGT 3905 Operations Management
An analysis of project’s financial feasibility, cost-benefit analysis, project analysis under uncertainty, a comparison among investment projects, and decision on the invested project viability.

IDM 4206 Industrial Environmental Management 3 credits
Prerequisite: BG 1202 Science, Man and His Environment
This course covers the basic concepts of environmental studies. Topics include water system, water supply, wastewater treatment, air quality, meteorology and natural purification process, engineering system for air pollution control, solid waste control and management, and ISO 14000.

IDM 4207 Internship in Industrial Management 3 credits
Prerequisite: Consent of the Department Chairperson
Senior Standing Only
In final semester at the college, a student may arrange for an Internship Program with an industrial company for not less than 300 hours of work. Weekly progress reports and approved by the student’s immediate supervisor must be submitted. A report submission and final presentation must be given.

IDM 4301 Information Technology in Supply Chain 3 credits
Prerequisite: BIS 1140 Microcomputer Applications
BIS 2180 Information Technology
IDM 3203 Logistics and Supply Chain Management
IDM 4201 Manufacturing Planning and Control
The course introduces students to the conceptual and practical issues in information systems to aid in decision-making in industry. It covers information technology for resource planning and scheduling: ERP, CRP, APS, RFID, and Inventory Management. It explores supply chain decision support system in such areas as Demand Planning, Logistics Network Design, Inventory Deployment, Sales & Marketing Region Assignment, DRP, MRP, Production Location Assignment, Fleet Planning, Lead Time Quotation, Production Scheduling, Workforce Scheduling, etc.
IDM 4302 Industrial Strategic Management 3 credits
Prerequisite: MGT 3905 Operations Management
IDM 4204 Industrial Project Feasibility Analysis and Management
This course aims at providing students with conceptual knowledge in reference to strategic planning and thinking processes. The course focuses on theories used in assessing industrial business’s viability, continuity, and mid-term to long-term planning. This subject includes studies on internal and external analysis of the industry, forces shaping the industry, and the strategy formulation to sustain or expand the businesses. Industrial strategy analysis and formulation are the prime areas of this course’s content. Business models applicable to industrial businesses are explored in this course.

IDM 4401 Technology and Innovation Management 3 credits
Prerequisite: IDM 4203 Quality Management
This course is designed to introduce students to the innovation process and its management. It provides an overview of technological change and links it to specific strategic challenges; examines the diverse elements of the innovation process and how they are managed; discusses the uneasy relationship between technology and the workforce; and examines challenges of managing innovation globally.

IDM 4402 Total Quality Management 3 credits
Prerequisite: IDM 4203 Quality Management
This course focuses on the concept of continuous improvement methods to be applied to industrial businesses, encompassing the theory of Total Quality Management. Students are to explore the continuous improvement of business processes and systems providing superior customer value and methods used to implement the concept. Topics under study include Customer Value strategy, organizational systems and continuous improvement in the name of quality process, quality results and quality products. Areas of focus range from zero defect concepts, definition of quality, system needed to cause quality, quality standard used to demonstrate performance, to quality measurement system to be used. Statistical process controls, Six Sigma, 7 Q.C tools, are examples of topics to be explored in the course.

IG 1211 Principles of Risk Management and Insurance 3 credits
Prerequisite: None
This course starts with the basic concepts of risk, various terminologies used in risk management and insurance. Students will be introduced a broad preview of risk management process and the method of handling risk, basic discussions of the principles that underline the field of insurance, and introduction to various types of insurance contracts, such as property, liability, life, health, and government insurance. A preview of the nature and operator of the insurance business is also included.

IG 3311 Insurance Law 3 credits
Prerequisite: IG 1211 Principle of Risk Management and Insurance
BG 1400 Business Law I
Insurance laws (and Ministerial Regulations) of the Kingdom pertaining to the contract of insurance in all fields such as life, accident, fire, transportation, and liability will be studied in details along with the court interpretation on applicable coverage. Wherever feasible, comparison will be made with laws in the U.K. and U.S.
IL 3321 Principles of Life Assurance 3 credits
Prerequisite: IG 1211 Principles of Risk Management and Insurance
The course will begin with a look at the history of life insurance and the theory of economic of life and health insurance. Emphasis will be given to the features of life insurance products, life insurance contract, and policy ownership rights. The course will also examine the use of life insurance in personal and business financial planning, government insurance programs, and employee benefit plans.

