

IGE232 Thai Heritage and Wisdom 3 (3-0-6)

The importance types or varieties and changes of Thai culture, beliefs, festivals, traditional fairs, traditional dance, musical arts, literature, fine arts and handicrafts. Study Thai wisdom from the four necessities of life.

IGE233 Ethics and Human Development 3 (3-0-6)

The basic concept of religions, relationship of religions and religious roles on culture, custom, tradition, civil ceremonies and Royal ceremonies associated with human living on the basis of the doctrine of religions. Practice self-development leading to ways of living in peace and harmony in society.

IGE234 Thinking and The New Generation 3 (3-0-6)

Principles and process of human thinking, dimensions of thinking, analytical thinking of information and how to apply them to everyday life.

IGE101 English for Communication I 3(3-0-6)

English for beginners. Acquire listening, speaking, reading and writing skills such as making simple English conversation, greetings, apologies and small talks. Study beginning grammar to correct mistakes in all four skills. Be able to read and write short essays, use English structure, and learn how to expand vocabulary through the use of a dictionary.

IGE102 English for Communication II 3 (3-0-6)

English grammatical skills that are more advanced than IGE101. Study listening, speaking, reading and writing at a level above IGE101. Develop various techniques of long passage reading and writing such as guessing the meanings of words in context, finding main ideas and supporting ideas. Be able to write more complex sentences at the intermediate level.

IGE103 English for Communication III 3 (3-0-6)

Listening, speaking reading and writing skills at a level that is more advanced than IGE102. Work toward developing and acquiring confidence needed in oral communication. Engage in interactive activities featuring cross-cultural communication and various presentation venues such as using reference words, skimming and scanning, taking short notes, etc. Learn to write paragraphs according to the assigned topics at the high intermediate level.

- IGE104 English for Communication IV 3 (3-0-6)**
Listening, speaking, reading, and writing at a level more advanced than IGE103. Focus more on listening and speaking skills at the advanced level. Improve communication skills through reading analyses, public speaking, presentation, career research, and advanced writing.
- IGE107 English for Business Communication 3 (3-0-6)**
Skills for business conversation, develop high degree of efficiency and adequacy in the oral application of the language in business environment, practice role play and group discussions concerning various communicative situations.
- IGE105 Thai Language for International Students 3 (2-2-6)**
Listening, speaking, reading and writing skills to communicate in the Thai language effectively
- IGE106 Thai Language for Thai Students 3 (2-2-6)**
Study the structure of the Thai language that enhances speaking and writing skills at a level more advanced than IGE105. Practice speaking, analyzing, and writing skills in different situations.
- IGE115 Contemporary Mathematics 3(3-0-6)**
Integers, fractions, decimals, checking accounts, and use equations to solve everyday-life problems. Learn markups and markdowns, interests, taxes, mortgages, invoices, inventory, insurance and depreciation.
- IGE116 Environmental Science for Sustainable World 3 (3-0-6)**
Scientific process of environmental science, ecology, natural resources and environment, technology and environmental impact, environmental pollution and treatment process including environmental toxicology, environmental laws and environmental management related to the philosophy of adequate economy.
- IGE117 Information Technologies in Digital Age 3 (2-2-6)**
The concepts that are necessary for effectively using new technologies and digital tools. The students will be able to decide what tools are most appropriate by applying these

concepts to the communication context. The students will also practice using a variety of digital tools and new technologies and reflect on how they affect communication.

IGE118 Green Environment for Sustainable Life 3 (3-0-6)

The understandings and conceptual frameworks in the study of green environment and human life; the informational resources about environment; relationships between humans, social, and the environment; the importance of ecosystems, natural resources, and biodiversity; the current status of natural resources consumption, the impact of technology on the environment, the management of environmental problems, sustainable development and environmental laws.

IGE419 Physical Fitness 1 (0-2-2)

Principles and benefits of physical fitness. Learn procedures and how to use physical fitness equipment to enhance physical health and performance for everyday living with quality and efficiency.

IGE420 Arts of Self Defense 1 (0-2-2)

Principles and benefits of self-defense. Acquire basic defense skills. Learn ways to confront immediate and dangerous situations.

IGE421 Rhythmic Activities and Ballroom Dancing 1 (0-2-2)

Self physically and emotionally through elegant movements from rhythmic activities and ballroom dancing.

