

Course Descriptions of Digital Marketing and Media Creation

Course Code and Title	Course Description	Credits
01-110-004 Society and Environment	Importance of society and environment, basic concepts in ecology, natural resources and environment, environmental pollution and control, system analysis and environmental impact assessment for appropriate environmental management	3(3-0-6)
01-110-009 Quality of Life and Society Development	Concept of quality of life and society, philosophy and dharma principles to develop quality of life, creating their own ideas and attitudes, individuals roles, duties and responsibilities, principles of management and self-development, techniques of winning the one's hearts, principles for effective job development, participation in social activities	3(3-0-6)
01-110-012 Sufficiency Economy for Sustainable Development	Meaning, history, importance of sufficiency economy philosophy and sustainable development, concepts and practices of the philosophy to contribute to sustainable economic development, application of the sufficiency economy philosophy to solving Thai economic and social problems, case studies on successful sufficiency economy activities	3(3-0-6)
01-110-021 Life in Multicultural Society	Society in globalization, diversity of peoples e.g. ethnic groups and multiculturalism, rights and social justice, communication under multi-cultural dimension, guidelines for multicultural social management in the contexts of Thai, Asian, and global societies, and acceptance and respect for differences of people	3(3-0-6)
01-110-024 Sufficiency Life with Thai Wisdom	Meaning, scope, importance and development of Thai wisdom, learning process of Thai and local wisdom, application of Thai wisdom for self-sufficient lives development, case studies of self-sufficiency of individuals in Thai society, case studies of applying Thai wisdom to living and career success	3(3-0-6)
01-110-025 Eco-friendly Society	Environmental circumstances and impacts at community, social, national and global levels, basic guidelines for environmental management in accordance with environmental standards, practical guidelines for eco-friendly behavior strengthening, case studies of applying principles and practices for living eco-friendly society	3(3-0-6)
01-110-026 ASEAN in the 21st Century	Concept of regional integration in the ASEAN Community, of ASEAN Community cooperation in the social and cultural dimensions, political and security dimensions, economy, changing trend and adaptation for opportunity creation for ASEAN Community membership	3(3-0-6)
01-210-007 Logic in Daily Life	Man and reason, thinking, argumentation, deductive and inductive argumentation, fallacy, characteristics of sound argument, evaluation and verification of an argumentum daily life	3(3-0-6)
01-210-017 Information and Academic Report Writing	Information literacy, information searching in the digital age, information evaluation, creative and critical presentation of information, academic report, references and bibliography	3(3-0-6)
01-210-023 Miracle of Love	Definition of love, love and happiness, conflict of love in university, sexual literacy, balancing love and happiness	3(3-0-6)

	for life management, basic moral for relationship building, sustainable relationship building, development of love, and beautiful love	
01-210-024 Learning Skills to Success	Key to success, effective thinking and decision making, self-perception towards self-esteem and self-efficacy for success, value of working, modern media literacy, effective teamwork building, and skills development for success through activities and projects	3(3-0-6)
01-210-025 Life on Films	Learning and understanding lives and realities from movies, humanity, being a good citizenship, and understanding of self-living and others toward peaceful living together	3(3-0-6)
01-210-031 Value of Life and Professional Ethics	Values of life, concepts about the truth of the world and life, concept of external world perception, aesthetics, ethics and living, basic concepts of professional Ethics	3(3-0-6)
01-210-033 Personality to Success	Introduction to personality development, individual differences, emotion and maturity for life balance creation, personality theory, personality analysis and assessment, appropriate attitude in today's society, awareness in a multicultural society, manners and social skills in the 21st century, proper expression, Mental health and adjustment in modern society, Personality development for career entry	3(3-0-6)
01-210-034 Psychology for Work Efficiency Improvement	Personality and efficient work, human perception and decision-making at work, learning and behavior modification at work, effects of emotions on work efficiency and health, excellent motivation, team, conflict management and negotiation, diversity management in the workplace, leadership and development for sustainable success, strategies for work efficiency, and work environment in today's world	3(3-0-6)
01-610-005 Camp Management	Principles of camping arrangement and management, types of camping, camping activities, camp leaders, and evaluation of camping	3(3-0-6)
01-610-006 Weight Training for Health	General knowledge of weight training, elements of good health, building up physical fitness for health, basic skill of weight training, muscles development and appropriate weight training programs selection	3(2-2-5)
01-610-007 Basic Skin Diving	General knowledge of basic skin diving, principles of skin diving by using equipment, swimming strokes, lifesaving skills, and physical fitness enhancement with field trip	3(2-2-5)
01-610-009 Health for Life	Human development, adaptation of adolescents and personality development, principles of healthy nutrition, advances in health sciences, and fitness of good health	3(3-0-6)
01-610-013 Weight and Body Shapes Control for Health	Body mass index, physical fitness, types of body shapes, healthy food and weight control, exercise for health	3(2-2-5)
00-100-204 Design Thinking	A use of creative thinking, system thinking, decision making, problem solving through a design thinking, which is a human-centric approach, gain deep understanding of users via deep user observation and interview, design products, process, service or innovation, ideate several alternatives, create prototypes, and test the innovative solutions, including creative presentations	3(2-2-5)

