



Bachelor of Business Administration

International Program

(2019)

Faculty of Business Administration
Rajamangala University of Technology Thanyaburi
Ministry of Education

1. Bachelor of Business Administration (International Program)

Program in International Business Administration

Program in Logistics and Supply Chain Management

Program in Marketing

1.1 Curriculum requirement

1.1.1 Total credits 127 credits

1.1.2 Curriculum structure

1. General Education Courses	30	credits
1.1 Value of Life and citizens duty	7	credits
Social	3	credits
Humanities	3	credits
Physical Education and Recreation	1	credits
1.2 Languages and Communication	12	credits
English for Communication	6	credits
Other Languages	6	credits
1.3 Sciences Technology and Innovation	6	credits
Information Technology	3	credits
Sciences Mathematic and Innovation	3	credits
1.4 Integration and Entrepreneurial science	5	credits
2. Specialized Course	91	credits
2.1 Business Core Courses	36	credits
2.2 Major Required Courses	36	credits
Join Core Courses	15	credits
International Business Administration Courses	21	credits
Logistics and Supply Chain Management Courses	21	credits
Marketing Courses	21	credits
2.3 Major Elective Courses	9	credits
2.4 Professional Experience Courses	10	credits
3. Free Elective Courses	6	credits

Course

1. General Education Courses 30 credits

1.1 Value of Life and citizens duty at least 7 credits

1.1.1 Social Sciences at least 3 credits from the following subjects

01-110-004	Society and Environment	3(3-0-6)
01-110-007	Communication and Society	3(3-0-6)
01-110-009	Development of Social and Life Quality	3(3-0-6)
01-110-017	Quality Life for New Generation	3(3-0-6)
01-110-019	Proactive Thinking of Sufficiency Economic	3(3-0-6)
01-110-021	Life in Multicultural Society	3(3-0-6)
01-110-023	Good Citizen by Democratic Way	3(3-0-6)
01-110-024	Sufficiency Life with Thai Wisdom	3(3-0-6)

1.1.2 Humanities Sciences at least 3 credits from the following subjects

01-210-017	Searching and Academic Report Writing	3(3-0-6)
01-210-019	Personality Development	3(2-2-5)
01-210-021	Reasoning and Ethics	3(3-0-6)
01-210-023	Miracle of Love	3(3-0-6)
01-210-024	Learning Skills to Success	3(3-0-6)
01-210-025	Life on Films	3(3-0-6)

1.1.3 Physical Education and Recreation at least 1 credit from the following subjects

01-610-003	Recreation	1(0-2-1)
01-610-014	Sports Skill for health	1(0-2-1)

1.2 Languages and Communication at least 12 credits

1.2.1 English for Communication 6 credits from the following subjects

01-320-001	English for Communication 1	3(2-2-5)
01-320-002	English for Communication 2	3(2-2-5)

1.2.2 Other Languages at least 6 credits from the following subjects

01-310-001	Thai for Communication	3(3-0-6)
01-310-006	Academic Reading and Writing	3(3-0-6)
01-320-003	English Conversation	3(2-2-5)
01-320-005	English for Job Application	3(2-2-5)
01-320-007	English for Presentation	3(2-2-5)
01-320-010	English for Standardized Tests	3(2-2-5)

01-320-013	English for Service Industry	3(2-2-5)
01-320-016	English for Academic Reading	3(2-2-5)
01-320-017	English for Academic Writing	3(2-2-5)
01-320-019	English for Edutainment	3(2-2-5)
01-330-002	Basic Chinese Conversation	3(3-0-6)
05-890-201	English for Business	3(2-2-5)

1.3 Sciences Technology and Innovation at least 6 credits

1.3.1 Information Technology at least 3 credits from the following subjects

09-000-001	Computer and Information Technology Skills	3(2-2-5)
09-000-002	Program Package for Multimedia	3(2-2-5)
09-000-003	Information Technology for Decision Making	3(2-2-5)

1.3.2 Sciences Mathematic and Innovation at least 3 credits from the following subjects

09-130-001	Green ICT	3(3-0-6)
09-130-002	Internet of Things in Everyday Life	3(3-0-6)
09-130-003	Digital Life	3(3-0-6)
09-210-002	Toxic Alert and Safety Life	3(3-0-6)
09-210-003	Science, Creativity and Innovation	3(3-0-6)
09-410-003	Natural Disaster Survival	3(3-0-6)

1.4. Integration and Entrepreneurial science at least 5 credits

1.4.1 Integration and Entrepreneurial science from the following subjects

00-100-101	RMUTT Identity	2(0-4-2)
00-100-201	Green University	1(0-2-1)
00-100-202	Design Thinking	1(0-2-1)
00-100-301	Entrepreneurship	1(0-2-1)

1.4.2 Integration and Entrepreneurial science from the following subjects

00-100-302	Innovation for the Community	3(1-4-4)
09-090-013	Information Management for Entrepreneur	3(2-2-5)

2. Specialized Course 91 credits

2.1 Business Core Courses 36 credits from the following subjects

05-190-204	International Business Communication	3(3-0-6)
05-190-309	International Strategic Administration	3(3-0-6)
05-190-403	Laws of International Business Transactions	3(3-0-6)
05-290-101	Principles of Marketing	3(3-0-6)
05-390-101	Principles of Management	3(3-0-6)
05-390-203	Statistical Business Analysis	3(3-0-6)
05-490-103	Principles of Accounting	3(3-0-6)
05-590-001	Technology for Electronic Business	3(3-0-6)
05-690-205	Business Finance	3(3-0-6)
05-790-102	Macroeconomics 1	3(3-0-6)
05-890-301	English for Global Business	3(3-0-6)
05-990-101	Principles of Logistics and Supply Chain Management	3(3-0-6)

2.2 Major Required Courses 36 credits from the following subjects

2.2.1 Join Core Courses 15 credits

05-190-206	International Trade and Investment	3(3-0-6)
05-190-312	Export-Import Administration	3(2-2-5)
05-990-301	Procurement Contexts	3(2-2-5)
05-990-304	Managing Performance in Operations	3(2-2-5)
05-291-201	Consumer Behavior in the Digital Age	3(3-0-6)

Specialized Course for Program in International Business Administration

21 credits from the following subjects

05-190-101	Global Management Concept	3(3-0-6)
05-190-205	Global Marketing Administration	3(3-0-6)
05-190-311	Human Resource and Cross-Cultural Management	3(2-2-5)
05-190-313	International Business Research	3(2-2-5)
05-190-315	International Hospitality Administration	3(3-0-6)
05-190-420	Global Business Strategy	3(2-2-5)
05-190-421	International Business Seminar	3(2-2-5)

Specialized Course for Program Logistics and Supply Chain Management

21 credits from the following subjects

05-990-201	Warehousing and Transport	3(2-2-5)
05-990-202	Asset Management	3(2-2-5)
05-990-203	Innovation and Technology in Logistics	3(2-2-5)

05-990-204	Multi Modal Logistics	3(2-2-5)
05-990-303	Supply Chain Systems Modelling	3(3-0-6)
05-990-315	Retail Supply Chain Management	3(3-0-6)
05-990-401	Supply Chain Strategy	3(2-2-5)

Specialized Course for Program in Marketing 21 credits from the following subjects

05-291-202	Product and Brand Management	3(3-0-6)
05-291-204	Integrated Marketing Communications	3(3-0-6)
05-291-301	Sales and Customer Relationships Management	3(2-2-5)
05-291-302	Pricing strategy	3(3-0-6)
05-291-304	Event Marketing	3(3-0-6)
05-291-309	Digital Marketing Management	3(2-2-5)
05-291-402	Marketing Research	3(2-2-5)

2.3 Major Elective Courses 9 credits from the following subjects

2.3.1 International Business Administration Course

05-190-310	Multinational Enterprises Administration	3(3-0-6)
05-190-316	International Business Negotiation	3(3-0-6)
05-190-317	Cross-Border Trade Administration	3(3-0-6)
05-190-425	The Management of Innovation by MNEs	3(3-0-6)
05-190-426	Family Business Administration	3(3-0-6)

