

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 of ecology concerning 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 and technology to 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.

10161 Thai for Communication**(6 credits)*****Course Learning Outcomes***

1. To be able to use Thai language as a tool for communication.
2. To improve language skill for communicate effectively and creatively.
3. To be able to use language in daily life and to pursuit of knowledge.

Course Description

Significance of language, idea and communication; the art of using word, sentence, idiom, phrase ; development of listening, speaking, reading and writing skills to communicate effectively and creatively; using Thai language in daily life to pursuit of knowledge and transfer knowledge.

10162 Chinese for Communication**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge about Standard Chinese phonology, Mandarin phonetic alphabet (Hanyu Pinyin), and be able to write and pronounce the alphabet correctly.
2. To gain knowledge about Chinese characters--as basic words or assembled ones--and sentence structure and grammar for general communication, including practice with writing Chinese characters.
3. To be able to use Chinese in everyday life.

Course Description

Standard Chinese phonology, Hanyu Pinyin transcription, basic words, and dialogues for everyday use, structural grammar, and learn and practice writing of 550 Chinese characters.

10163 Khmer for Communication**(6 credits)*****Course Learning Outcomes***

1. To possess knowledge on the phonology, letters, grammatical structure and basis sentence structure of Khmer.
2. To be able to use basic Khmer for communication in daily life.
3. To possess knowledge on Khmer words used in the Thai language.

Course Description

Khmer phonology; the practice of writing the Khmer alphabet; Crieng and Mul alphabets, basic Khmer words used in daily life; grammatical structure and basic sentence structure; listening, speaking, reading and writing skills for communication at the basic level; Khmer words used in Thai language.

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.

30206 Business Law and Taxation I***(6 credits)***Comprises 2 courses of 3 credits each***30206-1 Business Law*****Course Learning Outcomes***

1. To acquire knowledge about general legal principles.
2. To acquire knowledge about civil and commercial code and other business-related laws.
3. To acquire knowledge and understanding about principles and methodologies related to business law.

Course Description

General principles of law; civil and commercial code and other business-related laws such as sales law, hire of property, hire-purchase, loans, suretyship, mortgage, and pledge; constitution of business enterprise law including ordinary partnership, ordinary registered partnership, limited partnership, limited company, public company, and joint venture; financial instruments law; business control law including intellectual property law, labor and labor relations law, and environmental law.

30206-2 Taxation I***Objective***

1. To acquire knowledge about taxation under the revenue code.
2. To acquire knowledge about taxation and other related laws.

Course Description

Principles and methodology of taxation according to revenue code and related laws; personal income tax and corporate income tax, value-added tax, business tax, stamp duty, petroleum tax, excise tax, customs tax and local tax.

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

1. To acquire knowledge and understanding about accounting and financial report presentation methods.
2. To acquire knowledge and ability related to the application of accounting concept 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.

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.

Note: Work in process of School of Management Science

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.

32336 Sustainable Tourism Resources Management in Thailand**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge on definitions, importance, and types of tourism resources.
2. To acquire knowledge about identity and the value of natural tourist attractions and historical tourist attractions including archeological sites, religious places, Thai art and culture, Thai traditions and Thai festivals.
3. To acquire knowledge about sustainable tourism.
4. To employ knowledge for sustainable tourism management.
5. To be able to apply and utilize knowledge for the tourism industry.

Course Description

Definitions, significance and types of tourism resources; geographical and environmental factors influencing tourism promotion; identity and value of natural tourist attractions; historical tourist attractions including archeological sites, religious places, Thai art and culture, Thai traditions, Thai festivals, and unique local recreation resources; sustainable tourism principles; economical, societal and environmental impact of sustainable tourism; sustainable tourism management and development; the current situation and trends in sustainable tourism management; ecotourism; community-based tourism.

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.

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

1. To gain knowledge and understanding of concepts and theories in microeconomics.
2. To gain knowledge and understanding of concepts and theories in macroeconomics.
3. To gain knowledge and understanding of economic problems.
4. To gain knowledge and understanding of government policies in solving economic problems.
5. To gain knowledge and understanding of Thai economic and social development.
6. To be able to use concepts and theories in economics to apply in career or daily life.

