

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.

30205 Mathematics and Statistics**(6 credits)****Course Learning Outcomes**

1. To acquire knowledge on basic mathematics that can be applied to other academic disciplines.
2. To acquire knowledge on basic statistics.

Course Description

Set; logic; permutation and combination; probability; cash; interest; annual value; number system; matrix; determination and application; relation; function; sequences and series in mathematical analysis; differentiation; basic understanding about statistics; descriptive statistics; random variables; discrete probability distribution; normal distribution; sampling distribution and estimation.

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.

32206 Business Statistics and Quantitative Analysis (6 credits)***Course Learning Outcomes***

1. To acquire knowledge on business statistics methodology.
2. To acquire knowledge on quantitative analysis procedure and approach.

Course Description

Tests of hypotheses; chi-square tests and non-parametric methods; analysis of variance; regression and correlation analysis; time-series analysis; index numbers; decision-making under conditions of uncertainty; linear programming; inventory control; transportation theories; game theories; queuing theories; network and simulation models.

32326 Strategic Management and Competency-based Management**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge and understanding about concepts and procedures of strategic management.
2. To be able to effectively specify directions, objectives, and strategies for organizations of different levels.
3. To acquire knowledge and understanding about personal and organizational competency, performance indicators and development.

Course Description

Organizations' internal and external auditing environments, concept analysis and procedures for administrative specification of directions, objectives, and strategies for organizations of different levels; study of procedures and factors which effect strategies in practice; operational assessment and performance review techniques and instruments; administrator ethics and responsibilities to the environment and society.

Principles and concepts of personal and organizational competency; organizational competency and principal creating procedures; models for personal competency creation and development of professionalism and creativity; personal and self-development; development in training for competency creation; performance assessment by competency indicators; continuous outcome improvement and organizational principal competency development.

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

1. To acquire knowledge and understanding on 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, assets and liabilities and other risk management.

Characteristics and types of risk; financial loss possibilities for persons, businesses and organizations; 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 insured parties.

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

1.
2.
3.

Course Description

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Note: Work in process of School of Management Science

32341 Management Information Systems and e-Business**(6 credits)*****Course Learning Outcomes***

1. In order to have knowledge and understanding about Management information systems.
2. In order to have knowledge and understanding about e-Business.

Course Description

Concept of management information system is implementation of data to use with system management, development of processing, introduction about computer, communication of information and database, information system development, benefits of information systems in management and Apply in various sector of the business.

Concepts and principle of e- business, Design, development and apply e- business, model and marketing of e- business, mobile and security in e- business, technology and application for e- business, law and ethics concerning with e- business.

32342 Leadership and Organizational Behavior**(6 credits)*****Course Learning Outcomes***

1. To have knowledge and understanding about leaders and leadership.
2. To be able to apply leadership in the organization.
3. To have knowledge and understanding of organizational behavior.

Course Description

Concepts and Theories about Leaders and Leadership, Characteristics, Skills, and Roles of Leaders, Leadership Development, Decision Making and Problem Solving, Leadership Style, Factors that Determine Leaders, Strategic Thinking, Management Method, Adaptation of leaders to Suit the Situation, and the Moral and Ethics of Leaders.

Concepts and Theories about Organizational Behavior, Personal Behavior, Motivation, Stress Management, Group Behavior, Internal Communication, Power and Politics in Organizations, Conflict Management and Negotiation, and Organizational Culture

32343 International Business and Supply Chain Management**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge of international business theories and management.
2. To acquire knowledge of supply chain management and application for efficiency in work processes.

Course Description

International business environment and theories; international business opportunities evaluation; international business strategies; international business entering; concepts of international marketing; concepts of international human resources; concepts of international financial administration; and other management related to international business.

Concepts of supply chain management; market demand and product development; purchasing of raw materials, materials and finished goods; purchasing source selection; decision making for production and purchasing for resales; quality control; inventory management; transportation; distribution management; aftersales service

32408 Small Business Management and Retailing**(6 credits)*****Course Learning Outcomes***

1. To acquire understanding about definitions and operations of small business and problems concerning the business administration.
2. To acquire knowledge and ability on administration for retailing, both small and super retail stores.

Course Description

Role, concepts, and stages of small business planning; financial administration and control; market survey; sources of capital; site acquisition; sales promotion; pricing; inventories control; credit; risks; administration of accounts data; retail trade; shop management; personnel management; merchandise administration; sales administration and control administration in the retail trade.

