

## COURSE DETAILS

### 10103 Life Skills

**(6 credits)**

#### *Objectives*

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)**

#### *Objectives*

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)**

#### *Objectives*

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)**

#### *Objectives*

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)*****Objectives***

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)*****Objectives***

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)*****Objectives***

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)*****Objectives***

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)****Objectives**

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)****Objectives**

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; and Khmer words used in Thai language.

**10164 Social and Culture in the ASEAN Community****(6 credits)****Objectives**

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.

**10171 Interaction: Effective Communication in English****(6 credits)****Objectives**

1. To practice skills and strategies in the use of English for communication in various situations.
2. To increase knowledge and understanding in the structures, vocabulary, and expressions by learning from the practice of listening, speaking, reading and writing skills which are used in the communication in daily life and at the work places.
3. To acquire knowledge on some problems in communication caused by differences in language and culture.

**Course Description**

The practice of listening, speaking, reading and writing skills in English for the purpose of communication in social and professional settings, such as greetings, invitations, expressing condolences and congratulating and attending meetings; examination of native modes of expression, and strategies for Thai people to communicate effectively in English.

**11301 English for Business****(6 credits)****Objectives**

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.

**11302 English for Tourism****(6 credits)****Objectives**

1. To acquire knowledge and understanding, be able to use the English structures, vocabulary and expressions used for communicating with foreigners, buying and selling and serving in the tourism industry.
2. To be able to use English for introduction of the geography, history, traditions, art and culture of Thailand to foreigners.

**Course Description**

English structure, vocabulary and expressions frequently used in everyday communication with foreigners; buying and selling; tourism services; providing information concerning the geography, history, traditions, art and culture of Thailand.

**11303 English for Hotel Personnel****(6 credits)****Objectives**

1. To acquire knowledge and understanding about the English structures, vocabulary and expressions used in the hotel business.
2. To be able to use English for communicating, increasing efficiency in one's job and developing one's career.

**Course Description**

English structure, vocabulary and expressions frequently used in the hotel business; specific expressions and vocabulary used in various departments of the hotel; communicative English for the purpose of increasing efficiency and professional development.

**30105 Accounting and Finance for Construction****(6 credits)****Objectives**

1. To have knowledge in construction accounting concept, financial statement, accounting process, and revenue and expense.
2. To have knowledge in managerial accounting for construction.
3. To have knowledge in concept of finance for construction.
4. To have knowledge in current assets and fixed assets management, and construction financing.

**Course Description**

Concepts of accounting for construction; financial statements; income and capital revenue and expense recognition for construction; managerial accounting for construction in term of budgeting; using of accounting information for decision making; financial statement analysis; internal control and performance evaluation; concepts of finance, current assets and fixed assets management; construction financing.

**30205 Mathematics and Statistics****(6 credits)****Objectives**

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.

**30206 Business Law and Taxation****(6 credits)****Comprises 2 courses of 3 credits each****30206-1 Business Law****Objectives**

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 of 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****(6 credits)****Objectives**

1. To acquire knowledge about taxation.
2. To acquire knowledge about 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 Finance Accounting and Managerial Accounting****(6 credits)****Objectives**

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)****Objectives**

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)****Objectives**

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)****Objectives**

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 (6 credits)**

**for Decision Making\***

**Objectives**

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**Course Description**

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**31301 Construction Planning (6 credits)**

**Objectives**

1. To have knowledge in various system of construction planning and be able to use the effective and suitable plan.
2. To have knowledge in construction resource planning, plan implementation and monitoring.
3. To have knowledge in plan updating technique, expediting, and construction planning for prefabrication system.
4. To have knowledge in quality assurance planning.

**Course Description**

Principles of construction planning; work study; preparation for construction planning; construction planning techniques such as Bar chart, Arrow Network Diagram, Precedence Network Diagram, PERT, Line of Balance and others; resources planning; budget planning and control; quality planning for construction; preparation for plan implementation; construction plan control and monitoring; plan updating; expediting; construction planning for prefabrication system.

**31302 Quantity Survey and Cost Estimate (6 credits)**

**Objectives**

1. To understand quantity survey and cost estimation for professional practice.
2. To understand construction cost analysis.
3. To understand cost and budget control
4. To understand practical application of data, information and information technology for quantity survey and cost estimation.

**Note: Work in process of School of Management Science**

***Course Description***

Basic principles of quantity survey and cost estimation; construction itemization; method of measurement; unit pricing; cost estimation for primary preparation; quantity survey and cost estimation for temporary structure of construction method; quantity survey and cost estimation for structures work; quantity survey and cost estimation for architectures work; quantity survey and cost estimation for landscape architecture work; quantity survey and cost estimation for building service system; quantity survey and cost estimation for civil work; cost conclusion for construction cost estimation. Project control and monitoring for financial and budgeting; Project control and monitoring for materials allocation; information technology for quantity survey and cost estimation.

**31303 Field Work Management****(6 credits)*****Objectives***

1. To have knowledge in construction preparation and field work management, problem solving according to various construction sites.
2. To have knowledge in safety and hygienic in construction site.
3. To have knowledge in shop drawing and as-built drawing.

***Course Description***

Construction preparation; construction site layout; construction resource management; cooperation among construction parties; documentation management, temporary structure work; safety management in construction, hygienic condition in construction site.

**31305 Information Technology for Construction Management****(6 credits)*****Objectives***

1. To understand basic principle of information technology.
2. To understand principle of work monitoring for statistics data collecting.
3. To have knowledge in information technology management for construction.

***Course Description***

Concepts of information technology for computer management, hardware and software management; information communication and computer network; information and database; information security; information system development; tools for efficiency development, information technology for financial and accounting in construction project analysis; construction planning; construction quantity survey and cost estimation; field work management; construction equipment management; construction supervision and inspection; and facility management.

**31311 Project Management for Construction****(6 credits)*****Objectives***

1. To have knowledge of concepts and theories in construction project management.
2. To have knowledge of techniques and tools in construction project management.
3. To have knowledge and ability in applying such principles to construction projects management.

***Course Description***

Concepts and theories of construction project management, Organizational management in construction projects, Construction process, Scope of works, Resource management in construction project, Time, cost and quality management in construction project management, Coordination for construction, Productivity management, Risk management, Procurement management, Dispute resolution, and Project handover.