Course Description

Introduction to economics; demand; supply; and market equilibrium; consumer choice; production; and cost; perfectly competitive market; monopoly market; monopolistic market; oligopoly market; production factor market; and return to production factor; market failure; national income and measurement of national income; components of national income and determination of equilibrium national income; finance and fiscal policy; finance and monetary policy; inflation deflation and unemployment; international trade and international finance; Thai economic and social development.

60227 Economic History and Economic Thoughts**(6 credits)*****Course Learning Outcomes***

1. To understand the history and evolution of structure in economic, social and political systems from the past to the present.
2. To understand the evolution of economic thoughts from Mercantilism to the present.
3. To understand relationships between economic, social and political structures which have an impact on economic theories and economic thoughts.
4. To understand comparative European and Asian economic history.
5. To understand world economic changes affecting structure and development of newly industrialized countries in Asia.
6. To understand development of comparative economic structures in Asia regarding comparative capital, entrepreneurs, labors, multinational corporation and technology.

Course Description

The evolution of economic, social and political structures through an analysis of economic problems from the past to the present which emphasis on comparative European and Asian economic history and changes in the world economy; the role of capital, business, labor, multi-national corporations and technology affecting the structure and development of newly industrialized countries in Asia; evolution of economic thought with emphasis on the works of Smith, Malthus, Ricardo, Marx, Marshall, Keynes and Friedman; dependency theory; economics for developing countries and contemporary institutional economics.

60228 Mathematical and Statistical Economics**(6 credits)*****Course Learning Outcomes***

1. To have knowledge in mathematics and statistics.
2. To be able to apply the principles and methods of mathematics and statistics.

Course Description

General concepts of mathematics; set; number system; relationships and functions; graph; limit; vector; matrix; sorting; grouping; probability; derivative; integration; minimum and maximum values; Integrals; sequences and series;

Basic concepts of statistics; median; distribution measurement; random variables; binomial distribution; Poisson distribution; normal distribution; sample distribution; estimation and test of hypothesis; data analysis; variance analysis; decision theory; index analysis; time series analysis; nonparametric statistics.

60323 Microeconomic and Macroeconomic Analysis**(6 credits)*****Course Learning Outcomes***

1. To understand the theories and models of Microeconomics.
2. To understand the theories and models of Macroeconomics.

Course Description

Theories and models of microeconomics; supply, demand and application of supply and demand; consumer behavior and decision making under risk; production and costs; perfectly competitive market and monopoly markets; oligopoly and monopolistic markets; Game theory; marginal product theory and demand per production factor; general equilibrium and economics.

Theories and models in economics; economic prosperity; inflation and unemployment; consumption theory - savings; investment and money demand theory; product market equilibrium - money market and labor market; aggregate demand and aggregate supply; monetary policy and fiscal policy in closed economy system; connection, adaptation, and monetary and fiscal policy in open economy; school of macroeconomic thought.

60340 International Economics**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge of concepts and economic theories of international trade and finance.
2. To gain knowledge of international economic policies and to be able to analyze related economic effects.

Course Description

Concepts and international economic theories originated in different time periods such as Mercantilism, Classical economics and Neo-classical economics; utilizing systematic study in theories, hypotheses and application of theories to real cases; the concept of exchange rate; balance of payment and its adjustment process; multinational corporations; international economic organizations; international trade and financial policies; the analysis of related economic effects.

60341 Thailand in the World Economy**(6 credits)*****Course Learning Outcomes***

1. To understand and be able to explain concepts about the global economy systems and the connection between the Thai economy and the world economy.
2. To be able to explain the relationship between the Thai economy and international trade, investment, financial system, capital flow, technology and labor.
3. To be able to explain the role of international economic organizations in the Thai economy, economic integration, making an international trade agreement with the Thai economy and its impact.
4. To be able to explain the overall economic development of Thailand including in the agricultural, industrial and service sectors of Thailand that are linked to the global economy.
5. To be able to explain the economic impact of Thailand from the global economic changes. as well as the roles of the Thai public and private sectors in connection with the global economy.