IL 3322 Advanced Life and Health Insurance 3 credits
Prerequisite: IL 3321 Principles of Life Assurance
This course begins with analysis and measurement of personal loss exposures, in respect of a family and business firm in general, then, examines the scope of coverage and extension of personal accident insurance, health insurance for medical expenses benefit, dismemberment benefit, disability benefit and loss of life benefit. This course also covers theory of Group insurance, master contracts and certification, and the various aspects and clauses under group insurance contract. Marketing and merchandising of group insurance and evaluation of current trends.

MGT 1101 Introduction to Business 3 credits
Prerequisite: None
A general introduction to business, aiming at outlining the philosophy, objectives and responsibility of business enterprises, and familiarizing students with business vocabulary; business and its environment, emphasizing the fundamental principles of organization, legal forms of business ownership, business activities concerning personnel, accounting, marketing, production and finance.

MGT 2404 Managerial Psychology 3 credits
Prerequisite: None
A study of the concept and scope of social psychology, basic psychological factors and how they relate to the business organization: a survey of language symbol: perception, memory, emotion, social attitude, persuasion, social and cultural environment, role and status, personality, leadership, group behavior, morale and the application of these factors in the human relation of business, especially in creation of morale, motivation of workers, and the solution of business and social problems.

MGT 2900 Principles of Management 3 credits
Prerequisite: MGT 1101 Introduction to Business
The essential principles of management: planning, organizing, leading and controlling. The theory of management as applied to modern corporate structure is discussed. Topics include management policies, departmentalization, centralization and decentralization, line and staff functions, an introduction to human resources management.

MGT 3901 Organization Theory 3 credits
Prerequisite: MGT 2900 Principles of Management
This course deals with the theories, practices and problems of an organization and its environment, function and structure of authority and responsibility, formal and informal organization and social system, organizational behavior, organizational control, research and development, and the changing of corporate structure.

MGT 3903 Leadership 3 credits
Prerequisite: MGT 2900 Principles of Management
This course deals with the types of leadership and recognition of the problems faced by leaders in various working situations, understanding the role of the first-line supervisor and his subordinate, exploration of theories of worker motivation and their application, nature and character of influential leaders.

MGT 3904 Office Management 3 credits
Prerequisite: MGT 1101 Introduction to Business
A study of various phases of office management, the modern concepts of office management, organization, operation, nature of the office work, office layout, office personnel, planning and control of office work, productivity measurement and cost control.

MGT 3905 Operations Management 3 credits
Prerequisite: MGT 2900 Principles of Management
The fundamentals of industrial management from the point of view of organization structure, product, product development and research, standardization, plant location and layout, materials handling, machines equipment and maintenance, and the overall operation of production and control.
MGT 3906  Managerial Group Dynamics  3 credits  
Prerequisite:  MGT 3903  Leadership  
This course is designed to acclimate students to methods and skills of conference and discussion leadership, with the main emphasis on improving the effectiveness of the leader’s performance in group problem-solving and decision-making. Based upon the assumption that skilled leadership must be able to dissipate the forces in a group that make for frustration and to utilize the group resource that make for cooperative problem-solving.

MGT 3907  Business Communication  3 credits  
Prerequisite:  BG2001 English IV  
This course is designed to train the students to fully understand and effectively use the patterns of communication in business, in both theories and practices of the business professional. The course covers business letters, essays and reporting, memoranda, conversation interviewing, presentation advertising and public relations reading and listening techniques. Also included is a thorough review of Electronic mail, videoconferencing, decision support systems, collaborative writing systems, group scheduling systems and Internet-based communications.

MGT 3915  Project Management  3 credits  
Prerequisite:  MGT 3905 Operations Management  
A study of project planning procedure by considering factors in determining project objectives, setting of work system, allocation of resources, project feasibility analysis, matrix model organization, management techniques and operation procedures in accomplishing goal such as implementation, communication, coordination, controlling and evaluation of the project.

MGT 3917  Innovation and Change Management  3 credits  
Prerequisite:  MGT 2900 Principles of Management  
This course deals with the concept of innovation and change management. It views innovation as a management process with external linkages. The role of innovation and how to manage innovation within firms is discussed. It also covers new product and services development as part of innovation.

