

COURSE DETAILS

10103 Life Skills

(6 credits)

Course Learning Outcomes

1. To gain skills in communication, acquiring common knowledge, and using technology in everyday life.
2. To gain skills in thinking, analyzing and problem-solving in various situations.
3. To develop oneself in the areas of morality, ethics and human relations.

Course Description

To gain necessary life skills in society such as a hunger for knowledge, how to gain knowledge and continuously seek further self-development; be able to use technology efficiently; apply reasoning, analytical thinking, problem-solving, and negotiation skills; learn the principles of self-management, emotional control, and stress management; to develop oneself to have morality, ethics, proper human relationships, manners and etiquette.

10111 English for Communication

(6 credits)

Course Learning Outcomes

1. To be able to use English as a means for communication.
2. To study structures, vocabulary and important English idioms.
3. To equip students with skills in listening, speaking, reading and writing in English for accuracy and appropriateness in various situations

Course Description

Structure, vocabulary and English idioms used in listening, speaking, reading and writing English for communication.

10121 Human Civilization

(6 credits)

Course Learning Outcomes

1. To have knowledge on Eastern and Western civilization in terms of politics, economy, and society.
2. To understand human civilization in the past which is fundamental of the current civilization.
3. To realize and appreciate the values of human civilization.

Course Description

Knowledge on Eastern and Western civilization human has created in terms of politics, economy, society, wisdom, arts, as well as science and technology.

10131 Human Society

(6 credits)

Course Learning Outcomes

1. To understand the existence of human community and society.
2. To understand the political, legal, economic and social mechanisms affecting an organization of human society.
3. To promote the responsibility to the society and nation.

Course Description

Basic characteristics of being human; cohesion into communities and societies; human distribution and settlements; the components of society; human behavior in society; political, legal, economic and social mechanisms affecting the organization of human society; social problems and methods to solve them; promotion of a good society.

10141 Science, Technology and Environment for Life**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge about the concepts, rules and development of science and technology, and how they influence of thought and human livelihood.
2. To gain knowledge about the evolution of living things and human beings.
3. To understand the relationship between humans, the environment, and the effects of science and technology on the environment.
4. To gain knowledge of the applications of science, technology, and mathematics in daily life.
5. To enhance scientific thinking and awareness of the need for environmental preservation.

Course Description

Concepts, theories, critical thinking, rules and development of science and technology; natural history concerning human beings; the parts of the human body; humans and the environment; hygiene and nutrition; the application of science, technology, and mathematics in everyday life.

10151 Thai Studies**(6 credits)*****Course Learning Outcomes***

1. To learn about Thailand's history, society, language and culture.
2. To be able to apply the course knowledge to daily life.
3. To understand and take pride in what it means to be Thai.

Course Description

Knowledge about Thai in terms of history, settlement, politics, economy, culture, religion and ritual, language and literature, arts and culture.

10152 Thailand and the World Community**(6 credits)*****Course Learning Outcomes***

1. To be able to gain knowledge on situations, trends and characteristics of economic, social and political relations and changes in the world community which affect Thailand.
2. To gain knowledge on the status of Thailand in the world community.
3. To be able to analyze the problem as a result of globalization in various aspects including political, economical, social and culture and impact on moral and ethic.

Course Description

Status of Thailand in social world; dynamic of social changes which affecting Thailand; problems and causes of problems arising as a result of globalization which cause the awareness, knowledge and understanding of the situation; be able to analyze the cause of problem and the impact of Thai society in various aspect including political, economic, social, moral and ethical.

10164 Social and Culture in the ASEAN Community**(6 credits)*****Course Learning Outcomes***

1. To be able to understand ASEAN background and history.
2. To be able to understand the purpose of the integration of ASEAN member states.
3. To be able to understand social and cultural condition of ASEAN member states.
4. To be able to understand the role and relationship of ASEAN and other nations.

Course Description

ASEAN background and history; the integration of ASEAN member states; social and cultural condition of ASEAN member states; the role and relationship of ASEAN and other nations.

11301 English for Business**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge on the English structure, vocabulary, and expressions in business circles.
2. To be able to use English efficiently for communication in business.

Course Description

English structure, vocabulary and expressions used in business circles for the purpose of increasing effective communication and efficiency.

30208 Finance Accounting and Managerial Accounting**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge and understanding of accounting and financial report presentation methods.
2. To acquire knowledge and ability to employ accounting information to business management.
3. To be able to employ knowledge from this course as background for other courses.

Course Description

Basic understanding about accountancy; financial report; Recording transaction according to accounting cycle for hospitality business and commerce; tax accounting for businesses.

