

COURSE DETAILS

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 of ecology concerning human beings.
3. To understand the relationship between humans, the environment, and the effects of science and technology on the environment.
4. To gain knowledge of the applications of science and technology to daily life.
5. To enhance scientific thinking and awareness of the need for environmental preservation.

Course Description

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

10151 Thai Studies**(6 credits)****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; 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.

30201 Introduction to Administration**(6 credits)*****Objectives***

1. To acquire knowledge and understanding about the meaning, status, scope and development of administration discipline.
2. To acquire knowledge and understanding about administration philosophy, theory, learning approach, and methods of analysis.
3. To be able to relate administration with other disciplines.
4. To be able to adopt the information studied to administration.

Course Description

Meaning and essence of administration discipline; scope and development of administration; important theories and concepts in administration; similarities and dissimilarities between different types of administration.

30206 Business Law and Taxation I**(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 about principles and methodologies related to business law.

Course Description

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

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

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

Course Description

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

30208 Financial Accounting and Managerial Accounting**(6 credits)*****Objectives***

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

Course Description

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

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

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.

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.

32450 International Business and International Marketing**(6 credits)*****Objectives***

1. To acquire knowledge about international business theories and management.
2. To acquire knowledge and understanding about international marketing business concept and principles.

Course Description

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

Concepts of international marketing; international marketing opportunities evaluation; economic groups and trade area; international marketing strategies development; international product and service; international product and service pricing; international marketing channel; international marketing communication and promotion; international supply chain and logistics management.

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.

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

1. To have basic knowledge in economics.
2. To have knowledge of concepts and theories in microeconomics and macroeconomics.
3. To be able to understand economic problems and government policies in solving economic problems.
4. To have knowledge about Thai economic development.

Course Description

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

60227 Economic History and Economic Thoughts**(6 credits)*****Objectives***

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

Course Description

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

60228 Mathematical and Statistical Economics**(6 credits)*****Objectives***

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

Course Description

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

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

60323 Microeconomic and Macroeconomic Analysis

(6 credits)

Objectives

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

Course Description

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

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

60340 International Economics

(6 credits)

Objectives

1. To gain knowledge about international economics theories of various Economists.
2. To be able to analyze and compare between static and dynamic balance of trade, balance of payment and adjustment process as well as related factors and organizations.

Course Description

Systematic study of international trade theories, concepts, and hypotheses including Mercantilistic, Classic, Neo-classic, Ricardo's trade theories, Heckcher Ohlin's trade theories, Leontiefs paradox, Strollper and Samuelson's theories, Rybczynski's theories, and price equalization and production factors theories; analysis of comparative static and dynamic conditions in international trade under different balance of trade situations; balance of payment adjustment process; foreign exchange markets; multinational corporations; international trade policies; international economic organizations; economic development and international trade problems.

60341 Thailand in the World Economy

(6 credits)

Objectives

1. To be able to understand and explain concepts in national economic system administration and compare the differences of those concepts.
2. To be able to explain structure and changes of Thai economic system and analyze important and factors leading to changes.
3. To be able to analyze roles of main economic variables which have an impact on economic structural change and economic development in Thailand.
4. To be able to explain economic relations of various countries, including the role of international organizations in the world of finance and trade in the world to create fairness and increase global economic growth.

Course Description

The concept of the working mechanism of the global economic system, the linkage of the domestic and international economies, the international economic structure of Thailand, the role of the international economic sector on important economic factors in the manufacturing and trade sectors of Thailand. , Employment, foreign trade, and Thai economic development, the role of international economic organizations that have To the Thai economy such as the International Monetary Fund, the World Bank, the World Trade Organization International Labor Organization And the economic organization of the United Nations The impact of significant economic changes on the Thai economy Economic and trade integration And significance to the Thai economy.

60370 Agricultural, Natural Resources and Environmental Economics**(6 credits)*****Objectives***

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

Course Description

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

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

60410 Econometrics and Applications**(6 credits)*****Objectives***

1. To have knowledge of econometrics.
2. To be able to apply the principles and methods of econometrics.

Course Description

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

60424 Monetary Economics and Public Finance**(6 credits)*****Objectives***

1. To gain knowledge and understanding of general concepts of economics, finance, financial markets, financial institutions, demand for money and supply of money.
2. To gain a better understanding of the role of the central bank monetary policy tools Including the use of monetary policy and the impact of using monetary policy.
3. To gain knowledge and understanding of financial problems of Thailand and abroad.
4. To gain general knowledge about fiscal economics and related concepts.
5. To gain knowledge about taxation, tax structure and tax reform of the country.
6. To gain knowledge of government spending, budget, fiscal policy and the use of fiscal policy.

