Bulletin

Bachelor of Business Administration
(English Program)

Management
Marketing
Business Computer

Kasem Bundit University, Bangkok, Thailand
Background of Kasem Bundit University

Kasem Bundit University was founded in 1987 when it was formally established as “Kasem Bundit College” by Mr. Kasem Suwandee, who always has a firm conviction that education is regarded as the most essential in developing human resource and private sectors and as the vital roles in the process of continuous development. The devoting members of the Board of Trustees qualified with their broad-based experience and exceptional academic backgrounds have significantly contributed to the dynamic growth of the University.

In 1992 the University was granted the university status by the Ministry of Education. The acquired status signifies that the academic and overall administrative aspects of the University are up to the standards prescribed by the Ministry. This is also deemed as a distinguished honor granted to both academic and administrative staff of the University. In fact, it still remains as inspiration to faculty members to relentlessly strive for high quality education with relevance to the society, with a special capacity for addressing technological changes.

Background of B.B.A. English Program

The English Program began in 1994 with an aim to meet the requirements of the global advancement for well-trained personnel in the field of business with a strong background in cultural and linguistic requirements of the global economy.

The B.B.A. English Program is an independent academic unit under the Faculty of Business Administration with its own staff and curriculum. The instruction is conducted in the English language. The instructors from various countries are enthusiastically prepared to achieve the international environment the program endeavors to provide.
Objectives

« To provide students with full knowledge and competence in their fields of study
« To prepare students with analytical skills and to be adaptable to rapidly changing technology
« To provide students with problem-solving skills needed to devise best solutions to business and social problems
« To prepare students for graduate studies in business both locally and abroad
« To prepare students for successful careers in the global business environment
« To satisfy the educational needs of both the students and society

Program Offered

The B.B.A. English Program offers a bachelor’s degree in Business Administration in 3 majors:

- Marketing
- Management
- Business Computer

Admission Procedure

There are three methods of admission at Kasem Bundit University:

« 1. An entrance examination administered by Kasem Bundit University
« 2. Transferring credits earned from other accredited institutions
« 3. Transferring relevant experiences into credits

Documents Required for International Students

« 1. A copy of high school certificate (Grade 12/M6) or equivalent
« 2. A completed application form
« 3. An endorsed copy of passport
« 4. A cashier’s check in the amount of US$ 10 for the application fee, payable to Kasem Bundit University
**Tuition Fees and Accommodation Expenses**

Full-time students

- Tuition expenses per year: 40,000-60,000 Thai baht (approximately)
- Accommodation expenses per year: 80,000-100,000 Thai baht (approximately)

Note: Students are required to find their own accommodations, but assistance is available if needed.

(Tuition fees are subject to change without further notice.)

**Student Facilities and Services**

**Library**

The KBU main library uses the electronic library system. It contains a large number of items including books, journals and periodicals. The use of the library resources is offered not only to our graduates and undergraduates but also to the public as well.

**Computer Center**

Our three Computer Centers provide assistance and facilities to our students in the use of computer for both class-work and other academic research activities. Furthermore, *INTERNET* services and E-mail are also available.

**Learning Center (Self-access Center)**

The Learning Center is a marvelous facility of which the University is proud. The Center provides a selection of the English language books, newspapers and magazines. In addition, there are audio-visual learning aids including videocassettes, audiocassettes, diskettes, CD-ROMs as well as other computer-aided and Internet-based resources for research and English practice.

**Computer Lab**

The University provides one computer for each student in the Pentium level programs such as Windows 95 and up, MS Office and Graphics Software.
KBU Bookstore
Our KBU Bookstore offers textbooks for all courses in English, Thai and other languages. Moreover, it provides students with a great variety of stationary, office supplies, supplementary materials, journals, newspapers and souvenirs. The store also provides bookbinding and book covering services.

Recreation Center
KBU Fitness Center is fully equipped and located on campus. Furthermore, KBU offers a wide range of recreational activities to suit each and individual needs and interest.

Health Service
The KBU Health Service is an outpatient clinic designed especially for the students and staff. The services include medical emergency assistance, first aid and medical counseling. Registered nurses are on duty during its business hours.

Counseling Service
The Student Counseling Service provides a wide range of services to help students benefit from their college experiences and maintain their psychological well-being.

Scholarships
Several types of scholarships are available at Kasem Bundit University. The scholarships are rewarded not only to students who have excellent academic performance, but also to those who are selected to represent athletic teams and other athletics for the institution.
For Further Information:

Contact: bba@kbu.ac.th
B.B.A.Office Phone: 0-2320-2777 ext. 1310, 1321
www.bba.kbu.ac.th

Kasem Bundit University (Pattanakarn campus)
Admission Office
B.B.A.English Program
1761 Pattanakarn Road,
Soi 37, Suan Luang,
Bangkok 10250
Thailand
Phone: 0-2320-2777 ext. 1310
Fax: 0-2321-4444

Kasem Bundit University (Romklao campus)
77 Romklao Road,
Minburi,
Bangkok 10510
Thailand
Phone: 0-2904-2222
Fax: 0-2904-2200
## Study Plan