32432 Product and Price Management**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about product, classification, product mix decision, product strategy specification according to product life cycle.
2. To acquire knowledge about price structure, price related decision making, pricing according to objectives.

Course Description

The roles of products and price as elements of the marketing mix; the role and responsibilities of the product manager; product management strategy including the constituents of the product, raw materials, design, packaging, and sales services; trade mark policy; product positioning; product life cycle management; product development; causes of product failure.

Meaning of price; role of pricing; pricing objectives and strategy; pricing model at each level of distribution; price theory and pricing in practice.

32449 Business Building and Entrepreneurship**(6 credits)*****Course Learning Outcomes***

1. To acquire understanding about small and medium business building concepts and methods.
2. To acquire understanding on how to achieve as a successful small and medium business entrepreneur.

Course Description

Concepts on creative small and medium business building; business value creation; Methods and procedures in successfully building small and medium business; Roles of a successful small and medium business entrepreneur; competitive competency development and business stamina building.

32452 Human Resource Strategy and Learning Organization**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about concept and principles for human resource.
2. To be able to integrate related topics to relatively specifying human resource strategy.
3. To acquire knowledge about learning organization.

Course Description

Human resource management strategy concepts for business organization; human resource management structure and system design; evaluation system development; leadership creation; high-competency team creation; human resource development techniques and principles; human resource development process and types.

Knowledge creating and collecting of employees in different levels; knowledge transmission from employee to organization; five basis of learning organization; personnel expertise; psychological model; shared vision; team learning; systematic thinking.

32453 Employee Relations and Compensation Management (6 credits)

Course Learning Outcomes

1. To acquire knowledge about principles for employee relation and compensation management.
2. To acquire understanding on roles of different related departments and employee relations management.
3. To be able to apply compensation management to practice.

Course Description

National and international development of employee relations systems; principles and mechanisms which have role on employer-employee relationship; role of the government, labor unions and employers' associations; related labour laws; labor problems affecting the administration; Guides for employee relations management for good relationship between employers and employees.

Principles, objectives, scope, and procedures of compensation management; Techniques and factors relating to compensation management; problems and difficulties in practice, solution guidelines and guidelines application.

32474 Marketing Communication and Promotion (6 credits)

Course Learning Outcomes

1. To acquire knowledge about roles and duties of marketing communication, communication mix, communication process, and marketing communication planning.
2. To acquire understanding on definitions and significance of promotion and promotion mix.
3. To be able to integrate consumer psychology with promotion mix.
4. To be able to specify strategic plan and operational plan for promotion.

Course Description

Concepts, duties and roles of marketing communication; communication tools; marketing communication mix; communication process; marketing communication planning.

Definitions, roles, and significance of promotion mix: techniques, objectives, characteristics, and method for operation; strategic plan and operational plan specification; budget allocation; promotion evaluation; promotion development.

32482 Professional Experience in Management (6 credits)

Course Learning Outcomes

1. To apply principles, theories, and techniques for organization and management to practice.
2. To allow to practice skills for analyzing and making decisions for problems on business administration.
3. To develop and nurture leadership and skills as a good business manager.
4. To develop human relation, moral and ethics for business professions.

Course Description

Application of principles and concepts of management into practice through seminars, case studies and simulations for analysis and decision-making in problems concerned with tourism conditions and management; development of personality and creative thinking, human relations and professional ethics; group dynamics activities to nurture ethics, moral and leadership in students.

32493 Innovation Management and Sustainable Management***(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about innovation and innovation management for competitive advantage.
2. To acquire knowledge about management and development for organization sustainability.

Course Description

Concepts and theories on innovation management; innovation organization management; innovation management procedures; innovation change management; creativity management for innovation creation; innovation for organizational differentiation and competitive advantage; application of innovation in product and operation; patent grant management.

Concepts of management and development for organization sustainability; doing business based on sustainability; types of business management for sustainability; management strategies for sustainability; green business development; sufficiency economy philosophy for sustainability; morality and ethics in doing business for sustainability

32494 Business Plan and Business Research**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge and understanding in the business plan.
2. To use and manage the business plan further.
3. To acquire basic knowledge about business research.

Course Description

Concepts of business plan; the importance of a business plan; creating ideas for creating new businesses in line with the current environment; important components of a business plan; how to write a business plan; business situation analysis; business plan elements; assessment the feasibility of the business plan.

Concepts of basic business research, objectives, benefits, and types of research; steps for conducting research; research planning and control; data analysis for each type of research; writing on research report and research samples.

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.