2.3.2 Logistics and Supply Chain Management Courses

05-990-316	Sustainable Supply Chains	3(3-0-6)
05-990-317	Multi Modal Air Freight Logistics	3(3-0-6)
05-990-318	Retail Distribution Logistics	3(3-0-6)
05-990-319	Improving Operations Performance	3(3-0-6)

2.3.3 Marketing Course

05-291-303	Presentation Techniques	3(1-4-4)
05-291-305	Information System for Marketing Planning	3(3-0-6)
05-291-306	Industrial Product Marketing	3(3-0-6)
05-291-310	Event Marketing Practice	3(3-0-6)
05-291-401	Marketing Strategies and Planning	3(2-2-5)

2.3.4 Communication Language Course

05-890-302	English Conversation for Business Communication	3(2-2-5)
05-890-405	English for International Business	3 (3-0-6)
05-890-406	English for Logistics Business	3 (3-0-6)
05-891-201	Thai for Business	3 (3-0-6)
05-891-304	Thai for Advertising	3 (3-0-6)
05-891-407	Thai for Innovative Communication in Business	3 (3-0-6)
05-892-301	Chinese for Business	3 (3-0-6)
05-892-404	Listening and Speaking for Business Chinese	3(2-2-5)
05-892-405	Chinese for International Business	3 (3-0-6)

2.3.5 Business Administration Course

05-291-205	Online Communication Design and Innovated Marketing	3(2-2-5)
05-291-401	Marketing Strategies and Planning	3(2-2-5)
05-293-201	Introduction to the MICE Industry and Event Business	3(3-0-6)
05-391-308	Small and Medium Business Management Innovation	3(2-2-5)
05-391-309	Information Systems for Enterprise Management	3(2-2-5)
05-391-311	Business Innovation Technology and Change Management	3(3-0-6)
05-391-314	Innovative Leadership Development	3(2-2-5)
05-590-029	Data Mining for Business	3(2-2-5)
05-590-039	Business Spreadsheet Application	3(2-2-5)
05-590-057	Big Data Analytics for Business	3(2-2-5)
05-690-102	Financial Market and Financial Institutions	3(3-0-6)
05-690-206	Personal Finance Management	3(2-2-5)
05-690-223	Modern Credit Management	3(2-2-5)
05-690-305	New Age of Financial Technology	3(2-2-5)
05-690-309	Financial Planning and Control	3(2-2-5)
05-790-101	Microeconomics 1	3(3-0-6)

Not Or can select other courses in Specialized Course form of other major Specialized Course that do not match the major subjects studied

2.4 Professional Experience Courses 10 credits and studied 1 from the following subjects

05-090-301	Preparation for Professional Experience	1(0-2-1)
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And studied 9 credits from Cooperative Education Course and Apprenticeship Course or if necessary may select Apprenticeship Course instead

2.4.1 Cooperative Education Course Or practicing after practicing the theory select from the following subjects 6 credits

05-090-302	Cooperative Education	6(0-40-0)
05-090-303	International Cooperative Education	6(0-40-0)
05-090-401	Post-Course Internship	6(0-40-0)
05-090-402	International Post-course Internship	6(0-40-0)
05-090-403	Entrepreneurial Skills Development	6(0-40-3)

2.4.2 Apprenticeship Course select from the following subjects 3 credits

05-090-304	Apprenticeship	3(0-20-0)
05-090-305	International Apprenticeship	3(0-20-0)
05-090-306	Workplace Special Problem	3(0-6-3)
05-090-307	Entrepreneurship in Digital Age	3(0-20-0)
05-090-308	Practicum	3(0-16-8)
05-090-404	Special Topics in Entrepreneurship	3(0-6-3)

3. Free Elective Courses 6 credits

Students can select at least 6 credits from any subjects provided by RMUTT with the approval from the academic advisor.

3.1.4 Course Suggested Program of Study

International Business Administration

Year 1/ Semester 1		Credit	Theory	Practice	Self-study
00-100-101	RMUTT Identity	2	0	4	2
01-320-001	English for Communication 1	3	2	2	5
05-290-101	Principles of Marketing	3	3	0	6
05-790-102	Macroeconomics 1	3	3	0	6
xx-xxx-xxx	Select from subjects in Social Science	3	3	0	6
xx-xx-xxx	Select from subjects in Physical Education and Recreation	1	0	2	1
xx-xx-xxx	Select from subjects in Information Technology	3	2	2	5
total		18	credits		

Year 1/ Semester 2		Credit	Theory	Practice	Self-study
01-320-002	English for Communication 2	3	2	2	5
05-291-201	Consumer Behavior in the Digital Age	3	3	0	6
05-390-101	Principles of Management	3	3	0	6
05-490-103	Principles of Accounting	3	3	0	6
xx-xxx-xxx	Select from subjects in Humanities Science	3	3	0	6
xx-xxx-xxx	Select from subjects in Sciences Mathematic and Innovation	3	3	0	6
total		18	credits		

Year 2/ Semester 1		Credit	Theory	Practice	Self-study
00-100-202	Design Thinking	1	0	2	1
05-190-309	International Strategic Administration	3	3	0	6
05-590-001	Technology for Electronic Business	3	3	0	6
05-690-205	Business Finance	3	3	0	6
05-890-301	English for Global Business	3	3	0	6
05-990-101	Principles of Logistics and Supply Chain Management	3	3	0	6
xx-xxx-xxx	Select from subjects in Other Languages 1	3	2	2	5
total		19 credits			

Year 2/ Semester 2		Credit	Theory	Practice	Self-study
00-100-201	Green University	1	0	2	1
05-190-101	Global Management Concept	3	3	0	6
05-190-204	International Business Communication	3	3	0	6
05-190-205	Global Marketing Administration	3	3	0	6
05-190-206	International Trade and Investment	3	3	0	6
05-390-203	Statistical Business Analysis	3	3	0	6
xx-xxx-xxx	Select from subjects in Other Languages 2	3	2	2	5
total		19 credits			

Year 3/ Semester 1		Credit	Theory	Practice	Self-study
00-100-301	Entrepreneurship	1	0	2	1
05-090-301	Preparation for Professional Experience	1	0	2	1
05-190-205	Global Marketing Administration	3	3	0	6
05-190-312	Export-Import Administration	3	2	2	5
05-990-301	Procurement Contexts	3	2	2	5
05-990-304	Managing Performance in Operations	3	2	2	5
05-xxx-xxx	Elective Courses 1	3	x	x	x
total		17	credits		

Year 3/ Semester 2		Credit	Theory	Practice	Self-study
05-190-313	International Business Research	3	2	2	5
05-190-315	International Hospitality Administration	3	3	0	6
05-190-403	Laws of International Business Transactions	3	3	0	6
05-190-311	Human Resource and Cross-Cultural Management	3	3	0	6
05-xxx-xxx	Elective Courses 2	3	x	x	x
05-xxx-xxx	Elective Courses 3	3	x	x	x
total		18	credits		

Year 3/ Semester 3		Credit	Theory	Practice	Self-study
05-090-307	Entrepreneurship in Digital Age	3	0	20	0
total		3	credits		

Year 4/ Semester 1		Credit	Theory	Practice	Self-study
05-090-303	International Cooperative Education	6	0	40	0
total		6	credits		

Year 4/ Semester 2		Credit	Theory	Practice	Self-study
05-190-420	Global Business Strategy	3	2	2	5
05-190-421	International Business Seminar	3	2	2	5
xx-xxx-xxx	Free Elective Courses 1	3	x	x	x
xx-xxx-xxx	Free Elective Courses 2	3	x	x	x
total		12	credits		

Logistics and Supply Chain Management

Year 1/ Semester 1		Credit	Theory	Practice	Self-study
00-100-101	RMUTT Identity	2	0	4	2
01-320-001	English for Communication 1	3	2	2	5
05-290-101	Principles of Marketing	3	3	0	6
05-790-102	Macroeconomics 1	3	3	0	6
xx-xxx-xxx	Select from subjects in Social Science	3	3	0	6
xx-xxx-xxx	Select from subjects in Information Technology	3	2	2	5
xx-xxx-xxx	Select from subjects in Physical Education and Recreation	1	0	2	1
total		18	credits		

