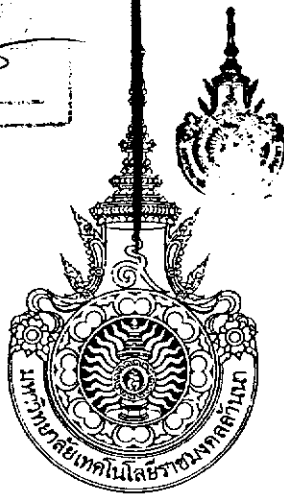


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ให้ความเห็นชอบหลักสูตรนี้แล้ว
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Bachelor of Business Administration
Major in International Business Management
International Program
2005

Rajamangala University of Technology Lanna
Ministry of Education

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Major in International Business Management
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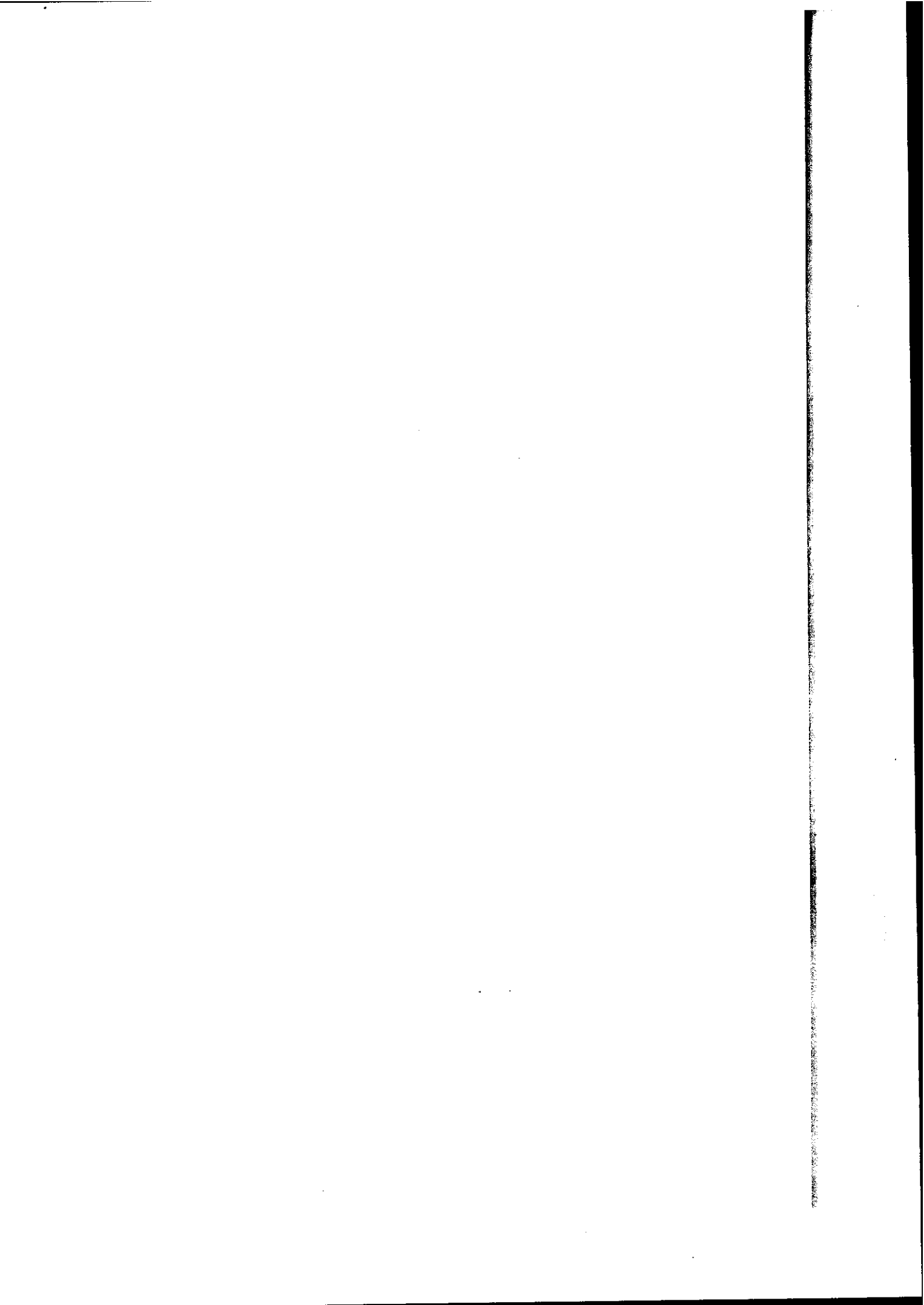
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Bachelor of Business Administration
Major in International Business Management
International Program
2005

1) Name of curriculum ชื่อหลักสูตร

Bachelor of Business Administration

Program in International Business Management

International Program บริหารธุรกิจบัณฑิต สาขาการจัดการธุรกิจระหว่างประเทศ
(หลักสูตร นานาชาติ)

2) Name of Degree ชื่อปริญญา

2.1 Full name : Bachelor of Business Administration (International Business Management) บริหารธุรกิจบัณฑิต (การจัดการธุรกิจระหว่างประเทศ)

2.2 Abbreviation : B.B.A. (International Business Management) บธ.บ. (การจัดการธุรกิจระหว่างประเทศ)

3) Organization in charge

Office of International Business Management, Rajamangala University of Technology Lanna.