MGT 3921  Employment Procedure and Evaluation  3 credits  
Prerequisite:  MGT 3923 Strategic Human Resources Management  
The course covers recruitment methods, labor laws and evaluation of employees. It deals with the logic of selection and the processes of recruitment, interview, and testing, recruitment of personnel for different levels, laws governing labor, evaluation of employment techniques and individual performance.

MGT 3922  Introduction to New Ventures  3 credits  
Prerequisite:  MGT 2900 Principles of Management  
This course provides in-depth knowledge about new venture formation, how to launch a new business venture, how to get ideas to reality, and how to develop strategy.

MGT 3923  Strategic Human Resources Management  3 credits  
Prerequisite:  MGT 2900 Principles of Management  
The study of phases of human resource management. The methods, techniques and procedures of the managerial as well as the operational phases of procurement, development, maintenance and utilization of an effective working force are discussed. The course covers the raising of greater efficiency and productiveness of human resource though the application of effective policies and practices in selection, training, compensation, promotion and transfer, health and safety provisions, morale building, job stabilization, grievance handling and disciplinary actions, and the human relations aspect of dealing with personnel is also emphasized.

MGT 3924  Human Resources Development  3 credits  
Prerequisite:  MGT 3923 Strategic Human Resources Management  
The course deals with the principles of training and development of personnel; types, methods, and contents of training programs; development of the programs; evaluation of training program; behavioral changes, and; training for different levels of personnel and leadership training.

MGT 3940  Business Research Methodology  3 credits  
Prerequisite:  BG 2200 Statistics II  
BIS 3340 Computer Tools in Research
A study of scientific research methods for business decision-making and problem-solving. Emphasis is placed on the nature of research, choosing a problem and scope for research in business administration, planning and organizing the research project, methodology and techniques in data collection, design, of research project, processing, analysis and presentation of data in appropriate report format. Students will be trained in writing a research report.

MGT 3941    Quantitative Business Analysis 3 credits
Prerequisite:  BG 2200  Statistics II
Application of quantitative techniques to the formulation and solution of economic and business problems. Topics include demand and cost analysis, forecasting methods, linear programming, inventory and queuing theories.

MGT 3942    Organizational Behavior 3 credits
Prerequisite:  MGT 2900 Principles of Management
MGT 2404 Managerial Psychology
This course provides the social psychological foundations for understanding individual and group behavior, and the application of these principles to the problems faced by managers in both line and staff positions in organizations. Specific topics of study include perception, communication, attitudes, motivation, influence, cooperation, group dynamics, organizational change, and organizational structure.

MGT 4908    Administrative Planning and Control 3 credits
Prerequisite:  MGT 2900 Principles of Management
The course deals with organizational objectives, formulation of corporate policies and strategies, planning processes, implementation, and the process of control in the accomplishment of an organization’s objectives, short-term and long-term planning, planning for profit, evaluation of the plan, the methods processes and problems in setting up different systems of control used by management, and the analysis of information for decision-making.

MGT 4909    Communication in Management 3 credits
Prerequisite:  MGT 2900 Principles of Management
The main objective of this course is to apply the general communication concept to business management system by studying hindrance, communication problems affecting the management process and effectiveness, including approaches to the solution of such problems, the relationship between the communication system and other management ingredients such as decision-making, authority, responsibility, delegation, operation of organization, cooperation, coordination and conflicts with organization, including planning and controlling of communication systems for optimal effectiveness in the management of an organization.

MGT 4910    Productivity and Quality Management 3 credits
Prerequisite:  MGT 3905 Operations Management
This course deals with philosophy and principles and practices of productivity and quality management. It also covers many concepts, tools, techniques and systems associated with productivity and quality including quality circle, TQM, ISO, benchmarking and Six Sigma.

MGT 4911    Seminar in Management 3 credits
Prerequisite:  Senior standing
This course is designed to provide students with an opportunity to integrate experience and knowledge from all areas of management. The approach will be case study analysis, guest lecturers from business fields, research and others.