Year 1/ Semester 2		Credit	Theory	Practice	Self-study
01-320-002	English for Communication 2	3	2	2	5
05-390-101	Principles of Management	3	3	0	6
05-490-103	Principles of Accounting	3	3	0	6
05-990-101	Principles of Logistics and Supply Chain Management	3	3	0	6
xx-xxx-xxx	Select from subjects in Humanities Science	3	3	0	6
xx-xxx-xxx	Select from subjects in Sciences Mathematic and Innovation	3	3	0	6
total		18	credits		

Year 2/ Semester 1		Credit	Theory	Practice	Self-study
00-100-202	Design Thinking	1	0	2	1
05-190-206	International Trade and Investment	3	3	0	6
05-590-001	Technology for Electronic Business	3	3	0	6
05-690-205	Business Finance	3	3	0	6
05-890-301	English for Global Business	3	3	0	6
05-990-201	Warehousing and Transport	3	2	2	5
xx-xxx-xxx	Select from subjects in Other Languages 1	3	2	2	5
total		19	credits		

Year 2/ Semester 2		Credit	Theory	Practice	Self-study
00-100-201	Green University	1	0	2	1
05-190-309	International Strategic Administration	3	3	0	6
05-390-203	Statistical Business Analysis	3	3	0	6
05-990-202	Asset Management	3	2	2	5
05-990-203	Innovation and Technology in Logistics	3	3	0	6
05-xxx-xxx	Elective Courses 1	3	x	x	x
xx-xxx-xxx	Select from subjects in Other Languages 2	3	2	2	5
total		19	credits		

Year 3/ Semester 1		Credit	Theory	Practice	Self-study
00-100-301	Entrepreneurship	1	0	2	1
05-090-301	Preparation for Professional Experience	1	0	2	1
05-190-204	International Business Communication	3	3	0	6
05-190-312	Export-Import Administration	3	2	2	5
05-990-204	Multi Modal Logistics	3	2	2	5
05-990-301	Procurement Contexts	3	2	2	5
05-990-304	Managing Performance in Operations	3	2	2	5
total		17	credits		

Year 3/ Semester 2		Credit	Theory	Practice	Self-study
05-190-403	Laws of International Business Transactions	3	3	0	6
05-291-201	Consumer Behavior in the Digital Age	3	3	0	6
05-990-315	Retail Supply Chain Management	3	2	2	5
05-xxx-xxx	Elective Courses 2	3	x	x	x
05-xxx-xxx	Elective Courses 3	3	x	x	x
xx-xxx-xxx	Free Elective Courses 1	3	x	x	x
total		18	credits		

Year 3/ Semester 3		Credit	Theory	Practice	Self-study
05-090-307	Entrepreneurship in Digital Age	3	0	20	0
total		3	credits		

Year 4/ Semester 1		Credit	Theory	Practice	Self-study
05-090-303	International Cooperative Education	6	0	40	0
total		6	credits		

Year 4/ Semester 2		Credit	Theory	Practice	Self-study
05-990-303	Supply Chain Systems Modelling	3	3	0	6
05-990-401	Supply Chain Strategy	3	3	0	6
xx-xxx-xxx	Free Elective Courses 2	3	x	x	x
total		15	credits		

Marketing

Year 1/ Semester 1		Credit	Theory	Practice	Self-study
00-100-101	RMUTT Identity	2	0	4	2
01-320-001	English for Communication 1	3	2	2	5
05-290-101	Principles of Marketing	3	3	0	6
05-790-102	Macroeconomics 1	3	3	0	6
09-xxx-xxx	Select subjects in from Information Technology	3	2	2	5
xx-xxx-xxx	Select from subjects in Humanities Science	3	3	0	6
xx-xxx-xxx	Select from subjects in Physical Education and Recreation	1	0	2	1
total		18	credits		

Year 1/ Semester 2		Credit	Theory	Practice	Self-study
01-320-002	English for Communication 2	3	2	2	5
05-390-101	Principles of Management	3	3	0	6
05-990-304	Managing Performance in Operations	3	2	2	5
xx-xxx-xxx	Select from subjects in Other Languages 1	3	2	2	5
xx-xxx-xxx	Select from subjects in Sciences Mathematic and Innovation	3	3	0	6
xx-xxx-xxx	Free Elective Courses 1	3	x	x	x
total		18	credits		

Year 2/ Semester 1		Credit	Theory	Practice	Self-study
00-100-202	Design Thinking	1	0	2	1
05-190-309	International Strategic Administration	3	3	0	6
05-291-201	Consumer Behavior in the Digital Age	3	3	0	6
05-291-202	Product and Brand Management	3	3	0	6
05-590-001	Technology for Electronic Business	3	3	0	6
05-890-301	English for Global Business	3	3	0	6
xx-xxx-xxx	Select from subjects in Social Science	3	3	0	6
total		19	credits		

Year 2/ Semester 2		Credit	Theory	Practice	Self-study
00-100-201	Green University	1	0	2	1
05-291-204	Integrated Marketing Communications	3	3	0	6
05-190-206	International Trade and Investment	3	2	2	5
05-291-304	Event Marketing	3	3	0	6
05-490-103	Principles of Accounting	3	3	0	6
05-990-101	Principles of Logistics and Supply Chain Management	3	3	0	6
xx-xxx-xxx	Select from subjects in Other Languages 2	3	x	x	x
total		19	credits		

Year 3/ Semester 1		Credit	Theory	Practice	Self-study
00-100-301	Entrepreneurship	1	0	2	1
05-000-301	Preparation for Professional Experience	1	0	2	1
05-190-312	Export-Import Administration	3	2	2	5
05-190-403	Laws of International Business Transactions	3	3	0	6
05-291-302	Pricing strategy	3	3	0	6
05-291-309	Digital Marketing Management	3	2	2	5
05-390-203	Statistical Business Analysis	3	3	0	6
total		17	credits		

Year 3/ Semester 2		Credit	Theory	Practice	Self-study
05-190-204	International Business Communication	3	3	0	6
05-291-301	Sales and Customer Relationships Management	3	3	0	6
05-690-205	Business Finance	3	3	0	6
05-990-301	Procurement Contexts	3	2	2	5
05-xxx-xxx	Elective Courses 1	3	x	x	x
05-xxx-xxx	Elective Courses 2	3	x	x	x
total		18	credits		

Year 3/ Semester 3		Credit	Theory	Practice	Self-study
05-000-307	Entrepreneurship in Digital Age	3	0	20	0
total		3	credits		

Year 4/ Semester 1		Credit	Theory	Practice	Self-study
05-291-402	Marketing Research	3	2	2	5
05-xxx-xxx	Elective Courses 3	3	x	x	x
xx-xxx-xxx	Free Elective Courses 2	3	x	x	x
total		9	credits		

Year 4/ Semester 2		Credit	Theory	Practice	Self-study
05-090-401	Post-Course Internship	6	0	40	0
หรือ 05-090-402	International Post-course Internship	6	0	40	0
total		6	credits		

3.1.5 Course Description

- 01-110-004 Society and Environment 3(3-0-6)**
Importance of society and environment, basic concepts in ecology, natural resources and environment, environment pollution and control, system analysis and assessment of impacts on environment for appropriate environmental management
- 01-110-007 Communication and Society 3(3-0-6)**
Relations of communication and society, communication processes and related theories, influences of communication on human behavior changes in society, roles of mass media influencing on Thai society and culture, applying strategies of different types of media to promote political, economic, social and cultural development
- 01-110-009 Development of Social and Life Quality 3(3-0-6)**
Philosophy and Dharma principles in daily life, creating their own ideas and attitudes, Dharma principles of creating life quality, individuals' roles and responsibilities, management principles and self-development, participation in social activities, techniques of winning the one's hearts, principles for effective job development, ethics and codes of conduct
- 01-110-017 Quality Life for New Generation 3(3-0-6)**
Meaning and importance of quality life, adaptation and understanding of culture as good members in families, organizations, societies, and realization of the importance of environment, religious principles towards good citizenship, concepts of motivation for work becoming an effective leader and communication in the modern age
- 01-110-019 Proactive Thinking of Sufficiency Economic 3(3-0-6)**
Proactive thinking, Thai and Global economy, thinking in Thai progressive way, development on the basis of sufficiency, the rights for intellectual property that should be protected, environmental awareness for the common interest, proactive research on the basis of sufficiency economy

