

# COURSE DESCRIPTIONS

## 1. THE GENERAL EDUCATION COURSES

### 1.1 Humanities and Social Science

#### SOCIAL SCIENCE

117-100 Philosophy of Sufficiency Economy and Financial Literacy 3 (3-0-6)  
The philosophy of sufficiency economy and financial literacy, Sufficiency and economic development, Sufficiency with the social and economic community, Sufficiency economy and good management, Immunization economy, and application of the sufficiency economy philosophy.

117-101 Introduction to Sociology 3 (3-0-6)  
Influence of the social environment on the individual i.e. status and role of the individual, peer influence on behavior, peer structure and leadership significance and evolution of institutions in terms of technological progress and population explosion.

117-102 Society, Business and Government 3 (3-0-6)  
Evolution of government systems, political processes and procedures in elections the role of the states, legislative, administrative and judiciary institutions: problems of liberty and equality power and function in democracy. Emphasis on the duty and right and the relationship between the individual and the state, that is affect business sector.

#### HUMANITIES COURSES

117-104 Human Relations and Personality Development 3 (3-0-6)  
Meanings, background, and uses of human relation, interpersonal relationship and groups in society, appropriate adjustment to situations in society, theories of personality, and personality development for social adjustment, personal differences, leadership, and practice appropriate behaviors and social manners.

117-105 ASEAN in the Modern World 3 (3-0-6)  
Changes in the modern world; the New World Order; the importance of South-East Asia to the world; background of ASEAN; factors influencing ASEAN such as history, politics, economy, social issues and culture; situations and problems of ASEAN in the present time; relationship within ASEAN countries; roles of ASEAN in Thailand and the world community; roles of power nations for ASEAN, and relationship between Thailand and ASEAN.

117-106 Preparation for the World of Work 3 (3-0-6)  
Prepare students for the world of work as employees or as business owners. Students are offered opportunities to learn to equip themselves with the skills necessary to succeed in the world of work. This is a career preparation course for students' transition into the globalized world of work environment.

117-111 Thai Culture and Civilization 3 (3-0-6)  
Thai race and its historical development starting from the beginning. The migration to Northern Indochina, the influences of China and India on the Thai with respect to politics, language, literature and cultures, Thai history of the Ayudhaya Period with the emphasis on economics, politics, society, culture and relationships with neighboring countries. The influence of ancient and modern Western technology ideology, culture, politics and economics on Thailand. The industrial revolution in Thai politics, economics and social life.

- 117-112 Fundamental of Philosophy and Religions 3 (3-0-6)  
Examination of fundamentals and problems in philosophy and religions, emphasis on metaphysics, epistemology, ethics, aesthetics, nature and destiny of human existence. Fundamentals and comparisons between the great religions i.e. Christianity, Buddhism, Islam and others.
- 117-113 Psychology in Daily Life 3 (3-0-6)  
Explore theories and concepts of psychology for applying in daily life, development of psychosocial skills; understanding of oneself and others, transactional analysis, perception, attribution of behavioral causality and motivation, personality and individual differences, E.Q. improvement, management of stress and psychological conflicts, mental health and adjustments.
- 117-114 Western Culture and Civilization (6-0-3) 3  
Historical and Cultural of Western civilization, factor effect to social structure, culture, economy, governance, religion, architecture, study, and trend in the future.
- 117-115 Cross Cultural Communication 3 (3-0-6)  
Thinking, theory and rule for social cross cultural communication. Emphasis language, culture, social status, nationality, and social relation structure in each society.
- 117-116 Western Literature 3 (3-0-6)  
Structure, meaning, and various form of Western literature. Analyze thinking, philosophy, and social value appeared in Western literature.
- 117-117 Thai Literature 3 (3-0-6)  
An Introduction to classical and contemporary Thai literatures and authors which have influence on Thai culture and tradition. This class serves to expand learners `perspectives and understanding of Thai people and society.
- 117-118 Civic Education 3 (3-0-6)  
Students participate in an experiential service learning and engagement in local, regional or global affairs in politics, social, economic and business related dimensions. Learning extends over, but not limited to, leadership, public advocacy, social movements, government operations, problems of democracy, public work, and civic education as relating to business management.
- 117-121 Basic Mathematical Principles 3 (3-0-6)  
Algebraic operations and processes such as properties of real number, polynomial, exponents and radicals, linear equations, quadratic equations, logarithmic equations, sets, matrices and determinates, complex numbers and vectors, sequences, series and introduction to probability.
- 117-123 Life and Environment 3 (3-0-6)  
General principles of ecology, relationship between living beings and the environment, impact of science and technological development on life, environment and society, contemporary problems such as the energy crisis, the population explosion, pollution, and environment, and adaptation and prevention for human survival.
- 117-124 Information Technology 3 (3-0-6)  
Study computer technology and electronic systems of information management, computer components, hardware, software, multimedia technology, career in IT, principles of IT management, file and folder types, ethics and safety in IT management.

