

COURSE DESCRIPTION

A. General Education Courses

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| 001-102 | The King's Philosophy and Sustainable Development | 2((2)-0-4) |
| <p>Meaning, principles, concept, importance and goal of the philosophy of sufficiency; work principles, understanding and development of the King's philosophy and sustainable development; an analysis of application of the King's philosophy in the area of interest including individual, business or community sectors in local and national level</p> | | |
| 001-103 | Idea to Entrepreneurship | 1((1)-0-2) |
| <p>Introduction to new entrepreneur creation; business environment analysis; survey for business opportunity analysis; using business models with modern business tools</p> | | |
| 142-118 | Academic English: Listening and Speaking | 2((2)-0-4) |
| <p>A course focusing on communication skills; listening and speaking through daily life conversation, news, tv programs, movies; listening in academic contexts; announcements in formal settings or in workplace; speaking skills practice: speaking techniques for giving opinions, answering questions, making conversation; skills building for English proficiency test preparation</p> | | |
| 142-119 | Academic English: Reading and Writing | 2((2)-0-4) |
| <p>Fundamental English reading and writing for academic purpose; reading comprehension; reading for vocabulary building; identifying main ideas and specific information; reading between the lines; reading for writing; writing skills building: sentence structure, writing mechanics, writing with coherence, summarizing and paraphrasing; English proficiency test preparation</p> | | |

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| 142-239 | Arts of Living | 3((3)-0-6) |
| <p>The art of living a fulfilled life; self-awareness and understanding of human nature and other people; opening one's view towards the world, processing and embracing the differences; communication skills and creative problem solving skills for peaceful co-existence; life management and adaptation to the moving environment on a good basis of consciousness and healthy mind</p> | | |
| 388-100 | Health for All | 1((1)-0-2) |
| <p>Principle and steps of basic life support, practice of basic life support in simulated situation; common mental health problems, warning signs, initial assessment and care; concepts of health and health promotion; first aid</p> | | |
| 472-101 | Growth Mindset for Professional Presenter | 2((2)-0-4) |
| <p>Development of English communication skill in presentation; outlining presentation; develop ability to produce effective and appropriate academic writing; concepts of plagiarism; reference styles; presentation pattern; performance practices in preparing the document and equipment used in the presentation; handling questions</p> | | |
| 472-102 | Creative Thinking | 2((2)-0-4) |
| <p>Thinking out of the box and generate ideas; developing creativity thinking through brainstorming; mind mapping; reframing and role playing</p> | | |
| 472-103 | Black and White | 2((2)-0-4) |
| <p>Understand and know social media in digital age; creating benefit for society by using social media; understand the disadvantage from using social media</p> | | |
| 472-104 | Local Arts and Fabric | 1((1)-0-2) |
| <p>Learning, knowing value and appreciate the local arts; knowing the arts of reflecting life of local people through visiting and exchanging knowledge with the community leaders</p> | | |

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| 472-105 | Keeping Fit: Enjoy Healthy and Happy Life | 1((1)-0-2) |
| Living healthy and happy life; applying basic techniques regarding fitness and keeping healthy; the importance of physical, mental and emotional well-being; sports and fitness improve relationships among individuals; a necessity to overall happiness and healthy eating habits | | |
| 472-201 | Pocket Money | 2((2)-0-4) |
| The importance of money saving; saving target; saving and spending plan to achieve target effectively; calculation of saving for emergency case | | |
| 472-200 | Benefit of Mankinds | 1((1)-0-2) |
| The Integrative activities emphasizing the philosophy of sufficiency economy, work principles, understanding access and development of King's philosophy for the benefits of mankind | | |
| 472-301 | Survival 101 | 2((2)-0-4) |
| Understand and learn how to survival; how to handle the situation; survive in different situations such as natural disasters, earthquake, flooding, and tsunami disaster; learn self-defensive to protect from crime; and apply the knowledge in daily life | | |
| 895-001 | Good Citizens | 2((2)-0-4) |
| Role; duty and social responsibility as a citizen; social organization; law; right; liberty; equality; living together in a multicultural society | | |

