

LIST OF COURSES

A. General Education Courses

Compulsory to all the Study Plans 30 Credits

Code	Name of Courses	Credits	Code	Name of Courses	Credits
Category 1: The King's Philosophy and Benefit of Mankind			Category 6: Language and Communication		
001-102	The King's Philosophy and Sustainable Development	2((2)-0-4)	142-118	Academic English: Listening and Speaking	2((2)-0-4)
388-100	Health for All	1((1)-0-2)	142-119	Academic English: Reading and Writing	2((2)-0-4)
472-200	Benefit of Mankinds	1((1)-0-2)	Category 7: Aesthetics and Athletics		
Category 2: The Citizenship and Peaceful Life			472-104	Local Arts and Fabric	1((1)-0-2)
142-239	Arts of Living	3((3)-0-6)	472-105	Keeping Fit: Enjoy Healthy and Happy Life	1((1)-0-2)
895-001	Good Citizens	2((2)-0-4)	Gen Ed (Elective Courses)		
Category 3: The Entrepreneurship			472-101	Growth Mindset for Professional Presenter	2((2)-0-4)
001-103	Idea to Entrepreneurship	1((1)-0-2)	472-xxx	GenEd Free Elective	2((2)-0-4)
Category 4: Modern Life and Digital Technology Literacy			472-xxx	GenEd Free Elective	2((2)-0-4)
472-103	Black and White	2((2)-0-4)	Remarks: Choose 6 credits from a Free Elective list of general education courses available at Prince of Songkla University or other universities. However, the chosen courses must conform with the philosophy of general education courses at Prince of Songkla University and must be approved by the program committee.		
472-301	Survival 101	2((2)-0-4)			
Category 5: Systematical, Logical and Numerical Thinking					
472-102	Creative Thinking	2((2)-0-4)			
472-201	Pocket Money	2((2)-0-4)			

B. Specific Courses 85 Credits

1) Core Courses:

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| 1. Regular Study Plan | 41 Credits |
| 2. Cooperative Education Study Plan | 41 Credits |
| 3.1 Dual Degree Study Plan (2+2) | |
| - Total of Credits required from PSU | 32* Credits |
| 3.2 Dual Degree Study Plan (3+1) | |
| - Total of Credits required from PSU | 38* Credits |

Code	Name of Courses	Credits	Regular Study Plan	Cooperative Education Study Plan	Dual Degree Study Plan 2+2	Dual Degree Study Plan 3+1
472-111	Business Economics	3((3)-0-6)	✓	✓	✓	✓
472-112	Management and Entrepreneurship	3((3)-0-6)	✓	✓	✓	✓
472-113	Principles of Marketing for Entrepreneurs	3((3)-0-6)	✓	✓	✓	✓
472-114	Accounting for Entrepreneurs	3((3)-0-6)	✓	✓	✓	✓
472-115	Managing People and Team	3((3)-0-6)	✓	✓	-	✓
472-211	Operations Management	3((3)-0-6)	✓	✓	-	✓
472-212	Innovation Management and Entrepreneurship	2((2)-0-4)	✓	✓	✓	✓
472-213	Business Communication	3((2)-2-5)	✓	✓	✓	✓
472-214	Finance for Entrepreneurs	3((3)-0-6)	✓	✓	✓	✓
472-215	Business Law	1((1)-0-2)	✓	✓	✓	✓
472-216	Business Analytics	3((2)-2-5)	✓	✓	✓	✓
472-217	Module: Entrepreneurial Toolkit	8((4)-8-12)	✓	✓	✓	✓
472-411	Strategic Management	3((2)-2-5)	✓	✓	-	-
	Total Credits		41	41	32	38

Remarks: * Number of credits at Prince of Songkla University that must be obtained by students who choose dual degree study plan (2+2) and dual degree study plan (3+1). The number of credits and courses may be subject to change depending on approval of the program committee.