117-125 Computer for Studies and Work 3 (3-0-6)  
The principles of data and information management; types of data files; algorithm and problem solving; e-business; computer laws; ethics and computer security; computer careers and certification; and trends of informational technology. Practice using spreadsheet and presentation software.

117-126 Food for Good Health 3 (3-0-6)  
Significance and role of food for health; nutrient loss during processing; facts and myths regarding food for health and supplementary foods; food and diseases; nutritional therapy concept; nutritional label and food laws that govern the nutritional quality of foods.

## **LANGUAGE COURSES**

### **ENGLISH**

117-141 English I 3 (2-2-5)  
Drill in listing, speaking, reading and writing of the English language with emphasis on pronunciation. Simple essay writing, reading comprehension and translation of English sentences.

117-142 English II (Business English) 3 (2-2-5)  
Pre: 117-101 English I  
Reading skill development, writing, technical reports, technical terms in business, biographies of prominent business personalities, participating in English speaking seminar simulation. More sophisticated external reading assigned. Modern business "jargon" and vocabulary

117-241 English III 3 (2-2-5)  
Pre: 117-102 English II (Business English)  
Conversation and more listening comprehension, writing longer intelligible compositions, report writing, correspondence exercises, more emphasis on external reading and comprehension. Develop ability to express oneself in English communicatively and to discuss simple business topics.

117-242 English IV 3 (2-2-5)  
Pre: 117-103 English III (Business English)  
Using the skills developed in English III, use the business jargon and vocabulary to write business communication such as letters, filling out forms such as purchase orders, detailing shipping and financing instructions and miscellaneous communications.

### **THAI**

117-191 Thai I 3 (2-2-5)  
Thai conversation and vocabulary class. Students learn basic conversation, vocabulary, phrases. Students learn to distinguish intonation in the Thai language. Learning is focused on speaking and listening in order to achieve basic conversational skills for everyday practical purposes.

## **PHYSICAL EDUCATION AND AESTHETICS**

### 117-132 Physical Education and Recreation

3 (2-2-5)

Basic knowledge of physical education; essential recreations for the improvement of life quality in the modern society; types of sports and recreations, need for recreation in each age range; management and administration of recreation. Select one kind of sports to learn about its rules, regulations, manners, and basic skills. Practice physical exercise and body strengthening process in the appropriate way for good health.

### 117-133 Art and Music Appreciation

3 (2-2-5)

Meanings and the evolution of art and music principles of aesthetics and major aspects of art and music. Cultivate understanding, recognition, and appreciation of art and music. Explore master work in various fields of art from the ancient to present age and artist's inspiration behind creating those works. Emphasize values of art and music as tools for up lifting human mind.

## **2. THE DEPARTMENT COURSES**

### **2.1 THE CORE COURSES**

#### 221-101 Principles of Financial Accounting I

3 (3-0-6)

Accounting concepts, financial statement, accounting cycle, inventory, cash receivables, property, plant & equipment assets, current and long-term liabilities, equity structure of proprietorships, partnerships and corporations. Valuation of assets, income determination, preparing financial statements.