4) Rationale and objectives of the curriculum

4.1 Rationale:

The International B.B.A. Program is designed to train graduates to work in the increasingly international fields of accounting, finance, marketing, management, and information systems. The B.B.A. Program will enable the students to be efficient and communicate well with people from various nations and to participate in globalization.

4.2 Objectives

The B.B.A. Program in International Business Management was launched in 2003. It has been created to meet the needs and requirements of the international business sector. The main objectives of the curriculum are to

4.2.1 enable graduates to work in management positions and work effectively in both their native country and internationally.

4.2.2 enable graduates to have business skills in coordination, decision making, planning, controlling and advising personnel in gathering, analyzing, and monitoring information in order to be presented to upper management.

4.2.3 enable graduates to think creatively and develop themselves towards a better career.

4.2.4 instill self-discipline, honesty, professional ethics, and a sense of responsibility to society while upholding the values of Thai culture, customs and tradition.

5) The Program Schedule

The International Business Management Program will commence as of the academic year 2005.

6) Qualifications

6.1 Applicants must have an M.6 (Grade 12) certificate or equivalent as approved by the Ministry of Education.

6.2 Applicants must have a vocational certificate.

7) Admission

Applicants must pass the entrance examinations. Rajamangala University of Technology Lanna will specify the exact date and time of the examinations which cover:-

Mathematics Aptitude

English – Comprehension, grammar, translation etc.

8) Academic system

8.1 Rajamangala University of Technology Lanna has adopted the semester system.

An academic year is divided into 2 semesters and a summer session.

1. First Semester starts on the 1st Monday of June and will total 18 weeks of study.
2. Second Semester starts on the 1st Monday of November and will total 18 weeks of study.
3. Summer Session is optional for the student and will take 6 – 9 weeks of study in double time span.

8.2 Credit System

The course requirement for a student to obtain one credit involves a minimum of 16 hours class work, therefore a subject involving 3 credits will require at least 48 hours in class. Class preparation outside the class requires per credit.

9) Course duration

Course duration for B.B.A. International Program requires not more than 8 academic years and graduation in not less than 7 semesters.

10) Registration (Normal Course Load)

The minimum course load for all full-time students is four courses (12 credit hours) per semester. The maximum course load is six courses (18 credit hours) per semester. Permission must be obtained from the B.B.A. International Program Director to enroll in more than six courses.

11) Grading System and Graduation requirement

11.1 The grading system conforms to Rajamangala University of Technology Lanna is rules and regulations concerning the bachelor's degree educational system in 1984 and 1988. Letter grades are used to show the academic standing of a student, with the following meanings and values.

Grades	Value	Meanings
A	4.0	Excellent
B+	3.5	Very good
B	3	Good
C+	2.5	Fairly good
C	2	Fair
D+	1.5	Poor
D	1.0	Very poor
F	0.0	Fail
W	-	Withdrawn
I	-	Incomplete
S	-	Satisfactory
U	-	Unsatisfactory
AU	-	Audit

11.2 Graduation requirement

The students will have to fulfill the graduation requirements: completing curriculum requirements and obtaining a cumulative grade point average not less than 2.0. Although not mandatory, on the job training/internships may be provided either within Thailand or abroad.

12) Instructors (B.B.A. International Program)

12.1

Name	Qualifications	Present Position
1. Mr. Somsak Navayuth	M.Sc.	Teacher
2. Mr. Mike Roberts	M.B.A.	Teacher

12.2

Name	Qualifications	Present Position
1. Mr. Michael Jeffries	B.Sc.	Teacher
2. Mr. Peter Oswald	M.Phy.	Teacher
3. Phra Dr. Songserm Kedsaradhammo	Ph.D.	Teacher

13) Students' enrollment and graduation

13.1 Students' enrollment is expected as follows:-

Years	Academic Year				
	2005	2006	2007	2008	2009
First Year	40	40	40	40	40
Second Year		40	40	40	40
Third Year			30	40	40
Fourth Year				30	40
Total	40	80	110	150	160

13.2 Number of students expected to graduate

The first batch of graduates is expected to be 30 in the year 2008.

14) Location and teaching facilities

The location and teaching facilities for the B.B.A. (International Program) will be in the Faculty of Business Administration Building at Bangkok Technical Campus.