**31401 Construction Supervision and Inspection (6 credits)*****Objectives***

1. To understand perspective of construction supervision and inspection.
2. To have knowledge in method and procedure of construction supervision and inspection.
3. To understand procedure and techniques of construction supervision and inspection.
4. To have practical knowledge in construction supervision and inspection.

***Course Description***

General knowledge of construction supervision and inspection; procedure of construction inspection; supervision and inspection of earth work and foundation, reinforce concrete work, formwork work, wood work, steel structural work, architecture work, building engineering work, civil engineering work, construction safety and materials testing.

**31402 Facility Management (6 credits)*****Objectives***

1. To acquire knowledge and understand in facility management.
2. To have knowledge in procedure and process of facility management.
3. To have practical knowledge in facility management.

***Course Description***

Principles and processes of facility management; strategic planning; facility management; building management; building technology; facility maintenances; finance and expenditure for facility; facility economic assessment; energy management; sustainable facility management; information technology for facility management; safety in building; regulation and law for facility management.

**31405 Project Analysis (6 credits)*****Objectives***

1. To have knowledge in concept, theory and principle of project management.
2. To have knowledge in concept, theory and principle of project analysis.
3. To understand practical application of project analysis in private and public projects.

***Course Description***

Concept, theory and principle of project development, project planning, project analysis; project risk management; project evaluation; practical application of project analysis in private and public project.

**31406 Professional Experience in Construction Management (6 credits)*****Objectives***

1. To understand practical application of principles theories and techniques in construction management.
2. To have skill in problem analysis and decision making for problem solving in construction management.
3. To understand practical application of regulations and law for construction business.
4. To develop and strengthen leadership and skill for good construction management.
5. To develop profession ethics for graduates in construction management professional practice.

***Course Description***

Practical application of principles and theories in construction management; professional success; problem solving and decision making; process construction organization; human resources management in construction organization; construction project coordination; sustainable construction management; quality management in construction; building control laws; related laws for construction; negotiation; construction contract; disputes in construction; professional practice ethnic for construction management; group dynamics; and leadership development.

**31408 Construction Technique and Equipment****(6 credits)*****Objectives***

1. To have knowledge in construction technique and construction equipment.
2. To understand equipment management.
3. To understand equipment management and maintenance.

***Course Description***

Construction technology and development construction tools and equipment; basic knowledge of equipment use; construction technology and equipment for testing, general work, wood work, pile work, concrete work, earth work, vertical and horizontal transportation, civil work and special work; equipment management and maintenance.

**31410 Sustainable Construction Management****(6 credits)*****Objectives***

1. To acquire knowledge and understand in concept and principle of sustainable construction management.
2. To have knowledge in assessment criteria for sustainable energy and environment.
3. To have knowledge in techniques and tools for sustainable construction management.
4. To have knowledge in practical application of sustainable construction management principle.

***Course Description***

Concepts of sustainable construction management; assessment criteria for local and international sustainable energy and environment; quality management of sustainable environment; value engineering; Lean construction technology construction waste management, energy management; construction water management; sustainable materials and resources management; logistics and supply chain management; sustainable environmental management in construction site; safety management; risk management; economic assessment; and social responsibility.

**32206 Business Statistics and Quantitative Analysis****(6 credits)*****Objectives***

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.

**32207 Intermediate Accounting I and Accounting Information System****(6 credits)*****Comprises 2 courses of 3 credits each*****32207-1 Intermediate Accounting I*****Objectives***

1. To acquire knowledge about asset classification, measurement, valuation, impairment and recording.
2. To be able to present and disclose assets in financial statements.

**Course Description**

Assets related accounting principles and methodology; assets classification; assets recognition and measurement; valuation; assets allocation to be costs and expenses according to accounting principles; assets impairment; an appropriate accounting policy that the firm used in financial statement preparation financial statement presentation and disclosure; revenue recognition and accounting for agricultural products; practice for comprehensive evaluation.

**32207-2 Accounting Information System****Objectives**

1. To acquire knowledge about information systems, accounting information system analysis, design and control.
2. To acquire knowledge about accounting information system development.
3. To acquire knowledge about database, database control, and internal control of accounting information systems.
4. To acquire knowledge about accounting technology.

**Course Description**

Accounting information system characteristics, elements, and methods; business documentation; control and audit of accounting information systems; basic business cycle; accounting information sub-systems for revenue cycle, expenditure cycle, inventory and production cycle, fixed asset cycle, payroll cycle and financial reporting; document types and related information; internal control; document flow for each cycle and related accounting information systems development.

**32208 Intermediate Accounting II, Financial Reporting and****(6 credits)****Financial Statement Analysis****Comprises 2 courses of 3 credits each****32208-1 Intermediate Accounting II****Objectives**

1. To acquire knowledge about classification, measurement, recording for liabilities and owners' equities.
2. To be able to present and disclose liabilities and equity in financial statements.

**Course Description**

Accounting methodology related to liabilities and owner's equity; liabilities classification; liabilities recognition and measurement, valuation; liabilities presentation in financial statement and information disclosure; accounting for business establishment, operation, allocation of profits (loss), changes in owners' equities, and liquidation of limited partnership, limited company and public limited company; owners' equities presentation in financial statement, disclosure, statement of cash flows; accounting for income taxes, financial instruments, and repurchase transaction; events after the balance sheet date; practice for comprehensive evaluation.

**32208-2 Financial Reporting and****Financial Statement Analysis****Objectives**

1. To acquire knowledge about the meaning, objectives, patterns, analysis, interpretation and benefits of financial reporting.
2. To be able to prepare and present financial reports and cash flow statements.
3. To acquire knowledge about financial segment reporting, reporting for related parties, interim financial statements and social and environmental reporting.

**Course Description**

Financial statement and accounting information disclosure; methods and instruments for analyzing financial statements and other important accounting information for decision making the ethics for financial analyst; industrial analysis; effect of using different accounting policies on financial statements; consolidated financial statement analysis international financial statement financial report and segment information analysis; financial segment reporting; reporting for related parties, and interim financial statements; social and environmental reporting practice for comprehensive evaluation.

**32209 Principles of Accounting and Principles of Information Systems\* (6 credits)**

*Comprises 2 courses of 3 credits each*

**32209-1 Principles of Accounting****Objectives**

1. To acquire knowledge about accounting, accounting framework, and ethics for professional accountants.
2. To acquire knowledge about principles of accounting, accounting standards, and accounting cycle.
3. To be able to prepare accounting records and financial statements for service business, commerce, and manufacturing business.

