

**THE COMPARATIVE TABLE OF CURRICULUM STRUCTURE
BACHELOR OF BUSINESS ADMINISTRATION**

School of Management (SM)
Course Equivalence between Current and Modified Curriculum

BASIC COURSES & BUSINESS CORE COURSES				
OLD CURRICULUM		NEW CURRICULUM (471xxxx AND UP)		DETAIL OF CURRICULUM CHANGES
BA 1600	Principles of Accounting I	ACT 1600	Fundamentals of Financial Accounting <i>(Only for New Curriculum)</i>	-
BA 2601	Principles of Accounting II			-
BA 1600	Principles of Accounting I	ACT 1601	Fundamentals of Financial Accounting (For Non-BBA and Risk Management) <i>(Only for New Curriculum)</i>	-
BA 2601	Principles of Accounting II			-
BA 2620	Managerial Accounting	ACT 2620	Fundamentals of Managerial Accounting	Equivalent
BF 2700	Finance, Credit and Banking <i>(Only for Old Curriculum)</i>	FIN 2700	Money, Banking and Financial Markets <i>(Only for New Curriculum)</i>	-
BF 3701	Corporate Finance	FIN 3701	Corporate Finance	Equivalent
BG 1101	Introduction to Business	MGT 1101	Introduction to Business	Equivalent
BG 2404	Managerial Psychology	MGT 2404	Managerial Psychology	Equivalent
BIS 2240	Microcomputer Applications	BIS 1140	Microcomputer Applications	Equivalent
BIS 2280 **(BC 2501)	Information Technology <i>(Introduction to Business Information System)</i>	BIS 2180	Information Technology	Equivalent
BM 2800	Principles of Marketing	MKT 2280	Principles of Marketing	Equivalent
BP 2900	Principles of Management	MGT 2900	Principles of Management	Equivalent
BP 3905	Production Management I	MGT 3905	Operations Management	Equivalent
BP 3940	Business Research Methodology	MGT 3940	Business Research Methodology	Equivalent
BF 3710 BP 4914	International Trade Small Business Management <i>(Only for Old Curriculum)</i>	MGT 4914 Entrepreneurship IBM 2702 International Business Environment MGT 3907 Business Communication BIS 3340 Computer Tools in Research <i>(Only for New Curriculum)</i>	}	New subjects to be offered

Bachelor of Business Administration Program in Marketing (MKT)

MAJOR REQUIRED COURSES				
OLD CURRICULUM		NEW CURRICULUM (471xxxx AND UP)		DETAIL OF CURRICULUM CHANGES
BM 3801	Purchasing	MKT 3515	Purchasing and Supply Chain Management	Equivalent
BM 3802	International Marketing	MKT 3620	Global Marketing	Equivalent
BM 3820	Sales Management	MKT 3525	Sales Management	Equivalent
BM 3821	Advertising <i>(Only for Old Curriculum)</i>			
		MKT 3102	Integrated Marketing Communications <i>(Only for New Curriculum)</i>	New subject to be offered
BM 3822	Sales Promotion and Merchandising <i>(As Major Required Course for Old Curriculum)</i>	MKT 3627	Sales Promotion and Merchandising <i>(Major Elective for new curriculum)</i>	Equivalent
		MKT 4725	Competitive Analysis and Strategy <i>(Only for New Curriculum)</i>	New subject to be offered
BM 3840	Consumer Behavior	MKT 3530	Consumer Behavior	Equivalent
BM 4804	Marketing Management	MKT 4730	Marketing Management	Equivalent
BM 4808	Marketing Decision Making	MKT 4829	Marketing Decision Making	Equivalent
BM 4841	Marketing Research	MKT 4855	Research in Marketing	Equivalent
BIS 3587	Principles of Electronic Commerce	BIS 3587	Principles of Electronic Commerce	Equivalent