### Major in Marketing

<table>
<thead>
<tr>
<th>YR.</th>
<th>1st Semester</th>
<th>2nd Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AC.101E Principles of Accounting 1 3(3-0)</td>
<td>AC.102E Principles of Accounting 2 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>EN.106E Functional English 3(3-0)</td>
<td>CP.100E Introduction to Computer Information Systems 3(2-2)</td>
</tr>
<tr>
<td></td>
<td>LA.101E Introduction to Jurisprudence 3(3-0)</td>
<td>EN.107E Enhanced English Skills 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>LB.100E Psychology for Living 3(3-0)</td>
<td>LB.115E Society, Economics, Politics and Environment 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>LB.130E Philosophy and Living 3(3-0)</td>
<td>or LB.117E Communication and Human Relations 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MA.104E Mathematics 3(3-0)</td>
<td>or LB.134E Personality Development and Adjustment 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>** Total 18 **</td>
<td>MA.102E Introduction to Statistics 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>LB.115E Society, Economics, Politics and Environment 3(3-0)</td>
<td>SC.202E Science, Technology in Everyday Life 3(3-0)</td>
</tr>
<tr>
<td>2</td>
<td>AC.204E Managerial Accounting 3(3-0)</td>
<td>CP.205E Computer Applications in Business 3(2-2)</td>
</tr>
<tr>
<td></td>
<td>EC.201E Microeconomics 3(3-0)</td>
<td>EC.202E Macroeconomics 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>EN.209E Business Reading 3(3-0)</td>
<td>EN.210E Business Writing 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>LB.133E Ethics 3(3-0)</td>
<td>FB.301E Business Finance 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MG.200E Principles of Management 3(3-0)</td>
<td>** Total 18 **</td>
</tr>
<tr>
<td></td>
<td>MA.201E Business Statistics 3(3-0)</td>
<td>** Total 18 **</td>
</tr>
<tr>
<td></td>
<td>** Total 18 **</td>
<td>** Total 18 **</td>
</tr>
<tr>
<td>3</td>
<td>EN.307E English for Communication 3(3-0)</td>
<td>CP.405E Management Information Systems 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>LA.315E Taxation 3(3-0)</td>
<td>LA.214E Business Law 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MA.111E Mathematical Puzzles and Games 1(1-0)</td>
<td>MK.306E Promotion 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MK.301E Sales Management 3(3-0)</td>
<td>MK.402E International Marketing 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MK.304E Consumer Behavior 3(3-0)</td>
<td>MK.415E Distribution 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>** A Major Elective Course 3(3-0)</td>
<td>** A Major Elective Course 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>** Total 16 **</td>
<td>** Total 18 **</td>
</tr>
<tr>
<td>4</td>
<td>MG.300E Production and Operations Management 3(3-0)</td>
<td>LB.127E Art of Self Defense 1(0-2)</td>
</tr>
<tr>
<td></td>
<td>MG.401E Business Research Methods 3(3-0)</td>
<td>or LB.129E Rhythmic Activities and Ballroom Dancing 1(0-2)</td>
</tr>
<tr>
<td></td>
<td>MK.414E Purchasing 3(3-0)</td>
<td>MG.421E Strategic Management 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MK.416E Marketing Management 3(3-0)</td>
<td>MK.405E Seminar in Marketing 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MK.417E Marketing Research 3(3-0)</td>
<td>MK.418E Product and Price Policy 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>* A Free Elective Course 3(3-0) or 3(2-2)</td>
<td>* A Free Elective Course 3(3-0) or 3(2-2)</td>
</tr>
<tr>
<td></td>
<td>** Total 18 **</td>
<td>** Total 13 **</td>
</tr>
</tbody>
</table>
## Study Plan

### Major in Management

<table>
<thead>
<tr>
<th>YR.</th>
<th>1st Semester</th>
<th>2nd Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AC.101E Principles of Accounting 1 3(3-0)</td>
<td>AC.102E Principles of Accounting 2 3(3-1)</td>
</tr>
<tr>
<td></td>
<td>EN.106E Functional English 3(3-0)</td>
<td>CP.100E Introduction to Computer Information Systems 3(2-2)</td>
</tr>
<tr>
<td></td>
<td>LA.101E Introduction to Jurisprudence 3(3-0)</td>
<td>EN.107E Enhanced English Skills 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>LB.100E Psychology for Living 3(3-0)</td>
<td>LB.115E Society, Economics, Politics and Environment 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>LB.130E Philosophy and Living 3(3-0)</td>
<td>or LB.117E Communication and Human Relations 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MA.104E Mathematics 3(3-0)</td>
<td>or LB.134E Personality Development and Adjustment 3(3-0)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MA.102E Introduction to Statistics 3(3-0)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SC.202E Science, Technology in Everyday Life 3(3-0)</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong> 18</td>
<td><strong>Total</strong> 18</td>
</tr>
<tr>
<td>2</td>
<td>AC.204E Managerial Accounting 3(3-0)</td>
<td>CP.205E Computer Applications in Business 3(2-2)</td>
</tr>
<tr>
<td></td>
<td>EC.201E Microeconomics 3(3-0)</td>
<td>EC.202E Macroeconomics 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>EN.209E Business Reading 3(3-0)</td>
<td>EN.210E Business Writing 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>LB.133E Ethics 3(3-0)</td>
<td>FB.301E Business Finance 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MG. 200E Principles of Management 3(3-0)</td>
<td>MK.201E Principles of Marketing 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MA. 201E Business Statistics 3(3-0)</td>
<td>MT.306E International Business 3(3-0)</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong> 18</td>
<td><strong>Total</strong> 18</td>
</tr>
<tr>
<td>3</td>
<td>EN.307E English for Business Communication 3(3-0)</td>
<td>LA.214E Business Law 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>LA.315E Taxation 3(3-0)</td>
<td>MG.304E Office Management 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MA.111E Mathematical Puzzles and Games 1(1-0)</td>
<td>MG.310E Supply Chain Management 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MG.306E Organizational Theory 3(3-0)</td>
<td>MG.317E International Business Management 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MG.315E Human Resource Management 3(3-0)</td>
<td>MG.419E Industrial Relations Management 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>**A Major Elective Course 3(3-0)</td>
<td>**A Free Elective Course 3(3-0) or 3(2-2)</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong> 16</td>
<td><strong>Total</strong> 18</td>
</tr>
<tr>
<td>4</td>
<td>CP.405E Management Information Systems 3(2-2)</td>
<td>LB.127E Art of Self defense 1(0-2)</td>
</tr>
<tr>
<td></td>
<td>MG.300E Operations Management 3(3-0)</td>
<td>or LB.129E Rhythmic Activities and Ballroom Dancing 1(0-2)</td>
</tr>
<tr>
<td></td>
<td>MG.316E Planning and Control Management 3(3-0)</td>
<td>MG.404E Small Business Management 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MG.401E Business Research Methods 3(3-0)</td>
<td>MG.408E Seminar in Management 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MG.410E Organizational Behavior 3(3-0)</td>
<td>MG.420E Project Management 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>**A Major Elective Course 3(3-0)</td>
<td>MG.421E Strategic Management 3(3-0)</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong> 18</td>
<td><strong>Total</strong> 18</td>
</tr>
</tbody>
</table>