B. Specific Courses 85 Credits

2) Professional Courses:

- Compulsory Courses

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|--------------------------------------|-------------|
| 1. Regular Study Plan | 35 Credits |
| 2. Cooperative Education Study Plan | 41 Credits |
| 3.1 Dual Degree Study Plan (2+2) | |
| - Total of Credits required from PSU | 11* Credits |
| 3.2 Dual Degree Study Plan (3+1) | |
| - Total of Credits required from PSU | 35* Credits |

Code	Name of Courses	Credits	Regular Study Plan	Cooperative Education Study Plan	Dual Degree Study Plan 2+2	Dual Degree Study Plan 3+1
472-121	Psychology and Entrepreneurial Spirit	3((3)-0-6)	✓	✓	✓	✓
472-122	Business Inspiration and Career Exploration	2((1)-2-3)	✓	✓	✓	✓
472-221	Media Creation for Business	3((2)-2-5)	✓	✓	✓	✓
472-222	Introduction to Logistics and Supply Chain Management	3((3)-0-6)	✓	✓	-	✓
472-321	Basic Research Methods in Business	2((1)-2-3)	✓	✓	-	✓
472-322	Business Ethics	3((2)-2-5)	✓	✓	-	✓
472-323	Business Negotiation	3((2)-2-5)	✓	✓	-	✓
472-324	Financial Management	3((3)-0-6)	✓	✓	-	✓
472-325	Leadership in Organizational Change	3((3)-0-6)	✓	✓	-	✓
472-326	Pitching for Business	2((1)-2-3)	✓	✓	-	✓
472-327	Brand Management	3((2)-2-5)	✓	✓	-	✓
472-328	Internship Experience	3(0-6-3)	✓	-	✓	✓
472-421	Sustainability and Corporate Social Responsibility	2((1)-2-3)	✓	✓	-	✓
472-422	Cooperative Education Preparation	1(0-2-1)	-	✓	-	-
472-423	Cooperative Education	8(0-48-0)	-	✓	-	-
	Total Credits		35	41	11	35

Remarks :

1. The number of credits of dual degree study plan (2+2) and dual degree study plan (3+1) may be subject to change depending on conditions.
2. The assessment results of 472-422 Cooperative Education Preparation and 472-423 Cooperative Education will be given as G, P or F.
3. * Number of credits at Prince of Songkla University that must be obtained by students who choose dual degree study plan (2+2) and dual degree study plan (3+1). The number of credits and courses may be subject to change depending on the approval of the program committee.



B. Specific Courses 85 Credits

2) Professional Courses:

- Major Elective Courses

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| 1. Regular Study Plan | 9 Credits |
| 2. Cooperative Education Study Plan | 3 Credits |
| 3.1 Dual Degree Study Plan (2+2) | |
| - Total of Credits required from PSU | 0* Credits |
| 3.2 Dual Degree Study Plan (3+1) | |
| - Total of Credits required from PSU | 0* Credit |

Choose from the below courses:

Code	Name of Courses	Credits	Regular Study Plan	Cooperative Education Study Plan	Dual Degree Study Plan 2+2	Dual Degree Study Plan 3+1
472-231	Digital Marketing	3((2)-2-5)	Option	Option	-	-
472-232	Logistics and Supply Chain Management	3((3)-0-6)	Option	Option	-	-
472-233	Introduction to Tourism and Hospitality Industry	3((3)-0-6)	Option	Option	-	-
472-234	Tour Operations Management	3((2)-2-5)	Option	Option	-	-
472-235	Special Topic I	3((2)-2-5)	Option	Option	-	-
472-331	Contemporary Consumer Behaviour	3((3)-0-6)	Option	Option	-	-
472-332	Global Marketing	3((3)-0-6)	Option	Option	-	-
472-333	Integrated Marketing Communications in the Digital Age	3((3)-0-6)	Option	Option	-	-
472-334	Inventory and Warehouse Management	3((3)-0-6)	Option	Option	-	-
472-335	International Business Management	3((3)-0-6)	Option	Option	-	-
472-336	Global Business Perspectives	3((2)-2-5)	Option	Option	-	-
472-337	Coaching, Counseling, and Mentoring	3((2)-2-5)	Option	Option	-	-
472-338	Special Topic II	3((2)-2-5)	Option	Option	-	-
472-431	International Human Resource Management	3((3)-0-6)	Option	Option	-	-
472-432	Human Resource Development	3((3)-0-6)	Option	Option	-	-