09-000-001 Computer and Information Technology Skills	Fundamental of computer system and information technology usage, access to digital media, online communication and social network, digital literacy and cyber security, and development of elementary digital innovation with scientific process and numerical skills	3(2-2-5)
09-000-002 Program Package for Multimedia	Basic knowledge in multimedia technology including text, image, audio, animation and video, applications of multimedia software such as raster graphics editor software, vector graphics editor software, 2D animation software, video editing software, image and video file conversion software, multimedia presentation software, and multimedia publishing on the internet based on fundamental of innovation development	3(2-2-5)
09-121-002 Introduction to Data Analytics Using Spreadsheet Program	Basic knowledge for spreadsheet program, working with data, calculations and functions, conditional formatting, creating a frequency distribution table, basic statistical analysis, graphs and data presentations	3(2-2-5)
09-130-002 Internet of Things in Everyday Life	Basic concept of Internet of Things, elements of Internet of Things, security in the usage of the Internet of Things, the application of Internet of Things technology in everyday life, and trend of Internet of Things technology	3(3-0-6)
09-130-003 Digital Life	Systematic and scientific thinking, research, creative thinking through scientific processes for innovative and technological development related to agriculture, engineering and modern industries, modern technologies and various applications such as health, food, agriculture, energy, and environment to keep up with progresses and changes for sustainable development	3(3-0-6)
09-150-001 Smart Farm and Smart City	Definition of smart city, definition of smart farm and precision agriculture, tools and sensor for smart system, Internet of Things platform, smart farm or smart city management system design based on Internet of Things, case study on smart city or smart farm management, application on creating smart city or smart farm project	3(2-2-5)
09-210-003 Science, Creativity, and Innovation	Systematic and scientific thinking, research, creative thinking through scientific processes for innovative and technological development related to agriculture, engineering and modern industries, modern technologies and various applications such as health, food, agriculture, energy, and environment to keep up with progresses and changes for sustainable development	3(3-0-6)
09-410-003 Survival with Natural Disaster	Types of natural disasters, geophysical disasters, climatological disasters, geosciences of geophysical disasters, warning technology and geophysical disasters monitoring, meteorology of climatological disasters, weather forecast technology, self-conduct during natural disasters, natural disaster risk reduction, natural disaster and disaster risk management	3(3-0-6)
09-410-004 Renewable Energy Technologies for Sustainability	Fundamentals of renewable energy technologies, renewable energy sources, renewable energy situation, technology and renewable energy consumption, impact on the environment, management of waste from the production of renewable energy, involved conservation of	3(3-0-6)