15) Library facilities

The library facilities will be provide at the Rajamangala University of Technology Lanna

16) Budget

The budget for the Bachelor of Business Administration International Program in producing each graduating senior per year is approximately ฿ 3,961,435

The detailed cost consist of:

Expense	Baht
1. Depreciation of College Equipment, Computers and Facilities	3,543,355
2. Teacher Compensation	418,080

17) Curriculum requirement

17.1 Total credits 140 credits

17.2 Curriculum structure

1. General education courses	35 credits
1.1 Social Sciences	6 credits
1.2 Humanities	6 credits
1.3 Languages	12 credits
1.4 Sciences and Mathematics	9 credits
1.5 Physical education, Recreation and activities	2 credits
2. Specialized Business courses	99 credits
2.1 Business Core Courses	45 credits
2.2 Major Required Courses	39 credits
2.3 Major elective Courses	15 credits
3. Free electives	6 credits
Total	<u>140</u> credits

17.3 Courses of study

1. General education courses 35 credits

1.1 Social sciences 6 credits form the following subjects

01-110-001 Introduction to Sociology	3(3-0-3)
01-110-005 Human Relations	3(3-0-3)
01-110-006 Society and Environment	3(3-0-3)
01-110-355 Research Methodology	3(3-0-3)

1.2 Humanities 6 credits form the following subjects

01-210-001 Report Writing and Library Usage	3(3-0-3)
01-220-001 General Psychology	3(3-0-3)
01-220-009 Personality Development Techniques	3(3-0-3)
01-230-001 Introduction to Philosophy	3(3-0-3)
01-230-002 Introduction to Logic	3(3-0-3)
01-240-002 Thai Studies	3(3-0-3)
01-250-001 Man and Literature	3(3-0-3)

1.3 Languages 12 credits form the following subjects

01-320-005 English conversation I	3(3-0-3)
01-320-009 English for Everyday Use	3(3-0-3)
01-320-011 Reading I	3(3-0-3)
01-320-012 Reading II	3(3-0-3)
01-320-013 Writing I	3(3-0-3)
01-320-014 Writing II	3(3-0-3)
01-320-017 English for Career I	3(3-0-3)
01-320-018 English for Career II	3(3-0-3)
01-320-101 English I	3(3-0-3)
01-320-102 English II	3(3-0-3)

1.4 sciences and Mathematics 9 credits form the following subjects

13-010-120 General Mathematics	3(3-0-3)
13-011-320 Calculus 1-1	3(3-0-3)
13-011-321 Calculus 1-2	3(3-0-3)
13-041-104 Environmental sciences	3(3-0-3)
13-041-109 man and Biological sciences	3(3-0-3)
13-121-240 Statistics I	3(3-0-3)
13-121-341 statistics II	3(3-0-3)

1.5 Physical Education, Recreation and Activities 2 credits form the following subjects

01-610-001 Physical Education	1(0-2-1)
01-610-004 Tennis	1(0-2-1)
01-610-009 Swimming	1(0-2-1)
01-610-023 Rhythmic Activities	1(0-2-1)

The students must study at least 35 credits in general education area.

The emphasis may be upon any field of study with the approval of the advisor.

2. Specialized Business Courses 99 credits

2.1 Business Core Courses 45 credits consists of

2.1.1 Required Business Core Courses 39 credits

05-110-106 Business Laws I	3(3-0-3)
05-110-216 Taxation	3(3-0-3)
05-110-211 statistical Analysis in Business	3(3-0-3)
05-210-102 Principles of Marketing	3(3-0-3)
05-310-101 Principles of Management	3(3-0-3)
05-410-101 Introduction to Accounting I	3(3-0-3)
05-410-102 Introduction to Accounting II	3(3-0-3)
05-550-251 Use of Computer in Business	3(3-0-3)
05-610-205 Business Finance	3(3-0-3)
05-711-101 Micro-economics I	3(3-0-3)
05-711-102 Macro-economics I	3(3-0-3)
05-810-201 Thai for Business Communication I	3(3-0-3)
05-810-220 English for Business Communication I	3(3-0-3)

2.1.2 Elective Core courses 6 credits from the following subjects

05-110-105 Business Psychology	3(3-0-3)
05-110-226 Human Relations in Business	3(3-0-3)
05-510-203 Management Information System	3(3-0-3)
05-420-201 Accounting for Management	3(3-0-3)
05-310-209 Modern Management Technique	3(3-0-3)

2.2 Major Required Courses 39 credits

05-310-413 International Management	3(3-0-3)
05-713-201 International Economics	3(3-0-3)
05-713-303 International Trade Theory	3(3-0-3)
05-910-201 Introduction to International Business	3(3-0-3)
05-910-301 Multinational Enterprise Administration	3(3-0-3)
05-910-302 Regional Business Systems	3(3-0-3)
05-910-305 International Organizations	3(3-0-3)
05-910-306 International Finance and Banking Business	3(3-0-3)
05-910-307 Export-Import Administration	3(3-0-3)
05-220-305 International Marketing	3(3-0-3)
05-910-401 International Business Strategy	3(3-0-3)
05-910-402 International Logistics	3(3-0-3)
05-910-406 Seminar in International Business	3(3-0-3)

2.3 Major Elective Courses 15 credits from the following subjects

05-410-410 International accounting	3(3-0-3)
05-713-305 International Trade Policy	3(3-0-3)
05-713-306 Economics of Selected Countries	3(3-0-3)
05-820-457 English for International Business and Trade	3(3-0-3)
05-910-303 International Trade Practice	3(3-0-3)
05-910-403 International Business Law and Transactions	3(3-0-3)
05-910-404 International Business Research	3(3-0-3)
05-910-405 International Investment Theory	3(3-0-3)
05-910-407 International Cargo Insurance	3(3-0-3)

3. Free Elective Courses 6 credits

The students can select from various courses offered in the Faculty of Business Administration or other relevant courses offered by Rajamangala Institute of Technology.