- 01-110-021 Life in Multicultural Society 3(3-0-6)**
 Society in globalization, diversity among people e.g. ethnic groups and multiculturalism, rights and social justice, communication through multi-cultural dimension, guidelines for managing multiculturalism in Thai, Asian, and global contexts, related to diversity to construct acceptance and respect among difference
- 01-110-023 Good Citizen by Democratic Way 3(3-0-6)**
 Meaning, role, and duty of good citizens, being a good citizen in accordance with democracy on social media and in the modern society, implementation of the constitutional framework and process of government, the role of democracy in the context of Thai and world society, conflict management in society on equality leading to peacefulness
- 01-110-024 Sufficiency Life with Thai Wisdom 3(3-0-6)**
 Meanings, scopes, importance and development of Thai wisdom, learning process of Thai and local wisdom, using Thai wisdom for sufficient life development, case studies about sufficient life of Thai individuals in society, case studies of applying Thai wisdom to living and career success
- 01-210-017 Searching and Academic Report Writing 3(3-0-6)**
 Searching for information, having access to and collecting information resources, evaluating, analyzing, and synthesizing information, writing academic reports, references, and bibliographies
- 01-210-019 Personality Development 3(2-2-5)**
 Definition and the importance of personality development, individuals' differences between , analyzing and assessing personality, emotional intelligence, self-adjustment in present society, mental health development, developing attitudes towards oneself and others, transaction and relationship, development of appearance, assertiveness, social manners
- 01-210-021 Reasoning and Ethics 3(3-0-6)**
 Brain and thinking, thinking and reasoning, good reasoning end fallacies logic in daily life, definition of ethics, learning and developing ethics, ethical criteria, Thai value and ethics, cotemporary ethical problems, ethics and solving life problems

- 01-210-023 Miracle of Love 3(3-0-6)**
Definition of love, love and happiness, conflict of love in university, sexual literacy, balancing love and happiness for life, building life-long relationship, development of love, love for the world and human beings, compassion and peace making
- 01-210-024 Learning Skills to Success 3(3-0-6)**
Key to success, effective thinking and decision making, self-perception towards self-esteem and self-efficacy for success, value of working, being aware of modern media' s tricks, building teamwork effectively and efficiently, developing skills for success through activities and projects
- 01-210-025 Life on Films 3(3-0-6)**
Learning and understanding lives and realities from movies, being of man, citizenship, self and other' s understanding of living together in harmony
- 01-610-003 Recreation 1(0-2-1)**
General knowledge of recreation, types of recreational activities and selection of appropriate recreational activities
- 01-610-014 Sports Skill for health 1(0-2-1)**
General knowledge about the chosen sport, development of health on aspects of body, mind, emotion, and social, practice of basic skills of chosen sports, how to play the sport, sport rules for competition
- 01-320-001 English for Communication 1 3(2-2-5)**
Vocabulary, expressions and language patterns for giving personal information, routines and interests, short conversations in various situations, writing short statements, listening to and reading short and simple texts
- 01-320-002 English for Communication 2 3(2-2-5)**
Vocabulary, expressions and language patterns used in daily life for telling stories, giving explanations and reasons, exchanging information continuously, writing short and connected descriptions, listening to and reading longer texts

- 01-310-001 Thai for Communication 3(3-0-6)**
Principles of communication, Thai language usage, critical listening, reading for main ideas and analysis, writing for communication in daily life and speaking on different occasions
- 01-310-006 Academic Reading and Writing 3(3-0-6)**
Principles of academic reading and writing, reading and note taking, information research and academic presentation
- 01-320-003 English Conversation 3(2-2-5)**
Vocabulary, expressions and language patterns appropriately used in various situations according to the native speaker's culture
- 01-320-005 English for Job Application 3(2-2-5)**
Vocabulary, expressions, and language patterns related to job application, preparations for job application, reading a job advertisement, writing a resume, filling out an application form, job interview
- 01-320-007 English for Presentation 3(2-2-5)**
Vocabulary , expressions, and language patterns used at different stages of presentation, use of verbal and non-verbal languages presentations, use of visual supports, presentation of facts and figures, asking and answering questions
- 01-320-010 English for Standardized Tests 3(2-2-5)**
Formats and structures of various standardized tests, linguistic knowledge and skills needed for taking the tests, strategies dealing with standardized tests
- 01-320-013 English for Service Industry 3(2-2-5)**
Vocabulary, expressions, and language patterns related to service industry, recommendation for tourist attractions and local food, giving directions, check-in, offering assistance to visitors
- 01-320-016 English for Academic Reading 3(2-2-5)**
Genres and patterns of academic articles in international journals, academic terms, reading research and academic articles, summarizing main ideas

- 01-320-017 English for Academic Writing 3(2-2-5)**
Language discourse and components of academic writing, techniques for searching, evaluation of information and references, referencing, summary writing and paraphrasing, academic referencing, abstract writing
- 01-320-019 English for Edutainment 3(2-2-5)**
Vocabulary, expressions and language features used in entertainment contexts, English language and culture for communication from cartoons and animation, movies, dramas, songs, creation of entertainment media according to topics of interest
- 01-330-002 Basic Chinese Conversation 3(3-0-6)**
Chinese listening and speaking on everyday life topics focusing on correct pronunciation and expressions by means of simulation
- 05-890-201 English for Business 3(2-2-5)**
Meaning of vocabulary and expressions used for communication business, business English communication skills: listening, speaking, reading and writing from business documents, advertisements, announcements, tables, graphs, schedules; searching business information from various media; business presentations; business correspondence writing and business communication through the Internet
- 09-000-001 Computer and Information Technology Skills 3(2-2-5)**
Computing fundamentals, key applications such as Word Processor (Microsoft Word), Spreadsheets (Microsoft Excel), Presentation (Microsoft PowerPoint), Internet and social networks such as computer network, communication technology, internal and external e-mail correspondence, surfing the Internet, and general knowledge about the Internet World
- 09-000-002 Program Package for Multimedia 3(2-2-5)**
Basic knowledge of multimedia technology including text, image, audio, animation and video, multimedia applications such as raster graphics editor, vector graphics editor, 2D animation software, video editing software, image and video file conversion software, multimedia presentation software, and multimedia publishing on the internet

- 09-000-003 Information Technology for Decision Making 3(2-2-5)**
Basic knowledge and theories of decision-making application of software or information system for decision-making such as advanced spreadsheet, probability and statistics, executive information system, decision support system including data management tools and user interface for efficient decision marking
- 09-130-001 Green ICT 3(3-0-6)**
Roles of information and communication technologies and their impact on the environment, process of information and communication technology that contributes to greenhouse gas emissions, how to reduce greenhouse gas emissions by changing the rules and improving the of information workflow and communication technologies that affect environment
- 09-130-002 Internet of Things in Everyday Life 3(3-0-6)**
Basic concept of Internet of things (IoT), trend and development of IoT technology, architecture of smart devices of IoT, application of IoT technology in daily life, security in applications of IoT
- 09-130-003 Digital Life 3(3-0-6)**
Introduction to digital technology, evolution of digital technology, applications and impacts of digital technology in daily life, trends and development of digital technology in the future
- 09-210-002 Toxic Alert and Safety Life 3(3-0-6)**
Situations and problems of toxic substances under globalization changes, toxic substances and management of toxic substances in daily life, pollution, adjustment and prevention for health and way of living in present life
- 09-210-003 Science, Creativity and Innovation 3(3-0-6)**
Scientific thinking, information search, creative thinking through scientific processes and various instructional media for innovative and technology development in agriculture, engineering and modern industries, modern technologies and their application for sustainable development