MAJOR ELECTIVE COURSES

OLD CURRICULUM		NEW CURRICULUM (471xxxx AND UP)		DETAIL OF CURRICULUM CHANGES
BM 3803	Retail Management	MKT 3803	Retail Management	Equivalent
BM 3823	Marketing Institutions and Systems	MKT 3823	Marketing Channel Strategy and Decision	Equivalent
BM 3830	Direct Marketing	MKT 3830	Direct Marketing	Equivalent
BM 3831	Retail Buying and Merchandise Management	MKT 3831	Retail Buying and Merchandise Management	Equivalent
BM 4805	Industrial Goods Marketing	MKT 4805	Business-to-Business Marketing	Equivalent
BM 4806	Product Management	MKT 4806	Product and Brand Management	Equivalent
BM 4807	Agricultural Marketing	MKT 4807	Agricultural Marketing	Equivalent
BM 4809	Marketing for Services	MKT 4809	Marketing for Services	Equivalent
BM 4810	Export – Import Management	MKT 4810	Export – Import Management	
BM 4811	Seminar in Marketing	MKT 4811	Seminar in Marketing	Equivalent
BM 4812	Individual Research	MKT 4812	Individual Research	Equivalent
BM 4824	Advertising Management <i>(Only for old curriculum)</i>			
BM 4825	Physical Distribution	MKT 4825	Logistics in Retailing	Equivalent
		MKT 3212 Retail Promotion MKT 3628 Public Relations MKT 3629 Pricing Strategy and Decision MKT 3832 Customer Relationship Management MKT 3833 Marketing for Technological Products MKT 3834 Internet Advertising MKT 3835 International Marketing Communications MKT 4726 Advertising and Creative Strategies MKT 4727 Integrated Media Planning MKT 4831 Strategic Retail Planning MKT 4845 IMC Research MKT 4846 IMC and Build Brand Equity MKT 4847 IMC Workshop MKT 4848 Contemporary Issues in Marketing MKT 4849 IMC Campaign Planning MKT 4857 Qualitative Research in Marketing		Only for New Curriculum

Bachelor of Business Administration Program in Management (MGT)

MAJOR REQUIRED COURSES		
OLD CURRICULUM	NEW CURRICULUM (471xxxx AND UP)	DETAIL OF CURRICULUM CHANGES
BM 4804 Marketing Management BP 3901 Business Organization BP 3923 Human Resources Management BP 4913 Strategic Management BF 4710 Financial Management	MKT 4730 Marketing Management MGT 3901 Organization Theory MGT 3923 Strategic Human Resources Management MGT 4913 Corporate Strategy FIN 4813 Financial Management	Equivalent
BIS 3682 Decision Support System BM 3802 International Marketing BP 3941 Operations Research BF 4703 International Finance BF 3706 Financial Statement Analysis <i>(Only for Old Curriculum)</i>	BIS 3588 Digital Business Enterprise MGT 4911 Seminar in Management MGT 3941 Quantitative Business Analysis MGT 4910 Productivity and Quality Management FIN 3714 Business Condition Analysis <i>(Only for New Curriculum)</i>	} New subjects to be offered

MAJOR ELECTIVE COURSES

OLD CURRICULUM		NEW CURRICULUM (471xxxx AND UP)		DETAIL OF CURRICULUM CHANGES
BP 3902	Public Relations in Business			Move to MKT
BP 3903	Leadership	MGT 3903	Leadership	Equivalent
BP 3904	Office Management	MGT 3904	Office Management	Equivalent
BP 3906	Managerial Group Dynamics	MGT 3906	Managerial Group Dynamics	Equivalent
BP 3921	Employment Procedure and Evaluation	MGT 3921	Employment procedure and Evaluation	Equivalent
BP 3942	Organizational Behavior	MGT 3942	Organizational Behavior	Equivalent
BP 4908	Administrative Planning and Control	MGT 4908	Administrative Planning and Control	Equivalent
BP 4909	Comparative Management			Move to IBM
BP 4912	Individual Research	MGT 4912	Individual Research	Equivalent
BP 4916	Principles and Practices of Negotiation	MGT 4916	Negotiation Strategy	Equivalent
BP 4923	Wage and Salary Administration	MGT 4923	Wage and Salary Administration	Equivalent
BP 4924	Manpower Planning	MGT 4924	Manpower Planning	Equivalent
BP 4925	Labor Relations	MGT 4925	Labor Relations	Equivalent
BP 4943	Organization Development	MGT 4943	Organizational Development	Equivalent
BP 4944	Organization Psychology	MGT 4944	Organization Psychology	Equivalent
BP 3907	Management Information System	MGT 3915	Project Management	} New subject to be offered
BP 3908	Production Management II	MGT 3917	Innovation and Change Management	
BP 3922	Human Resource Development	MGT 3922	Introduction to New Ventures	
BP 4910	Communication in Management	MGT 3924	Human Resources Development	
BP 4911	Seminar in Personnel Management	MGT 4909	Communication in Management	
BP 4915	Project Management	MGT 4919	Business Training	
<i>(Only for old curriculum)</i>		<i>(Only for New Curriculum)</i>		