Total: 48 credits
# Study Plan

## Major in Business Computer

<table>
<thead>
<tr>
<th>YR.</th>
<th>1st Semester</th>
<th>2nd Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AC.101E Principles of Accounting 1 3(3-0)</td>
<td>AC.102E Principles of Accounting 2 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>EN.106E Functional English 3(3-0)</td>
<td>CP.100E Introduction to Computer &amp; Information Systems 3(2-2)</td>
</tr>
<tr>
<td></td>
<td>LA.101E Introduction to Jurisprudence 3(3-0)</td>
<td>EN.107E Enhanced English Skills 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>LB.100E Psychology for Living 3(3-0)</td>
<td>LB.115E Society, Economics, Politics and Environment 3(3-0) or</td>
</tr>
<tr>
<td></td>
<td>LB.130E Philosophy and Living 3(3-0)</td>
<td>LB.117E Communication and Human Relations 3(3-0) or</td>
</tr>
<tr>
<td></td>
<td>MA.104E Mathematics 3(3-0)</td>
<td>LB.134E Personality Development and Adjustment 3(3-0)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MA.102E Introduction to Statistics 3(3-0)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SC.202E Science, Technology in Everyday Life 3(3-0)</td>
</tr>
<tr>
<td></td>
<td><strong>Total 18</strong></td>
<td><strong>Total 18</strong></td>
</tr>
<tr>
<td>2</td>
<td>AC.204E Managerial Accounting 3(3-0)</td>
<td>CP.205E Computer Applications in Business 3(2-2)</td>
</tr>
<tr>
<td></td>
<td>EC.201E Microeconomics 3(3-0)</td>
<td>EC.202E Macroeconomics 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>EN.209E Business Reading 3(3-0)</td>
<td>EN.210E Business Writing 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>LB.133E Ethics 3(3-0)</td>
<td>FB.301E Business Finance 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MG.200E Principles of Management 3(3-0)</td>
<td>MK.201E Principles of Marketing 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MA.201E Business Statistics 3(3-0)</td>
<td>MT.306E International Business 3(3-0)</td>
</tr>
<tr>
<td></td>
<td><strong>Total 18</strong></td>
<td><strong>Total 18</strong></td>
</tr>
<tr>
<td>3</td>
<td>CP.206E Microcomputer Systems 3(2-2)</td>
<td>CP.305E Database Management Systems 3(2-2)</td>
</tr>
<tr>
<td></td>
<td>CP.304E Data Structure &amp; File Processing 3(2-2)</td>
<td>CP.405E Management Information Systems 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>CP.419E Programming Concepts 3(2-2)</td>
<td>CP.417E Data Communication Systems &amp; Computer Network 3(2-2)</td>
</tr>
<tr>
<td></td>
<td>EN.307E English for Business Communication 3(3-0)</td>
<td>CP.423E Webbase Application-Programming 3(2-2)</td>
</tr>
<tr>
<td></td>
<td>LA.315E Taxation 3(3-0)</td>
<td>LA.214E Business law 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>MA.111E Mathematical Puzzles and Game 1(1-0)</td>
<td>** Total 18 **</td>
</tr>
<tr>
<td></td>
<td><strong>Total 18</strong></td>
<td><strong>Total 16</strong></td>
</tr>
<tr>
<td>4</td>
<td>CP.306E Information System Analysis 3(3-0)</td>
<td>CP.307E Information System Design 3(3-0)</td>
</tr>
<tr>
<td></td>
<td>CP.309E Seminar in Business Computer 1(2-0)</td>
<td>CP.418E Special Project</td>
</tr>
<tr>
<td></td>
<td>CP.420E Object-oriented Programming 3(2-2)</td>
<td>LB.127E Art of Self Defense 1(0-2) or</td>
</tr>
<tr>
<td></td>
<td>MG.300E Operations Management 3(3-0)</td>
<td>LB.129E Rhythmic Activities and Ballroom Dancing 1(0-2)</td>
</tr>
<tr>
<td></td>
<td>MG.401E Business Research Methods 3(3-0)</td>
<td>MG.421E Strategic Management 3(3-0)</td>
</tr>
<tr>
<td></td>
<td><strong>Total 16</strong></td>
<td><strong>Total 15</strong></td>
</tr>
<tr>
<td></td>
<td>** A Free Elective Course 3(3-0) or 3(2-2)</td>
<td>** A Free Elective Course 3(3-0) or 3(2-2) **</td>
</tr>
</tbody>
</table>
CURRICULUM STRUCTURE

Bachelor of Business Administration Program in Marketing

Total credits for graduation : 137 credits

1. General Education : 38 credits

1.1 Social Sciences : 9 credits
  LA.101E - Introduction to Jurisprudence 3(3-0)
  LB.100E - Psychology for Living 3(3-0)
  LB.115E - Society, Economics, Politics and Environment 3(3-0)

1.2 Humanities : 6 credits
  LB.103E - Philosophy and Living 3(3-0)
  LB.133E - Ethics 3(3-0)

1.3 Languages : 15 credits
  EN.106E - Functional English 3(3-0)
  EN.107E - Enhanced English Skills 3(3-0)
  EN.209E - Business Reading 3(3-0)
  EN.210E - Business Writing 3(3-0)
  EN.307E - English for Business Communication 3(3-0)

1.4 Mathematics and Sciences : 7 credits
  CP.100E - Introduction to Computer Information Systems 3(2-2)
  MA.111E - Mathematical Puzzles and Games 1(1-0)
  SC.202E - Science and Technology in Everyday Life 3(3-0)

1.5 Physical Education : 1 credit
  LB.127E - Art of Self Defense 1(0-2)
  or
  LB.129E - Rhythmic Activities and Ballroom Dancing 1(0-2)
2. Core Courses : 57 credits

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC.101E</td>
<td>Principles of Accounting 1</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>AC.102E</td>
<td>Principles of Accounting 2</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>AC.204E</td>
<td>Managerial Accounting</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>CP.205E</td>
<td>Computer Applications in Business</td>
<td>3(2-2)</td>
</tr>
<tr>
<td>CP.405E</td>
<td>Management Information Systems</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>EC.201E</td>
<td>Microeconomics</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>EC.202E</td>
<td>Macroeconomics</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>FB.301E</td>
<td>Business Finance</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>LA.214E</td>
<td>Business Law</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>LA.315E</td>
<td>Taxation</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MA.102E</td>
<td>Introduction to Statistics</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MA.104E</td>
<td>Mathematics</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MA.201E</td>
<td>Business Statistics</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.200E</td>
<td>Principles of Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.300E</td>
<td>Operations Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.401E</td>
<td>Business Research Methods</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.421E</td>
<td>Strategic Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MK.201E</td>
<td>Principles of Marketing</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MT.306E</td>
<td>International Business</td>
<td>3(3-0)</td>
</tr>
</tbody>
</table>