- 09-410-003 Natural Disaster Survival 3(3-0-6)**
Types of natural disasters, geophysical disasters, meteorological and climatological disasters, geosciences of geophysical hazards, meteorology of weather hazards, warning technology and natural hazard monitoring, natural disaster risk reduction, natural disaster and disaster risk management
- 00-100-101 RMUTT Identity 2(0-4-2)**
University pride, keeping up with technology and social changes, having initiative and being proactive, beginning with clear goals, prioritizing things, and being professional, personality development, public consciousness, social manners, living democracy, principles of living based on the philosophy of Sufficiency Economy
- 00-100-201 Green University 1(0-2-1)**
Being environmentally friendly, efficient use of energy and resources, being responsible for the environment in the university, instilling and contributing to the sustainable and socially responsible university, awareness of and vision for social and environmental sustainability
- 00-100-202 Design Thinking 1(0-2-1)**
Human-centric approach to gain deep understanding of users, design products or innovation, ideate several alternatives, create prototypes, and test the innovative solutions
- 00-100-301 Entrepreneurship 1(0-2-1)**
Business trends and concept, development of entrepreneur characteristics, organization management, marketing, financial management, successful entrepreneurs, business model canvas
- 00-100-302 Innovation for the Community 3(1-4-4)**
Definitions, principles, concepts, significance, and application of sufficiency economy philosophy, the Royal Initiated Developmental Principals of His Majesty: Understand, Achieve, and Develop, practice a project management skill and decision making in the context of economic and social, work performance, use information technology for communities, practice innovative thinking processes, innovation creation for a better quality of life in the community by the process of participation for sustainable development

- 09-090-013 Information Management for Entrepreneur 3(2-2-5)**
Meaning and role of information management for entrepreneurship, planning and decision making base on information, business transformation by creating and using novel digital technologies, utilization of new digital technologies to improve business operations, business intelligence, and managing digital assets
- 05-190-204 International Business Communication 3(3-0-6)**
Emphasis on a selected language designed to integrate the overall principles and applications of effective international business communication, a course in the development of skills in originating designed to give the student sights into how to spoken, listening, reading and written communication within the business context, understand problem and barriers in communication and practice in business communication
- 05-190-309 International Strategic Administration 3(3-0-6)**
Concepts, importance of business operation, international business environment, adjustment to different culture, business model, strategic formulation, strategic implementation, control and evaluation, negotiation, ethics and social responsibility affecting global business operation
- 05-190-403 Laws of International Business Transactions 3(3-0-6)**
General legal aspects related to international business environments, their impacts on international business, specific rules and regulations concerning export and import transactions include intellectual property right, ethics and using the law with regard to business ethics and social responsibility
- 05-290-101 Principles of Marketing 3(3-0-6)**
Definition and importance of marketing, marketing concepts, marketing activities and functions, the role of marketing on economy and society, environments that influence marketing decisions, changing consumer behavior in digital era, segmentation, targeting and positioning, marketing mix suitable for different sizes of businesses, ethics of marketer, marketing information system, including characteristic and role of global markets that influence business operations in the future

05-390-101 Principles of Management 3(3-0-6)

Concepts of management, roles of executives, planning, organizing, leading, controlling and others related to management, human resource management, strategic management, motivation, communication in the organization, teamwork, international business management and other modern management techniques applied in the organization

05-390-203 Statistical Business Analysis 3(3-0-6)

Concepts and application of statistical theory in business problem and decision making, random variables techniques, distributions of random variables, sampling distribution, estimation and hypothesis testing, analysis of variance, chi-square test, simple regression and correlation analysis, multiple regression and correlation analysis, time series analysis, decision analysis in business management by applying instant statistical programs

05-490-103 Principles of Accounting 3(3-0-6)

Fundamentals of accounting and taxation, accounting process, financial reporting preparation and use of accounting information, cost concepts, cost-volume-profit, cost data for planning and decision making, budgeting, organizational performance evaluation

05-590-001 Technology for Electronic Business 3(3-0-6)

Electronic business and infrastructure, business to business electronic commerce and supply chain, technology trends affecting data analysis and decision making in business, Mobile-commerce, electronic payments systems and related issues pertaining to privacy information, security standard of electronics transaction, electronics tax system, electronics commerce Law, electronics commerce crime law, create website for business, using social network for business, Search Engine Optimization (SEO), creating infographics media for business

- 05-690-205 Business Finance 3(3-0-6)**
Pre-requisite : 05-490-101 Introduction to Accounting or
05-490-103 Principles of Accounting
Duties and responsibilities of financial manager, financial goals for adding firms' value, business ethics and good governance, financial report analysis, financial forecasting and planning, working capital and current asset management, fundamental risk analysis and management, time value of money, capital budgeting, financial structure and fund raising, including contemporary financial technology
- 05-790-102 Macroeconomics 1 3(3-0-6)**
Concepts of macroeconomics, definition and calculation of national income, components of national income, calculation of the equilibrium national income, money and banking, public finance, international economics, employment, inflation and deflation, solutions to macroeconomic problems, and economic development
- 05-890-301 English for Global Business 3(3-0-6)**
English usage for business in the globalization era, vocabulary, idioms, language structure in the aspects of listening, speaking, reading and writing, learning cross-cultural communication, business contact and communication in various situations in global level, etiquettes in business socialization
- 05-990-101 Principles of Logistics and Supply Chain Management 3(3-0-6)**
Fundamentals of logistics and supply chain management, principles and operations of logistics activity in business and industry, inventory management, warehouse management, transportation, the concept of supply chain management process, and technology of logistics and supply chain, e-logistics management system, logistics cost management and customer satisfaction for competitive advantage
- 05-190-206 International Trade and Investment 3(3-0-6)**
International trade concepts and theories, various types of international trade policies and regulations, multilateral trading system and international economy institutions, regional economic integration, international trade and investment, international trade balance and balance-of-payment accounts and their problem solving, case studies on international trade, analysis of problems and impacts of international trade on economy development

- 05-190-312 Export-Import Administration 3(2-2-5)**
 Practices and regulations of export and import policy, procedures and practices of export-import financing, letters of credit, packaging sales promotion, transportation, insurance and document preparation, the laws and regulations governing the shipment of goods(customers procedures) will be reviewed, also discussed will be problems related to export and import administration and government assistance
- 05-990-301 Procurement Contexts 3(3-0-6)**
 Roles and importance of purchasing and procurement in the supply chain, planning, procedure of purchasing, development of effective procurement strategy, concepts of supplier management practice and supplier relationship management
- 05-990-302 Managing Performance in Operations 3(3-0-6)**
 Operations and activities. Operations managers and operations functions. A preliminary exploration of what operations management is, and what operations managers actually do in the workplace, models of operations, operations management as a system of inputs, transformations and outputs designed to satisfy customers in a sustainable way, various ways of looking at organizations, product design, process design, process types, process technology explores the critical role of how process and products are designed in all aspects including environmental aspects, supply chain management and sources of supply in later, performance measurement and management, looks at the qualitative and quantitative ways that performance is set and measured and managed
- 05-291-201 Consumer Behavior in the Digital Age 3(3-0-6)**
Prerequisite : 05-290-101 Principles of Marketing
 Concepts and models of consumer behavior, Influence on marketing strategies, types of buying decisions, influenced of digital technology including the search for consumer insight, rational and emotional decision making
- 05-190-101 Global Management Concept 3(3-0-6)**
 Modern management concepts of multinational and global enterprises, other concept related to business environment including innovation, impact on multinational and transactional enterprises management, case studies