Bachelor of Business Administration Program in Finance & Banking (FIN)

MAJOR REQUIRED COURSES				
OLD CURRICULUM		NEW CURRICULUM (471xxxx AND UP)		DETAIL OF CURRICULUM CHANGES
BF 3704	Principles and Policies of Investment	FIN 3711	Investment	Equivalent
BF 3707	Business Condition Analysis	FIN 3714	Business Condition Analysis	Equivalent
BF 4701	Corporate Strategy and Financial Policy	FIN 4816	Corporate Strategy and Financial Policies	Equivalent
BF 4703	International Finance	FIN 4812	International Finance	Equivalent
BF 4710	Financial Management	FIN 4813	Financial Management	Equivalent
BF 4719	Quantitative Methods for Financial Decisions	FIN 4814	Quantitative Methods for Financial Decisions	Equivalent
BF 4722	Bank Management	FIN 4815	Bank Management	Equivalent
BIS 3681 BF 3705 BF 3706	Computer Application in Finance Financial Institution and Markets Financial Statement Analysis	BIS 3589 FIN 3712 FIN 3713	Analysis Tools in Finance and Accounting Money and Capital Market Business Analysis and Valuation	} New subjects to be offered
<i>(Only for old curriculum)</i>		<i>(Only for New Curriculum)</i>		

MAJOR ELECTIVE COURSES

OLD CURRICULUM		NEW CURRICULUM (471xxxx AND UP)		DETAIL OF CURRICULUM CHANGES
BF 3703	Managerial Economics	FIN 3725	Managerial Economics	Equivalent
BF 3721	Central Banking System and Policy	FIN 3723	Central Banking System and Policy	Equivalent
BF 4702	Derivative Securities	FIN 4831	Derivative Securities	Equivalent
BF 4709	Real Estate Investment	FIN 3832	Real Estate Investment Analysis and Valuation	Equivalent
BF 4712	Individual Research	FIN 4822	Individual Research	Equivalent
BF 4713	Financial Feasibility Planning	FIN 3724	Financial Feasibility Planning	Equivalent
BF 4715	Laws and Practices in Finance	FIN 4721	Laws and Practices in Finance	
BF 4717	Personal Finance	FIN 4722	Personal Finance	Equivalent
BF 4718	Export-Import Financing	FIN 4723	Export-Import Financing	Equivalent
		FIN 4841	Credit and Risk Management	-
BF 4742	Credit Management			} New subjects to be offered
BF 3702	Advanced Financial Accounting	FIN 3731	Portfolio Management and Security Analysis	
BF 3740	Risk Management and Insurance	FIN 3742	Financial Innovations and Services	
BF 4704	Investment Theory	FIN 3743	International Banking	
BF 4711	Seminar in Finance and Banking	FIN 4732	Fixed Income Securities	
BF 4716	Small Business Finance	FIN 4821	Behavioral Finance	
BF 3702	Advanced Financial Accounting	FIN 4832	Entrepreneurial Finance	
BF 3740	Risk Management and Insurance	FIN 4931	Seminar in Investment	
		FIN 4941	Seminar in Financial Institutions	
	<i>(Only for old curriculum)</i>		<i>(Only for New Curriculum)</i>	

Bachelor of Business Administration Program in International Business Management (IBM)