**Course Description**

Background, definition, characteristics and objectives of accounting and accounting standards; usefulness of accounting information; ethics for professional accountants; accounting framework; accounting laws; accounting cycle; accounting documents; chart of account; book of original entry and book of final entry; business transaction analysis; book keeping; adjusting entries and error correction; closing entries; trial balance; working papers and financial statement; voucher system; petty cash system; accounting for service business, commerce, and manufacturing business; accounting for value-added tax; single-entry bookkeeping; practice for comprehensive evaluation.

**32209-2 Principles of Information Systems****Objectives**

1. To acquire basic knowledge on information systems.
2. To acquire knowledge about roles and components of organizational information system, information system format and structure.
3. To acquire knowledge about business information systems and information system access.
4. To be able to apply information systems in administration, and data communication in information system and network.

**Course Description**

Basic knowledge about information systems; roles and components of organizational information systems; information system format and structure; business information subsystems; information system access; information system application for administration; data communication in information system and network.

**32210 Organization and Management and Strategic Management (6 credits)***Comprises 2 courses of 3 credits each***32210-1 Organization and Management****Objectives**

1. To acquire knowledge about organizations, principles and approaches for organizational management, and management roles.
2. To acquire knowledge in depth to apply in organization, principles and approach for organization management, and management roles in organizations.

**Course Description**

Definitions, models, concepts and theories about organizations; principles and approaches for organizational management; authorities and functions within an organization; principles and roles of management, planning, organization control; leadership and motivation; pursuance and supervision; organizational behaviour; change management.

**32210-2 Strategic Management****Objectives**

1. To acquire knowledge and understanding about concepts and process of strategic management.
2. To be able to evaluate and analyse an organization's environment.

**Course Description**

Definition, significance and components of strategic management; levels and types of strategy; strategic management process; internal and external environment analysis and inspection; strategic planning; strategy employment; strategy control.

**32302 Marketing Management\* (6 credits)****Objectives**

1. To acquire understanding about market roles and market trends which affect national business and the economy.
2. To acquire knowledge and understanding about marketing processes.
3. To acquire knowledge about consumer behaviour.
4. To acquire knowledge and understanding about marketing planning and strategy.
5. To acquire knowledge about customer relations management.

**Course Description**

Definitions, importance, roles and functions of marketing; marketing concepts and philosophy; marketing information systems; marketing procedures, marketing trend, and consumer behaviour; market targeting; analysis of marketing opportunities and barriers; strength and weakness analysis; marketing mix management; marketing planning, operation, control and assessment; customer relations management; marketing ethics.

**32303 Financial Management\* (6 credits)****Objectives**

1. To acquire knowledge about capital management and business capital management.
2. To study the problems of financial management for business, and relations with other works and an organization's general policy.

**Note: Work in process of School of Management Science**

**Course Description**

Objectives and functions of finance; business concepts and effect on tax, financial markets and institutions; financial analysis techniques; current assets and non-current assets management; structure and policy for dividends; acquisition of short, medium and long-term funds; business expansion; business modification and divestment; and international finance.

**32304 Human Resource Management****(6 credits)****Objectives**

1. To acquire knowledge on procedures for human resource management in an organization.
2. To acquire knowledge about laws, organizations, technology and environment related to human resource management.

**Course Description**

Principles and concepts of human resource management; scope and functions of human resource management such as personnel planning, staffing, personnel development, job performance evaluation, motivation, compensation management, benefits and services, discipline and professional ethics, health and safety; laws and organizations concerned with human resource management; relationship between human resource management and technology and the environment.

**32311 Cost Accounting I and Cost Accounting II****(6 credits)****Comprises 2 courses of 3 credits each****32311-1 Cost Accounting I****Objectives**

1. To acquire knowledge about procedures for cost accumulation, cost allocation and analysis.
2. To acquire knowledge about procedures for accounting and elements of cost control.
3. To acquire knowledge about cost accounting for different types of cost.

**Course Description**

Importance and roles of cost accounting for business organizations; definition of cost; classification of costs; elements of cost; accumulation of costs; cost allocation; product costing accounting system for cost accounting; methods of cost accounting and material control; direct labour; manufacturing overhead; job order costing system; process costing system; standard cost system and variance analysis; cost accounting for joint-products and by-products; cost associated with defective product, scrap and waste; activity-based costing; practice for comprehensive evaluation.

**32311-2 Cost Accounting II****Objectives**

1. To acquire knowledge about managerial report preparation.
2. To be able to use accounting information for planning, control, and decision making.

**Course Description**

Objectives and scope of managerial accounting; preparation relevant data for management in decision making; budgeting and estimation; financial statement analysis; cost behavior analysis; cost-volume-profit relationship absorption costing and variable costing; cost analysis for profit planning and decision making in short-run and long-run; quality control; performance measurement and performance evaluation; practice for comprehensive evaluation.

**Note: Work in process of School of Management Science**

**32314 Advanced Accounting I and Advanced Accounting II\* (6 credits)***Comprises 2 courses of 3 credits each***32314-1 Advanced Accounting I****Objectives**

1. To acquire knowledge about accounting change and error correction.
2. To acquire knowledge about consignment accounting and joint venture.
3. To acquire knowledge about accounting for instalment sales contract and hire purchase contract.
4. To acquire knowledge about accounting for leases and construction contract.
5. To acquire knowledge about home office and branch accounting.
6. To acquire knowledge about fund accounting and for accounting special cases.

**Course Description**

Accounting changes and error correction; accounting for consignments and joint ventures, sales by instalment and hire-purchase, home office and branch accounting, funds and specialized; practice for comprehensive evaluation.

**32314-2 Advanced Accounting II****Objectives**

1. To acquire knowledge about accounting for consolidation.
2. To acquire knowledge about accounting for investments in associated companies and subsidiary companies.
3. To acquire knowledge about consolidated financial statement preparation.
4. To acquire knowledge about international business, international accounting standards and accounting for foreign exchange.

**Course Description**

Accounting for consolidation, investments in associated companies and subsidiary companies; consolidated financial statements; international business, international accounting standards and accounting for foreign exchange; practice for comprehensive evaluation.

**32316 Sales Management and Salesmanship (6 credits)****Objectives**

1. To acquire knowledge about selling skills and roles, duties, and responsibilities of sellers.
2. To acquire knowledge about selling management and understanding about roles, duties and responsibilities of sales managers.