Concepts of managerial accounting; basic understanding about cost; cost, volume and profit analysis; budgeting; financial statement analysis; using accounting information for decision making; performance evaluation; information system for accounting; internal control.

30209 Business Finance and Business Law**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about asset management and administration.
2. To acquire knowledge about general laws, civil and commercial code and other related laws.

Course Description

Objectives and financial responsibility; financial marketing; financial institutions; risk and reward; current assets and non-current assets management; capital structure; dividend policy; acquisition of capital.

General laws, civil and commercial code, related laws; business organization related laws; intellectual property laws; financial instruments related laws.

30210 Production and Operation Management and Principle of Marketing**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about production and operation management.
2. To acquire knowledge about principle of marketing.

Course Description

Production and operational system; products, productivity and location planning; zone planning; quality management; supply chain management; production forecasting; inventory management; production and operation planning and control; product design; production measurement; working standard; priority rule; safety; project management.

Concepts, duties, roles of marketing; marketing process; marketing organizational structure; marketing environment; marketing management and strategic planning; marketing research; marketing information system; consumer's behavior; business market and buying behavior; market share and target marketing; product related planning and decision making; price related planning and decision making; distribution related planning and decision making; market promotion related planning and decision making; ethics for business administration professions.

30211 Organization and Management and Human Resource Management (6 credits)

Course Learning Outcomes

1. To have knowledge in principle, responsibility and procedure of organization management, in addition, modern organization management.
2. To have knowledge in concept, technique and equipment of modern human resource management.
3. To have knowledge in practical application of organization management principle.

Course Description

Definition, pattern, category, and procedure of structural and chain of command planning; concept and theory of organization; organization management; directing; motivation and leadership; group and organization; modern organization management.

Theory and principle of human resource management; merit system; scope and procedure of human resource management; workforce planning; positioning and salary rate; recruitment and selection; human resource development; welfare and employee relationship; performance evaluation; technique and equipment for modern human resource management.

30212 Mathematics, Business Statistics and Quantitative Analysis for Decision Making (6 credits)

Course Learning Outcomes

1. To have knowledge of basic mathematics.
2. To have knowledge of basic statistics.
3. To have knowledge about business statistics and apply in decision making.
4. To have knowledge about quantitative analysis and its application in decision making.

Course Description

Basic Algebra, Numbers, Counting, Sets, Basic Matrix, Equations and equations solving, Introduction to Calculus and implementation, Basic Statistics and data analysis, Random Variables and probability distributions, Probability theory, Estimation, Hypothesis testing and Inferential statistics, Analysis of Variance, Correlation and Regression analysis, Index numbers analysis, Time series analysis, Business Forecasting, Fundamentals of Quantitative Analysis for Business Decision Making, Linear Programming, Transportation model, Assignment model, Inventory model, Queuing model, Markov model, Simulation model, PERT/CPM.

32303 Financial Management (6 credits)

Course Learning Outcomes

1. To acquire knowledge about different aspects of business money management.
2. To be able to apply financial principles and methods.

Course Description

Objectives and functions of finance; determination of business value; financial markets and institutions; returns and risks; financial statement analysis; current asset and non-current asset management; financial structure and dividend policies; business financing; mergers and acquisitions; business improvement and cessation; and international financial management.

32331 Financial Information System and Project Feasibility Studies**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about information systems, technology and instruments for financial information system development.
2. To acquire knowledge about financial information system management and application to financial management.
3. To acquire basic knowledge on project feasibility.
4. To acquire knowledge on business and social project feasibility study.

Course Description

Managerial and financial management system concepts; introduction to computer and financial information systems; usefulness and application of financial information systems.

Principles and methods for assessing business and social project feasibility in marketing, production technique, management, finance, and law; public recognition; general environment.

32332 Risk Management and Principles of Insurance**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about concepts of business risk management.
2. To be able to apply risk management tools to each type of business.
3. To acquire basic knowledge on insurance.
4. To be able to apply knowledge about insurance for decision making as an insured person.

Course Description

Concepts about risk management for assets, liabilities and other risk factors; techniques and tools for risk measurement, assessment and management; factors for risk management; personal risk management; business risk management; and financial institution risk management.

Characteristics and types of risk; financial loss possibilities for persons, businesses and organizations; life insurance; principles and basic concepts of various types of insurance; risk management methods; insurer selection; premium payment methods; adequacy of cover; claims; laws relating to insurance and life insurance for protecting insurers and life insurers.

32340 Personal Finance and Taxation**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about individual income and spending planning.
2. To acquire knowledge about financial management pursuing personal goals across the life span.
3. To acquire knowledge about principles and taxation management.