MAJOR REQUIRED COURSES				
OLD CURRICULUM		NEW CURRICULUM (471xxxx AND UP)		DETAIL OF CURRICULUM CHANGES
BI 3225	International Management	IBM 3713	International Management	Equivalent
BI 4224	International Financial Management	FIN 4812	International Finance	Equivalent
BI 4240	International Marketing Research	IBM 4810	International Marketing Research	Equivalent
BI 4242	Global Strategic Management	IBM 4811	International Strategic Management	Equivalent
BM 3802	International Marketing	MKT 3620	Global Marketing	Equivalent
BM 4810	Export-Import Management	IBM 4712	Export-Import Management	Equivalent
BP 4909	Comparative Management <i>(Major Elective for old curriculum)</i>	IBM 3711	Comparative Management <i>(As Major Required Course for New Curriculum)</i>	Equivalent
BIS 3682	Decision Support System	BIS 3588	Digital Business Enterprise	} New subjects to be offered
BI 3221	Multinational Business Management	IBM 3711	Comparative Management	
BM 4804	Marketing Management	IBM 4711	International Human Resource Management	
BP 3941	Operations Research	IBM 4710	International Operations Management	
<i>(Only for old curriculum)</i>		<i>(Only for New Curriculum 471XXXX and UP)</i>		
		IBM 3714	Export – Import Policy and Strategy	
		IBM 4809	International Business Research	
		<i>(Only for New Curriculum 491XXXX and UP)</i>		

MAJOR ELECTIVE COURSES				
OLD CURRICULUM		NEW CURRICULUM (471xxxx AND UP)		DETAIL OF CURRICULUM CHANGES
BI 3200	International Business Law and Regulations	IBM 3720	International Business Law and Regulations	Equivalent
BI 3223	Export-Import Cargo Insurance	IBM 3721	Export-Import Cargo Insurance	Equivalent
BI 4203	International Accounting and Taxation	IBM 3820	International Accounting and Taxation	Equivalent
BI 4211	Seminar in International Business Management	IBM 4920	Seminar in International Business Management	Equivalent
BI 4212	Individual Research	IBM 4921	Individual Research	Equivalent
BI 3220 BI 3222	International Logistics Management International Marketing Promotion	IBM 4840 MKT 3203 IBM 3641 IBM 4820 IBM 4821 IBM 4841	Global Supply Chain Management International Marketing Communications International Product and Brand Planning International Cooperative Strategies International Financial Markets International Service Marketing	New subjects to be offered
<i>(Only for old curriculum)</i>		<i>(Only for New Curriculum 471XXXX and UP)</i>		
		IBM 3642 IBM 3643 IBM 4842	International Buyer Behavior International Marketing Communications International Pricing Strategy	New subjects to be offered
		<i>(Only for New Curriculum 491XXXX and UP)</i>		

Bachelor of Business Administration Program in Accounting (ACT)

MAJOR REQUIRED COURSES				
OLD CURRICULUM		NEW CURRICULUM (471xxxx AND UP)		DETAIL OF CURRICULUM CHANGES
BA 3602	Intermediate Accounting I	ACT 3602	Intermediate Accounting I	Equivalent
BA 3603	Intermediate Accounting II	ACT 3603	Intermediate Accounting II	Equivalent
BA 3604	Taxation	ACT 3604	Taxation	Equivalent
BA 3605	Tax Accounting	ACT 3605	Tax Accounting	Equivalent
BA 3621	Budgeting and Planning <i>(Only for Old Curriculum)</i>			
BA 3622	Cost Accounting I	ACT 3622	Cost Accounting I	Equivalent
BA 3641	Auditing I	ACT 3641	Auditing I	Equivalent
BA 4607	Advanced Accounting I	ACT 4607	Advanced Accounting I	Equivalent
BA 4646	Accounting System Design	ACT 4646	Accounting Information System	Equivalent
BIS 3581	Computer Application in Accounting	ACT 4647	Accounting Software Package	} New subjects to be offered
		ACT 3607	Financial Statements Analysis	
		ACT 3642	Internal Auditing	
		<i>(Only for New Curriculum 471XXXX and UP)</i>		
		ACT 4608	Advanced Accounting II	
		<i>(Only for New Curriculum 501XXXX and UP)</i>		