B. Specific Courses

1) Core Courses

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| 472-111 | Business Economics | 3((3)-0-6) |
| <p>Meaning, nature and methods of economics study; economic problems; functioning of the economy; demand, supply price, elasticity of demand and supply, application of demand and supply; The overall pictures of the economy; theories and methods of measurement of output; national income; inflation; unemployment; interest rates; money supply; price level; wages; balance of payment; monetary and fiscal policy; economic development; and economic growth</p> | | |
| 472-112 | Management and Entrepreneurship | 3((3)-0-6) |
| <p>Management and entrepreneurship concepts, roles and skills of an executive; types and characteristics of entrepreneurs; planning, organizing, leading, controlling, business ethics, and use of management tools in the digital era and the role of innovation in business and management</p> | | |
| 472-113 | Principles of Marketing for Entrepreneurs | 3((3)-0-6) |
| <p>Key marketing concepts, marketing's role; marketing environment; marketing information system utilization; foundation of customer behavior; the application of segmentation, targeting, product positioning; utilizing entrepreneur mindset to develop business solutions for market opportunity; marketing mix formulation; social marketing</p> | | |
| 472-114 | Accounting for Entrepreneurs | 3((3)-0-6) |
| <p>Concepts, and objectives of accounting; benefits of accounting information; accounting ethics; financial statements preparation; cost concepts and cost calculations; managerial accounting tools for planning, control and decision making, i.e. cost-volume-profit analysis, budgeting, variance analysis, performance measurement, and relevant costs for managerial decision making</p> | | |

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| 472-115 | Managing People and Team | 3((3)-0-6) |
| Human resources functions and managing teams; departmentalization; human resource planning; recruitment; selection; training; compensation and welfare; employee motivation; performance appraisal; promotion; job rotation; disciplinary action; termination; collective bargaining and labor relation | | |
| 472-211 | Operations Management | 3((3)-0-6) |
| Implementation of mathematical theories and tools for business planning; analysis for decision making and problem solving; operation systems; forecasting techniques; introduction to manufacturing planning; introduction to quality control | | |
| 472-212 | Innovation Management and Entrepreneurship | 2((2)-0-4) |
| Concepts of innovation and creativity; setting a strategy for innovation and creativity at a firm level; fundamentals of entrepreneurship theory: process and practice; innovative idea generation in establishing a start-up business; screening the external environment for business opportunities; developing market research skills; acquiring entrepreneurial competencies to utilize in the future | | |
| 472-213 | Business Communication | 3((2)-2-5) |
| Elements and forms of business communication; principles in communication; e-mail writing; communicating with business stakeholders; business presentation; cross-cultural communication; personality for business setting | | |
| 472-214 | Finance for Entrepreneurs | 3((3)-0-6) |
| Financial planning; financial decision-making needs of entrepreneurial ventures; and financial and management problem of entrepreneur | | |
| 472-215 | Business Law | 1((1)-0-2) |
| Basic principles of civil and commercial code; natural and juristic persons; voidable act and voidness; property; obligations; business organisations, limited partnerships, limited companies; licensing agreement of intellectual property; different form of business registration | | |

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| 472-216 | Business Analytics | 3((2)-2-5) |
| <p>Concepts of data analytics for business; business analytics process; data collection and data types; descriptive statistics; probability theory; basic Excel models; design principles for effective visuals</p> | | |
| 472-217 | Module: Entrepreneurial Toolkit | 8((4)-8-12) |
| <p>Concepts of management and entrepreneurship in practice; managing techniques for new ventures and existing small businesses; CSR; concept of Circular Economy; creating business model and business planning including operation plan, marketing plan, and financial plan; forms of small business establishment and operations; seeking sources of funds and the capital management; overview of information systems used by business firms; electronic business; electronic commerce; database technology; surging interest in business uses of artificial intelligence, competitive advantage of using information technology; social and ethical issues involved with information systems</p> | | |
| 472-411 | Strategic Management | 3((2)-2-5) |
| <p>Management with long-term objectives; policy planning; external and internal environmental scanning; business strengths and weaknesses; strategy formulation for different levels; implementation in marketing, finance, production, evaluation, and control; case studies for business development, strategic planning, and decision making from business owners</p> | | |