3. Major Courses : 36 credits

3.1 Major Required Courses : 30 credits

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MK.301E</td>
<td>Sales Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MK.304E</td>
<td>Consumer Behavior</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MK.306E</td>
<td>Promotion</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MK.402E</td>
<td>International Marketing</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MK.405E</td>
<td>Seminar in Marketing</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MK.414E</td>
<td>Purchasing</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MK.415E</td>
<td>Distribution</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MK.416E</td>
<td>Marketing Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MK.417E</td>
<td>Marketing Research</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MK.418E</td>
<td>Product and Price Policy</td>
<td>3(3-0)</td>
</tr>
</tbody>
</table>
3.2 Major Elective Courses : (Select 2 courses from the list.) 6 credits

MK.305E - Product Management 3(3-0)
MK.410E - Principles of Retailing and Wholesaling 3(3-0)
MK.411E - Agricultural Marketing 3(3-0)
MK.412E - Industrial Marketing 3(3-0)
MK.413E - Service Marketing 3(3-0)

4. Free Elective Courses :

(Students may select the courses from the list provided or any other major courses available at B.B.A.)

AB.101E - Elementary Standard Arabic I 3(2-2)
AB.102E - Elementary Standard Arabic II 3(2-2)
AB.103E - Business Arabic 3(2-2)
EN.433E - Composition and Comprehension Skills 3(2-2)
EN.434E - Public Speaking and Presentations 3(2-2)
MG.106E - Cross-cultural Studies for Management 3(3-0)
CURRICULUM STRUCTURE

Bachelor of Business Administration Program in Management

Total credits for graduation : 140 credits

1. General Education : 38 credits
   1.1 Social Sciences : 9 credits
       LA.101E - Introduction to Jurisprudence 3(3-0)
       LB.100E - Psychology for Living 3(3-0)
       LB.115E - Society, Economics, Politics and Environment 3(3-0)

   1.2 Humanities : 6 credits
       LB.103E - Philosophy and Living 3(3-0)
       LB.133E - Ethics 3(3-0)

   1.3 Languages : 15 credits
       EN.106E - Functional English 3(3-0)
       EN.107E - Enhanced English Skills 3(3-0)
       EN.209E - Business Reading 3(3-0)
       EN.210E - Business Writing 3(3-0)
       EN.307E - English for Business Communication 3(3-0)

   1.4 Mathematics and Sciences : 7 credits
       CP.100E - Introduction to Computer Information Systems 3(2-2)
       MA.111E - Mathematical Puzzles and Games 1(1-0)
       SC.202E - Science and Technology in Everyday Life 3(3-0)

   1.5 Physical Education : 1 credit
       LB.127E - Art of Self Defense 1(0-2)
       LB.129E - Rhythmic Activities and Ballroom Dancing 1(0-2)
2. Core Courses : 57 credits

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC.101E</td>
<td>Principles of Accounting 1</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>AC.102E</td>
<td>Principles of Accounting 2</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>AC.204E</td>
<td>Managerial Accounting</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>CP.205E</td>
<td>Computer Applications in Business</td>
<td>3(2-2)</td>
</tr>
<tr>
<td>CP.405E</td>
<td>Management Information Systems</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>EC.201E</td>
<td>Microeconomics</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>EC.202E</td>
<td>Macroeconomics</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>FB.301E</td>
<td>Business Finance</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>LA.214E</td>
<td>Business Law</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>LA.315E</td>
<td>Taxation</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MA.102E</td>
<td>Introduction to Statistics</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MA.104E</td>
<td>Mathematics</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MA.201E</td>
<td>Business Statistics</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.200E</td>
<td>Principles of Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.300E</td>
<td>Operations Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.401E</td>
<td>Business Research Methods</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.421E</td>
<td>Strategic Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MK.201E</td>
<td>Principles of Marketing</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MT.306E</td>
<td>International Business</td>
<td>3(3-0)</td>
</tr>
</tbody>
</table>

3. Major Courses : 39 credits

3.1 Major Required Courses : 33 credits

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MG.304E</td>
<td>Office Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.306E</td>
<td>Organization Theory</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.309E</td>
<td>Supply Chain Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.315E</td>
<td>Human Resource Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.316E</td>
<td>Planning and Control Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.317E</td>
<td>International Business Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.404E</td>
<td>Small Business Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.408E</td>
<td>Seminar in Management</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>MG.410E</td>
<td>Organizational Behavior</td>
<td>3(3-0)</td>
</tr>
</tbody>
</table>
MG.419E - Industrial Relations Management 3(3-0)
MG.420E - Project Management 3(3-0)

3.2 Major Elective Courses: (Select 2 courses from the list.) 6 credits
MG.311E - Compensation Management 3(3-0)
MG.312E - Training and Development Management 3(3-0)
MG.313E - Industrial Psychology 3(3-0)
MG.314E - Management of Computer Systems for Modern Office 3(3-0)
MG.318E - Legal Environment of Special Business Related Laws 3(3-0)
MG.406E - Operations Research 3(3-0)
MG.409E - Leadership 3(3-0)
MG.411E - Profit Planning and Control 3(3-0)
MG.412E - Quality Control 3(3-0)
MG.413E - Business Forecasting 3(3-0)
MG.414E - Personality Development 3(3-0)
MG.420E - Independent Management Research 3(3-0)

4. Free Elective Courses: 6 credits
(Students may select the courses from the list provided or any other major courses available at B.B.A.)
AB.101E - Elementary Standard Arabic I 3(2-2)
AB.102E - Elementary Standard Arabic II 3(2-2)
AB.103E - Business Arabic 3(2-2)
EN.433E - Composition and Comprehension Skills 3(2-2)
EN.434E - Public Speaking and Presentations 3(2-2)
MG.106E - Cross-cultural Studies for Management 3(3-0)
## CURRICULUM STRUCTURE