MAJOR ELECTIVE COURSES				
OLD CURRICULUM		NEW CURRICULUM (471xxxx AND UP)		DETAIL OF CURRICULUM CHANGES
BA 3606	Government and Fund Accounting	ACT 3606	Government and Fund Accounting	Equivalent
		ACT 3621	Budgeting and Planning <i>(Only for New Curriculum)</i>	
BA 3623	Cost Accounting II	ACT 3623	Cost Accounting II	Equivalent
BA 3624	Real Estate Accounting	ACT 3624	Real Estate Accounting	Equivalent
BA 3625	Hospital Accounting	ACT 3625	Hospital Accounting	Equivalent
BA 3626	Hotel Accounting	ACT 3626	Hotel Accounting	Equivalent
BA 4608	Advanced Accounting II	ACT 4608	Advanced Accounting II	Equivalent
BA 4609	Accounting Theory	ACT 4609	Accounting Theory	Equivalent
BA 4611	Seminars in Accounting	ACT 4611	Seminars in Accounting	Equivalent
BA 4612	Independent Study	ACT 4612	Independent Study	Equivalent
BA 4624	Seminar in Cost Accounting	ACT 4624	Seminar in Cost Accounting	Equivalent
BA 4642	Auditing II	ACT 4642	Auditing II	Equivalent
BA 4643	Seminar in Auditing	ACT 4643	Seminar in Auditing	Equivalent
BA 4645	International Accounting	ACT 4645	International Accounting	Equivalent
BF 3706	Financial Statements Analysis			
		BIS 3588	Digital Business Enterprise	} New subjects to be offered
		BIS 3589	Analysis Tools in Finance and Accounting	
			<i>(Only for New Curriculum 471XXXX and UP)</i>	
		ACT 3605	Tax Accounting	
			<i>(Only for New Curriculum 491XXXX and UP)</i>	

Bachelor of Business Administration Program in Hospitality and Tourism Management (HTM)

MAJOR REQUIRED COURSES				
OLD CURRICULUM		NEW CURRICULUM (471xxxx AND UP)		DETAIL OF CURRICULUM CHANGES
BH 3401	Hotel Management	HTM 3101	Introduction to Hotel Management	Equivalent
BH 3421	Food & Beverage Management	HTM 3211	Food & Beverage Management	Equivalent
BH 4400	Travel Industry Management	HTM 3102	Introduction to Tourism Industry Management	Equivalent
BH 4405	Hotel Marketing	HTM 3205	Marketing for Hospitality and Tourism	Equivalent
BH 4425	Seminar in Hotel Management	HTM 4209	Seminar in Hospitality and Tourism	Equivalent
BIS 3582	Computer Applications for Hotels	HTM 4107	Hospitality and Tourism Information System	Equivalent
BH 3420 Front Office Management and Operation BH 4422 Housekeeping Management BH 4441 Kitchen Operation and Management BH 4442 Food & Beverage Service and Catering BH 4440 Food & Beverage Controls BA 3626 Hotel Accounting <i>(Only for old curriculum)</i>		HTM 4210 Strategic Management in Hospitality and Tourism HTM 3212 Accommodation Management HTM 4113 Food & Beverage Service and Operations HTM 3204 Human Resource Management in Hospitality and Tourism HTM 4106 Operations Management for Hospitality and Tourism HTM 4108 Law in Hospitality and Tourism HTM 3103 Consumer Behavior in Hospitality and Tourism <i>(Only for New Curriculum 471XXXX to 49XXXXX)</i> HTM 4108 Education and training in Hospitality and Tourism <i>(Only for New Curriculum 491XXXX and UP)</i>		} New subjects to be offered

MAJOR ELECTIVE COURSES		
OLD CURRICULUM	NEW CURRICULUM (471xxxx AND UP)	DETAIL OF CURRICULUM CHANGES
BH 4400 Travel Industry Management BH 4406 Hotel Engineering BH 4423 Purchasing Management EN 3281 English for Tourism EN 3282 English for Hotels <i>(Only for old curriculum)</i>	HTM 3211 Food & Beverage Management HTM 3212 Accommodation Management HTM 3221 MICE Management HTM 3222 Attraction Management HTM 4113 Food & Beverage Service and Operations HTM 4114 Communication in Hospitality and Tourism HTM 4215 Service Management in Hospitality HTM 4124 Tour Operations Management HTM 4225 Planning and Development in Hospitality and Tourism	} New subjects to be offered
	<i>(Only for New Curriculum 471XXXX to 49XXXXX)</i> HTM 4111 Food & Beverage Service HTM 4112 Kitchen Operation HTM 4121 Tour Operations Management HTM 4122 Planning and Development in Tourism HTM 4123 Thai History, Society and Culture for Tourism HTM 4211 Service Management in Hospitality HTM 4221 Tour Guiding HTM 4222 Thailand Tourism Products	
	<i>(Only for New Curriculum 501XXXX and UP)</i>	