MGT 4912    Individual Research 3 credits
Prerequisite:  Senior standing (Management Major)
This course aims at developing in students the ability to apply a theoretical concept to the real world problems of any organization in a selected industry in Thailand. Any specific area of concentration will be chosen by the student upon agreement with an instructor selected from the faculty members of the Management Department. A typewritten report must be submitted.

MGT 4913    Corporate Strategy 3 credits
Prerequisite:  FIN 3701 Corporate Finance
Senior standing
This course is intended to familiarize students with problems in overall business policy formulation, and problems in management as well as providing practical experience in analysis and decision-making process for these problems. The methods of teaching will be case discussion by using cases developed from the real life situation of business firms and other organization. Students will be assigned to analyze and solve the problems concerning organization establishment organizational changes, planning, marketing selling, purchasing, production, labor, personnel finance and measures of control.

MGT 4914  Entrepreneurship  3 credits
Prerequisite: MKT 2280 Principles of Marketing
FIN 3701 Corporate Finance
MGT 3940 Business Research Methodology
MGT 3905 Operations Management
Senior standing (112 credits and above)

This course deals with principles, theories and practical aspects of entrepreneurship. Building on the base of business knowledge students have acquired in their business course by focusing on pre-start-up, start-up and early growth new venture, writing business plan and making existing enterprises profitable.

MGT 4916  Negotiation Strategy  3 credits
Prerequisite: MGT 2404 Managerial Psychology
MGT 2900 Principles of Management

This course is designed to provide students with principles and practices of both domestic and international negotiation, for example in the fields of political, marketing and financial negotiations. It also includes the impact of verbal and non-verbal communications. It explores the negotiating process, including the development of skills in managing conflict resolutions within an organization, how to manage the negotiating process and how to handle the hard bargainer. Students will participate in several live negotiation case studies.

MGT 4919  Business Training  3 credits
Prerequisite: MGT 2900 Principles of Management

This course aims to provide the students with a work experience program by focusing on an internship program through selected organizations. Students will have to analyze the organization and apply the knowledge they have gained in their business education. The objective is to enable students to integrate the skills gained throughout the academic program with real work experience. Students can select either HRM or Entrepreneurship depending on the concentration they choose.

MGT 4923  Wage and Salary Administration  3 credits
Prerequisite: MGT3923 Strategic Human Resources Management

This is an intensive course on the methods and techniques of determining the relative worth of jobs and giving them appropriate monetary values in terms of salary and wage rates. It also covers the basic types of job valuation, the analysis of basic principles of wage and salary administration and their effects on the morale of employees.

MGT 4924  Manpower Planning  3 credits
Prerequisite: MGT 3923 Strategic Human Resources Management

A study and analysis of long range personnel policy and operation planning of the organization, organizing of work system both in its structure and procedures, departmental human resources, demand, rate of manpower procurement to replace vacancy due to promotion, retirement, and dismissal of human resources, factors and limitations of personnel development at all organizational levels for both existing and incoming personnel, including manpower planning for all types of personnel at different periods and situations.

MGT 4925  Labor Relations  3 credits
Prerequisite: MGT 3923 Strategic Human Resources Management

An analysis of labor relations, focusing on management problems and their solutions, the environmental framework, the legal framework, the behavioral structure of organized labor groups, collective bargaining, administration of labor agreement, handling of labor disputes, and labor relations polices.

Updated on September 7, 2007
MGT 4943  Organizational Development  3 credits
Prerequisite:  MGT 3901 Business Organization
MGT 3942 Organizational Behavior
A study of concepts for developing organizations, determining the direction for organization development, stages of organization development work, strategies and tactics of organization development such as team development, intergroup relationships, goalsetting and planning, development of skills and abilities for individual participants, and so forth. The course also covers organization-environment interface, the group-to-group interface, individual and organization interface, problem-solving by means of managerial strategy, the way work is done, new environment strategy, communications and influence patterns. It explores the application of organization development principles and concepts in practice, which leads to effective cooperation and a healthy organization.

MGT 4944  Organizational Psychology  3 credits
Prerequisite:  MGT 3942 Organizational Behavior
This course deals with an application of psychology to personnel problems in an organization, with major emphasis on problem-solving approaches, and selection of personnel strategies. Within this course, students will be given an opportunity to learn real personnel problem-solving utilized by psychologists.