Code	Name of Courses	Credits	Regular Study Plan	Cooperative Education Study Plan	Dual Degree Study Plan 2+2	Dual Degree Study Plan 3+1
472-433	Hospitality Management	3((3)-0-6)	Option	Option	-	-
472-434	International Political Economy	3((3)-0-6)	Option	Option	-	-
472-435	Project Management Techniques	3((3)-0-6)	Option	Option	-	-
472-436	Corporate Entrepreneurship	3((3)-0-6)	Option	Option	-	-
472-437	Special Topic III	3((2)-2-5)	Option	Option	-	-
472-438	Module: Food Entrepreneurship	6((4)-4-10)	Option	Option	-	-
472-439	Module: Business Incubation	6((4)-4-10)	Option	Option	-	-
	Total Credits		9	3	0	0

Remarks:

1. Students may choose to enroll in any courses they are interested in with conditions that the courses must be taught in English and may either be offered by Prince of Songkla University or other Thai or international universities. However, it is a requirement for the courses to be approved by the program committee.
2. * Number of credits at Prince of Songkla University that must be obtained by students who choose dual degree study plan (2+2) and dual degree study plan (3+1). The number of credits and courses may be subject to change depending on the approval of the program committee.

C. Free Elective Courses 6 Credits

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| 1. Regular Study Plan | 6 Credits |
| 2. Cooperative Education Study Plan | 6 Credits |
| 3.1 Dual Degree Study Plan (2+2) | |
| - Total of Credits required from PSU | 0* Credits |
| 3.2 Dual Degree Study Plan (3+1) | |
| - Total of Credits required from PSU | 0* Credit |

Students may choose courses that have different content from general education courses, specific courses and other courses students have completed before at Prince of Songkla University. The chosen courses must be taught in English and may be offered by Prince of Songkla University, Hatyai Campus or by other universities in Thailand or abroad. Alternatively, students may choose any courses that have been approved by the program committee including the courses in the list below.

Code	Name of Courses	Credits	Regular Study Plan	Cooperative Education Study Plan	Dual Degree Study Plan 2+2	Dual Degree Study Plan 3+1
472-241	Business and Cultural Diversity in ASEAN	3((2)-2-5)	Option	Option	-	-
472-242	Public Relations	3((2)-2-5)	Option	Option	-	-
472-243	Food Business	3((2)-2-5)	Option	Option	-	-
472-341	Japanese for Business	3((2)-2-5)	Option	Option	-	-
472-342	Chinese for Business	3((2)-2-5)	Option	Option	-	-
	Total Credits		6	6	0	0

Remarks:

- The Free Elective Courses above are available for students from the BBA program and other students who are interested in the courses. In addition, students may choose to enroll in any courses they are interested in. However, the courses must be taught in English, and may be offered by Prince of Songkla University, Hatyai Campus or by other universities in Thailand or abroad. Lastly, it is a requirement for the courses to be approved by the program committee.
- * Number of credits at Prince of Songkla University that must be obtained by students who choose dual degree study plan (2+2) and dual degree study plan (3+1). The number of credits and courses may be subject to change depending on the approval of the program committee.

DEFINITION OF COURSE CODE USED IN THE CURRICULUM AND COURSE CREDIT

Course code used in the curriculum comprise 6 digits

The first 3 digits	signify	department/field code.
Code 472-xxx	signifies	major.....
The fourth digit	signifies	year.
The fifth digit	signifies	courses with the following meaning:
0	signifies	general education courses.
1	signifies	core courses.
2	signifies	compulsory courses.
3	signifies	major elective courses.
4	signifies	free elective courses.
The sixth digit	signifies	course order number.

For example, 472-102 means the following

The first 3 digits	means	department/field code.
The fourth digit	means	year 1.
The fifth digit	means	a general education course.
The sixth digit	means	course order number 2.

Definition of Credit

For example, 3((3)-0-6)

The first number	signifies	total credits.
The second number	signifies	the number of theory hours per week.
The third number	signifies	the number of practical hours per week.
The fourth number	signifies	the number of self-study hours per week.