2. Core Courses 45 Credit hours

IEC200 Principles of Economics 3(3-0-6)

The economic problem, Choice and opportunity cost and the production possibilities, Different economic systems, Demand and Supply, Competitive markets, Market Failure and government intervention, Application of policy, Imperfect competition and firm behavior, Game Theory and Strategic Behavior, Economic growth and the business cycle, Unemployment and inflation, The financial crises, Fiscal and Monetary Policy , Globalization and the emergence of the free trade area

IAC200 Financial Accounting 3 (3-0-6)

Accounting principles for measurement and reporting of financial information in a balance sheet, income statement, and statement of cash flows which include introduction to analysis and interpretation of financial accounting data for decision-making purposes and control of business operations in various management and business environments

IBA106 International Business 3 (3-0-6)

Study international business concept, international monetary system, payment balance, exchange rate, trade policies, problems in international business, economics cooperation, multilateral agreements, investment atmosphere, market entry, financial management, and international marketing.

IMG200 Principles of Management 3 (3-0-6)

Basic principles and techniques in management, concepts of service management with emphasis on the current issue and state of art concepts in planning, organizing for work efficiently, leading and motivating techniques, controlling in order to achieve organizational goals,

IMK201 Principles of Marketing 3 (3-0-6)

Concepts, definition, scope, nature, significance, and functions of marketing including classification of products and services, distribution, pricing and promotion, service marketing mix, consumer behavior and target markets, environments that influence on marketing mix and marketing control.

IMA201 Business Statistics 3 (3-0-6)

Measures of dispersion, probability, distributions, sampling, sampling distributions, estimations and tests of hypotheses, mean, variance, proportion, and Chi-square tests. Learn to apply statistics to decision-making in the business world, including analysis of variance, regression and correlation, index numbers, time series analysis, decision theory, and statistical quality control.

ICP205 Computer Applications in Business 3 (2-2-4)

Main business applications for documentation, creating business reports, presentation and spreadsheet, Internet and use of Internet to enhance decision making in business, IT Laws

ILA214 Business Law

3 (3-0-6)

Principles of law and legal practices that concern businesses including setting up, rights and duties, operations, management, dissolution of various forms of business entities, ordinary partnerships, registered ordinary partnerships, limited partnerships, limited companies, sales and purchases, rent of property, hire purchase and negotiable instruments (e.g. bills of exchange, promissory notes, and cheques), international business law

IFB301 Business Finance

3 (3-0-6)

Financial theories in business finance, the role of the financial managers, financial planning and analysis, short and long-term financing, costs of capital, working capital management, project evaluation and dividend policies

ILA315 Taxation

3 (3-0-6)

Study principles of personal income tax systems, the corporate income tax systems, the taxation of juristic persons, value added tax (VAT), tariffs, excise taxes, stamp duties, municipal taxes, international business taxes, and other taxes related to business.

IMG204 Production and Operation Management

3 (3-0-6)

Principles, roles, and functions of operations management, factory operations, facilities layout and design, production processes, qualitative and quantitative manufacturing controls, work safety, basic logistics and inventory management. Concepts of international manufacturing and quality standards that impact manufacturing firm, such as ISO, QS, Six Sigma, and TQM

IMG303 Strategic Management 3 (3-0-6)

Focus on various models of organizations, critical analysis of organizational dimensions, internal and external environmental settings, and the formulation and implementation of competitive strategies that can be used to ensure the continuity and growth of businesses, the sustainability of organizational competitive advantages. The focus and learning method will be placed on case studies. Techniques to be included are balanced scorecard, core competency, organization integration, total quality management, reengineering, benchmarking, and continuous improvement.

IBA300 Quantitative Business analysis 3 (3-0-6)

Roles of quantitative analysis for business problem solving, concept and application of linear programming, sensitivity analysis, decision making tools, decision tree diagram, probability, queuing, Markov analysis, transportation model, inventory control, simulations and game theory.