**Bachelor of Business Administration Program in Business Computer**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total credits for graduation</strong></td>
<td></td>
<td>137</td>
</tr>
<tr>
<td><strong>1. General Education</strong></td>
<td></td>
<td>38</td>
</tr>
<tr>
<td><strong>1.1 Social Sciences</strong></td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>LA.101E</td>
<td>Introduction to Jurisprudence</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>LB.100E</td>
<td>Psychology for Living</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>LB.115E</td>
<td>Society, Economics, Politics and Environment</td>
<td>3(3-0)</td>
</tr>
<tr>
<td><strong>1.2 Humanities</strong></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>LB.103E</td>
<td>Philosophy and Living</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>LB.133E</td>
<td>Ethics</td>
<td>3(3-0)</td>
</tr>
<tr>
<td><strong>1.3 Languages</strong></td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>EN.106E</td>
<td>Functional English</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>EN.107E</td>
<td>Enhanced English Skills</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>EN.209E</td>
<td>Business Reading</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>EN.210E</td>
<td>Business Writing</td>
<td>3(3-0)</td>
</tr>
<tr>
<td>EN.307E</td>
<td>English for Business Communication</td>
<td>3(3-0)</td>
</tr>
<tr>
<td><strong>1.4 Mathematics and Sciences</strong></td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>CP.100E</td>
<td>Introduction to Computer Information Systems</td>
<td>3(2-2)</td>
</tr>
<tr>
<td>MA.111E</td>
<td>Mathematical Puzzles and Games</td>
<td>1(1-0)</td>
</tr>
<tr>
<td>SC.202E</td>
<td>Science and Technology in Everyday Life</td>
<td>3(3-0)</td>
</tr>
<tr>
<td><strong>1.5 Physical Education</strong></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>LB.127E</td>
<td>Art of Self Defense</td>
<td>1(0-2)</td>
</tr>
<tr>
<td>or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LB.129E</td>
<td>Rhythmic Activities and Ballroom Dancing</td>
<td>1(0-2)</td>
</tr>
</tbody>
</table>
2. Core Courses: 57 credits

- AC.101E - Principles of Accounting 1 3(3-0)
- AC.102E - Principles of Accounting 2 3(3-0)
- AC.204E - Managerial Accounting 3(3-0)
- CP.205E - Computer Applications in Business 3(2-2)
- CP.405E - Management Information Systems 3(3-0)
- EC.201E - Microeconomics 3(3-0)
- EC.202E - Macroeconomics 3(3-0)
- FB.301E - Business Finance 3(3-0)
- LA.214E - Business Law 3(3-0)
- LA.315E - Taxation 3(3-0)
- MA.102E - Introduction to Statistics 3(3-0)
- MA.104E - Mathematics 3(3-0)
- MA.201E - Business Statistics 3(3-0)
- MG.200E - Principles of Management 3(3-0)
- MG.300E - Operations Management 3(3-0)
- MG.401E - Business Research Methods 3(3-0)
- MG.421E - Strategic Management 3(3-0)
- MK.201E - Principles of Marketing 3(3-0)
- MT.306E - International Business 3(3-0)

3. Major Courses: 36 credits

3.1 Major Required Courses: 30 credits

- CP.206E - Microcomputer Systems 3(2-2)
- CP.304E - Data Structure & File Processing 3(2-2)
- CP.305E - Database Management Systems 3(2-2)
- CP.306E - Information System Analysis 3(3-0)
- CP.307E - Information System Design 3(3-0)
- CP.309E - Seminar in Business Computer 1(2-0)
- CP.417E - Data Communication Systems & Computer Network 3(2-2)
CP.418E - Special Project 2(0-4)
CP.419E - Programming Concepts 3(2-2)
CP.420E - Object-oriented Programming 3(3-0)
CP.423E - Webbase Application Programming 3(2-2)

3.2 Major Elective Courses: (Select 2 courses from the list.) 6 credits
CP.303E - COBOL Programming 3(2-2)
CP.308E - Pascal Programming 3(2-2)
CP.421E - Visual Basic Programming 3(2-2)
CP.422E - Java Programming 3(2-2)
CP.424E - Decision Support Systems 3(2-2)
CP.425E - Electronic Commerce 3(2-2)

4. Free Elective Courses: 6 credits
(Students may select the courses from the list provided or any other major courses available at B.B.A.)
AB.101E - Elementary Standard Arabic I 3(2-2)
AB.102E - Elementary Standard Arabic II 3(2-2)
AB.103E - Business Arabic 3(2-2)
EN.433E - Composition and Comprehension Skills 3(2-2)
EN.434E - Public Speaking and Presentations 3(2-2)
MG.106E - Cross-cultural Studies for Management 3(3-0)
1. General Education
   1.1 Social Sciences

   LA.101E Introduction to Jurisprudence
   Legal implications of operating a business, the nature and origin of law, classification of law, uses and abolition of laws, principles of civil and commercial law, establishment of jurist acts, and formation of contracts and obligations.

   LB.100E Psychology for Living
   Psychological principles and theories, human development in physical, learning processes, emotions and social adjustment, personality, human relations, decision-making and problem-solving.

   LB.115E Society, Economics, Politics and Environment
   Cultures, economics, politics, aspects of conflict, and environment.
   or

   LB.117E Communication and Human Relations
   Verbal and non-verbal communications between individuals and groups, both in private and work settings.
   or

   LB.134E Personality Development
   Personality development both mentally and physically (such as self-control, stress management, and interpersonal relationships) along with people in the society, developing a professional image (such as appearance, dresses, and conduct), business and social etiquette, and the art of public speaking.

1.2 Humanities

   LB.130E Philosophy and Living
   Relationships between humans and sciences, evolution of thinking, freedom of decision-making, relationships of self and social benefits, ideology, wise judgement, and how to apply philosophy to life.
LB.133E Ethics
Doctrines or teachings of honesty, social responsibilities, environmental protection, energy saving, and roles in culture.

1.3 Languages

EN.106E Functional English
Skills development in - listening, speaking, reading, and writing - with emphasis on basic English speaking and listening, including basic conversational functions such as greetings, introductions, and asking for information needed in everyday life.

EN.107E Enhanced English Skills
Skills development in - listening, speaking, with more practice in reading and writing - and more use of advanced grammatical structures. The stress is also on advanced writing such as expressing opinions, describe or explain ideas clearly and logically. Students will have to study longer paragraphs and be taught how to understand more complex sentences.

EN.209E Business Reading
Business English skills enhancement, improving reading skills, such as, deriving meanings from inferences. Reading materials are taken from a wide variety of business journals, textbooks, and newspapers. Students will also learn vocabulary, idioms, and expressions that are commonly used in business situations.

EN.210E Business Writing
Business writing skills development, especially at the paragraph level, business correspondence such as letter of request, refusal, rejection, sympathy, congratulations, writing on various topics, and studies of common writing errors and how to correct them.