- 05-190-205 Global Marketing Administration 3(3-0-6)**
 Principle and concept of global marketing, the environment that affect global marketing, mode of entering foreign market, the strategic plan for international marketing by consider global marketing mixed and adoption of marketing technology (mar-tech) for global marketing management, including problem and barrier in global marketing operation
- 05-190-311 Human Resource and Cross-Cultural Management 3(2-2-5)**
 Concept, meaning and importance of international human resources management; emphasis on recruitment, selection, motivation, training, development, performance appraisal, international assignment and labor relations processes; trends and challenges influencing the international human resources administration of the host and home country; guidance of administrating international human resource in the globalization age, alternative business patterns and practices across cultural boundaries, comparative study of a variety of business cultures of different countries/regions
- 05-190-313 International Business Research 3(2-2-5)**
Prerequisite : 05-390-203 Statistics Busines Analysis
 Research process and methodology, application to international business by analyzing research data using research instruments, writing research report, and analyzing research results in terms of the benefits to international business operation
- 05-190-315 International Hospitality Administration 3(3-0-6)**
 The characteristics, types and significance of international hospitality industry, particularly world's leading airlines and international hotel chains worldwide, the present environment and the future trends, modern guidelines for international hospitality operations, planning and examining internal and external environmental factors, strategy formulation, controlling, monitoring, evaluation and applications of innovation and technology to enhance international hospitality industry
- 05-190-420 Global Business Strategy 3(2-2-5)**
 Concept, theory, planning, mode of global entry, environmental analysis, strategic management process, environment analysis, strategic models, strategic implementation, control and evaluation, case study analysis, business planning for global business emphasis on practical studies in the domestic or international level

- 05-190-421 International Business Seminar 3(2-2-5)**
 Research, analysis, problem solution and discussion of interesting issues related to current or possible future international business practices, emphasis on practical studies in the domestic or international level
- 05-990-201 Warehousing and Transport 3(2-2-5)**
 International logistics, intermodal transport and choice, critical evaluation of road freight transport, vehicle selection and costing, road freight transport: planning and resourcing, road freight transport: legislation, evaluation of transport routing and load planning systems and methodologies, air freight logistics, the strategic role of 3 PL and 4 PL logistics, sea freight logistics, strategic issues affecting warehousing, an evaluation of storage and handling system methodologies and application, system evaluation and analysis of order picking and replenishment technologies, effective product flow through the warehouse, warehouse network design (global and national), warehouse management and information systems , technologies in warehousing operations
- 05-990-202 Asset Management 3(2-2-5)**
 Definition and important in asset management, depreciation reducing balance depreciation and impacts on the bottom line, profit generation of asset and understanding asset value, Leasing versus buying an asset decision making , property or vehicle lease or buy, full-time v subcontract staff, realizing human and knowledge assets, methods and approaches to asset maintenance measurements and management methods, risk assessment and Integrating technology through enterprise resource planning systems
- 05-990-203 Innovation and Technology in Logistics 3(2-2-5)**
 Information system for support logistics activities and supply chain, apply spread sheet to logistics and supply chain management
- 05-990-204 Multi Modal Logistics 3(2-2-5)**
 Procedures of transportation and distribution management, transportation modes, management of transportation and distribution and transportation cost management , transportation planning

- 05-990-303 Supply Chain Systems Modelling 3(3-0-6)**
 A management science approach to model building/problem-solving and the evaluation of results generated through this analysis. Modelling processes will be enhanced through the use of professional standard software, for example. Xpressive, Matlab and Arena
- 05-990-315 Retail Supply Chain Management 3(3-0-6)**
 Value and the end to end supply chain, ethical and transparent supply chains, supply chain resilience and sustainability, linking the value chain operationally, customer insights, inbound logistics structures and strategy and distribution center operations
- 05-990-401 Supply Chain Strategy 3(2-2-5)**
 Supply chain strategy, gaining competitive advantage through the supply chain, market impacts on supply chain strategy, strategic relationship management, supply chain segmentation, networked and value-added supply chains, distribution systems, sustainable supply chains, lean and agile supply chains, collaborative supply chain management, stakeholder considerations and management, measuring supply chain performance and developing supply chain capability
- 05-291-202 Product and Brand Management 3(3-0-6)**
Prerequisite : 05-290-101 Principles of Marketing
 Development of product life cycle strategies, new product development, branding process, creating and sustaining the value added to brands, auditing and measuring brand equity, concepts of brand equity, Marketing planning to determine the position of the brand and to create brand equity, how to create brand equity in the modern market
- 05-291-204 Integrated Marketing Communications 3(3-0-6)**
Prerequisite : 05-290-101 Principles of Marketing
 Definition and importance of integrated marketing communication, concepts of planning for marketing communication, communication objectives setting and target audience determination, strategies for creating content of marketing communication, the application of integrated marketing communication tools, budget determination, evaluation and control of marketing communication programs, laws and ethics related to integrated marketing communication

- 05-291-301 Sales and Customer Relationships Management 3(2-2-5)**
Prerequisite : 05-290-101 Principles of Marketing
Roles and importance of sales department, determining duties and responsibilities of sales manager and salespersons, personnel management related to sales department, selling stimulation, deciding sales territories, controlling and evaluating sales performance, including customer relationship management
- 05-291-302 Pricing Strategy 3(3-0-6)**
Prerequisite : 05-290-101 Principles of Marketing
Importance of price management, price setting in each of product life cycle, cost analysis for price determination, break even analysis, relationship between price and marketing mix, competitive analysis including efficient selection of pricing strategy as well as ethics in price setting
- 05-291-304 Event Marketing 3(3-0-6)**
Prerequisite : 05-290-101 Principles of Marketing
Concepts and forms of event marketing, environmental analysis for planning efficient event marketing, creative thinking techniques, planning for an event, stages and process of organizing an event, financial management, designs and shows, technology and tools used in organizing an event through various media, services provided and facilitation for guests, measurement of event marketing effectiveness
- 05-291-309 Digital Marketing Management 3(2-2-5)**
Prerequisite: 05-290-101 Principles of Marketing
Definition of digital marketing, concepts related to digital marketing management, planning for digital marketing, tools and forms of digital marketing, an in-dept survey of consumer behavior, mobile marketing, the use of search engine, the writing of content, direction of marketing as well as content design that matches consumer needs using online social media
- 05-291-402 Marketing Research 3(2-2-5)**
Prerequisite : 05-290-101 Principles of Marketing
Roles and value of marketing research to managerial decision making, marketing research process, research design and types of research, various collection methods (online, offline) data analysis and presentation both in

report format and in executive summary

05-190-310 Multinational Enterprises Administration 3(3-0-6)

Patterns, business administration system and process of managing multinational enterprises under a changing environment in terms of politics, economics, society, culture, technology and innovation, problems, opportunities and obstacles affecting international business operations of multinational enterprises

05-190-316 International Business Negotiation 3(3-0-6)

Definition and importance of international business negotiation, process of negotiation, planning and techniques of international negotiation

05-190-317 Cross-Border Trade Administration 3(3-0-6)

Meaning and importance of border trade, patterns of border trade and cross border trade, benefits, laws, regulations and practices of border trade, trade channels, crossing points of Thai border with neighboring countries, operating system of border trade customs, model of transportation, distribution, method of payment, multimodal transport and container Management, information technology system related to border trade management

05-190-425 The Management of Innovation by MNEs 3(3-0-6)

Concept, framework and process of MNEs creating and inventing new products including the process of introducing invention and new product creation to international marketplace

05-190-426 Family Business Administration 3(3-0-6)

The unique aspects of a family business and its contribution to the World economy including the distinctive advantages and skills of a family business, identification of various stakeholders in family business and management of family relationship, understanding and management of the critical issues of problems and obstacles occurring in the family businesses for improving business performance

- 05-990-316 Sustainable Supply Chains 3(3-0-6)**
Environmental sustainability, assessing the external impacts of freight transport, carbon auditing of companies, supply chains and products, evaluating and internalizing the environmental costs of logistics and transferring freight to “greener” transport modes. development of greener vehicles, aircraft, ships and fuels. reducing the environmental impact of warehousing, optimising the routing of vehicles, reverse logistics for the management of waste, sustainability strategies for urban and city logistics, e-business, e-logistics and the environment, risk, corporate social responsibility and ethics and the role of governments in promoting green logistics
- 05-990-317 Multi Modal Air Freight Logistics 3(3-0-6)**
The roles of government agencies and associations in the transport industry, guidelines for different types of cargo, including livestock, dangerous good and perishables, the role of cargo agents, free trade zones, airport cargo management, types of aircraft and containers, materials handling equipment, import/ export declarations and prohibited goods, function of air waybills and calculation of freight rates, security aspects of air freight, route costings and scheduling, the role of technology in air freight, environmental issues of air freight, the impact of government policies on air freight and relevant law
- 05-990-318 Retail Distribution Logistics 3(3-0-6)**
Evolution of retail distribution channels, the retail channel concept and challenges, linking the value chain operationally, customer insights and expectations, distribution centre operations and outbound logistics structures and strategy
- 05-990-319 Improving Operations Performance 3(3-0-6)**
Business operations as a system, operation strategy, evaluating the structure of business performance objectives, continuous improvement v radical change concepts, contrasting of business improvement methods – e.g. lean, six sigma, systems thinking, structuring an approach to business improvement, project planning and management and project leadership and team leadership