ICP405 Management Information Systems 3 (3-0-6)

Role and necessity of MIS to management and organization, basic concepts in developing information systems by using computer, database sharing systems, suitable technology for developing MIS. Introduce decision support systems (DSS), business intelligence (BI), artificial intelligence (AI), and expert systems

IMG313 Cross-cultural Studies for Management 3 (3-0-6)

Implications of national culture on business practices, leadership approaches, the challenges of cross-cultural issues in communication and interpersonal relations in various international settings, highlight the influence of cultural specifications on management and entrepreneurship, dimensions of intercultural /multicultural management including work-related attitudes, intercultural /multicultural managerial competencies and its influence on managerial competence model, cultural learning and developing cultural intelligence, international deal making and networking

3. Major Courses 30 Credit hours

IMK220 Consumer Behavior Insight 3 (3-0-6)

Analyzing and understanding of consumer segments in-depth is developed and applied to create communication strategies using a decision-making framework. Through coursework, students demonstrate an understanding of various topics including how market intelligence is collected, market segmentation, the impact of various cultural influences on behavior, elements of persuasive communication and development of consumer-oriented strategies.

IMK225 Product Innovation and Management 3 (3-0-6)

The development of new products, including goods and services includes significant risk. This course draws on industry experiences and academic research to give you a balanced view of theory versus practice in the management and successful commercialisation of new products. The course highlights the importance of product innovation, especially for companies wanting to regain and retain competitive advantage within their industry.

IMK226 Pricing Strategy (3-0-6)

Marketing's three C's: costs, customers and competitors, how costs should and should not enter the pricing decision, how a marketing focus on the customer provides insights into the pricing decision, how competition impacts on the pricing decision, pricing strategies, tactics and their applications: dynamic pricing over the product life cycle; product line pricing; pricing through the marketing channel; price discrimination; two-part tariffs and nonlinear pricing; price bundling; perceived value pricing; and competitive pricing. The institutional and legal environment and their impact on the firm's pricing decision are also emphasized.

IMK304 Marketing Management 3 (3-0-6)

Understand marketing management discipline which is focused on analyze the market and market environment, consumer behavior, planning for marketing strategies, market segmentation, target market, positioning, marketing mix decision making, management of a firm's marketing resources and activities including evaluation and controlling

IMK308 Integrated Marketing Communications 3 (3-0-6)

Study the process of integrated marketing communications, the development of IMC, decision making of IMC mix, budget determination for IMC activities and evaluation of IMC with ethics. Topics also include an evaluation of the role of promotion in marketing and the economy.

IMK310 Marketing Channels 3 (3-0-6)

Understand the distribution systems and channels, selection process of channels and intermediaries. Promotion planning and development for all types of distribution channels, distribution center management. Overall control, evaluation and solution of problems in distribution and direct marketing.

IMK325 Service Marketing 3 (3-0-6)

Study nature and scope of service marketing which include service business structures, clarification of target groups and consumer behavior of service marketing, service marketing mix strategy and case studies on specific service business as well as learning new way of doing service marketing by using technology.

IMK326 Digital marketing

3 (3-0-6)

core concepts in multi-channel marketing in the digital environment, how to coordinate marketing initiatives across online and offline channels and between Desktop and Mobile audiences, tools and techniques required to create a digital marketing plan advanced strategies in email marketing, search engine optimization (SEO), search engine marketing (SEM), and social media marketing, functional theories related to social media including network theory

IMK403 Marketing Research

3 (3-0-6)

The role of research in marketing decision making, defining research objectives, syndicated and secondary data sources of marketing information, exploratory research methods, survey research design, observational research techniques, experimental design, sampling procedures, data collection and analysis, and communicating research findings

IMK481 Seminar in Marketing² (2-0-4)

Prerequisite: pass at least 15 credit hours of major course

Study and discuss as well as analyze business cases based on marketing concepts by and with lecturer, professor, and / or marketing experts

IMK482 Special Project in Business Marketing

1 (0-2-6)

Prerequisite: pass at least 15 credit hours of major course

Students will present business plan to the class and participate in discussion of papers presented by others, under the supervisory and approval of committee set by the department of marketing.

4. Major Elective Courses 12 Credit hours

IMK210 Sales Management

3 (3-0-6)

Study the of nature and scope of sales management, responsibilities of sales managers, managing sales department, sales policy, selection process, training programs and compensation for salespersons, motivation, planning, and sales analysis, evaluation and control of sales performance, sales quotas and budget for sales management programs.