17.4 Suggested Program of Study

First Year

First Semester

01-110-001	Introduction to Sociology	3 (3-0-3)
13-010-120	General Mathematics	3 (3-0-3)
01-610-001	Physical Education	1 (0-2-1)
01-320-101	English I	3 (3-0-3)
05-210-102	Principles of Marketing	3 (3-0-3)
05-110-106	Business Law I	3 (3-0-3)
	Total	16 Credits

Second Semester

01-220-001	General Psychology	3 (3-0-3)
01-320-102	English II	3 (3-0-3)
13-041-104	Environmental Science	3 (3-0-3)
05-410-101	Introduction to Accounting I	3 (3-0-3)
01-610-023	Rhythmic Activities	1 (0-2-1)
05-711-101	Micro-economics I	3 (3-0-3)
	Total	16 Credits

Second Year

First Semester

01-230-001	Introduction to Philosophy	3 (3-0-3)
01-320-011	Reading I	3 (3-0-3)
13-121-240	Statistics I	3 (3-0-3)
05-550-251	Use of Computers in Business	3 (3-0-3)
05-310-101	Principles of Management	3 (3-0-3)
05-410-102	Introduction to Accounting II	3 (3-0-3)
	Total	18 Credits

Second Semester

01-110-005	Human Relations	3 (3-0-3)
01-320-013	Writing I	3 (3-0-3)
05-910-201	Introduction to International Business	3 (3-0-3)
05-610-205	Business Finance	3 (3-0-3)
05-810-201	Thai for Business Communication	3 (3-0-3)
05-711-102	Macro-economics I	3 (3-0-3)
	Total	18 Credits

Third Year

First Semester

05-110-211	Statistical Analysis in Business	3 (3-0-3)
05-110-216	Taxation	3 (3-0-3)
05-713-201	International Economics	3 (3-0-3)
05-310-413	International Management	3 (3-0-3)
05-220-305	International Marketing	3 (3-0-3)
05-110-105	Business Psychology	3 (3-0-3)
	Total	18 Credits

Second Semester

05-820-220	English for Business Communication I	3 (3-0-3)
05-910-301	Multinational Enterprise Administration	3 (3-0-3)
05-910-302	Regional Business System	3 (3-0-3)
05-713-303	International Trade Theory	3 (3-0-3)
05-410-410	International Accounting	3 (3-0-3)
05-510-203	Management Information Systems	3 (3-0-3)
	Total	18 Credits

Fourth Year

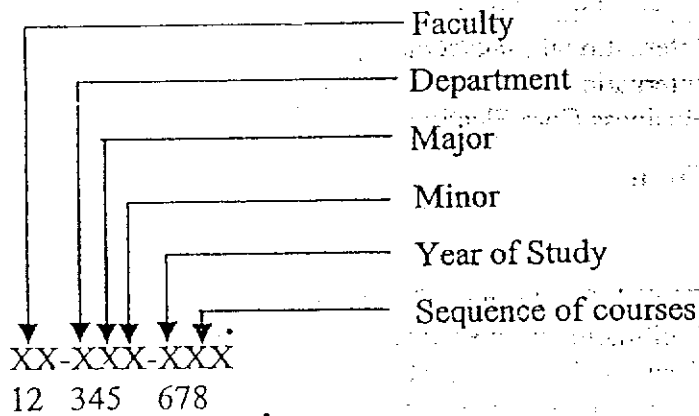
First Semester

05-910-305	International Organization	3 (3-0-3)
05-910-306	International Finance and Banking Business	3 (3-0-3)
05-910-307	Export – Import Administration	3 (3-0-3)
05-713-305	International Trade Policy	3 (3-0-3)
05-713-306	Economics of Selected Countries	3 (3-0-3)
05-420-210	Accounting for Management	3 (3-0-3)
	Total	18 Credits

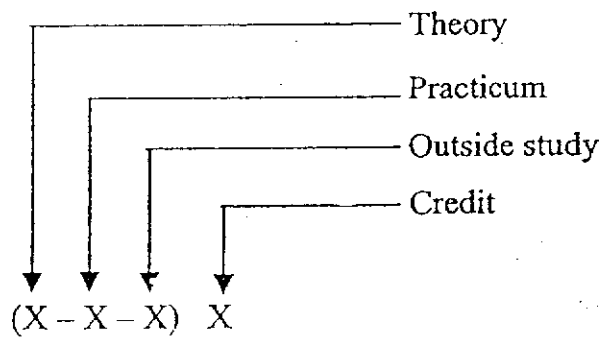
Second Semester

05-910-401	International Business Strategy	3 (3-0-3)
05-910-402	International Logistics	3 (3-0-3)
05-910-406	Seminar in International Business	3 (3-0-3)
05-820-457	English for International Business and Trade	3 (3-0-3)
05-910-303	International Trade Practice	3 (3-0-3)
05-910-405	International Investment Theory	3 (3-0-3)
	Total	18 Credits