	energy, wisely awareness raising of energy use, and preparation for the change in energy	
01-310-001 Thai Language in Today's Society	Characteristics of using various forms of Thai language at present, communication process, language skills for achievement in life, association, education, and profession, precautions for communication according to the modern social paradigm	3(3-0-6)
01-310-003 Reading for Creativity and Presentation	Creativity encouragement from different types of reading, wording, writing styles, and rhetoric, modern social media production to create works in a variety of formats suitable for the profession, and works presentation in an artistic way	3(3-0-6)
01-320-001 English for Communication	Development of listening, speaking, reading, and writing skills essential for everyday communication and global citizenship with special emphasis on listening and speaking, vocabulary, expressions, and language patterns essential for everyday communication, short conversations in various situations, fundamental writing in everyday life, listening and reading texts reflecting global culture	3(3-0-6)
01-320-002 English Conversation	Vocabulary, expressions and language patterns appropriately used in various situations according to the native speaker's culture	3(3-0-6)
01-320-003 English Reading Development	Words, expressions, and sentences, reading comprehension, reading strategies including context clues, reference words, skimming and scanning, topics and main ideas, short simple texts and information, various everyday materials, using technology to support reading	3(3-0-6)
01-320-004 English Writing Development	Vocabulary, expressions, and sentence structures, markers and punctuations, paragraph writing, narrative writing of events and locations, descriptive writing of instructions and procedures, summarizing from reading and listening, writing abstracts	3(3-0-6)
01-320-005 English for Innovation and Business Presentation	Vocabulary, expressions, and language patterns used at different stages of presentation, use of verbal and non-verbal language, use of visual supports, presentation of facts and figures, asking and answering questions, presentation of innovation and business ideas	3(3-0-6)
01-320-006 English for Standardized Tests	Formats and structures of major English standardized tests, linguistic knowledge, skills and strategies essential for taking the standardized tests	3(3-0-6)
01-320-007 English for Job Application	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, a job interview	3(3-0-6)
01-320-008 English Edutainment	Vocabulary, expressions, and language patterns used in entertainment contexts, English language and culture for communication from cartoons and animation, movies, dramas, songs, creation of entertainment media according topics of interest	3(3-0-6)
01-330-001 Basic Chinese	Roman phonetic symbols for pronunciation, basic calligraphy, basic Chinese language skills, listening, speaking, reading and writing, numbers, words and sentences frequently used in everyday life	3(3-0-6)

01-330-002 Basic Chinese Conversation	Chinese listening and speaking on everyday life topics focus on correct pronunciation and expressions by means of simulation	3(3-0-6)
01-330-006 Basic Japanese	Japanese alphabets, Hiragana and Katakana, vocabulary, greeting words in daily life, numbers and practice on basic sentence structures construction	3(3-0-6)
01-330-007 Basic Japanese Conversation	Various types of Japanese conversation in daily life based on situational conversation practice, and uses of relevant vocabulary for extension of conversation	3(3-0-6)
00-100-103 Entrepreneurship	Concepts and direction in business operation, ethical entrepreneurship, knowledge regarding marketing, organizational management, accounting, finance and economics, guidelines for being a successful entrepreneur, business model conduction, business execution on online platforms, Import-export operations, and using information technology to enhance business competitiveness	3(2-2-5)
00-100-304 Innovation for the Community	Definitions, principles, concepts, significance, and application of sufficiency economy philosophy, the Royal Initiated Developmental Principals of His Majesty, Understand, Achieve, and Develop, practices on project management skill and decision making in the context of economic and social, work performance, use of information technology for communities, practices on innovative thinking processes, innovation creation for a better quality of life in the community by the participation process for sustainable development	3(1-4-4)
05-700-101 Applied Economics	Demand and supply, shifters of demand and supply, individual demand and market demand, demand and elasticity of demand, production, inputs, and costs (supply analysis), output, price, and profit (marginal analysis), markets (from competition to monopoly), Gross National Product (GNP), aggregate demand, aggregate supply, shifters of aggregate demand and aggregate supply, price level, growth, unemployment, inflation, fiscal policy, monetary policy, interest rate, exchange rate and the macroeconomy, project analysis, investment analysis, current economic and financial issues	3(3-0-6)
05-190-101 Principles of International Business and Logistics	Concepts and importance of international business operation, business environment and global Megatrends, strategy formulation to compete in global settings, strategy implementation, control and evaluation, 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	3(3-0-6)
05-190-201 Cross Cultural Management	An understanding of the contextual knowledge, cross cultural skills and multiple perspectives required to manage and work across borders, cultures in a changing global business environment, the notion of culture, cultural synergies and differences, the convergence and divergence in cultural norms and values, impact of culture in the international business environment, research relating to the	3(3-0-6)