B. Specific Courses

2) Professional Courses

- Compulsory Courses

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| 472-121 | Psychology and Entrepreneurial Spirit | 3((3)-0-6) |
| Fundamentals of psychology; entrepreneurship concepts; theory of mindset; personality and characteristics; entrepreneurial skills in the 21st century; understanding the importance of digital disruption; secrets of successful entrepreneur's mindset | | |
| 472-122 | Business Inspiration and Career Exploration | 2((1)-2-3) |
| Mindset, characteristics, and inspiration of entrepreneurs; exploring career opportunities; understanding of techniques in increasing the opportunities for employment; understanding of opportunities in new venture creation; gaining hand-on experiences from guest speakers such as visiting employers, business owners, BBA alumni, and exclusive business trips | | |
| 472-221 | Media Creation for Business | 3((2)-2-5) |
| Fundamental knowledge and skills on media for business; creative thinking development to design media for business; content management for designing media; designing media for business project; delivering and measuring media for business | | |
| 472-222 | Introduction to Logistics and Supply Chain Management | 3((3)-0-6) |
| Overview of the business and logistics industry; principles and operations of logistics activities in business and industry; logistics costs and concept of supply chain management; measuring supply chain performance | | |
| 472-321 | Basic Research Methods in Business | 2((1)-2-3) |
| Principles and process of business research; research proposal writing; business research design; business research methodology; population and samples; data collection methods; analyzing data; interpreting results; writing report and research presentation | | |

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| 472-322 | Business Ethics | 3((2)-2-5) |
| <p>Understanding business ethics; sustainability; demonstrating corporate social responsibility; and analyzing other ethical issues occurring in 21th century; understanding stakeholder theory; individual moral philosophy; understanding ethics in marketing; analyzing business' stakeholders; analyzing ethical situation using moral philosophy; applying critical thinking skill in ethical dilemma situations; criticizing actions of others in relation to sustainability problems; criticizing ethical problems in advertising</p> | | |
| 472-323 | Business Negotiation | 3((2)-2-5) |
| <p>Defining the nature of negotiation; developing negotiation strategy and implementation for different stakeholders; applying negotiation principles in different business situations; developing bargaining and conflict resolution skills in a cross-cultural setting</p> | | |
| 472-324 | Financial Management | 3((3)-0-6) |
| <p>Goals of financial management; working capital management; capital budgeting under uncertainty; the theory of capital structure; financing; dividend policy; mergers and acquisition</p> | | |
| 472-325 | Leadership in Organizational Change | 3((3)-0-6) |
| <p>Knowledge, understanding, skills, and attitude of successful leaders in the globalization; personality development; the art of leaders; creative thinking; communication; the art of managing and influencing an individual and group behavior in organizational change; change management process</p> | | |
| 472-326 | Pitching for Business | 2((1)-2-3) |
| <p>Essentials of business pitching; the necessary skills to deliver powerful and persuasive presentations to raise startup funding; systematic thinking for story-telling; developing verbal and non-verbal communication skills to engage target audience</p> | | |
| 472-327 | Brand Management | 3((2)-2-5) |
| <p>Concept and purpose of branding; process and method of brand management; effective branding strategy; designing marketing and marketing communication strategy; brand evaluation</p> | | |