17.5 Meaning of subject code



1-2	means	Faculty
3	means	Department
4	means	Major
5	means	Minor
6	means	Year of Study
7-8	means	Sequence of courses



17.6 COURSE DESCRIPTIONS

01-110-001 Introduction to Sociology 3 (3-0-3) Credits

Scope of fundamental sociology, sociological theory, social organizations such as; social groups, socialization and social stratification. The function of social institutions. Social change including social problems.

01-110-005 Human Relations 3 (3-0-3) Credits

Body of knowledge of human relations. Theories of psychology and sociology that concern human relations, job motivation and human relations in career and daily life. Human relations and successful leadership. Human relations and communication. Basic human relations in Thai culture and Buddhism. Framework for human relations training and development.

01-110-006 Society and Environment 3 (3-0-3) Credits

Society and environment context. Basic concepts in Ecology. Natural resources and environment. Pollution crisis and control. Environmental assessment and impact, Principles of environmental management in Thailand.

01-110-355 Research Methodology 3 (3-0-3) Credits

Introduction to variables and relations. Research hypothesis and research design. Population measurement and sampling. Data collection, Data analysis. Research proposal for research report.

01-210-001 Report Writing and Library Usage . 3 (3-0-3) Credits

Information resources. Reference books. Classification and arrangement. Card catalogs and data base. Parts of books. Book preservation. Report writing. Footnotes and bibliography.

01-220-001 General Psychology 3 (3-0-3) Credits

Meaning and scope. Heredity and environment. Human development and organs. Factors influencing personality and self-adjustment. Mental health and social behavior.

01-220-009 Personality Development Techniques 3 (3-0-3) Credits

Personality theories. Factors influencing personality. Personality adjustment and development techniques. Mental health. Human relations and personality. A healthy developed personality.

01-230-001 Introduction to Philosophy 3 (3-0-3) Credits

Meaning of "philosophy." Truth. Knowledge of truth and realities. Problems of metaphysics. Ethics. Social and political philosophy. Eastern and western philosophy.

01-230-002 Introduction to Logic**3 (3-0-3) Credits**

Rules of reason of ancient Greek and modern philosophers. Aristotelian logic and two-valued symbolic logic. Application of theories by critical thinking and practical reasoning.

01-240-002 Thai Studies**3 (3-0-3) Credits**

Characteristics and development of Thai culture and society. Economics and politics. Thai works of art. Folk entertainment. Thai food.

01-250-001 Man and Literature**3 (3-0-3) Credits**

Relationships between man and literature. Modern literature. Analysis of ancient Thai literature. Analysis of Masterpieces in Thai and international literature. Value of literature to humanity.

01-320-101 English I**3 (3-0-3) Credits**

Conversation related to greetings and introductions. Requesting, thanking and apologizing. Reading and writing instructions. Descriptions. Explanation of past, present and future events. Main idea. Summary. Answering questions. Appropriate vocabulary, expressions and structures, for note taking.

01-320-102 English II**3 (3-0-3) Credits**

Advanced language skills. Granting permission. Invitations. Appointments. Telephoning. Job interviews. Reading tables of data, short reports, products and advertisements. Resumes. Application letters. Application forms. Expression of written and oral opinions and reasons.

01-320-005 English Conversation I**3 (3-0-3) Credits**

Words and phrases in everyday conversations: greetings and introductions, information enquiry, requests and offers, apologies and telephone conversation.

01-320-009 English for Everyday Use**3 (3-0-3) Credits**

The use of English in greetings, introductions, giving directions. Development of reading and listening skills for everyday use: news, announcements, advertisements, telephoning, appointments, reservations, and shopping.

01-320-011 Reading I**3 (3-0-3) Credits**

Reading strategies. Setting reading objectives. Using a dictionary to find the meaning of words. Predicting the meaning of words from affixes, sentence structures and context. Clues such as references, discourse markers, etc. Use of prediction, Interpretation, and background knowledge in reading. Finding main ideas, topic sentence and supporting details in a paragraph. Note-taking.

01-320-012 Reading II**3 (3-0-3) Credits**

Speed reading. Reading for details and specific purposes. Summary and opinions on reading texts.

01-320-013 Writing I**3 (3-0-3) Credits**

Features of spoken and written languages. Writing at sentence and paragraph levels. Forms. Letters. Diary. Memos. Summary and conclusion.

01-320-014 Writing II**3 (3-0-3) Credits**

Different types of writing. Announcements. Advertisements. Specifications. Letters. Critiques. Summaries. Self-correction and peer correction.