	dimensions of culture and considers the implications for international management	
05-190-202 Intercultural Communication and Negotiation	Communication, culture, cultural awareness, cultural differences, organizational culture, cultural characteristics of international organizations, communication processes and strategies in the context of cultural differences, negotiation, strategies and negotiation processes in the context of cultural differences, and communication for conflict management	3(2-2-5)
05-190-203 Multinational Enterprises and Sustainability Development	Interdisciplinary approaches to sustainable development for international business, challenges and opportunities, UN Sustainable Development Goals (SDGs), regulatory environment and international policy, dimensions measuring sustainability, multinational enterprises and sustainability standards, strategies to achieve sustainable development goals, roles of stakeholders, international business execution planning towards sustainability, case studies and current issues in international business sustainability	3(3-0-6)
05-190-204 Laws of International Business Transactions	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	3(3-0-6)
05-290-101 Principles of Marketing	Definition and importance of marketing, marketing concepts, marketing activities and functions, the role of marketing in society and economy, environment influencing marketing decisions, consumer behavior in the digital age, market segmentation, market targeting and positioning, appropriate marketing mix for business, marketing communications via online and offline channels (Omnichannel), marketing information and marketing ethics for business and entrepreneur	3(3-0-6)
05-390-101 Principles of Management	Fundamentals of management in modern entrepreneurship, planning and decision making, strategic management, human resource management, leadership, organizational motivation, teamwork, organizational communication, controlling, and sustainable organizational management in response to changes in the digital age and social responsibility and business ethics	3(3-0-6)
05-490-103 Principles of Accounting	Fundamentals of accounting and relevant taxes, accounting process, statement of income and statement of financial position, cost concept, product cost calculation, cost-volume-profit analysis, cost data for planning and decision making, budgeting, and responsibility accounting	3(3-0-6)
05-690-205 Business Finance	Financial literacy in entrepreneurship and business operation, financial goals, business value-added creation, financial market and Thai financial market structure, sources of funds and costs of funds, duties and responsibilities of financial executive officers, financial statement analysis, financial forecasting and planning, liquidity management, time value of money and investment	3(3-0-6)

	decisions, Blockchain and contemporary financial technology for business in digital age	
05-790-102 Macroeconomics 1	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 in digital age	3(3-0-6)
05-890-201 English for Global Business	Meaning of vocabulary and expressions used for global business communication, business English communication skills, listening, speaking, reading and writing from business documents, advertising medias, announcements, tables, graphs, business information searching, business presentations, formats, structures, and essential tactics for taking the standardized tests	3(2-2-5)
05-290-102 Consumer Behavior in the Digital Age	Concept and model of consumer behavior in the digital age which influence marketing strategy planning, analysis of psychological and social characteristics which influence purchase decision, the impact of digital technology together with searching for consumer insight in order to develop consumer persona, emotional and rational decision making of consumer Note: Prerequisite : 05-290-101 Principles of Marketing	3(3-0-6)
05-290-201 Product Management and Branding	Basic concept regarding product and brand management, product strategy and new product development in accordance with the digital age, selecting target market, product and brand positioning, adding and maintaining brand equity, brand building strategy, the application of digital media for building brand, issues related to product and brand building as well as the use of Ecosystem Business Model Note: Prerequisite : 05-290-101 Principles of Marketing	3(3-0-6)
05-290-202 Pricing Strategy	The importance of pricing management, pricing determination for each product life cycle, cost analysis used for pricing, break even analysis, the relationship between price and marketing mix, competitive analysis including the selection of efficient pricing strategy as well as pricing ethics, the application of Excel Program for quantitative analysis and for increasing business profitability Note: Prerequisite : 05-290-101 Principles of Marketing	3(3-0-6)
05-290-203 Management of Distribution Channels in the Digital Age	Various concepts related to distribution, forms and characteristics of current of distribution channels such as omni-channel, policy determination and planning for distribution channels and product distribution, supply chain and logistics management, factors which influence decision related to distribution channels and product distribution, application of modern technology in distribution management Note: Prerequisite : 05-290-101 Principles of Marketing	3(3-0-6)