Bachelor of Business Administration Program in Business Information Systems (BIS)

MAJOR REQUIRED COURSES				
OLD CURRICULUM		NEW CURRICULUM (471xxxx AND UP)		DETAIL OF CURRICULUM CHANGES
BIS 2415	Current Programming Language	BIS 3315	Programming and Algorithms	Equivalent
BIS 3325	Computer Organization	BIS 3625	Computer Organization and Architecture	Equivalent
BIS 3615	Object-oriented Programming	BIS 3515	Object-oriented Concepts and Programming	Equivalent
BIS 3635	Database Systems	BIS 3635	Database Systems	Equivalent
BIS 3655	Data Communications and Networking	BIS 3655	Data Communications and Networking	Equivalent
BIS 3665	Information Systems Analysis	BIS 3666	Information Systems Analysis and Design	Equivalent
BIS 4775	Information Systems and Management	BIS 4775	Information Systems Project Management	Equivalent
BIS 4995	Information System Development	BIS 4995	BIS Senior Project	Equivalent
BIS 3335	Data Structure	BIS 4766	Business Process Reengineering	New subjects to be offered
BIS 4765	Information Systems Design	BIS 4875	Strategic Technology Management	
<i>(Only for old curriculum)</i>		<i>(Only for New Curriculum)</i>		

MAJOR ELECTIVE COURSES

OLD CURRICULUM		NEW CURRICULUM (471xxxx AND UP)		Equivalence
BIS 3347	Introduction to Computer Graphics	BIS 3349	Fundamentals of Computer Graphics	Equivalent
BIS 3587	Principles of Electronic Commerce	BIS 3587	Principles of Electronic Commerce <i>(As Major Required for MKT)</i>	Equivalent
BIS 3617	Web Design and Programming	BIS 3617	Web Design and Programming	Equivalent
BIS 3618	Selected Programming Language	BIS 3618	Selected Programming Language	Equivalent
BIS 3687	Electronic Banking and Payment Systems	BIS 3687	Electronic Banking and Payment Systems	Equivalent
BIS 4697	Current Topic in Business Information Systems	BIS 4697	Current Topic in Business Information Systems	Equivalent
BIS 4698	Selected Topic in Business Information Systems	BIS 4698	Selected Topic in Business Information Systems	Equivalent
BIS 4699	Advanced Topic in Business Information Systems	BIS 4699	Advanced Topic in Business Information Systems	Equivalent
BIS 4757	Local Area Networks	BIS 4757	Local Area Networks	Equivalent
BIS 4657	Internet Security, Ethics and Law	BIS 4857	Internet Security	Equivalent
BIS 4897	Seminar in Business Information Systems	BIS 4897	Seminar in Business Information Systems	Equivalent
BIS 4898	Directed Study I	BIS 4898	Directed Study I	Equivalent
BIS 4899	Directed Study II	BIS 4899	Directed Study II	Equivalent
		BIS 4878	Software Risk Management	
		BIS 3567	Human-computer Interaction	
BIS 3582	Computer Applications for Hotels			Move to HTM
		TS 4358	Basic Internetworking Technique	Subject to be offered by Faculty of Science & Technology
		TS 4359	Advanced Internetworking Technique	Subject to be offered by Faculty of Science & Technology
BIS 3681	Computer Applications in Finance	BIS 3348	Principles of Multimedia	} New subjects to be offered
BIS 3682	Decision Support System	BIS 3588	Digital Business Enterprise	
BIS 4847	Advanced Multimedia Software Package	BIS 3589	Analysis Tools in Finance and Accounting	
BIS 4868	Software Engineering	BIS 3647	Digital VDO Editing	
BIS 4567	Ergonomics and Design	BIS 4718	Web Applications Development	
		BIS 4747	Graphics and Animation	
		BIS 4848	Integrated Multimedia Applications	
	<i>(Only for old curriculum)</i>		<i>(Only for New Curriculum)</i>	