01-320-017 English for Career I**3 (3-0-3) Credits**

Career-based English. English to serve needs of learners in their future careers.

01-320-018 English for Career II**3 (3-0-3) Credits**

Set situations concerning learners future work. Situational-based practices of all four skills (listening, speaking, reading and writing) within the context of learners future careers. Practice of oral skills in the sound laboratory.

12-010-120 General Mathematics**3 (3-0-3) Credits**

Prerequisite: --

Binary system and others, introduction to logic, exponential and logarithmic functions, matrices and determinants, functions. Limits and continuity, derivatives of algebraic functions.

13-011-320 Calculus 1-1 3 (3-0-3) Credits
Prerequisite: 13-010-120 General Mathematics

Introduction to analytic geometry, functions (linear functions, quadratic functions, exponential functions, Logarithmic functions), limits and continuity, derivatives and application, integration, techniques of integration and applications.

13-011-321 Calculus 1-2 3 (3-0-3) Credits
Prerequisite: 13-011-320 Calculus 1-1

Partial derivatives and applications, first-order linear differential equations, applications of differential equations.

13-041-104 Environmental Science 3 (3-0-3) Credits
Prerequisite: —

Principles of environmental science, ecology, natural resource and conservation, environmental pollution and environmental development in Thailand.

13-041-109 Man and Biological Science 3 (3-0-3) Credits
Prerequisite: —

Principles of biological science, human genetics, evolution of organism, fundamental ecology and pollution.

13-121-240 Statistics 1 3 (3-0-3) Credits
Prerequisite: —

Introduction to statistics, probability, random variables, distributions of random variables, random sampling, Sampling distributions, estimation, testing hypothesis of mean of one population, testing of chi-square.

13-121-341 Statistics 2 3 (3-0-3) Credits
Prerequisite: 13-121-240 Statistics 1

Sampling distributions, estimation of population parameters, testing hypothesis, analysis of variance, analysis of regression and correlation, interpretation from result of using package software.

01-610-001 Physical Education 1 (0-2-1) Credits

Definition. Physical fitness build-up and tests. Sports science. Safety in physical education Activities. Discipline and rules. Social manners. Team performances. Sports competition management.

01-610-004 Tennis**1 (0-2-1) Credits**

History and development. Techniques and skills. Singles and doubles. Racket grips. Rules and regulations. Serving. Backhand and forehand strokes.

01-610-009 Swimming**1 (0-2-1) Credits**

History and development. Basic skills. Immersing. Floating. Breathing. Types of strokes. Safety precautions. Rules and regulations.

01-610-023 Rhythmic Activities**1 (0-2-1) Credits**

History and development. Advantages. Basic movements. Body movements. Folk dances. Western-style.

05-110-106 Business Law I**3 (3-0-3) Credits**

Prerequisite: —

Interpretation, general principles of the Civil and Commercial laws, rights and duties, principles of person, property, juristic acts, wrongful acts, obligations and prescriptions of claims. Specific contracts and practices which are common in commercial transactions, such as: sales, assignment sales, hire of property, hire purchase, hire of service, hire of work, carriage, loan, deposit, suretyship, mortgage, pledge, agency brokerage, insurance and bills, patents.

05-110-216 Taxation**3 (3-0-3) Credits**

Prerequisite: —

Concepts, procedures, and theories underlying the need for government to collect taxes as a source of revenue, other income not derived from taxation. Policies and components of taxation, income tax problems and methods to solve those problems, principles and features of taxation according to Revenue Code, methods of various tax liabilities, appraisal and collection such as, personal income taxes, corporate income taxes, value-added-taxes, business taxes, duties and stamps. Concepts and methods in collecting excise taxes, custom and duties taxes, billboard taxes, property taxes, and other kinds of taxes involved in business.

05-110-211 Statistical Analysis in Business**3 (3-0-3) Credits**

Prerequisite: 01-121-240 *Statistics I*

Concepts and application of statistics in business, random variables, distributions of random variables, random sampling, sampling distribution, estimation, hypothesis testing, regression analysis, analysis of time series, measure of dispersion moments, elementary probability theory, correlation.

05-210-102 Principles of Marketing 3 (3-0-3) Credits

Prerequisite: —

Roles of marketing. Marketing concepts, Marketing activities and functions. Environmental factors, Market segmentation, targeting and positioning. Marketing mix. Marketing strategies for each marketing mix.

05-310-101 Principles of Management 3 (3-0-3) Credits

Prerequisite: —

Nature and characteristics of business formations, concepts and management development, factors related to management, various responsibilities of the manager in planning, organizing, directing, and controlling. The impact of various functions toward the organization.

05-410-101 Introduction to Accounting I 3 (3-0-3) Credits

Prerequisite: —

Accounting framework, accounting principles and procedures, recording of business transactions in general journal, ledger, trial balance, adjusting processes, closing entries, worksheet, financial statement for service and merchandising businesses, accounting for proprietorship, monetary and value-added-tax.