05-290-204 Integrated Marketing Communications	Meaning and the importance of integrated marketing communication, factors influencing marketing communication, efficient planning for marketing communication, content creation for marketing communication as well as analyzing and applying traditional and digital communication tools appropriately, control and evaluation of integrated marketing communication, law and ethics related to integrated marketing communication Note: Prerequisite : 05-290-101 Principles of Marketing	3(3-0-6)
05-290-205 Online Communication Design and Innovated Marketing	Meaning, importance and forms of innovation, marketing innovation, marketing Innovation creating process, trend of marketing innovation, as well as the adaptation of entrepreneurs in creating innovations Note: Prerequisite : 05-290-101 Principles of Marketing	3(1-4-4)
05-290-301 Marketing Strategies and Planning	The selection of corporate strategy, business strategy and functional strategy including developing marketing plan suitable for consumer behavior, analysis of internal and external environment, selecting the right target market and the right product positioning, as well as using the right digital technology tools in accordance with marketing strategy Note: Prerequisite : 05-290-101 Principles of Marketing	3(2-2-5)
05-290-302 Digital Marketing Management	Definition of digital marketing, Concepts of digital marketing management, Digital marketing planning, Customer behavior in the digital age, Digital branding, Content marketing in the digital age, Social Media Marketing and Marketing Tools in the digital era and Measuring and evaluating the effectiveness of digital marketing Note: Prerequisite : 05-290-101 Principles of Marketing	3(2-2-5)
05-290-303 Digital Marketing Tool for Modern Entrepreneurs	The use of digital marketing tools for modern entrepreneur comprising email marketing, website, SEO, SEM, social media, video advertising, designing tool, E-Commerce platform, the use of Automated System as well as effective evaluation of various tools Note: Prerequisite : 05-290-101 Principles of Marketing	3(1-4-4)
05-290-304 Feasibility Study in Marketing Project	Analysis of relationship of surrounding factors outside and inside the organization in the micro and macro level towards possibility of the project, bringing analysis result of marketing data in several aspects and analysis of investment budget in analyzing to decide possibility marketing projects Note: Prerequisite : 05-290-101 Principles of Marketing	3(2-2-5)
05-290-305 Marketing Research	The critical role of marketing research on business decision making, research ethics, marketing research process, writing research proposal, various types of research design (exploratory research, qualitative research, descriptive	3(2-2-5)

	research, experimental research), the importance of mixed method research, type of data, various methods of data collection (online and offline), data analysis, presenting information in both oral and written format Note: Prerequisite : 05-290-101 Principles of Marketing	
05-190-308 International Human Resources Administration	Concepts, theories, and strategies in international human resource administration, structures and cultural differences, selection, development, training, performance evaluation of personnel under internationally assigned works, and case studies on international human resource administration	3(3-0-6)
05-190-309 Global Business Entrepreneurship	Theories and practical aspects of global business entrepreneurship, building on the base of business knowledge, students have acquired in their course by focusing on growths of new venture, writing business plan globally and domestically, dealing with threats and problems raised during operations, utilizing appropriate strategies and analyzing case studies related to global business entrepreneurship	3(2-2-5)
05-190-310 Special Topics in International Business and Logistics	Focus on discussion of business opportunities in international business and logistics from real settings, critiques on political, economic, business environments and Megatrends, case studies of successful corporates with best practices of doing international business and logistics	3(2-2-5)
05-190-311 Multi Modal Logistics	Procedures of transportation and distribution management, transportation modes, international transportation management distribution and transportation scheduling, cost border trade, cost management, transportation planning, rail transport third party logistics, multimodal operator business	3(3-0-6)
05-190-312 Retail Supply Chain Management	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	3(2-2-5)
05-190-313 Sustainable Supply Chains	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 reducing the environmental impact of warehousing, optimizing the routing of vehicles, reverse logistics for the management of waste, sustainability strategies for urban logistics, e-logistics and the environment, risk, corporate social responsibility and ethics and the role of governments in promoting green logistics	3(3-0-6)
05-290-306 Marketing for MICE Industry and Event Business	Roles and importance of marketing for MICE industry and event business, development of marketing concept, activities and functions of marketing, the nature and consumer behavior in MICE industry, factors which influences on organizing an event, strategies for each marketing mix, the application of modern technologies into marketing activities, marketing ethics and marketing responsibility Note: Prerequisite : 05-290-101 Principles of Marketing	3(1-4-4)