**Course Description**

Roles and responsibilities of salesmen; sales processes; sales techniques including customer selection, approach to customers, selling, closing the sale, and after-sale services.

Roles and responsibilities of the sales manager; sales organization management; formulating sales policy and strategy; sales forecasting and budgeting; staffing including salesperson selection and training, division of sales areas and quota setting, time analysis, control and evaluation, and setting of compensation rates.

**32324 Auditing, Internal Auditing and Internal Control\*****(6 credits)*****Comprises 2 courses of 3 credits each*****32324 - 1 Auditing*****Objectives***

1. To acquire knowledge about auditing principles and standards.
2. To acquire knowledge about roles and responsibilities of auditors.
3. To acquire knowledge about auditing office management.

***Course Description***

Theory and framework of accounting standards; auditing related laws and acts; auditor's ethics and responsibilities; corruption and errors; audit planning; audit risk and materiality; risk assessment; audit evidence; evidence accumulating and evaluating procedures; audit sampling; audit test for committees, partners and managers; auditor's working papers; assets, liabilities, owners' equities, revenue and expenses audit; certified auditor report; auditing report and tax accounting certification; methods for auditing by computer; auditing quality control.

**32324 - 2 Internal Auditing and Internal Control*****Objectives***

1. To acquire knowledge about internal auditing principles and standards.
2. To acquire knowledge about roles and responsibilities of internal auditors.
3. To acquire knowledge about internal auditing division management.
4. To acquire knowledge about principles and models for internal control.

***Course Description***

Corporate governance; objectives and components of internal control; COSO concepts for internal control; COSO concepts for risk management; internal control evaluation; internal control concepts and internal audit division establishment; ethics and standards for professional practice of internal auditing; types and process of internal audit; internal auditing of important activities; duties and responsibilities of internal auditors; fraud and corruption in organizational.

**32326 Strategic Management and Competency-based Management****(6 credits)*****Objectives***

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.

**Note: Work in process of School of Management Science**

**32330 Managerial Economics and Taxation****(6 credits)*****Objectives***

1. To acquire knowledge about economics concepts and principles.
2. To be able to apply economics principles in business administration.
3. To acquire knowledge about business taxation regulations and methods.

***Course Description***

Application of economic principles in management; concepts of profit; demand analysis and forecasting; production analysis; cost analysis; market and competition analysis; pricing; managerial decision-making under conditions of uncertainty; study and analysis of gross national income, aggregate demand and aggregate supply; economic outlook analysis and forecasting; inflation; deflation; international trade; government policies for economic planning and effect on managerial planning and decision-making.

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

**32331 Financial Information System and Project Feasibility Studies****(6 credits)*****Objectives***

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)*****Objectives***

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.

**32333 Consumer Behavior Analysis****(6 credits)*****Objectives***

1. To be able to analyze consumer behaviour model.
2. To acquire concept and analysis of buyer's decision making process.
3. To be able to apply knowledge on consumer analysis to marketing activities.

***Course Description***

Consumer behavior concepts; consumer types analysis; understanding consumers by consumer analysis; market segmentation; consumer behavior analysis model; individual and external factors influencing the buying decision making process; analysis of buyer's decision making process; application of marketing strategies according to consumer's behavior.

**32334 Information System and Marketing Research\*****(6 credits)*****Objectives***

1. To acquire knowledge on roles and types of information system and application to marketing decision making.
2. To acquire knowledge and understanding on employing research techniques in practice, and employing research process in order to bring about revision and resolution for marketing operations.

***Course Description***

Definitions and roles of marketing information system; types of information; information and marketing decision making; information system design; marketing research characteristics; research process; research objectives and types specification; research design; data collecting; data analysis; research report making.

**32335 Introduction to Tourism and Tourism Industry****(6 credits)*****Objectives***

1. To acquire knowledge on concepts, components, types and development of tourism, factors impacting upon the tourism industry, and tourism industry's effect on economy, society and environment.
2. To acquire knowledge about tourism planning and development, sustainable tourism management, and tourism related laws.
3. To acquire knowledge about business in tourism industry, organizations and institutions which play important roles in tourism industry, and service psychology in tourism industry.
4. To acquire knowledge about global tourism situation and international tourism standard to develop a devoir understanding of the tourism industry.

***Course Description***

Concepts, components and relationships between various sectors in the tourism industry; types of tourism; history and development of tourism and hotel; factors impacting upon the tourism industry; tourism industry's effect on economy, society and environment; tourism industry management and promotion; sustainable tourism management; tourism related laws; business in the tourism industry; organizations and institutions which play important roles in the tourism industry; service psychology in the tourism industry with reference to the global tourism situation and international tourism standards.

**32336 Sustainable Tourism Resources Management in Thailand****(6 credits)*****Objectives***

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.

**32337 Marketing Management for Tourism and Hotel****(6 credits)*****Objectives***

1. To acquire knowledge on concept, general characteristics and market segmentation of tourism and hotel.
2. To acquire knowledge about marketing mixed planning and service business development in the tourism and hotel market.
3. To acquire knowledge about marketing information system, market studies and trend forecasting, and tourism and hotel marketing.
4. To be able to specify marketing strategies and employ marketing principles, tools and techniques for tourism and hotel marketing.

***Course Description***

Concepts and general characteristics of tourism industry marketing; information systems; marketing research; techniques for forecasting trends in tourism marketing; principles, instruments and techniques for service planning; pricing; distribution; market promotion; communication and sales promotion media in tourism and hotel market; development of service businesses in the tourism industry.

**32338 Information Technology for Tourism Industry****(6 credits)*****Objectives***

1. To acquire the concept about information technology for tourism management.
2. To acquire the basic knowledge about computer system, computer network system, and digital media for tourism management.
3. To be able to apply information technology system to the development of data base for tourism management.
4. To be able to apply computer software program, online media, and online social media for tourism management.

**Course Description**

Concepts of information technology for tourism industry, information system and data base for tourism management, to develop global distribution system in tourism industry, computer software, online media, online social media for tourism management, information technology for innovation for tourism law and ethic for information technology.

**32339 Financial, Marketing and Production Management\*****(6 credits)****Comprises 2 courses of 3 credits each****32339 - 1 Financial Management****Objectives**

1. To acquire knowledge about financial management.
2. To study financial management problems and relation between finance and general policy of the organization.