Course Description

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

General knowledge of fiscal economics; government spending and budget; government revenue; general knowledge of taxation; tax structure of Thailand; tax reform; state enterprises with government finance; local finance; fiscal policy; tools of fiscal policy; impact of fiscal policy implementation.

60434 Research Methodology and Information Technology for Economic Studies**(6 credits)*****Objectives***

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

Course Description

Important issues of scientific method in both social and economic researches; concept building; hypotheses; research design; data collection; data analysis; reporting and application of research results; basic knowledge of computer systems; database systems; components of information systems; computer network systems; the use of computers in economic research and decision-making.

60474 Industrial Economics, Technology and Economic Growth**(6 credits)*****Objectives***

1. To be able to explain the behavior and structure of market as well as the behavior of business units, producer integration and strategies for entering the industry and operating results.
2. To gain knowledge and understanding of theories related to industrial development as well as policies, strategies and factors related to industrial development. Including the impact and condition of problems arising from industrial development.
3. To gain knowledge and understanding of the concepts, theories related to economic development and prosperity.
4. To be able to analyze the factors related to development and economic prosperity and the consequences.
5. To gain knowledge and understanding of the concept and theories related to the role of technology and innovation on economic prosperity.
6. To be able to analyze the role of technology and innovation on economic prosperity and towards economic and business competitiveness.

Course Description

Market structure and behavior; factors that influence the market structure; ownership and control of business behavior management; market entry of a business unit; relationship of market structures in various forms and business operations; pricing and quantity production; various groups of manufacturers; modern production theory; location theory; business entry strategies and results; industrial development as well as related factors and impacts.

Concepts and theories of development and economic prosperity; factors in economic development and prosperity; effects of economic development and prosperity; concepts and theories about technology and innovation in economic development and prosperity; impact of technological advances and innovations on economic development and prosperity; role of technology and innovation and increasing competitiveness of the economy and business.

60482 Business Economics and Finance**(6 credits)*****Objectives***

1. To acquire knowledge in application of economic principles to business administrator.
2. To gain knowledge in the operation of the financial business system, capital management and business capital management.

Course Description

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

General knowledge about fiscal economics; government spending and budget; government revenue; general knowledge about taxation; tax structure of Thailand; tax reform; state enterprises and government finance; local finance; fiscal policy; tools of fiscal policy; impact of fiscal policy implementation.

60499 Profession Experience in Economics**(6 credits)*****Objectives***

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

Course Description

Interdisciplinary application of micro and macroeconomic principles and theories; integration of economic tools with public and business administration and other related discipline for professional practice; principles and methods for solving economic problems; use of case studies in analyzing past and present economic conditions and assessing future trends for administrative decision-making; professional ethics in public and private sector; group dynamics activities to nurture ethics, morals and leadership toward professional practice.

61401 Project and Program Analysis**(6 credits)*****Objectives***

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

Course Description

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

61405 Human Resource Economics and Economic-business Ethics**(6 credits)*****Objectives***

1. To gain knowledge and understanding about the role of human resources, labor, and human capital.
2. To gain knowledge and understanding about labor supply and demand, labor market, wages, labor relations, and related factors.
3. To gain knowledge and understanding about investment planning and evaluation in human resource development.
4. To be able to analyze factors in economic, society, and technology that results in human resource development in both the public and private sectors.
5. To gain knowledge and understanding about ethics, social responsibility, and good governance with human resource development and the economic and business ethics of human resources.

Course Description

Concepts of human resource labor and human capital; labor movement; labor demand; labor supply; labor market equilibrium; wages; labor relations; investment in human capital (education, public health training); social insurance and social welfare with human resources.

Change in economic; society, and technology toward human resource development; role of public and private sectors in human resource development and case studies.

Ethics, social responsibility and good governance toward human resource development; human resources toward economic and business ethics.

61407 Production Economics and Marketing Management**(6 credits)*****Objectives***

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

Course Description

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

Other topics include basic knowledge of marketing, environment analysis and marketing plan, product management, price determination, sale management, marketing communication, consumer market analysis, consumer and behavior, organization market analysis and behavior, marketing analysis in multi-level, modern marketing and e-commerce.

61408 Economics of Transportation and Logistics Management**(6 credits)*****Objectives***

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

Course Description

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

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

Last updated: 3-July-2019