- 05-291-303 Presentation techniques 3(1-4-4)**
Prerequisite : 05-290-101 Principles of Marketing
Forms of presentation, techniques and characteristics of effective presentation, preparation of content before presentation, analysis of audience, personality of presenters, answering of inquiry, evaluation of presentation, as well as application of modern media in order to boost the effectiveness of presentation
- 05-291-305 Information System for Marketing Planning 3(3-0-6)**
Prerequisite : 05-290-101 Principles of Marketing
Marketing information system, decision marketing system, types of information, sources of information, data processing and interpretation, testing of data reliability together with distributing marketing information system to related organizations in order to plan and make efficient marketing decision
- 05-291-306 Industrial Product Marketing 3(3-0-6)**
Prerequisite : 05-290-101 Principles of Marketing
The nature and types of industrial market, the role of intermediaries, government and private organization which promote and control industrial products, factors influencing industrial products: production, marketing and management, as well as selecting appropriate marketing mix for industrial product
- 05-291-310 Event Marketing Practice 4(0-8-4)**
Prerequisite : 05-290-101 Principles of Marketing
The practice of event marketing, writing brand story, creating product packaging, fieldwork with community enterprise , creating value added for community enterprise, marketing implementation using digital marketing
- 05-291-401 Marketing Strategies and Planning 3(2-2-5)**
Prerequisite : 05-290-101 Principles of Marketing
Marketing strategy and planning, selection of corporate strategy, business strategy and functional strategy, development of marketing plan by analyzing internal and external environment, the selection of target market, the selection of digital technology including marketing strategy that is responsible for society and sustainable for business

- 05-890-302 English Conversation for Business Communication 3(2-2-5)**
Practice in English conversation for business communication so that students can effectively and successfully express their opinions in business and related issues, such as economic, marketing and tourism areas
- 05-890-405 English for International Business 3(3-0-6)**
Development of knowledge and ability concerning English related to international business; vocabularies and expressions used in international business and trade emphasizing on the four skills: speaking , listening, reading and writing
- 05-890-406 English for Logistics Business 3(3-0-6)**
Developing English communication skills relevant to logistics and supply chain business situations and contexts, appropriate terminology to communicate successfully with those who work in the logistics industry, reading and writing English business documents specific to international logistics services and solutions providing
- 05-891-201 Thai for Business 3(3-0-6)**
A principle of using Thai language for business communication, developing writing skills including sales letters, inquiries, replies to inquiries, complaints and adjustments, letters asking for credits, collection letters, social business letters, application letters, memorandums, business reports and business projects
- 05-891-304 Thai for Advertising 3(3-0-6)**
Thai language in advertising with the use of unique characteristics of Thai character and visual language, focusing on the thinking and writing skills in various types of advertising media i.e. printing, broadcasting, and billboard, emphasis on speaking communications and persuading writing, and the interdisciplinary of advertising and other sciences
- 05-891-407 Thai for Innovative Communication in Business 3(3-0-6)**
The use of Thai language for persuasively spoken and written communication in business presentation with the company, business negotiation techniques with target audience, skill practice of using techniques and creativity in building innovation for communication in branding by speaking and writing to meet the needs of today's market, planning and practicing introducing new things in business

- 05-892-301 Chinese for Business 3(3-0-6)**
 Meaning of vocabulary and expression used in business, practice of business Chinese usage skills from various medias related to business, Chinese usage in various situations including business communication through the Internet
- 05-892-404 Listening and Speaking for Business Chinese 3(2-2-5)**
 Listening and speaking Chinese from every day to work in the business area, development of effective speaking and Chinese usage in various situations
- 05-892-405 Chinese for International Business 3(3-0-6)**
 Development of knowledge and ability concerning Chinese related to international business, vocabularies and expressions used in international business and trade emphasizing on the four skills, speaking , listening, reading and writing
- 05-291-205 Online Communication Design and Innovative Marketing 3(2-2-5)**
Prerequisite : 05-290-101 Principles of Marketing
 Online communication channel in the digital age, cognitive process, planning, design, creation of content and media to reach target market, model of innovation in production and service, innovative marketing, professional presentation of results, measuring tools of online marketing communication as well as the adaptation of entrepreneur in creating innovation
- 05-291-401 Marketing Strategies and Planning 3(2-2-5)**
Prerequisite : 05-290-101 Principles of Marketing
 Marketing strategy and planning, selection of corporate strategy, business strategy and functional strategy, development of marketing plan by analyzing internal and external environment, the selection of target market, the selection of digital technology including marketing strategy that is responsible for society and sustainable for business
- 05-293-201 Introduction to the MICE Industry and Event Business 3(3-0-6)**
Prerequisite : 05-290-101 Principles of Marketing
 Introduction, concepts, scope and importance of MICE industry and event organizer business, organizing a convention, a combination of convention and exhibition, understanding of MICE industry structure and event business

- 05-391-308 Small and Medium Business Management Innovation 3(2-2-5)**
 Roles and the importance of small and medium enterprise, the meaning and the importance of small and medium business management innovation, opportunity analysis for small and medium enterprise, guidelines for the establishment of small and medium enterprise, business establishment form, business strategy determination, planning and marketing management, human resource management, production or operation, capital preparation, risk management, financial and accounting, taxation, business ethics and social responsibility and practice of business innovation planning
- 05-391-309 Information Systems for Enterprise Management 3(2-2-5)**
 Concepts and principles of management information systems in business environments, application of information systems to facilitate business planning, management, controlling and making decisions to enhance organization's competitive advantage, develop and implement information technology in business management, future trends of information systems, and ethical and societal issues involved in today's information system
- 05-391-311 Business Innovation Technology and Change Management 3(3-0-6)**
 Concepts and theories in innovation management, creativity and innovation, strategies of innovation and technology management, innovation process management, optimizing innovation decision making, innovation performance evaluation, learning and knowledge sharing to support innovation creation and innovation change management
- 05-391-314 Innovative Leadership Development 3(2-2-5)**
 Leadership role, important skills of leader, leadership theories, contemporary leadership concepts, decision making, subordinates' motivation techniques, subordinates' development, moral and ethics, cooperation in organization, team development and teamwork promotion, conflict management. concepts and theory of leadership in twenty-first century and leadership development
- 05-590-029 Data Mining for Business 3(2-2-5)**
 Data mining approach, Cross-Industry Standard Process for Data Mining (CRISP-DM, clustering, association rules, classification, prediction, customer segmentation, market basket analysis

- 05-590-039 Business Spreadsheet Application 3(2-2-5)**
 Modern program package for spreadsheet, principles spreadsheet calculation by using mathematical formulas and symbols, basic calculation functions, advance calculation functions which related business, analyzing data and presenting data for business by using any formulas, create spreadsheet application and apply spreadsheet for business processes
- 05-590-057 Big Data Analytics for Business 3(2-2-5)**
 Structural and unstructural data, introduction to Big Data technology, design and operation on Big Data, Big Data management, tools for Big Data analysis
- 05-690-102 Financial Market and Financial Institutions 3(3-0-6)**
Prerequisite : 05-790-102 Macroeconomics 1
 Money and financial asset, roles and functions of financial market structure, regulatory agencies for financial market and financial institutions, commercial banking system and non-commercial banking system, specialized financial institution, financial products, interest rate, roles and functions of the bank of Thailand and monetary policy
- 05-690-206 Personal Finance Management 3(2-2-5)**
 Determine individual financial goal, personal financial planning process, performing personal financial statement, evaluating personal financial position, fund financing and planning for spending, saving and investing, appropriated credit usage, personal tax planning, risk management by insurance, retirement planning, property management and personal finance consultants
- 05-690-223 Modern Credit Management 3(2-2-5)**
Prerequisite : 05-690-205 Business Finance
 Importance and types of loans, credit policies , credit analysis to specify credit line and interest rate, formulate business plan for loan-project, credit risk assessment, collection policies and following-up, ethics related to loans, information system and digital technology for credit management