**Course Description**

Objectives and duties of finance; types of business organization that have impact on taxation; financial markets; financial analysis techniques; current assets and non-current assets management; financial structure and dividend policy; business financing; business expansion, improvement, liquidation; international finance.

**32339 - 2 Marketing and Production Management****(6 credits)****Objectives**

1. To acquire knowledge about marketing management.
2. To acquire knowledge about production management.

**Course Description**

Definitions, importance, roles and functions of marketing; marketing philosophy and concepts; marketing systems and marketing information system; marketing procedure; consumer behavior; targeting; analysis of marketing opportunities and threats; business strength and weakness analysis; marketing mix management; customer relationship management; marketing ethics.

Production and operation management; product planning; production capacity; location; layout; quality management; supply chain management; production forecasting; inventory management; production planning and control; design; measurement; working standard; prioritization; safety; project administration.

**Note: Work in process of School of Management Science**



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

**Objectives**

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; after-sales service.

**32344 Financial Market and Institution\* (6 credits)**

**Objectives**

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2. ....
3. ....

**Course Description**

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**32408 Small Business Management and Retailing (6 credits)**

**Objectives**

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.

**32414 Agricultural Marketing and Thai Economy****(6 credits)*****Objectives***

1. To acquire knowledge and understanding about agricultural marketing relation.
2. To acquire understanding about agricultural marketing scope, duty, concept, process, strategy.
3. To acquire understanding on foundation and analysis method of Thai economic for economical development.

***Course Description***

Development of the Thai economy and marketing; definition and scope of agricultural marketing; functions and importance of marketing; agricultural marketing system; concepts on marketing components; environmental analysis; market analysis; market research; determination of target markets; marketing processes, strategies and plans; marketing control and evaluation; preparation of marketing reports; marketing and production management; international marketing.

**32432 Product and Price Management****(6 credits)*****Objectives***

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.

**32435 Professional Experience in Marketing****(6 credits)*****Objectives***

1. To be able to apply marketing principles, theorist, and techniques to practice.
2. To enable the practice of skills concerning marketing problems analysis and decision making for marketing dilemma.
3. To be able to develop and strengthen leadership and skills for excellent marketer.
4. To develop morale and ethics for marketing professions.

***Course Description***

Application of business knowledge and theory with emphasis on practical marketing management; the use of case studies, simulations, and business games for developing skills in analyzing and solving problems, planning and decision-making in marketing; customer relations management and social responsibility; marketing ethics; group dynamics activities to nurture professional ethics, morals and leadership with an aim to be an excellent and efficient marketer.

**32443 Information Technology Application in Accounting and Auditing\* (6 credits)****Objectives**

1. To acquire general knowledge of computer characteristics and functions.
2. To acquire knowledge about data processing and internal control of computerized processing systems.
3. To acquire knowledge on computer application in accounting systems.
4. To acquire knowledge about internal control assessment for business operating with computers.
5. To learn how to use computer for auditing, audit program, audit working papers, and audit report.
6. To learn about techniques and methods for auditing computerized accounting system.

**Course Description**

Principles of computer programs used in preparing and processing accounting data such as purchasing system, selling system, accounts payable system, accounts receivable system, inventory system, payroll system, general ledger system, and other systems.

Internal control assessment of computerized data processing systems; manner of misappropriation in computer system and prevention; computer applications as an aid in auditing, such as audit program, audit working papers preparation and audit reporting; techniques and methods of auditing accounting systems employing computer in data processing.

**32444 Advanced Auditing and Internal Auditing (6 credits)****Objectives**

1. To be able to apply knowledge of auditing and internal auditing principles and methods on practice and to analyze problems.
2. To be able to solve problems concerning auditing and internal auditing.
3. To be able to apply internal audit results to the organization's administration.

**Course Description**

Analyzing to acquire knowledge and deep understanding in possible problems of auditor's work; problems solving guides for skilful operation in real situation, using case studies about different problems concerning auditing principles and operations auditor ethics of accounting professionals and other standards of auditing standards, relevant laws and regulations Financial audit plan planning Various risk assessment cases Assessment of various system controls Content examination Audit paper Writing an auditor's report Communication with those charged with governance And providing guidelines for solving problems in auditing financial statements in various situations Including the development of the audit profession.

Analyze to gain knowledge, skills and deep understanding in which problems that may arise in the performance of internal auditors include planning for internal audit. Internal Audit Practice And reporting and following up on internal audit results according to professional ethics and internal audit standards Information technology audit Other special checks And solutions to problems that cause real work skills And professional development of internal auditing.

**32446 Advanced Managerial Accounting (6 credits)****Objectives**

1. To acquire understanding about advanced managerial accounting.
2. To be able to plan and control profits, and evaluate operation of service business for management.
3. To be able to analyze problems concerning managerial accounting.

**Note: Work in process of School of Management Science**

**Course Description**

Cost for strategic management: cost of quality; target cost; cost behavior analysis for decision; activity-based cost analysis; total management quality; value chain and product life cycle cost analysis; productivity measurement; inventory management system balanced scorecard economic value added and benchmarking.

Modern managerial accounting and managerial accounting system design; roles, principles and techniques of profit planning and control: measurement and evaluation; strategy key performance indicator specification; reports for profit analysis control; administrative budgeting; analyzing and solving problems concerning managerial accounting, using case studies.

**32447 Tax Accounting and Tax Planning\*****(6 credits)*****Comprises 2 courses with 3 credits each*****32447-1 Tax Accounting****Objectives**

1. To be able to apply knowledge on taxation methods and principles to analyzing problems concerning taxes for business.
2. To acquire knowledge about tax documents and report preparation.
3. To acquire knowledge about accounting system concerning taxes.

**Course Description**

Concepts of and differences between revenue and expense recognition according to accounting and taxation principles; working papers preparation for tax calculation according to Fiscal Code; adjustment of accounting profit to taxable profit; tax related reports preparation; submission of income tax declaration.

Practical problems concerning taxation and difference between taxation and financial accounting; analyzing and solving problems concerning principles and methods for tax collecting according to Fiscal Code i.e. personal income tax, corporate income tax, withholding tax, value added tax, and specific business tax, with an emphasis on problems from taxation practices.

**32447-2 Tax Planning****(6 credits)****Objectives**

1. To acquire knowledge about tax planning.
2. To be able to apply knowledge on tax in planning business operation in a correct and most beneficial way.

**Course Description**

Concept about tax planning; tax planning methods and procedures; benefits of tax planning and caution about tax planning.