Course Description

Personal financial management across the life span about planning and financing; methodically financial management; saving by the revenue and expense recognition principle; consumption planning; methodical and efficient investment savings for benefits across the life span; insurance planning; personal taxation planning; credit and investment for adequately cumulative saving to achieve personal financial objectives; and quality of life among retirement age.

Principles and methods of taxation according to the Revenue Code and other relative laws; personal income taxes; corporate income taxes; VAT; specific business taxes; revenue stamps; Petroleum income taxes; excise taxes; customs duties; local taxes, and others.

32344 Financial Market and Institution**(6 credits)****Course Learning Outcomes**

1. To acquire knowledge about the importance and roles of financial markets and institutions.
2. To acquire knowledge about the effects of financial market mechanism on institutions.
3. To acquire knowledge about financial markets and institutions in Thailand.

Course Description

Characteristics, importance and roles of financial markets; types of financial markets; mechanism of financial markets; Asian financial markets; risks of financial markets; and financial innovation.

Types of institutions in financial markets; structures, duties, principles and procedure methods; and roles of financial institutions in Thailand and other countries.

32454 Business Research and Financial Planning and Control**(6 credits)****Course Learning Outcomes**

1. To acquire basic knowledge about business research.
2. To study business research samples.
3. To acquire knowledge about concepts, principles, and techniques for financial planning and control.
4. To be able to apply and utilize knowledge on financial techniques and models for financial planning and control.

Course Description

Concepts about basic business research; objectives, usefulness, and different types of research; research procedures; research planning and control; using computer software for data analysis; research report preparation; research samples.

Principles, concepts, and techniques for financial planning and control; cost analysis; budgeting; financial techniques application to financial planning and control in income, expenditure, and profit; internal control; management regarding Good Governance.

32455 International Business and Finance**(6 credits)****Course Learning Outcomes**

1. To acquire knowledge about international trade and finance.
2. To acquire knowledge about relation between international trade and international finance.
3. To acquire knowledge and ability for financial management for international business.

Course Description

Relation between international trade and international finance; principles and policy for international trade; trade barrier; protection policy and measure for trade; balance of trade; balance of payment; financial system and roles of international financial institution; foreign exchange market; money circulation; money acquisition methods; payment methods; foreign money disbursement planning; foreign currency exchange rate analysis and forecasting; related laws and regulations.

32456 Professional Experience in Finance**(6 credits)*****Course Learning Outcomes***

1. To be able to apply financial principles, theories, and techniques to practice.
2. To be able to practice skills on analyzing and solving financial problems.
3. To create an develop leadership and skills as a good financial manager.
4. To develop ethics and morals for financier.

Course Description

Application of theories and principles of finance to practice; computer application to financial management; business plan making; the use of case studies, simulations, and management games in analyzing problems and trends and for decision-making in financial problems; development of professional skills for financiers; group dynamics activities to nurture ethics, morals and leadership in students.

32457 Investments and Securities Analysis**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about principles, mechanisms and methods for investment on financial instruments.
2. To acquire knowledge about stock investment.
3. To be able of securities analysis and portfolio management.

Course Description

Types of investment; investment instruments; organizations and institutions related to financial instruments investment; risks and yield upon investment on different types of financial instruments; security investment and other alternative investment.

Securities analysis and portfolio management; investment and portfolio management in the Stock Exchange of Thailand; Securities analysis and portfolio management in theory and in practice; application of securities and capital market research to securities analysis; impacts of foreign capital market movement on securities analysis; evaluation of investment on security and security portfolio.

32490 Financial Instruments Analysis and Credit Management**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about equity analysis.
2. To acquire knowledge about bond analysis.
3. To acquire knowledge about derivative analysis.
4. To acquire knowledge about concepts and principles of credit management.
5. To acquire knowledge about credit policy making and analysis.

Course Description

Principles, methods and financial modeling of bond, equity and derivative analyses for investment.

Principles of credit management; credit agencies; investment banking; principles and policy making for credit; analysis for setting credit limits; loan project consideration; debt control and collection; and problem solving for credit management.

60120 Principles of Economics**(6 credits)****Course Learning Outcomes**

1. To acquire knowledge concerning factors and basic of Economics problems.
2. To understand the roles and functions of various sectors in society, working mechanism and economic systems.
3. To comprehend concepts and theories of Microeconomics and Macroeconomics related to consumption, production, saving, investment and market equilibrium.
4. To be able to analyze basic economic problems and solution guidelines.

Course Description

Basic economic problems leading to labor divisions in society and economic systems; mechanisms, concepts and theories of micro and macroeconomics in consumption, production, savings and investment of government and private sectors; analysis of the relationships and equilibrium of various markets of both closed and open economies; general guidelines for dealing with basic economic problems.

Last updated: 18-July-2023