IMK414 Distribution and Logistics Management

3 (3-0-6)

Understand the structure and role of distribution channels, distribution center management, the meaning and the essence of various factors that affect the distribution system

and channels, new types of retailers and wholesalers, supply chain management, coordinate the shipment and dispersal of a variety of goods

IMK420 Import-Export Management 3 (3-0-6)

Study concepts of international business, this course covers foreign market exploration, free trade area, WTO, exchange problems, practices and document preparation, duties, carrier selection decision making, marketing communication of foreign products and relationship with financial and transportation intermediaries.

IMK421 Public Relations 3 (3-0-6)

Study the principles of public relations in business. The main emphasis will be on a study of strategies and techniques employed in winning and holding confidence and approval through the formulation and publication of public relations policies.

IMK423 International Marketing 3 (3-0-6)

Understand an overview of contemporary international marketing management, concerning with the strategic and operational marketing issues that arise in response to continuing growth in trade. It also involves the availability of products and services, the dramatic increase in mobile foreign investment, the widespread movement of people and the pervasiveness of international competition at the level of the firm. Study the full range of tasks facing the firm in international marketing and explains how to integrate the various market entry and development strategies into a series of decisions that reflect an interplay of the international marketing environment, technological forces, the strengths and weaknesses of the firm.

IMK424 Business-To-Business Marketing 3 (3-0-6)

Study concepts and practice in business-to-business marketing, which topics include procurement, business purchasing behavior, marketing opportunities, marketing strategy, product development and management, business marketing channel, customer relationship management, integrated marketing communication, sales management, selling techniques, pricing and negotiation to add value, marketing evaluation, customer satisfaction and vision in business-to-business marketing.

IMK427 Direct and Database Marketing 3 (3-0-6)

Methods of direct marketing to consumers and businesses without using conventional retailers or sales forces, the use of direct marketing strategies and techniques to enhance traditional marketing methods, the scope of direct marketing media, internet marketing and strategic planning, customer database and management issues, customer database analysis and applications, external database in direct marketing, customer relationship management (CRM) and marketing management solutions, the roles of social media, consumer behavior in direct marketing

IMK428 Event and Experience Marketing 3 (3-0-6)

Study how to integrate events into the marketing mix in order to achieve business objectives such as growing brand awareness, selling products and building stronger relationships with their customers. This course will include event marketing excellence, how to properly prepare, what must happen on the day of the event and other useful information on topics including communication, code & safety compliance and follow-up

IMK429 Advertising 3 (3-0-6)

Basic principles of advertising and their role in media and society. Includes advertising environment in the 21st Century, agency and client relationships, consumer behavior, ethics, and the role of research, creative appeals, and media selection in advertising effectiveness. Study of the organization of the advertising profession.

IMK430 Retailing Management 3 (3-0-6)

Study the role and importance of retailing and retailing management. Study the different forms of retailers, the distribution channels, the promotion as well as the trend of retailing management in the future, financial and location strategy; merchandising; pricing and distribution; promotion including communications, store layout, store design, visual merchandising; and customer service.

IMK431 Brand Management 3 (3-0-6)

Study the existing communication and consumer behavior models in order to explore many of the issues facing a modern day brand manager. Evaluation of brands, brands and their relationships with consumers, how to create brand equity and the tools required to manage equity over time, branding challenges and opportunities, strategic brand management processes, brand positioning and brand values, choosing brand elements, leveraging brand & brand extension, approaches to assessing brand equity, concept of brand architecture

IMK 490 Cooperative Education for Marketing 6(0-0-40)

Pre-requisite : For 4th-year student or higher

Student will enter a cooperative training program with the business sector or government sector for a period of at least 16 weeks. Student is required to do the report and the program must provide lecturer visitation at the training site.

IBA490 Pre-Cooperative Education 1 (1-0-2)

Pre-requisite : For student who will take Cooperative Education subject

Principles and concepts of Cooperative Education, processes and steps, rules and regulations related to Co-op, fundamental knowledge and techniques in pursuing a career such as; workplace selection, application letter writing and job interview, basic knowledge necessary for the practical experience in the workplace, training and workshop on developing personality for working society, communication skill development, techniques in building self- confidence, problems or obstructions and approaches in solving problems during the job training.

IBA451 Principles of Hotel Lodging Management 3 (3-0-6)

History and development of hotel business, the principle of hotel and types of accommodation, hotel structure, policy and main duty of hotel management, the management of human resources operation, the process of division and department such as room division, food and beverage division. The relationship between hotels within or without chain.