Analyzing and solving problems in case studies about tax planning i.e. personal income tax, corporate income tax, withholding tax, value added tax, and specific business tax, with an emphasis on problems from taxation practices.

**32449 Business Building and Entrepreneurship (6 credits)*****Objectives***

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)*****Objectives***

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)*****Objectives***

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 rote 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.

**32454 Business Research and Financial Planning and Control (6 credits)*****Objectives***

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)****Objectives**

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)****Objectives**

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)****Objectives**

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; securities analysis and portfolio management; investment and portfolio management at the Stock Exchange of Thailand.

Securities analysis and portfolio management in theory and in practice; application of securities and capital market related research to securities analysis; impact of foreign capital market movement on securities analysis; evaluation of investment on security and security portfolio.

**Note: Work in process of School of Management Science**

**32473 Marketing Channel and Supply Chain Management****(6 credits)*****Objectives***

1. To acquire knowledge about distribution channel, roles of middleman, and knowledge about supply chain i.e. purchasing, production, maintenance, transportation, distribution to middleman and consumer.
2. To be able to apply knowledge about distribution and supply chain to practice i.e. material and goods purchasing, processing, and administrative specification for organizational satisfaction.

***Course Description***

Concepts about supply chain; purchasing of materials, supplies, and finished goods; purchasing source selection; quality assessment and control; purchasing with reasonable price and quantity in a right time; decision making for production and purchasing for resale; distribution management; distribution channel choosing; middleman screening process; distribution channel planning and development; inventory handling and management; delivery; transportation; inventory management to match products and service to market needs and to develop competitive advantage strategies.

**32474 Marketing Communication and Promotion****(6 credits)*****Objectives***

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.

**32475 International and Global Marketing****(6 credits)*****Objectives***

1. To acquire knowledge about international and global market, global economy, global market environment, and organization for global market launch.
2. To acquire knowledge and understanding about principles, concepts, roles and significance of international market.
3. To develop ideas and attitude on marketing management and introduce international marketing.
4. To be able to apply knowledge on international marketing investment to practice.

***Course Description***

General knowledge about international and global market; global economy; global economy environment; marketing mix for global market; organization for global market launch; roles and relation of international marketing and international organization; entry into international market; investment according to marketing strategy; export-import procedures.

**32476 Institutional Marketing and Service Marketing****(6 credits)*****Objectives***

1. To acquire knowledge about planning and strategies formulation for institutional marketing.
2. To acquire knowledge about unique character of service market, administration design, and strategies formulation for service market.

***Course Description***

Scope and characteristics of institutional market; institutional marketing strategies formulation; marketing plan components for business department; market sharing by SWOT analysis; influential person in decision making in institutional market; target market choosing; corporate image creating techniques; pricing and distribution channel specification strategies; institutional market communication tool; definition of service; consumer behavior in service market; service point appearance specification; roles of employees and consumers in service market; demand management; pricing in service market.

**32477 Tour Operator and Tour Guide and Travel Agency Management****(6 credits)*****Objectives***

1. To acquire knowledge about tour operator business and tour operator business management.
2. To acquire knowledge about tourist demand and tourist behaviour, tour operator psychology, and tour guide.
3. To acquire knowledge about security management for tourists and tour business risk management.
4. To acquire knowledge about the principles for tour guide.
5. To acquire knowledge about travel agency businesses and travel agency business management.

***Course Description***

Concepts about tour operator business; tour operator business management; tourist demand and tourist behavior; tourist service psychology; tour programming and planning; cost and price calculation; negotiation; tour operation; Thailand's arrival and departure customs; security management for tourists; risk management and tourist insurance; ethics for tourism business; concepts about travel agency business; travel agency business management; ticket reservation and sale; product and service retailing; laws related to tour operator and travel agency businesses.

**32478 Meeting, Incentive, Convention and Exhibition Management****(6 credits)*****Objectives***

1. To acquire knowledge about the concepts of meeting, incentive travel, convention and exhibition management.
2. To acquire knowledge about the processes and factors for consideration in meeting and convention business management.
3. To acquire knowledge about exhibition management and exhibition business management.
4. To acquire knowledge about incentive travel management.
5. To acquire knowledge about targeting market specifications, formulation of marketing strategies and the selling of skills for meeting, incentive travel, convention and exhibition.
6. To acquire knowledge about related and supportive agencies, and exhibition and incentive travel organization and related associations.
7. To apply knowledge to practice organizing meeting, incentive travel, convention and exhibition.

***Course Description***

Definition, significance, characteristics, types and objectives of convention, exhibition and incentive travel organization; histories of convention and exhibition organizations; components of convention organization; relationship between conventions and exhibitions and incentive travel; site selection; costing for convention organization; exhibition management principles and business components; incentive travel process; planning and costing for incentive travel programming; preparation; impression management; target group; formulation of marketing strategies; selling skills; related and supportive agencies of convention organization; exhibition and incentive travel organization and other related associations; problems and solutions for meeting, incentive travel, convention and exhibition businesses.

**32479 Hotel Management and Strategies****(6 credits)*****Objectives***

1. To acquire knowledge about the principles, concepts, and strategies of hotel management, feasibility studies and development planning for investment in hotel business.
2. To acquire knowledge about the operation and strategies in different types of hotels, administrative structure, organizational behavior, roles of the leaders toward change management, service management in departments, the responsibilities of personnel, and relations between departments in hotel.
3. To acquire knowledge about useful principles on finance and assets of hotel management and the coordination with other related businesses.
4. To acquire knowledge about management and strategies for additional service for customer's convenience and quality service.
5. To acquire knowledge about energy and environment management for sustainability in hotel business, engineering management and sanitary systems, including safety and security system.
6. To acquire knowledge about hotel revenue management strategies and service management.

***Course Description***

Principles, concepts and strategies for hotel management; feasibility study; development planning for investment in hotel businesses; organizing strategies for different types of hotel; administrative structure; efficient service management; roles of leaders toward change management; human resources development including executive and operative levels in divisions; management and strategies of additional service for customer's convenience; systems for finance and asset management; engineering management system, sanitary system and hotel security; energy and environment management for sustainability; coordination with related businesses; hotel revenue management strategies and service management in business units in hotel; revenue generating strategies and service management of front service, food and beverage division, housekeeping division, and additional revenue management strategies; hotel management related laws and legislation.

**32482 Professional Experience in Management****(6 credits)*****Objectives***

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.