EN.307E English for Business Communication
Conversation practices on business topics, high degree of efficiency, adequacy in the oral application of the language in business environment, role play and group discussion concerning various communicative situations.
1.4 Mathematics and Sciences

CP.100E Introduction to Computer Information Systems
Computer systems (hardware and software) and their ever increasing roles in businesses, input, output, memory, processing unit, storage devices, computer languages, flowchart and programming concepts, Internet, information technologies (IT), and communication technologies.

MA.111E Mathematical Puzzles and Games
Tricks and games which lead to understanding and mathematical thinking such as topology, graph theories, numbers theories and logical order

SC.202E Science and Technology in Everyday Life
Science and technology emphasizing applications to business and everyday life, and side effects of modern technology-and-science on man and his physical environment.

1.5 Physical Education

LB.127E Art of Self Defense
Physical fitness, self-defense, and ways to confront dangerous situations.

or

LB.129E Rhythmic Activities and Ballroom Dancing
Physical and emotional improvement, elegant movement through rhythmic activities, and ballroom dancing.
2. Core Courses

**AC.101E Principles of Accounting 1**
The nature and principles of accounting, accounting for business transactions, journal entries, general ledger entries, trial balance, adjusting entries, closing and financial reports, worksheets, correcting errors, balancing accounts, financial statements, value added tax accounting, bank reconciliation, receivables, and payable.

**AC.102E Principles of Accounting 2**
Prerequisite: AC.101E Principles of Accounting 1
Accounting entries, adjusting entries, fixed assets including depreciation methods, simple manufacturing accounting with cost flow, the issuance and retirement of bonds payable, partnership which includes formation, allocation of profit or loss to partners, liquidation, and preparation of partnership statement. Company which includes operations, dividends and stockholders, equity section of company, and investment securities.

**AC.204E Managerial Accounting**
Fundamentals of managerial accounting aspects as an information system for planning and controlling the routine operation, non-routine decisions, product cost, income determination, and cash flow statement analysis.

**CP.205E Computer Applications in Business**
Main business applications in the market, business applications, documentation, creating business reports, presentation, spreadsheet, applications on Internet, and use of applications for management decision making.

**CP.405E Management Information Systems**
Roles and necessity of MIS to organization, basic concepts in developing information systems by using computer, information transfer on computer network, database sharing systems, suitable technology for developing MIS, introduction to decision support systems (DSS), artificial intelligence (AI), expert systems, and the effects of information systems to management.
**EC.201E Microeconomics**
Economic activities of individuals or firms, examine the nature and scope of microeconomics, principles of economics for the analysis of economic problems in both business and the public sector; examine demand, supply, equability, curve analysis of demand-supply, elasticity, consumer demand theory, theory of production, cost factors, price, and consumption of resources in different markets.

**EC.202E Macroeconomics**
The nature and scope of large-scale economic issues of macroeconomics including concepts, national income measurements, employment, unemployment, gross national product, price index, money and banking, inflation-deflation policies, international trade, international finance, and economic development.

**FB.301E Business Finance**
Prerequisite: AC.101E Principles of Accounting 1
Financial theories in business taxation, roles of the financial managers, financial planning and analysis, short and long-term financing, costs of capital, working capital management, project evaluation and dividend policies including working capital management, project evaluating, and dividends policy.

**LA.214E Business Law**
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, principles of law on sales and purchases, rent of property, hire purchase and negotiable instruments (e.g. bills of exchange, promissory notes, and cheques).

**LA.315E Taxation**
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, and municipal taxes.
MA.102E Introduction to Statistics
How statistics can be applied to business, central tendency, measures of
dispersion, probability, distributions, sampling, sampling distributions, estimations and tests of
hypotheses, mean, variance, proportion, and Chi-square tests.

MA.104E Mathematics
Mathematical skills, interest and annuities, simple equations, matrices and
determinants, limits of functions, derivatives, applications, minimum and maximum functions,
integration, partial derivatives, and La Grange’s multiplier.

MA.201E Business Statistics
Prerequisite: MA.102E Introduction to Statistics
Applying statistics to decision-making in the business world, analysis of
variance, regression and correlation, index numbers, time series analysis, decision theory, and
statistical quality control.

MG.200E Principles of Management
Basic principles and techniques in management with emphasis on the current
issue and state of art concepts in planning, organizing, leading and controlling in order to
achieve organizational valuation, creation, productivity, and profits.

MG.300E Operations Management
Principles, roles and functions of operations management, factory operations,
production processes, qualitative and quantitative manufacturing controls, work safety, basic
logistics and inventory management, concept of international manufacturing and quality
standards that impact manufacturing firm such as ISO, QS, Six Sigma, and TQM.

MG.400E Business Research Methods
Prerequisite: MG.200E Principles of Management
The importance of business research and methodology, research problem
definition, hypothesis setting, data collection and analysis, reporting, and research result
application.
MG.421E Strategic Management
Prerequisite: MG.200E Principles of Management
Various models of organizations, critical analysis of organizational dimension, 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 balance scorecard, core competency, TQM, TPM, reengineering, benchmarking, and continuous improvement.

MK.201E Principles of Marketing
Concepts, definition, scope, nature, significance, and functions of marketing including classification of products and services, distribution, pricing and promotion, consumer behavior and target markets, environments that influence on marketing mix and marketing control.

MT.306E International Business
International business concept, international monetary system, payment balance, exchange rate, trade policy, problems in international business, economics cooperation, multilateral agreements, investment atmosphere, market entry, financial management, and international marketing.
MARKETING

3. Major Courses

3.1 Major Required Courses

MK.301E Sales Management
Study of nature and scope of sales management, responsibilities of a sales manager, administration of a sales department, sales policy, selection process, training programs and compensation for salesmen, motivation, planning and sales analysis, evaluation and control of sales performance, sales quota and budget for sales management programs.

MK.304E Consumer Behavior
Study of concepts and analysis of consumer behavior in product buying decisions, emphasizing individual and external factors that influence buying decision, including consumer pulling and pushing strategy application.

MK.306E Promotion
Study of roles, significance, philosophy of promotion, marketing communication process, and promotion mix strategy, integrated marketing communications, budget allocation, and evaluation of promotion.

MK.402E International Marketing
Study of roles and significance of environment and other factors that relate to international marketing, structure and operation of international marketing, international market analysis, foreign market entry strategy, management of marketing mix, including public and private sectors that are directly concerned and responsible in foreign affairs and trade systems of Thailand.