Course Description

Concept of global economy systems; the relationship between the Thai economy and the world economy; Thai economy and international political economy; the connection between the Thai economy and international trade in goods and services; international investment; international financial system; international movement of capital, technology and labor; roles of International economic organizations on the Thai economic

system and its effects; economic integration and international trade agreements on the Thai economy and their impact; Thailand and the issue of development of the agricultural, industrial and service sectors of Thailand and the world economy; Thai community economy and world economy; Thailand's economic impacts from global economic change and the roles of the Thai public and private sectors in connection with the global economy.

60370 Agricultural, Natural Resources and Environmental Economics

(6 credits)

Course Learning Outcomes

1. To gain knowledge in principle of agricultural economics.
2. To be able to apply the theory of agricultural economics farm management and administration of cooperatives.
3. To be able to explain concepts, theories and economic tools used in natural resources and environmental management.
4. To be able to explain policy issues as well as government measures in natural resources and environmental management.
5. To be able to apply economic theory in natural resource and environmental management.

Course Description

Market structure; demand and supply of agricultural products; agricultural business pricing; agricultural loans; agricultural technology changes; agribusiness; agricultural policy; farm Management; government cooperative promotion policy; problems and obstacles of Thai cooperatives.

Introduction to natural resources; economic concepts in natural resource management; optimal use of resources; tax and government tools for resource allocation; project and program analysis; natural resource conservation; interrelationships between natural resources and the environment; problems of Thai resource management; government policy and measures; application of economic theory, natural resource management; basic concepts of environmental economics; the value of the environment; government policies and measures for managing environmental problems.

60410 Econometrics and Applications

(6 credits)

Course Learning Outcomes

1. To have the basic knowledge of data management regarding econometrics.
2. To have the basic knowledge of econometrics concept.
3. To be able to analyze and apply the methods of econometrics.

Course Description

This course covers the concepts and application of econometrics; data and data classification; linear equation and non-linear equation; correlation and regression; simple regression analysis; multiple regression analysis; estimation and hypothesis testing; assumptions of the linear regression models and statistical problems; multicollinearity; heteroscedasticity; autocorrelation; problem of misspecification; regression equations of dummy variables; structural testing of regression equations; logit model; probit model; tobit model; time series economics and forecasting.

60424 Monetary Economics and Public Finance**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of financial economics, financial markets, financial instruments and electronic innovations in the financial sector.
2. To gain a better understanding of the role of the central bank monetary policy tools Including the use of monetary policy and the impact of using monetary policy.
3. To gain knowledge and understanding of financial problems of Thailand and abroad.
4. To gain knowledge about the fiscal economics, the role of government in implementing fiscal policy, the tool of fiscal policy and also the consequences.
5. To gain knowledge about taxation, tax structure and tax reform of the country.
6. To gain knowledge of government spending, budget, and local finance.

Course Description

General knowledge of financial economics; financial markets; demand for money and supply of money; interest rate; the role of the central bank and monetary policy; financial institution; Thai and foreign financial crisis.

General knowledge of fiscal economics; government spending and budget; government revenue; general knowledge of taxation; tax structure of Thailand; tax reform; property management of government and state enterprises, public debt management and local finance

60434 Research Methodology and Information Technology for Economic Studies**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge in research methodology and application.
2. To enable students to read and interpret research results.
3. To provide capability to use economic information for research and decision-making in economic.

Course Description

Scientific method in both social and economic research; concept building; hypotheses; research planning; data collection; data analysis; reporting and application of research results;

Basic knowledge in computer systems; database systems; components of information systems; computer network systems; the use of computers in economic research and decision-making in economic.

60474 Industrial Economics, Technology and Economic Growth**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of the concepts, theories related to economic development and prosperity or economic growth.
2. To be able to analyze the factors related to development and economic prosperity and the consequences.
3. To gain knowledge about the concepts and theories of industrial economics, market structure and behavior of the business unit.
4. To gain knowledge about the principles of pricing and cost analysis, production and industrial sites.
5. To gain knowledge and understanding of the concept and theories related to the role of technology and innovation on economic prosperity.
6. To be able to analyze the role of technology and innovation on economic prosperity and towards economic and business competitiveness.