**32483 Seminar in Financial Accounting and Seminar in Managerial Accounting (6 credits)**

*Comprises 2 courses of 3 credits each*

**32483-1 Seminar in Financial Accounting****Objectives**

1. To apply accounting principles, theories and financial reporting standards to practice.
2. To practice analyzing and decision making skills for financial accounting problems.
3. To develop and nurture ethics for accounting professions.

**Course Description**

Discussion and analysis of accounting framework and financial reporting standard to practice for different of organizations domestics and ASEAN documents through case studies, articles, interesting issues financial accounting problems and professional ethics.

**32483-2 Seminar in Managerial Accounting****Objectives**

1. To be able to strategically utilize accounting information.
2. To practice skills on application of cost accounting and accounting information analysis for management.
3. To develop and nurture leadership teamwork as well as the morals and ethics of practitioners related to accounting for management.

**Course Description**

Discussion and analysis on roles of managerial accounting with changed environment strategic use of accounting information application of cost accounting and accounting information analysis for management interesting issues and accounting problems for management according to the environment, current morality and ethics of practitioners in accounting for management.

**32484 Fundamental Knowledge for Tourist Guide and ASEAN Tourism (6 credits)****Objectives**

1. To acquire knowledge of tourism promotion policy and geography of Thai tourism.
2. To acquire knowledge of Thai history, Thai society, Buddhism, arts and culture, festivals and Thai traditions required for tourist guide.
3. To acquire knowledge of ecology and environment, natural resources conservation for tourism.
4. To acquire knowledge of tourist attractions and tourism management in all ASEAN countries.

**Course Description**

Thailand tourism and promotion policy; geography of tourism; Thai history; Thai society; Thai culture; Thai architectures; Thai literatures; Thai dancing arts and music; Thai gastronomy; Thai festivals and traditions; Thai heritage and wisdom; ecology and environment; natural resources conservation; tourist attractions and tourism management in all ASEAN countries.

**32485 Professional Knowledge for Tourist Guide and Services in Tourism Industry (6 credits)*****Objectives***

1. To acquire knowledge about the roles, responsibilities, manners, and ethics as well as the operational procedures of tourist guide and tour leader.
2. To acquire knowledge about public speaking, an understanding of service psychology and tourist behavior.
3. To acquire knowledge of tourist destinations and tourism resources including principles and management of sustainable tourism.
4. To acquire fundamental knowledge of spa, service in hotel business and accommodation, and service in airline business.
5. To acquire about the laws relating to tour operator, tourist guide and tour lead, knowledge of the entry and exit regulations for tourists including customs rules and regulations including knowledge tourist safety and first aid.
6. To acquire knowledge for arranging the travel routes for domestic and neighboring countries.

***Course Description***

Roles, responsibilities, ethics, manners as well as law concerning the operational procedures of tourist guides and tour leaders; service psychology, public speaking and cross-cultural communication for tourist guides; knowledge on important tourist attractions and arrangement of tourist routes; knowledge on service business in tourism industry; safety and crisis affecting tourism.

**32486 International Hotel Business and Restaurant Management (6 credits)*****Objectives***

1. To acquire knowledge about concept of international business management.
2. To acquire knowledge about operational system of hotel and restaurant in various regions of the world.
3. To acquire knowledge about history and development of international hotel and restaurants.
4. To acquire knowledge about types and management contracts of international hotel and restaurant.
5. To acquire knowledge about human resources management for international hotel and restaurant.
6. To acquire knowledge about marketing management for international hotel and restaurant.
7. To acquire knowledge about communication and services for international hotel and restaurant.

***Course Description***

Concept of international business operation, international hotel and restaurant operation in various regions of the world; development of international hotels and restaurants operation; types and management contract of international hotel and restaurant, management of human resources; marketing communication and services for international hotel and restaurant.

**32487 Entrepreneurship in Small Hotel Business and Alternative Accommodation Management**

**(6 credits)**

***Objectives***

1. To acquire knowledge about concept of entrepreneurship and business management in alternative accommodation.
2. To acquire knowledge about features of small hotel business and alternative accommodation.
3. To acquire knowledge about small hotel business expansion and background of alternative accommodation.
4. To acquire knowledge about family business for small hotel and alternative accommodation business.
5. To acquire knowledge about investment feasibility study for small hotel and alternative accommodation business.
6. To acquire knowledge about business planning and development for small hotel and alternative accommodation business.
7. To acquire knowledge about innovation for amenity development and customer service in small hotel and alternative accommodation business.
8. To acquire knowledge about human resources management system development, marketing, accounting, finance and information in small hotel and alternative accommodation business.

***Course Description***

Concept of entrepreneurship and business management in alternative accommodation, features of small hotel business and alternative accommodation, small hotel business expansion and background of alternative accommodation, family business for small hotel and alternative accommodation business, investment feasibility study for small hotel and alternative accommodation business, innovation for amenity development and customer service in small hotel and alternative accommodation business, human resources management system development, marketing, accounting, finance and information in small hotel and alternative accommodation business.

**32488 Service Innovation in Hotel and Restaurant Business**

**(6 credits)**

***Objectives***

1. To acquire knowledge about concept and theory of innovation.
2. To acquire knowledge about principle and strategy of service innovation.
3. To acquire knowledge about service innovation for hotel and restaurant operation.
4. To acquire knowledge about linkage between service innovation and competitiveness.
5. To acquire knowledge about success factors in creating service innovation.
6. To acquire knowledge about direction of creating service innovation and adaptation of hotel and restaurant business.

***Course Description***

Concept and theory of service innovation, principle and strategy of service innovation, service innovation for hotel and restaurant in operational process, product and organization management, linkage between service innovation and competitiveness, success factors in creating service innovation, direction of creating service innovation and adaptation of hotel and restaurant business.

**32489 Contemporary Marketing and Digital Marketing\* (6 credits)**

**Objectives**

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**Course Description**

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**32490 Financial Instruments Analysis and Credit Management\* (6 credits)**

**Objectives**

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- 4. ....
- 5. ....

**Course Description**

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**32493 Innovation Management and Sustainable Management (6 credits)**

**Objectives**

- 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)*****Objectives***

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.

**32495 Professional Experience in Tourism Management****(6 credits)*****Objectives***

1. To apply the principles and concepts of tourism management to practice.
2. To be able to analyze and make decisions for tourism management problems.
3. To encourage professional ethics in tourism management.