REM 3111  Principles of Real Estate  3 credits
Prerequisite:  MGT 1101 Introduction to Business.
An introductory course of real estate business and professional practices, familiarizing students with real estate business overviews and special terms. Topics include the nature and description of real estate, various types of property, basic rights and interests in real estate, land-use controls, forms of ownership, and an introduction to the various real estate fields of property management, development, investment, real estate finance and real estate appraisal.

REM 3112  Real Estate Law  3 credits
Prerequisite:  BG 1401 Business Law II.
A study of general principles of real estate law and legal aspects which are related to the real estate business. Topics include property rights, subdivision regulations, ownership in real estate, transferring and registering title, regulations of land-use and zoning, housing and condominium development laws, construction laws and other contracts related to the real estate transactions.

REM 3113  Real Estate Economics  3 credits
Prerequisite:  BG 2400 Macroeconomics
Study macro economic factors that influence demand and supply of real estate business cycle. Students will be introduced to the various aspects of real estate economics including the real estate markets (residential, commercial, industrial, and rural markets), land-use control and the government’s role and policies.

REM 3114  Building Design and Construction Techniques  3 credits
Prerequisite:  None
Study basic knowledge to understand techniques and process used to design and construct a building. Review terms and symbol used in construction drawings, types of construction materials, construction technology and equipment, quantity take off technique, and scheduling techniques. Study process to construct building structure, architecture, finishing and building mechanical systems.

REM 3211  Principles of Real Estate Development  3 credits
Prerequisite:  MGT 2900 Principles of Management.
REM 3111 Principles of Real Estate
Study methods in real estate development for various types of real estate business. The course introduces students to the various participants in the real estate development process, both public and private. Students study about the detailed development process, including conceptual development, feasibility study, market analysis, contracting and the basic concepts of project management.

REM 3212  Real Estate Finance  3 credits
Prerequisite:  FIN 2700 Money, Banking, and Financial Markets.
REM 3111 Principles of Real Estate
Study the financial techniques to sell and buy real estate property. Review the types of financial institutions and sources of funds, types of loan, and underwriting: an analysis of project development loan and mortgage loan. Students are exposed to the principle factors and process in real estate lending, including the various financial calculations used in real estate business. Students are also provided with a review about the government’s current policies regarding real estate finance.

**REM 3213 Real Estate Appraisal**  
Prerequisite: REM 3111 Principles of Real Estate  
This course provides students with an introduction to real estate appraisal. Students study about the definition of value, objectives of appraisal, data analysis, land (site) and building survey and the appraisal report. Integral parts of the course are the three basic approaches to calculate value: the Cost Approach, Market Approach and Income Approach.

**REM 3214 Principles of Real Estate Investment Analysis**  
Prerequisite: REM 3111 Principles of Real Estate  
A study of the principles for real estate investment decisions and feasibility analysis. Review real estate investment mathematics, types of investment participants, various investment environments including market, legal, finance and tax. Study the process and criteria for making investment analysis including traditional methods and the discounted cash flow.

**REM 4111 Principles of Real Estate Property Management**  
Prerequisite: REM 3111 Principles of Real Estate  
A course about the basic management principles for income producing properties. Review process for making management plans, marketing a property, lease management, roles and rights of landlord and tenant, and personnel management. Study the management and maintenance of different types of property, from residential to commercial.

**REM 4112 Computer Applications in Real Estate**  
Prerequisite: REM 3212 Real Estate Finance, REM 3214 Principles of Real Estate Investment Analysis  
A study of computer applications to enhance real estate management decision and practice. Computer software programs include spreadsheet, database management system, and project management software. The applications cover various areas including real estate finance, real estate investment analysis, and project planning and control.

**REM 4131 Real Estate Project Management**  
Prerequisite: REM 3211 Principles of Real Estate Development, REM 3114 Building Design and Construction Techniques  
Study process and technique of project management to fulfill real estate development life cycle. Review basic techniques for planning and control project schedule, cost, and quality. Study organization methods, project team, communication, and coordination; managing project feasibility analysis; contracting and managing of project resources.

**REM 4132 Advanced Real Estate Investment Analysis**  
Prerequisite: REM 3212 Real Estate Finance, REM 3214 Principles of Real Estate Investment Analysis  
An in-depth study of the real estate feasibility analysis, for both housing and condominium real estate investment, together with the computer analysis of market, finance, legal, construction, and tax aspects. Study investment risk analysis, investment tax planning, inflation, and investment cycle. Review basic strategies for investment portfolio.