Course Description

Concepts and theories of economic prosperity, influencing factors and effects of economic development, concepts and theories related to industrial economics and industrial development, market structure and behavior of the business unit, the consolidation of business unit and the strategy of industry entry, the different pricing to make the business more profitable, the analysis of production costs and industrial sites, concepts and theoretical of technology and innovation in the development and national innovation system, technology transfer, the role and impact of technological advances and innovations on economic development and prosperity, the technology and Innovation and the enhancement of economic and business competitiveness, and also case studies on the development of industries and technologies of national innovation systems of various countries.

60499 Profession Experience in Economics**(6 credits)*****Course Learning Outcomes***

1. To develop knowledge of economic theories and concepts application for efficient and effective working.
2. To develop capability of problem analysis and economic problem solving, as well as economic condition and trend analysis by integration of knowledge in economics and other disciplines.
3. To make understanding and realization of professional ethics in economics.
4. To strengthen leadership, human relations, ability to make decisions as well as morality and ethics of the graduate.

Course Description

Interdisciplinary practical application of microeconomics and macroeconomics principles and theories by integration of economic tools with other related disciplines for working and professional practice; explanation of principles and methods for solving economic problems; analyzing economic projects; the use of case studies in analyzing economic conditions, industries and businesses; professional ethics in professional practice; group dynamics activities to nurture good human relations, morality, ethics as well as good leadership or followership in working and professional practice.

61401 Project and Program Analysis**(6 credits)*****Course Learning Outcomes***

1. To provide an introduction to planning project and project management.
2. To provide knowledge about the principles of project and program analysis, Analyze the feasibility of the project
3. To provide knowledge about project management and project management techniques.
4. To provide knowledge about the principles in monitoring and evaluating projects morally.
5. To be able to analyze problems and apply appropriate mathematical techniques, including bringing moral principles, Ethical adaptation.

Course Description

Principles of project planning and analysis and project feasibility study plan Principles of financial and economic project evaluation project analysis under risks and uncertainties case studies, project analysis of the private sector, public sector, society and environment, planning and project management principles project management and management techniques principles of project monitoring and evaluation and case studies of project management and applying a software application for project analysis.

61405 Human Resource Economics and Economic-business Ethics**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of the role of human resources, labor and human capital, as well as labor demand and supply, labor market, labor relations and related factors.
2. To gain knowledge of human resource development investment and execution.
3. To be able to analyze the effects of economic, societal and technological factors on human resources.
4. To gain knowledge and understanding of economic and business ethics, social responsibility and good governance.

Course Description

Concepts of human resource labor and human capital; labor demand and supply; labor market; wages; labor relations; human capital development investment and execution, for example, education, training and providing health services; social welfare and human resources; analyzing the effect of economic, societal and technological factors on human resources; focusing on making an understanding and knowledge of economic and business ethics, social responsibility and good governance.

61407 Production Economics and Marketing Management**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge in production, production function, production technology, and factors relating to production and logistics.
2. To acquire knowledge in relationship between input and output, and among inputs.
3. To be able to analyze factors related to production.
4. To acquire knowledge in consumer behavior and organization behavior in modern marketing.
5. To acquire knowledge in marketing strategy and modern marketing.
6. To be able to analyze factors related to marketing.

Course Description

The basic knowledge of production, production function, production technology, relationship between input and output, relationship among inputs, production system analysis, planning and production controlling, inventory management, maintenance, and logistics.

The basic knowledge of marketing, environmental analysis, marketing planning and strategy, product management, price determination, selling, marketing promotion, marketing communication, market analysis, consumers and their behavior, organizations and their buying behavior, marketing analysis at various levels, modern marketing and e-commerce.

61408 Economics of Transportation and Logistics Management**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge in demand and supply of transportation and related factors.
2. To acquire knowledge in transportation cost.
3. To acquire knowledge in pricing of transportation.
4. To acquire knowledge in transportation management.
5. To acquire knowledge in logistic.
6. To acquire knowledge in logistic management activities.

Course Description

General knowledge of economics of transportation; definition of demand and supply of transportation; factors determining demand and supply of transportation; transportation cost analysis, pricing of transportation; transportation business management; transportation project analysis; government transportation policy.

General knowledge about logistics and supply chains; inventory management; warehouse management and distribution center; packaging for product distribution; transportation insurance management; information systems; logistics; logistics services; transport and logistics management strategies.

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