***Course Description***

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

**33201 Thai Public Administration****(6 credits)*****Objectives***

1. To acquire knowledge and understanding on Thai public administration from past to present.
2. To be able to systematically and reasonably observe and analyze situations and phenomenon on Thai public administration.
3. To be able to analyze and explain relationship between Thai public administration and political, economical and social systems.
4. To be able to assess situations or problems on Thai public administration generate suggestions to relieve problems and obstacles.

**Course Description**

Background, concepts, behavior, procedures, values and traditional practices of Thai public administration especially in relationship to administrative organizational design; systems and structures of ministries and departments; procedures and behavior of Thai administration; factors affecting public administration with particular emphasis on political factors; current and future problems and obstacles in public administration, guidelines for improvement and trends.

**33207 Economic and Public Finance****(6 credits)****Objectives**

1. To acquire knowledge and understanding on concepts, theories, principles, and methods for economic and public finance.
2. To be able to apply concepts, theories, principles, and methods for economic to practice of public finance management.
3. To be able to apply concepts, theories, principles, and methods for public finance to practice of government sector management.

**Course Description**

Principles, concepts, theories and methods concerning microeconomics and macroeconomics; government roles on economy; finance and budget; public debt; policy and regulations concerning finance and budget; government income and expense management; types of budget and budgeting process; techniques for analyze and prepare budget; problems and obstacles for Thai financing and budgeting.

**33208 Public Administrative Concepts and Theories\*****(6 credits)****Objectives**

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**Course Description**

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**33302 Laws and Regulations in Thai Bureaucracy****(6 credits)****Objectives**

1. To acquire knowledge and understanding about laws and regulations used in Thai bureaucracy.
2. To acknowledge and analyze problems and obstacles on laws and regulations enforcement in Thai bureaucracy.
3. To acquire knowledge on principles and rationale of current laws and regulations used in Thai bureaucracy in order to analyze for amendment direction.

**Course Description**

Theories, concepts, and principles of formulating laws and regulations related to administration in bureaucratic organizations; sources of authority; institutions responsible for issuing governmental laws and regulations; content of public administrative laws; administrative regulations; problems concerning the use of laws and regulations.

**33303 Public Policy and Planning\* (6 credits)**

**Objectives**

1. To acquire knowledge about public policy formulation processes and be able to explain them.
2. To acquire understanding about roles of bureaucracy system toward public policy formulation and be able to explain them.
3. To acquire understanding about planning process in government organizations.

**Course Description**

Fundamental concepts, procedures and methods for formulating public policies; role and influence of various factors, particularly the bureaucratic system on public policy formulation; theories related to decision-making in public policy and program formulation; development of planning procedures; level of plans; planning stages; role of budgeting in planning; problems and difficulties in planning and plan implementation.

**33304 Scope of Study and Research in Public Administration\* (6 credits)**

**Objectives**

1. To acquire knowledge and understanding about scope and methods of study and research in public administration from both national and international views and be able to explain them.
2. To be able to apply knowledge about scope and methods of study and research in public administration to practice.

**Course Description**

Development, scope, status, and method of study in public administration from international and national cases; environment and its impact on public administration; methodology of research for public administration; employment of knowledge about scope and methods of study and research in public administration and its benefits.

**33309 Organization Management and Organization Behavior\* (6 credits)**

**Objectives**

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2. ....

**Course Description**

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**33421 Principle of Local Administration****(6 credits)*****Objectives***

1. To acquire knowledge and understanding on concepts and principles of local administration and also realize significance of democracy employment in public administration.
2. To acquire knowledge and understanding on local administration, system structure and process of local administration.
3. To be able to apply administrative concepts and principles to rational analysis of Thai local administration problems in order that it creates social benefits.

***Course Description***

Concepts and principles of local administration; local administration systems, forms, structure and relationship with central government; local administration policy and plans; organization and operations in local administrative bodies; public participation; local administration in Thailand; role of local administration in national economic and social development; problems in local administration, solutions and trends.

**33442 Strategic Management in Public Administration****(6 credits)*****Objectives***

1. To acquire knowledge and understanding on concepts, theories, principles, model, process, and techniques of strategic management.
2. To acquire skills for analysis and model implementation for analyzing and formulating strategies in different levels.
3. To be able to apply knowledge in strategic management to practice of public organization administration.

***Course Description***

Study and analysis of concepts, theories, principles, model, process, and techniques of strategic management in public organizations; analysis and formulation of strategies in different levels: national, organizational, for responsibilities and departments in public organization including mission, vision, philosophy, policy and objectives; strategic planning; operational planning; strategies implementation; systems and methods specification for strategic control; strategies assessment for effective and efficient operations under uncertainty and globalization.

**33449 Public Service Administration\*****(6 credits)*****Objectives***

1. To acquire knowledge and understanding about concepts, principles and significance of public service.
2. To acquire understanding about related factors and methods of public service.
3. To acquire understanding about methods and techniques for public service management and be able to apply them to practice.
4. To acquire understanding about problems, trends, solutions to problems and development of public service management.

***Course Description***

Concepts and principles for public service management; factors that have impact on public service; administrative systematization and supporting information system for public service structure systematization; service quality and improvement; communication, interpersonal relation, and morals in public service; service assessment; problems and solutions, trends and development guide of public service.

**Note: Work in process of School of Management Science**

**54102 Occupational Health and Safety Management****(6 credits)*****Objectives***

1. To elucidate concept of accident occurrence.
2. To define methods of safety inspection, hazard elimination, accident prevention, and accident investigation.
3. To be able to arrange safety information system.
4. To be able to arrange safety training and work development.
5. To elucidate principles of loss control.
6. To elucidate planning principle and provide report in occupation health and safety work.
7. To define methods of public relations and industrial safety campaign.
8. To gain knowledge and understanding relating to welfare provision to employees.
9. To gain knowledge and understanding in principle of risk assessment and management.
10. To gain knowledge and understanding in arrangement of occupation health and safety management system as well as various relevant management systems.

***Course Description***

Meaning and definition of accident and incidence, concept and theory of accident occurrence, analysis and investigation of accident occurrence, loss analysis, safety technique at work, safety signs, function and responsibility of occupational health and safety organizations, safety policy, welfare provision, work data system and provision of annual report relating to occupational health and safety, risk assessment and management principles, occupational health and safety management systems and various relevant management systems.

**60120 Principles of Economics****(6 credits)*****Objectives***

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.

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