**REM 4141 Advanced Real Estate Appraisal**  
Prerequisite: REM 3213 Real Estate Appraisal  
The course covers advanced techniques in valuation, including the residual method, discounted cash flow method, and the exploration and refinement of the various real estate appraisal theories already studied in the introductory appraisal course. Integrated into the course are site visits and case studies, to provide students with a more hands-on learning experience. Students will also learn about the standard of practice for appraisers, the valuation of pending properties, fee simple, lease fee estate and leasehold estates, and the use of statistics, accounting, computers and financial analysis in appraising real estate.
REM 4142  Professional Appraisal Practice and Ethics  3 credits
Prerequisite: REM 3213 Real Estate Appraisal
The course covers contents of valuation standards, category of property valuations, qualifications of valuer, objectives and basis of valuation, assumptions, conditions and limitations duties and responsibilities of valuer, professional code of ethics, professional liability and negligence, vicarious liability, arbitration and dispute resolution, role of professional witness, the professional firm is lifecycle, profitability, managing of margins, productivity and leverage, and under delegation problems.

REM 4191  Seminar in Real Estate Business  3 credits
Prerequisite: Senior Standing (accumulated over 100 credits)
REM 3213 Real Estate Appraisal
This is an advanced course designed to provide a comprehensive review of various aspects of real estate development experience and practices. The study includes real estate business research, real estate accounting systems and taxation related to real estate, practical experiences of special real estate business, real estate development legal transaction, and case study in relevant current issues.

REM 4192  Seminar in Property Valuation  3 credits
Prerequisite: Senior Standing (accumulated over 100 credits)
REM 3213 Real Estate Appraisal
This is an advanced course designed to provide a comprehensive review of various aspects of real estate appraisal experience and practices. The study will conduct based on case studies, workshops, and fieldtrips.

REM 4221  Directed Study in Real Estate  3 credits
Prerequisite: Consent of the Department Chairperson
Under the guidance of the Department Chairperson, a student may carry out an approved research project in real estate business. Depth, detail and originality of the research will determine the credits to be given.

REM 4222  Capital Markets Related to Real Estate Business  3 credits
Prerequisite: FIN 2700 Money, Banking, and Financial Markets.
Study structures and types of capital markets as sources of fund for real estate business. Review risks and investment criteria of each type of capital market. Study regulation and policy of Stock Exchange of Thailand (SET) and other related security market that are applying for real estate investment including Real Estate Mutual Fund, Secondary Mortgage Market and Property Fund.

REM 4231  Real Estate Marketing and Brokerage Management  3 credits
Prerequisite: REM 3111 Principles of Real Estate
This course study techniques for marketing commercial-investment properties. Review planning, process, and methods the marketing including marketing program, selling and negotiation strategy, and information systems supporting marketing. Study roles of brokerage business including services, relationships to owner, responsibilities, brokers’ code of ethics, and development of a broker profession.

REM 4241  Valuation for Special Purposes  3 credits
Prerequisite: REM 3213 Real Estate Appraisal
The course covers the appraisal of assets used for special purposes such as intangible assets, valuation for statutory purposes (e.g. tax, expropriation), and valuation of assets for non-market assets, plant and machinery. The course also covers concepts to support the valuation of various intellectual properties, including patent, copyright, brand name, goodwill, and share value.

REM 4381  Internship in Real Estate Business  3 credits
Prerequisite: Consent of the Department Chairperson
In his/her final semester at the university, a student may arrange for an Internship Program with a real estate company for at least 300 working hours. Weekly progress reports, approved by his/her immediate supervisor, must be submitted. Performance evaluation by immediate supervisor and the approved reports will be administered and a grade given.
REM 4382  Internship in Real Estate Appraisal  3 credits
Prerequisite:  Consent of the Department Chairperson.
In his/her final semester at the university, a student may arrange for an Internship Program with a real
estate appraisal company for at least 300 working hours. Weekly progress reports, approved by his/her
immediate supervisor, must be submitted. Performance evaluation by immediate supervisor and the
approved reports will be administered and a grade given.