- 05-690-305 New Age of Financial Technology 3(2-2-5)**
 Meaning and scope of financial technology or Fintech, Crypto currency, effect of financial technology on business operations, banking, capital market and insurance, financial data processing, financial information access by contemporary financial technology and threat of financial technology
- 05-690-309 Financial Planning and Control 3(2-2-5)**
Prerequisite : 05-690-205 Business Finance
 Financial planning process, financial forecasting and budgeting, performance control, cost management and risk examination, control system and security system planning including internal auditing system
- 05-790-101 Microeconomics 1 3(3-0-6)**
 Concepts of microeconomics, demand, supply and market equilibrium, elasticities of demand and supply, consumer behavior theory, production theory, cost of production, revenue and profit from production, perfect and imperfect competition markets, price setting in various market structures, and factor market
- 05-090-301 Preparation for Professional Experience 1(0-2-1)**
 Basic knowledge of forms and process of professional experience, importance of professional experience, application letters preparation, workplace selections, job interview, organizational culture, personality development, professional morality, virtue ethics, labor laws, social security, 5s' s keys, systems of quality assurance and safety standards at work, English communication in the workplace, report writing, presentations, planning skills, analytical skills, immediate problem solving skills, decision making, basic concepts of information technology, IT laws, and information retrieval

Note : Evaluation is S (Satisfactory) and U (Unsatisfactory)

05-090-302 Cooperative Education

6(0-40-0)

Pre-requisite : 05-090-301 Preparation for Professional Experience

Practice in a workplace as a temporary full-time employee in a relevant position that suits a student's field of study and abilities for the success of applying, expanding, and extending the curriculum expectations in practical situations, whether they be of a workplace setting, a project, or both, for 16-week minimum of placement in compliance with the workplace's mandatory terms, conditions, and obligations, responsibility and commitment fulfillment for a particular role assigned by the workplace, supervision and evaluation under a systematic follow-up process throughout the course by both a certified cooperative education teacher and a cooperative education coordinator from the workplace, an opportunity to enhance a student's in-school learning while developing greater awareness and understanding of the real world of work to develop skills, knowledge, and attitudes needed to become a productive and satisfied member in a work environment immediately after graduation

Note : Evaluation is S (Satisfactory) and U (Unsatisfactory)

05-090-303 International Cooperative Education 6(0-40-0)

Pre-requisite : 05-090-301 Preparation for Professional Experience

Practice in a workplace as a temporary full-time employee in a relevant position that suits a student's field of study and abilities for the success of applying, expanding, and extending the curriculum expectations in practical situations, whether they be of a workplace setting, a project, or both, for 16-week minimum of placement, with at least 12-week placement in a foreign country, in compliance with the workplace's mandatory terms, conditions, and obligations, responsibility and commitment fulfillment for a particular role assigned by the workplace, supervision and evaluation under a systematic follow-up process throughout the course by both a certified cooperative education teacher and a cooperative education coordinator from the workplace, an opportunity to enhance a student's in-school learning while developing greater awareness and understanding of the real world of work to develop skills, knowledge, and attitudes needed to become a productive and satisfied member in a work environment immediately after graduation

Note : Evaluation is S (Satisfactory) and U (Unsatisfactory)

05-090-401 Post-course Internship 6(0-40-0)

Pre-requisite : 05-090-301 Preparation for Professional Experience

Practice in a workplace after or almost completion of theoretical studies of a curriculum, focus on a full-time placement or a relevant professional project, applying theories to fieldwork study in the real situation, exchanges of professional reflection during and at the end of an internship among peers and with a cooperative education teacher

Note : Evaluation is S (Satisfactory) and U (Unsatisfactory)

05-090-402 International Post-course Internship 6(0-40-0)

Pre-requisite : 05-090-301 Preparation for Professional Experience

Practice in an overseas workplace after or almost completion of theoretical studies of a curriculum, focus on a full-time placement or a relevant professional project, applying theories to fieldwork study in the real situation, exchanges of professional reflection during and at the end of an internship among peers and with a cooperative education teacher

Note : Evaluation is S (Satisfactory) and U (Unsatisfactory)

05-090-403 Entrepreneurial Skills Development 6(0-40-3)

Concepts of building entrepreneurial skills, leadership, risk management, managerial decision making, social responsibility and business ethics, by doing their business themselves.

Note : Evaluation is S (Satisfactory) and U (Unsatisfactory)

05-090-304 Apprenticeship 3(0-20-0)

Pre-requisite : 05-090-301 Preparation for Professional Experience

Practice in a workplace as a temporary full-time employee in a relevant position that suits a student's field of study or abilities for the success of applying, expanding, and extending the curriculum expectations in practical situations, whether they be of a workplace setting, a project, or both, for 8-week minimum of placement in compliance with the workplace's mandatory terms, conditions, and obligations, responsibility and commitment fulfillment for a particular role assigned by the workplace, supervision and evaluation under a systematic follow-up process throughout the course by both a certified cooperative education teacher and a cooperative education coordinator from the workplace, preparation for a student to develop skills, knowledge, and attitudes needed to become a productive and satisfied member in a work environment

Note : Evaluation is S (Satisfactory) and U (Unsatisfactory)

05-090-305 International Apprenticeship 3(0-20-0)

Pre-requisite : 05-090-301 Preparation for Professional Experience

Practice in an overseas workplace as a temporary full-time employee in a relevant position that suits a student's field of study or abilities for the success of applying, expanding, and extending the curriculum expectations in practical situations, whether they be of a workplace setting, a project, or both, for 8-week minimum of placement, with at least 6-week placement in a foreign country, in compliance with the workplace's mandatory terms, conditions, and obligations, responsibility and commitment fulfillment for a particular role assigned by the workplace, supervision and evaluation under a systematic follow-up process throughout the course by both a certified cooperative education teacher and a cooperative education coordinator from the workplace, preparation for a student to develop skills, knowledge, and attitudes needed to become a productive and satisfied member in a work environment

Note : Evaluation is S (Satisfactory) and U (Unsatisfactory)

05-090-306 Workplace Special Problem 3(0-6-3)

Pre-requisite : 05-090-301 Preparation for Professional Experience

Analysis of problems that found during his or her apprenticeship, amid fieldwork, or in other activities while undertaking a job training course in a private sector, a state enterprise, a government agency, or a community placement, use of a student's learning and transitions to professional applications of resolution skills and method and process development skills through a project under supervision of an academic expert in the field in cooperation with a cooperative education coordinator from the workplace

Note : Evaluation is S (Satisfactory) and U (Unsatisfactory)

05-090-307 Entrepreneurship in Digital Age 3(0-20-0)
Entrepreneurship development, integration of business administration and technology to create a new entrepreneur with modern business management skills and the ability to adapt to economic change in the digital age, business plan Including of managing innovative organization, digital marketing, financial and accounting operations, and information technology

Note : Evaluation is S (Satisfactory) and U (Unsatisfactory)

05-090-308 Practicum 3(0-16-8)

Pre-requisite : 05-090-301 Preparation for Professional Experience

Practice in a workplace in accordance with student's field of study for gaining skills and competency, a practicum for a student's academic knowledge level, probably course during the university studies, under supervision of an instructor and an assigned job supervisor in workplace, sharing work experience during a practicum

Note : Evaluation is S (Satisfactory) and U (Unsatisfactory)

05-090-404 Special Topics in Entrepreneurship 3(0-6-3)

Pre-requisite : 05-090-307 Entrepreneurship in Digital Age

Philosophy, concepts, principles, tools, innovations, recent trends, and recent developments in Entrepreneurship that benefit students' thinking and future careers

Note : Evaluation is S (Satisfactory) and U (Unsatisfactory)