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| 472-328 | Internship Experience | 3(0-6-3) |
| <p>Summer training program for third year students emphasizing on management knowledge in different organization; learning actual working environment performance in business sector or entrepreneurship training in the Dummy Company not less than 320 hours</p> | | |
| 472-421 | Sustainability and Corporate Social Responsibility | 2((1)-2-3) |
| <p>Definition of sustainability; business impacts; responses to sustainability; corporate social responsibility (CSR); business practices for sustainability; examples of sustainable business strategies; case study from local business; developing, writing, and evaluating a CSR project</p> | | |
| 472-422 | Cooperative Education Preparation | 1(0-2-1) |
| <p>Cooperative education preparation; review of related literatures; personality development; presentation, report writing techniques, and ethics at workplace; the use of office tools: Microsoft Words and Excel; the use of office equipment</p> | | |
| 472-423 | Cooperative Education | 8(0-48-0) |
| <p>Job apprentice as a full-time temporary employee in a position that is suitable for student's knowledge and skills; integrate theory and practice at work as well as project for at least 16 consecutive weeks; report the progress to advisor and mentor no later than week 10; present the project/learning outcomes derived from work in meeting before the end of apprenticeship period; advisor and mentor at the organization giving advice throughout the apprenticeship period and assess the performance systematically</p> | | |

B. Specific Courses

2) Professional Courses

- Major Elective Courses

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| 472-231 | Digital Marketing | 3((2)-2-5) |
| Understanding the fundamental and importance of digital marketing; digital marketing macro- and micro-environment analysis; digital marketing strategy development; digital marketing mix; relationship marketing using digital platforms; delivering the digital customer experience; content marketing management; social media marketing; measuring digital marketing efforts | | |
| 472-232 | Logistics and Supply Chain Management | 3((3)-0-6) |
| Concepts and theories of logistics and supply chain management; key functions of logistics and supply chain such as purchasing, inventory management, warehouse management, transportation management, customer service, international supply chain; logistics and supply chain management for entrepreneurship | | |
| 472-233 | Introduction to Tourism and Hospitality Industry | 3((3)-0-6) |
| Roles; importance; components and scope of the hospitality and tourism industry; operating sectors in the hospitality and tourism industry; transportation; accommodations; food and beverage; attractions and entertainment; trends; current situation; ethical issues; career opportunities | | |
| 472-234 | Tour Operations Management | 3((2)-2-5) |
| The concept of tour conducting; techniques in tour conducting; criteria in choosing attractions and destination; client psychology; customer service; critical thinking and solving emergency problems; city and site guiding; multi-day tours; getting and keeping the job; creating a tour; calculating cost and selling price | | |
| 472-331 | Contemporary Consumer Behaviour | 3((3)-0-6) |
| Importance of consumer behaviour in contemporary market; internal process of consumer behaviour; consumer decision making process; consumer behaviour analysis; cultural aspects of consumer behaviour; ethical and sustainable consumer behaviour in contemporary market" | | |

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| 472-332 | Global Marketing | 3((3)-0-6) |
| Global marketing concepts; global marketing macro- and micro environment analysis; global marketing strategic design; marketing mix management for global competitive advantages; new trends in global marketing | | |
| 472-333 | Integrated Marketing Communications in the Digital Age | 3((3)-0-6) |
| The role of integrated marketing communications in marketing management from both theoretical and practical perspectives; the concepts of integration across all marketing communication tools both offline and online platforms in the digital age; integrated marketing communication plan | | |
| 472-334 | Inventory and Warehouse Management | 3((3)-0-6) |
| Type of inventory; inventory costs; inventory management models; warehouse activities; efficiency improvement in inventory and warehouse management; inventory and warehouse management for entrepreneurship | | |
| 472-335 | International Business Management | 3((3)-0-6) |
| Principles and methods of doing business with multinational companies; modes of international business entry; models and strategies of multinational corporate management; business functions in international business management: international marketing, international finance, and international human resource management; impact of international economic integration | | |
| 472-336 | Global Business Perspectives | 3((2)-2-5) |
| Internationally focused topics relating to consequences of globalization, global industries and competitor analysis; how to review the global situations in the planning process; impacts of cultural differences on daily and business behaviors; how companies execute strategies across national markets; study trip abroad is required | | |
| 472-337 | Coaching, Counseling, and Mentoring | 3((2)-2-5) |
| Definition and significance of coaching, counselling and mentoring; the GROW model; motivational theories and applications ; approaches for feedback; building and manage trust; role of mentor | | |