MK.405E Seminar in Marketing
Study of nature and problems in marketing in order to apply the best marketing strategy tools in solving marketing problems, emphasizing case studies and conducting seminars on marketing strategic management theory and applications.
MK.414E Purchasing
Study of significant roles and concepts of purchasing management, responsibilities of purchasing department, inter-relationships of the purchasing department with other departments of the firm, policy and process in purchasing, bargaining techniques in purchasing, warehouse inventory, decision-making on production and purchasing, keeping statistical records of purchasing and legal problems in purchasing.

MK.415 Distribution
Study of distribution systems and channels, selection process of channels and intermediaries. Promotion planning and development for all types of distribution channels. Overall control, evaluation and solution of problems in distribution channels, including transportation systems, policy on logistics, transportation costs, importing and exporting process, insurance and claims for damage, packaging, warehousing, and inventory controls, stocks and transfer of goods, loading and unloading systems, documents for transportation process, legal aspects of transportation rules and regulations as well as marketing information systems.

MK.416E Marketing Management
Study of significance and evolution of marketing management, marketing management philosophies, consumer behavior, marketing planning, marketing strategy, target markets, market shares, marketing forecasts, product management, pricing, distribution channels, promotion, sales management and marketing control.

MK.417E Marketing Research
Study of nature and scope of marketing research, including its objectives, steps, design, and implementation. Selection of types, appropriate methodology, setting questionnaires technique, model groups, collection of market data, presentation of reports, application of research methods in marketing programs.

MK.418E Product and Price Policy
Study of marketing mix related to product and pricing policy, including internal and external forces that influence products and pricing. Decision-making process in selecting products to satisfy market needs. Product life cycle, product success and failures, various types of product innovation and development. Objectives and limitations in price setting product and price differentiation and price strategy.
3.2 Major Elective Courses

MK.305E Product Management
Study of process and principles of product management, which include product mix, design, packaging, and trademarks covering patents policy and strategy development. New product market for product life cycle including roles and responsibilities of a product manager, product development and management of product lines as well as media for products and product lines that attract the target market and serve the customers better.

MK.410E Principles of Retailing and Wholesaling
Study of nature, concept and method of management of retailing and wholesaling, including its background history, evolution and types of selling. Selling methods and places for product display including retailing and wholesaling strategy and purchasing for retailing and wholesaling markets too.

MK.411E Agricultural Marketing
Study of nature, scope and functions of agricultural marketing, channels of distribution, setting price, transporting goods, warehousing, future commodities markets, problems with policies on agricultural products, government institutions and organizations that are responsible for monitoring government aided programs on agricultural products markets and promotion.

MK.412E Industrial Marketing
Study of nature and scope of industrial marketing, types of products, characteristics of customers or users of industrial goods, patents, trade marks, distribution channels, pricing, promotion, planning, strategy of marketing mix, evaluation, marketing control and industrial market trends.

MK.413E Service Marketing
Study of 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.
3. Major Courses

3.1 Major Required Courses

MG.304E Office Management
A study of office arrangement, office layout, office forms, document filing, stationery, office equipment and other related office facilities. It explores the ways to efficiently use the office automation in order to effectively manage the office environment with emphasis on cost control, quality assurance, office personnel management and the office interpersonal relationships.

MG.306E Organization Theory
Prerequisite: MG.200E Principles of Management
A study of the development and current practice of organizational theories and philosophy in modern business. Organizational structure, authority, interrelationship of various groups, organizational factors that affect firms and application of contemporary organizational concepts are studied.

MG.316E Planning and Control Management
A study of processes, techniques, and various controls at all levels of organizations. Useful IT technology, decision making techniques, short and long term planning, strategic planning, and effective control implementation and evaluation in organizations.

MG.317E International Business Management
Prerequisite: MG.200E Principles of Management
A study of economic and monetary environments of the international business operations, business and government interface, the strategies and structure of international businesses, multinational corporations and transfer of technology, long-term planning, and various aspects of marketing, human resource management and financial management for international businesses.
**MG.404E Small Business Management**
A study of basic concepts and knowledge to start operation and management of small and medium size businesses with the entrepreneurial approaches. Much emphasis will be given to business start-up process, funding, initiation of business plan and its analysis, marketing and financial controls, types of business expansion. Many real small business problems by ways of case analysis will also be discussed. Students need to initiate business concepts into business plans.

**MG.410E Organizational Behavior**
A study of fundamentals of organizational behavior, and behavioral science which includes concepts of perception, communication, motivation, leadership, group behavior and interpersonal relationship. It also studies key concepts in organizational conflict negotiation, and organizational change and development.

**MG.419E Industrial Relations Management**
A study of fundamental problems relating to the relationships of employers, employees and government agencies, structure of trade unions, working conditions, work compensation, social securities, and major governmental regulations. It also explores the causes of labor conflicts, labor negotiations, labor agreements and enforcements with emphasis on the industrial relations in Thailand and the governmental involvements.

**MG.420E Project Management**
Prerequisite: MG.200E Principles of Management
A study of principles and techniques for project management, and an analysis of project feasibility with the aids of statistical and mathematical tools. Major emphasis will be placed on the field project work and class presentation for comments and discussion.

**3.2 Major Elective Courses**

**MG.311E Compensation Management**
Prerequisite: MG.200E Principles of management
This course studies the structure, regulations and methods relating to employee compensation. Techniques related to compensation administration of wages, salaries and other fringe benefit, the responsible agencies and case study are also studied.
MG.312E Training and Development Management  
Prerequisite: MG.200E Principles of Management  
This course learns about the role and various functions of personnel training and development in organizations. Emphasis is on the training plan, training techniques and training evaluation in order to best achieve the attainment of organizational goals.

MG.313E Industrial Psychology  
Prerequisite: MG.200E Principles of Management  
This is course gives the basic concepts for the organizational psychology and industrial psychology. It also studies the application of those concepts to personnel recruitment, training, personnel aptitude test, work related motivation, industrial relations, product advertisement, safety energy savings, environmental impact studies, and consumer behavior research.

MG.318E Legal Environment of Special Business Related Laws  
This course explores basic legal requirements for investment and industrial promotion laws, patent laws, copy rights laws, trade-mark laws and the functions of their related administrative bodies.