05-290-307 Practice on Organizing National and International	Practice on participation in national and international festivals organizing, meeting organizing, planning organizing, financial, event decoration design and creative organizing techniques Note: Prerequisite, 05-290-101 Principles of Marketing	3(0-6-3)
05-290-308 Social and Business Sustainability Marketing	Marketing philosophies concepts which emphasize on social marketing, environment and sustainability, the selective of marketing mix and classification analysis of customer behavior for marketing planning appropriately and in accordance with the alertness of consumers and businesses, impact analysis which caused by the natural environment, society and business to formulate marketing strategies, as well as the solutions by using marketing tools, marketer ethic, and social responsibility activities to create marketing sustainability Note: Prerequisite, 05-290-101 Principles of Marketing	3(2-2-5)
05-290-309 Services Marketing	Importance of services marketing, types of service marketing, marketing mixes of service marketing, satisfaction evaluation and service quality, complaint management, target market selection in service business, implementing the CRM concept in service business, online service marketing management, application of modern technology in service business Note: Prerequisite, 05-290-101 Principles of Marketing	3(3-0-6)
05-290-310 Presentation Techniques	Forms of presentation, components of presentation, techniques and characteristics of preparing effective presentations, preparation of content before presentation, analysis of audience and situations, personality of presenters, open the opportunity and answering of inquiry, evaluation of presentation, as well as application of modern media in order to boost the effectiveness of presentation Note: Prerequisite, 05-290-101 Principles of Marketing	3(1-4-4)
08-223-101 Photography for Communication in Advertising and Public Relations	Camera technology, component and operation of 35mm digital single lens reflex camera, light and photography, light sensitivity, aperture, shutter speed, exposure setting, camera metering, camera setting, lens, other tools for photography, image size, camera angle and composition	2(2-0-4)
08-223-102 Practice on Photography for Communication in Advertising and Public Relations	Practice on the camera application for photography, camera setting, lens, other tools for photography and equipment maintenance, image size, camera angle and composition, practice the skills of photography for communication in advertising and public relations and basic image customization	1(0-3-1)
08-223-103 Advertising and Public Relations Technology	Definition, principles, and development in advertising and public relations technology, processes, models, methodologies, tools, a media, and technology for media production knowledge of advertising and public relations organization and agencies, ethics in advertising and public relations.	3(3-0-6)

08-223-104 Principles of Video Editing for New Media	Technological concepts, techniques, methods of production and modification. Voice input Creating special effects for audio and video processes and post-production makes successful media or public relations tools available for multi-channel publishing	1(1-0-2)
08-223-105 Practice on Video Editing for New Media	Practice on production and modification. Voice input Creating special effects for audio and video processes and post-production makes successful media or public relations tools available for multi-channel publishing	2(0-4-2)
08-224-209 Principles of Social Media Content Creator	Concepts, principles, designs, and processes for producing social media content on various platforms, being an influencer, resource management, text files, animations, sounds, interaction creation, and social group management	1(1-0-2)
08-224-210 Practice of Social Media Content Creator	Practice on designing and producing social media content on various platforms, being an influencer, manage file resources such as text, still images, animations, sounds, practice on designing and managing social network, and creating online content with artificial intelligence technology.	2(0-4-2)
05-390-318 Business Environment and Change Management	Concepts and principles of business environment, change management, social responsibility of business organizations, the internal and external environment of an organization that affects business operations, managing change in business adaptation by integrating strategic innovation management to create competitiveness and increase organizational productivity	3(3-0-6)
05-390-422 Strategic Management	Analysis of internal and external circumstances of business for finding strengths, weaknesses, opportunities and threats for administrators to make decisions, directions, objectives, goals and strategies for cooperate, business and operations including the implementation, evaluation and monitor the result of strategic management, administrators' ethics and social responsibility to create competitive advantages with existing organizational resource	3(2-2-5)
05-390-423 Business Research	Importance of business research, definition, types, and scope of business research, steps of research operations, research proposal, objectives and hypothesis, data collection and processing, data analysis and research writing including the application of the results from research in business management	3(2-2-5)
05-390-425 Seminar in Management	Analysis of current issues and situations related to practice capability development in management and entrepreneurship, changes in innovative business, research and discuss challenges and factors affecting to business, innovation development, operation development and product development, strengthening the learning process for continuous improvement, future trends of innovative business, strategies for training and strengthening entrepreneurs in innovative businesses	3(2-2-5)
05-690-107 Wisely Trading Securities	Fundamentals of security investment, trading systems, return and risk assessment, technology for trading and investment consultants, and relevant taxes	3(2-2-5)