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| 472-431 | International Human Resource Management | 3((3)-0-6) |
| Context and strategies of international human resource management; structural and cultural differences; selection; development; training and evaluation of personnel under international assignments; setting up training plan for expatriate manager | | |
| 472-432 | Human Resource Development | 3((3)-0-6) |
| Theories, concepts, and significance of human resource development and personal development; human resource development process; needs assessment; design, implementation and evaluation. HRD applications; employee socialization and orientation; skills & technical training, coaching and performance management; career management; management development | | |
| 472-433 | Hospitality Management | 3((3)-0-6) |
| Basic characteristics of hospitality industry; various forms of management; types and categories of business in the hospitality industry; accommodation service business; logistics business; restaurant; entertainment and recreation business, tourism business, and MICE business; hospitality Industry trends | | |
| 472-434 | International Political Economy | 3((3)-0-6) |
| International relations concepts; evolution, and development of international trade and financial system; the role of public and private institutions affects on economy, business operation, and culture; economic interrelation in national and global level; actors in international economy; examining economics zoning and economic integration theory | | |
| 472-435 | Project Management Techniques | 3((3)-0-6) |
| Project planning procedures, considering factors in determining project objectives, setting of work system; resources allocation; project feasibility analysis; management techniques and operation procedures in accomplishing goals: implementation, communication, coordination, evaluation and control of the project | | |

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| 472-436 | Corporate Entrepreneurship | 3((3)-0-6) |
| <p>Corporate entrepreneurship concepts; the importance and role of corporate entrepreneurship within the firms; benefits of adopting corporate entrepreneurship at a firm level; setting a strategy for human resource management, research and development, organizational culture, structure, and working environment in facilitating corporate entrepreneurship effectively</p> | | |
| 472-438 | Module: Food Entrepreneurship | 6((4)-4-10) |
| <p>Menu design; food presentation; food safety; food waste; restaurant decoration; service methods; problem solving techniques for customers; product advertising on social media; product photography; the fundamental and importance of marketing; delivering customer experience; content writing for marketing; market testing</p> | | |
| 472-439 | Module: Business Incubation | 6((4)-4-10) |
| <p>Critical evaluation of business opportunities; key factors for starting a new venture; criteria for business decisions; identification of critical issues in business venturing; customized concepts of market research, business finance, business law, product design, and production on students' innovative projects</p> | | |

C. Free Elective Courses

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| 472-241 | Business and Cultural Diversity in ASEAN | 3((2)-2-5) |
| <p>Cultural diversity in ASEAN countries for business operation; communication skills for business operation in ASEAN countries; development of the important trading partner in ASEAN in terms of economics, socio-cultural, and political; field trip for exchanging experiences with entrepreneurs running business in ASEAN countries</p> | | |
| 472-242 | Public Relations | 3((2)-2-5) |
| <p>Media and public relations; influences of media and public relations on the business success; roles of media and public relations; searching, writing, and publishing news; results analysis</p> | | |
| 472-243 | Food Business | 3((2)-2-5) |
| <p>Functions of food additives; food photography; food container and packaging selection; food preservation; food processing; food allergy case studies; food culture; food sales presentation; food safety; beverage</p> | | |
| 472-341 | Japanese for Business | 3((2)-2-5) |
| <p>Japanese vocabularies and sentences used in business; Japanese for price offering, product purchasing, logistics, finance, banking, negotiation, and business contracting</p> | | |
| 472-342 | Chinese for Business | 3((2)-2-5) |
| <p>Chinese vocabularies and sentences used in business; Chinese for price offering, product purchasing, logistics, finance, banking, negotiation, and business contracting</p> | | |