MG.406E Operations Research  
Prerequisite: MG.200E Principles of Management  
ST.201E Business Statistics  
A study of operations research techniques with special emphasis on their application to the solution of managerial problems. Topics include linear and non-linear programming, dynamic programming, queuing theory, critical path analysis, replacement model, Monte Carlo techniques, simulation, decision trees and other relevant methods.

MG.409E Leadership  
A study of types of leadership and recognition of various problems encountered by leaders in different organizational situations, understanding of the role of leaders in relations to the supervisors and subordinates, theories and application of leadership for employee motivation in working environment, and the nature, characters and influence of powerful leaders in various organizational contexts. Emphasis will also be placed on team leadership and cross-functional empowerment concepts.
MG.411E Profit Planning and Control
Prerequisite: MG.200E Principles of Management
MG.316E Planning and Control Management
This course studies the managerial concepts of planning and controls of business profit that are the foundation short-term and long-term organizational plans, production and marketing plans. Concepts of budgeting, variance analysis and the behavioral aspects of personnel involved in the budgeting process, and their implication on organization planning and control are examined.

MG.412E Quality Control
A study of principles and techniques for quality control in products and services. It emphasizes the application of statistical and non-statistical techniques for quality control in production process of goods and services.

MG.413E Business Forecasting
Prerequisite: MG.200E Principles of Management
ST.201E Business statistics
A study of the importance and various techniques of business forecasts. It draws from various statistic and management science models and environmental variables to extrapolate the business forecasts that best assist firms with its future business decisions.
BUSINESS COMPUTER

3. Major Courses

3.1 Major Required Courses

CP.206E Microcomputer Systems
Prerequisite: CP.100E Introduction to Computer & Information Systems
Internal structure of microcomputer, data coding, logic circuit, detail of input, processing and output process; how to install and uninstall microcomputer applications, network systems and their components.

CP.304E Data Structure and File Processing
Prerequisite: CP.100E Introduction to Computer & Information Systems
Linear list, multilinked structure, storage management, character string, array, record, stack, queue, tree structure, sorting, searching, algorithm analysis, file organization, and file processing.

CP.305E Database Management Systems
Prerequisite: CP.100E Introduction to Computer & Information Systems
Database and storage structures, database design, entity-relationship models, normalization, SQL language, security, and practical aspects of database systems.

CP.306E Information System Analysis
Prerequisite: CP.100E Introduction to Computer & Information Systems
Concepts in developing information systems, systems development life cycle, problem analysis, systems requirements, systems analysis techniques, data flow diagram, decision table, grant chart, process specifications, and feasibility study for systems development.

CP.307E Information System Design
Prerequisite: CP.100E Introduction to Computer & Information Systems
Input and output design, processing specifications, system requirements and their supported software, system testing, installation, implementation, documentation, and maintenance.
CP.309E Seminar in Business Computer  
Prerequisite: Passed at least 15 credits of Major courses  
Discussion of computer technologies by lecturer, professional, and computer experts; concepts in doing term project.

CP.417E Data Communication Systems & Computer Network  
Prerequisite: CP.100E Introduction to Computer & Information Systems  
Data communications, mediums, characteristics of data communications, network topologies, network protocol, network architectures, OSI model, LAN, Internet, Intranet, Extranet, workflow, and network securities.

CP.418E Special Project  
Prerequisite: Passed at least 15 credits of Major courses  
Students will present papers of term project to the class, and participate in discussion of papers presented by others, under the supervising and approval of committee set by the department of Business Computer.

CP.419E Programming Concepts  
Prerequisite: CP.100E Introduction to Computer & Information Systems  
Concepts of computer programming and using of the selected computer language (such as C or C++), its structure, variable, constant, operator, data processing, commands, conditions, loop, functions, array, pointer, character string, union, and data file.

CP.420E Object-Oriented Programming  
Prerequisite: Passed/take with CP.419E Programming Concepts  
Definition and concepts of developing object-oriented programming, data encapsulation, data hiding, class, class derivative, inheritance, virtual function, and polymorphism.

CP.423E Webbase Application Programming  
Prerequisite: CP.100E Introduction to Computer & Information Systems  
Programming concepts for Internet and world wide web, search engines, webpage design and development, animations, e-commerce, and multimedia on the Internet.
3.2 Major Elective Courses

**CP.303E COBOL Programming**
Prerequisite: CP.100E Introduction to Computer & Information Systems
COBOL language and its concept in programming business applications, divisions, commands, data and file structures, input, output, report design, techniques for COBOL structure programming.

**CP.308E PASCAL Programming**
Prerequisite: CP.100E Introduction to Computer & Information Systems
Pascal language, structure, variable, operator, constant, array, file, record, array, pointer, loop, and recursive.

**CP.421E Visual BASIC Programming**
Prerequisite: CP.100E Introduction to Computer & Information Systems
Visual Basic language, variable, constant, form and project, commands, condition, loop, controls, functions, array, subprogram, interface, and database management.

**CP.422E JAVA Programming**
Prerequisite: CP.100E Introduction to Computer & Information Systems
Java language, variable, constant, data, create and utilize object, commands, condition, loop, function, class, and data file.

**CP.424E Decision Support Systems**
Prerequisite: CP.100E Introduction to Computer & Information Systems
Logic of decision making, process of decision making, data and information that support decision making, structure of decision support systems, using decision support systems to support decision making in businesses.

**CP.425E Electronic Commerce (E-Commerce)**
Prerequisite: CP.100E Introduction to Computer & Information Systems
4. Free Elective Courses

(Students may select the courses from the list provided or any other major courses available at B.B.A.)

AB.101E Elementary Standard Arabic I
Arabic language structure for beginners and practices on listening, speaking, reading, and writing.

AB.102E Elementary Standard Arabic II
More advanced sentence structure and vocabularies often used in everyday life, with more practice in listening, speaking, reading, and writing.

AB.103E Business Arabic
Business communicative Arabic in writing and speaking, group and panel discussions. Language laboratory and video will play a substantial role in the course.

MG.106E Cross Cultural Studies for Management
All cultures, traditions, religious belief or faith, manners, geography, politics, and overall information.

EN.433E Composition & Comprehension skills
Prerequisite: EN.210E Business Writing
Reading and writing of research materials in business, executive report writing, business documents and contexts including term research papers, thesis and field study reports. It advances proficiency and efficiency in interpreting the organization and objectives of various texts. Students will be asked to develop outlines and short synopses of selected materials as well as writing on the assigned topics.

EN.434E Public Speaking and Presentations
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.