05-690-315 Financial Management for Entrepreneur	Concepts of business cycle, forecasting required funds, sources of funding and financing, liquidity management and profitability assessment, risk factors and risk management, and technology applications to increase competitive potential	3(2-2-5)
05-790-203 Macroeconomics 2	Calculations of national income using the product approach, the expenditure approach and the income approach, national income accounting system, comparative economic analysis between Keynesian and Classical approaches as well as sustaining economic growth and maintaining economic stability	3(3-0-6)
05-790-320 Econometrics for Finance & Economics	Simple and multiple regression models, dummy variable, estimation using the ordinary least squares (OLS), hypothesis testing, time series model, and examination of the problems in regression models such as multicollinearity, heteroskedasticity, and autocorrelation	3(2-2-5)
05-390-203 Statistical Business Analysis	Statistics required for business analysis, techniques on each random variable, estimation and hypothesis testing, analysis of variance, chi-square test, regression analysis, correlation analysis, time series analysis, decision making model, application of outputs obtained from the software packaging, case studies for statistical data analysis in business	3(3-0-6)
05-590-101 Technology for Electronic Business	Electronic business and infrastructure, value chain and supply chain systems, data analysis and decision making in business, digital business trends, significance of media and information in the digital age, marketing and social media creation for businesses, creating digital contents, graphic design, creating website, artificial intelligence, payments systems, security standard and tax system of electronic transactions, electronic commerce and related laws	3(2-2-5)
05-890-202 English for International Business	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	3(3-0-6)
05-890-203 English for Logistics Business	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	3(3-0-6)
05-892-201 Chinese for Business	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	3(3-0-6)
05-892-202 Listening and Speaking for Business Chinese	Listening and speaking Chinese from every day to work in the business area, development of effective speaking and Chinese usage in various situations	3(2-2-5)
05-892-203 Chinese for International Business	Development of knowledge and ability concerning Chinese related to international business, vocabularies and expressions used in international business and trade	3(3-0-6)

	emphasizing on the four skills, speaking, listening, reading and writing	
05-000-301 Preparation for Professional Experience	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: Graded as S (Satisfactory) and U (Unsatisfactory)	1(0-2-1)
05-000-302 Cooperative Education	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: Prerequisite : 05-000-301 Preparation for Professional Experience Note: Graded as S (Satisfactory) and U (Unsatisfactory)	6(0-40-0)
05-000-303 International Cooperative Education	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	6(0-40-0)

	and satisfied member in a work environment immediately after graduation Note: Prerequisite : 05-000-301 Preparation for Professional Experience Note: Graded as S (Satisfactory) and U (Unsatisfactory)	
05-000-401 Post-course Internship	Practice in a workplace after or almost after completion of theoretical studies of a curriculum, preparation for necessary academic and professional skills to practical working situations, probably during the university studies, focus on a full-time placement or a relevant professional project, exchanges of professional reflection during and at the end of an internship among peers and with a cooperative education teacher, evaluation of a student at the end of an internship through a research project presentation and academic paper Note: Prerequisite : 05-000-301 Preparation for Professional Experience Note: Graded as S (Satisfactory) and U (Unsatisfactory)	6(0-40-0)
05-000-402 International Post-course Internship	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: Prerequisite : 05-000-301 Preparation for Professional Experience Note: Graded as S (Satisfactory) and U (Unsatisfactory)	6(0-40-0)
05-000-403 Entrepreneurial Skills Development	Concepts of building entrepreneurial skills, leadership, risk management, managerial decision making, social responsibility and business ethics, by doing their business themselves. Note: Prerequisite : 05-000-301 Preparation for Professional Experience Note: Graded as S (Satisfactory) and U (Unsatisfactory)	6(0-40-0)
05-000-304 Apprenticeship	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	3(0-20-0)