IBA452 Room Division Management 3 (2-2-5)

Organization structure of the rooms division in hotels; establishing room rates; manpower requirement and scheduling management; forecasting room availability; the front office account cycle including night auditing; credit control; handling providing and groups sales;

providing safety for VIP guests; resolving guests' complaints; budgeting operations; evaluating rooms division operations; and basic concept of revenue management

IBA453 Food and Beverage Management 3 (2-2-5)

Knowledge of food and beverage service, types of restaurants and special food and beverage services. It also examines the functions of food and beverage service department and responsibilities of the food and beverage personnel. Included topics are food and beverage service equipment and tools for operations, types of food menus and beverage menus, period of meals and menu planning, types of table settings, liaison between kitchen and service areas, dining etiquette, safety and sanitation in food and beverage service.

IBA454 Hotel Marketing and Sales 3 (3-0-6)

Analyze the related factors that effect to the marketing of hotel business, the market sharing, the making of marketing plan and strategy such as the strategy of products and services, sales strategy, strategy of channel of distributions and hotel image and contribute the Corporate Social Responsibility (CSR).

IBA455 Service Quality Management in Hotel 3 (3-0-6)

The distinct needs and problems of service organizations in the areas of operations and quality management. This core theme is a quality management approach to provide excellent service. Topics include: service quality measurement; service quality improvement; quality function deployment; service design; and service capacity management for rapid growth and change.

IMG490 Cooperative Education for Entrepreneurial Management 6 (0-0-40)

Pre-requisite : For 4th-year student or higher

Student will enter a cooperative training program with the business sector or government sector for a period of at least 16 weeks. Student is required to do the report and the program must provide lecturer visitation at the training site.

IBA490 Pre-Cooperative Education 1 (1-0-2)

Pre-requisite : For student who will take Cooperative Education subject

Principles and concepts of Cooperative Education, processes and steps, rules and regulations related to Co-op, fundamental knowledge and techniques in pursuing a career such as; workplace selection, application letter writing and job interview, basic knowledge

necessary for the practical experience in the workplace, training and workshop on developing personality for working society, communication skill development, techniques in building self- confidence, problems or obstructions and approaches in solving problems during the job training.

5. Free elective 6 Credit hours

IEN434 Public Speaking 3 (3-0-6)

Speech skills common to all forms of oral communication, the selection and evaluation of materials for speech, organization, thought, voice action, and the optimal speaker-listener relation. Practice in negotiation, non-verbal communication means, language behavior, and the application of humor in individual speech assignments.

IEN439 English for Standardized Tests 3 (3-0-6)

Techniques and concepts of English standardized tests for continuous education or working.

IBA400 Selected Topics in Business 3 (3-0-6)

A comprehensive study of one or more topics in business. Selected topics may vary from semester to semester and will be announced before the starting of each semester. The objective is to introduce students to interesting up-to-date topics in business that should be known.

IBA401 Doing Business in ASEAN Countries 3 (3-0-6)

Growth and expansion of entrepreneur, local investors, national investors, multinational investors in Southeast Asia, business management models, culture in developing business in Southeast Asia

IBS402 Customer Relationship Management 3 (3-0-6)

Concepts of customer equity and its components which include brand equity, value equity and relationship equity, marketing channels (i.e. direct, indirect, electronic) and customer touchpoints, the costs of customers and costs of serving customers in the different channels, identification and Selection of customers (for both consumer and business markets), customer Life Time Value, Customer Life Cycle Analysis, dealing with unprofitable customers and recovering from crises

IBA403 Business Ethics and Corporate Social Responsibility 3 (3-0-6)

Business ethical concepts and importance of business ethics, ethical responsibility and leadership, promote corporate good governance, stakeholder engagement, the influence of individuals, within groups of people in the workplace, society and culture, everyday transgressions, strategic CSR, sustainable development, business ethical practices and social responsibility

ICP422 Web Design and Development 3 (2-2-4)

Concepts in designing web sites with creative interfaces, graphic images, functional site organization and logical navigation with a concentration on the design of website, the basics and the concepts of developing a website, effective use of color, images, animation and layout. Students will learn to create a basic homepage and publish it on a web server along with advanced navigation and presentation techniques