05-410-102 Introduction to Accounting II 3 (3-0-3) Credits

Prerequisite: 05-410-101 Introduction to Accounting I

Accounting principles and practices of cash and petty cash, vouchers system, investment securities, notes and accounts receivable, property, plant, and equipment, intangible assets, depreciation and amortization, accounting for simple manufacturing business, accounting for non-profit organizations, single entry system.

05-550-251 Use of Computer in Business 3 (3-0-3) Credits

Prerequisite: —

The study of methodology in information processing. The element and functionality in computer systems. Data-flow diagrams. Concept of applying computer systems in business applications. The methodology of how to select appropriate tools and other peripherals in computer systems. Management of information systems for administrators. Introduction to computer networks. internet and intranet.

05-610-205 Business Finance 3 (3-0-3) Credits*Prerequisite: 05-410-102 Introduction to Accounting II*

Objectives, nature, meaning, and importance of business finance; role, scope, and responsibility of financial department, nature of business, taxations, analysis, forecast, and financial control, principles of working capital management, investment in fixed assets, financial structures and sources of business financing.

05-711-101 Micro-economics I 3 (3-0-3) Credits*Prerequisite: —*

A study of micro-economics, supply and demand, pricing mechanism, consumer behavior, utility theory, indifference curve analysis, law of diminishing return, theory of production and its costs, types of market structure in economic system, perfect and imperfect competition.

05-711-102 Macro-economics I 3 (3-0-3) Credits*Prerequisite: —*

A study of macro-economics, meaning of national income, measurement of national income and gross national products, equilibrium of national income, consumption theory, savings and investments, government expenditures, balance of trade and payment, quantity theory of money, public finance, banking, international trade, employment, inflation, deflation, unemployment and business cycle.

05-810-201 Thai for Business Communication I 3 (3-0-3) Credits*Prerequisite: —*

Review of using correct Thai language, concepts in writing business letters, various reports and memoranda, requesting letters, ordering letters, credit and collection letters, and application letters.

05-820-220 English for Business Communication I 3 (3-0-3) Credits*Prerequisite: 01-320-102 English II*

Business English emphasis on reading, writing various types of letters, such as invitation letter, congratulation letters, convalescence letters, requesting and answering letters, ordering and answering letters, editing, recording, together with notice and advertising information.

05-110-105 Business Psychology**3 (3-0-3) Credits***Prerequisite:* —

Study and apply the knowledge of psychology to various problems faced in business, meaning and significance of business psychology, business personality, personal adjustment, job selection, job application, job interview, learning process, transfer of knowledge and business training, business incentives, advertising and sales psychology.

05-110-226 Human Relations in Business**3 (3-0-3) Credits***Prerequisite:* —

Roles and expertise in human relations in business management, various communicative tools used in human relations in business, formats used in creating human relations in business, application and development of virtue and ethics used in business.

05-510-203 Management Information System**3 (3-0-3) Credits***Prerequisite:* —

Meaning of information system, information system for planning and controlling the operation, the important features of management information system, relationship between administrator and information system, frequency of using information system. Management by various decision making, selection of information system, various level of information system, the advantage of information system, use of internet and intranet in management information system within the organization.

05-420-201 Accounting for Management**3 (3-0-3) Credits***Prerequisite:* 05-410-102 Introduction to Accounting 2

Concepts of management accounting, usefulness of financial statement, relation of financial statements items, financial statements analysis, budgeting, accounting information for planning, controlling, and decision making.

05-310-209 Modern Management Techniques*Prerequisite:* —

Study the development of management theory, processes of management, quantitative management, behavioral management, systematic management, modern management techniques, role of leader or administrator in global world, ethical issues in management, management for change, and international business management.

05-310-413 International Management 3 (3-0-3) Credits*Prerequisite: 05-310-101 Principles of Management*

Study of business expansion toward internationalization, management process within the organization, foreign investment, planning process, organizing, directing and controlling. Study the impact of cultural differences; new strategies used in managing multinational enterprises.

05-713-201 International Economics 3 (3-0-3) Credits*Prerequisite: 05-711-101 Microeconomics I
05-711-102 Macroeconomics I*

Theory and practice in international trade systems, international trade policy, theories and policies related to international investment, international money market, balance of trade and balance of payment, international foreign exchange, international fiscal policy and economic development, and international economic organization.

05-713-303 International Trade Theory 3 (3-0-3) Credits*Prerequisite: 05-718-201 International Economics*

The study of international trade theory and policy with emphasis on general equilibrium analysis. Topics include the factor proportions theory of trade, technological determinants of trade, the theory of tariffs and trade policy, and models of strategic interaction between countries.

05-910-201 Introduction to International Business 3 (3-0-3) Credits*Prerequisite: —*

The main focus of this course is to develop the student's ability to analyze and discuss the main factors and structures essential to the understanding of international business. A study of economic and monetary multinational business operations, governmental regulations on multinationals, technology, long-range planning, organization and management, and various aspects of marketing and financial management of multinational operations.