	Note: Prerequisite : 05-000-301 Preparation for Professional Experience Note: Graded as S (Satisfactory) and U (Unsatisfactory)	
05-000-305 International Apprenticeship	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: Prerequisite : 05-000-301 Preparation for Professional Experience Note: Graded as S (Satisfactory) and U (Unsatisfactory)	3(0-20-0)
05-000-306 Workplace Special Problem	Analysis of problems a student gains 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 in-school learning and transitions to professional applications of resolution skills and method and process development skills through a research project under supervision of an academic expert in the field in cooperation with a cooperative education coordinator from the workplace Note: Prerequisite : 05-000-301 Preparation for Professional Experience Note: Graded as S (Satisfactory) and U (Unsatisfactory)	3(0-6-3)
05-000-307 Entrepreneurship in Digital Age	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: Graded as S (Satisfactory) and U (Unsatisfactory)	3(0-20-0)
05-000-308 Practicum	Exposure of a student to his or her professional role by completing sufficient hours in the field of his or her academic curriculum and by applying and sharing the knowledge that he or she has gained from his or her academic studies, an appropriate placement or practicum for a student's academic knowledge level, course completion possible during his or her progress to a higher	3(0-16-8)

	year in his or her university study, basic preparation for a student of necessary working skills under supervision and follow-up of a cooperative education coordinator form a workplace, exchanges of workplace setting experience during a placement or practicum among peers and between a supervisor and a student, evaluation of a student both during and after a placement or practicum through a research project presentation and academic paper. Note: Prerequisite : 05-000-301 Preparation for Professional Experience Note: Graded as S (Satisfactory) and U (Unsatisfactory)	
05-000-404 Special Topics in Entrepreneurship	Philosophy, concepts, principles, tools, innovations, recent trends, and recent developments in Entrepreneurship that benefit students' thinking and future careers Note: Prerequisite : 05-000-307 Entrepreneurship in Digital Age Note: Graded as S (Satisfactory) and U (Unsatisfactory)	3(0-6-3)
05-190-401 International Business and Logistics Implementation	Study learning, strive for excellence patterns and ways of thinking that open the way of learning to keep pace with change, creating a shared vision, learning together as a teamwork, also thinking and understanding in a systematic way by combining the concept of international business administration, logistics and supply chain management applied in practice to achieve managerial success in international business and logistics Note: Prerequisite : 05-000-301 Preparation for Professional Experience	3(0-6-3)
05-290-401 Marketing Implementation	Preparing for marketing profession in the aspects of profession standard and integrity of marketers, in terms of marketing knowledge starting from analysis and research, determining strategies and marketing planning, implementing marketing programs, measuring marketing performance, brand building, human resources management in marketing, ethics and social responsibility, by assessing capability in marketing implementation that leads to becoming professional marketer based on professional marketing standards. Note: Prerequisite : 05-000-301 Preparation for Professional Experience Note: Graded as S (Satisfactory) and U (Unsatisfactory)	3(0-6-3)
05-690-401 Finance and Economics Implementation	Application of financial and economics theory in the context of business to practice critical thinking skills and systematic thinking Note: Prerequisite : 05-000-301 Preparation for Professional Experience Note: Graded as S (Satisfactory) and U (Unsatisfactory)	3(0-6-3)
05-390-401 Management Implementation	Preparing for management profession, the operation management knowledge from the analysis of environmental management, planning, strategic planning,	3(0-6-3)

	defining vision, organizing, human resource management, leadership capacity in the work of mind control as well as ethics and social responsibility, the evaluation of the ability to manage operation through development to become management professionals Note: Prerequisite : 05-000-301 Preparation for Professional Experience Note: Graded as S (Satisfactory) and U (Unsatisfactory)	
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