05-910-301 Multinational Enterprise Administration 3 (3-0-3) Credits*Prerequisite: 05-910-201 Introduction to International Business*

This course will explore the role of the multinational enterprise or transnational corporation with emphasis on public policy issues on both home and host countries. Material will be selected to illustrate the "bargaining" situation and the problems raised between national concerns and the wider operations and goals of multinational enterprises.

05-910-302 Regional Business Systems 3 (3-0-3) Credits
Prerequisite: 05-910-201 Introduction to International Business

Study of a selected regional business system and its effect on regional business management. The issues and problems faced by regional business systems.

05-910-305 International Organizations 3 (3-0-3) Credits

The nature, function, and impact of international and regional governmental and non-governmental organizations. The advantages and disadvantages of creating an international organization will be reviewed.

05-910-306 International Finance and Banking Business 3 (3-0-3) Credits
Prerequisite: 05-713-201 International Economics

The study of international foreign exchange, international money market, international fiscal policy, operation of commercial banks and international financial institutions, operation of foreign affairs section of commercial banks, and various techniques utilized.

05-910-307 Export and Import Administration 3 (3-0-3) Credits
Prerequisite: 05-910-201 Introduction to International Business

This course will focus on the principles, practices, and regulations of export and import policy. The laws and regulations governing the shipment of goods (customs procedures) will be reviewed. Effective management and organization of an export-import business will be explored. This course will also cover procedures and practices of export-import financing, letters of credit, packaging, sales promotion, transportation, insurance and document preparation. Problems related to export and import administration and government assistance.

05-220-305 International Marketing 3 (3-0-3) Credits

Principles and operations of international marketing including, international marketing position, foreign market survey, trade promotion activities of business and government, financial features and instruments, marketing structure of international trade, and terms of trade and credit.

05-910-401 International Business Strategy 3 (3-0-3) Credits
Prerequisite: 05-910-201 Introduction to International Business

The study of the process and administration of effective strategies for a business entity engaged in international trade. Strategic planning, implementing, controlling, and appraising these strategies by using case studies.

05-910-402 International Logistics 3 (3-0-3) Credits

A study of the management procedures involved with logistical activities within the international business environment. The course will focus on warehousing, transportation, transportation agencies, transportation management, documentary procedures, conditions of shipping arrangements and responsibilities of shipping brokers and agents, inventory control, packaging, and legal aspects related to international logistics.

05-910-406 Seminar in International Business 3 (3-0-3) Credits

Requirement: Must be taken last semester before graduation

Student analysis, research, and discussions of the many issues and problems that arise in the international business environment. A case study approach will be utilized.

05-410-410 International Accounting 3 (3-0-3) Credits

*Prerequisite: 05-410-204 Intermediate Accounting I
05-410-205 Intermediate Accounting II*

Concepts of management accounting, usefulness of financial statements, relation of financial statements items, financial statements analysis, budgeting, accounting information for planning, controlling, and decision making.

05-713-305 Economics of Selected Countries 3 (3-0-3) Credits

Prerequisite: 05-713-201 International Economics

This course will focus on the economic development of selected countries throughout the world. The impact of their economic policies and procedures in relation to their positive or negative economic development will be examined.

05-820-457 English for International Business and Trade 3 (3-0-3) Credits

Prerequisite: 05-820-220 English for Business Communication I

A study of business terms necessary to conduct business and trade internationally. This course will prepare students to speak more fluently in business situations, make an effective presentation in English, use an increased range of business vocabulary, writing business letters, reports, and memos. The course will examine the language of company reports, market trends, and forecasting. The language of money will be reviewed, such as, discussing accounts and budgets.

05-713-305 International Trade Policy 3 (3-0-3) Credits
Prerequisite: 05-713-303 International Trade Theory

This course will introduce the student to the theories of international trade and finance. The course will examine the international monetary system and financing of trade. The course will cover such topics as international financial markets (IMF, World Bank, Asian Development Bank) foreign trade policies, effects of protectionism and regionalism, balance of payments, transfer of international payments, tariffs, comparative advantage, etc.

05-910-403 International Business Law and Transactions 3 (3-0-3) Credits
Prerequisite: 05-910-201 Introduction to International Business

A study of general laws which involve the international business environment with an emphasis on specific rules and regulations concerning export and import transactions, problems of legal aspects toward international business management.

05-910-404 International Business Research 3 (3-0-3) Credits
Prerequisite: 05-110-211 Statistical Analysis in Business

This course will examine the research methodology applied to international markets. Topics include the study of data sources in relation to international business, data analysis, and effective decision-making.

05-910-405 International Investment Theory 3 (3-0-3) Credits

This course will focus on financial management in international business. The course will explore investment opportunities and their evaluation, sources of funds for international business, capital structure, cost of capital and working capital management in international business.

05-910-407 International Cargo Insurance ✓ 3 (3-0-3) Credits

This course will explore the risks associated with import-export cargo. The course will focus on risk management techniques and the principles of insurance related to export cargos. This course will review the types of insurance available including the coverage, exclusions, extended coverage, factors affecting insurance rates, claims and compensation, assignment, and subrogation.