#### 221-102 Principles of Financial Accounting II 3

3 (3-0-6)

Pre: 221-101 Principles of Financial Accounting I

Investment practices, depreciation, depletion and amortization. Partnerships, acquisition and disposition of assets. Fund and cash flows. Intangible assets, long-term assets and profit measurements. Procedures for operation, planning, and decision-making.

#### 221-102 Principles of Financial Accounting II

3 (3-0-6)

Pre: 221-101 Principles of Financial Accounting I

Investment practices, depreciation, depletion and amortization. Partnerships, acquisition and disposition of assets. Fund and cash flows. Intangible assets, long-term assets and profit measurements. Procedures for operation, planning, and decision-making.

#### 221-200 Micro Economics

3 (3-0-6)

Allocation of resources and distribution of income and wealth: i.e.: concepts of utility, value, resource allocation, theory of consumer behavior, nature of demand and supply. Relationship of production, cost and supply function. Product pricing under competitive oligopolistic and monopolistic markets. Theory of income distribution, the limitation of market forces and appropriate form of policy.

#### 221-201 Macro Economics

3 (3-0-6)

Survey of concepts, methods, and fields of psychology, behavior and mental development in humans, variations in intelligence in the human population, understanding him/herself and an application of psychology in general.

#### 221-203 Organization and Management

3 (3-0-6)

Fundamentals of management showing how the manager in an organization effectively performs the functions of planning, organization, directing and controlling. Accountability, responsibility and authority relationships.

- 221-204 Business Finance 3 (3-0-6)  
 Pre: 221-200 Micro Economics  
 221-201 Macro Economics  
 Scope and function of financial management with respect to investment, time value of money, cash flow budgeting, introduction to financial statements analysis, assets management and project funding.
- 221-205 Principles of Marketing 3 (3-0-6)  
 Meaning and significance of marketing with respect to main activity for distribution of goods and services, principles of marketing, consumer behavior, function of marketing and marketing institutions, and their effect on society and economy. Market targeting and cultural influences.
- 221-206 Principles of Business Statistics 3 (3-0-6)  
 Principles and theory of statistics regarding descriptive statistics, probability, random sampling, expectation, testing hypothesis and random sampling.
- 221-300 Managerial Accounting 3 (3-0-6)  
 Pre: 221-102 Principles of financial Accounting II  
 Preparation and analysis of statement of changes in financial position, financial statement analysis, financial reporting under price-level changes, analysis and interpretation of cost data as an aid to management for planning, controlling and decision making, budgetary control, and responsibility accounting.
- 221-303 Business Law 3 (3-0-6)  
 Law regarding partnership and corporation, their set-up, scope of right and duty in operation, liquidations and commercial codes. Relation to production, management, contracts, and taxation.
- 221-305 Production and Operations Management 3 (3-0-6)  
 Pre: 221-101 Principles of Financial Accounting I  
 221-204 Business Finance  
 Fundamentals of Management and production operations underlying the solution of problem relating to optimum utilization of factors of production, production process, control and production operation. Forecasting, quality control, 'just in time' inventory practice and safety practices.
- 221-322 Human Resource Management 3 (3-0-6)  
 Pre: 221-203 Organization and Management  
 Duties and responsibility of the personal manager, man power planning, recruiting, training, developing. Appraising performance, promotional system, motivation and welfare of employees. Promotion, demotion, dismissal and transfer of personnel.
- 221-401 Quantitative Analysis in Business 3 (3-0-6)  
 Pre: 221-206 Principles of Statistics  
 Applications of mathematics and statistics in business. Probability and expected value, decision theory, decision making under uncertainty, liner programming, inventory models and games theory, queuing mode and simulation.
- 221-402 Strategic Management 3 (3-0-6)  
 Business environment assessment, external and internal environment analysis, strategy formation, implementation, application, review, evaluation and control.

## 2.2 THE REQUIRED COURSES IN MAJOR FIELD

- 221-311 International Economics 3 (3-0-6)  
Pre: 221-200 Micro Economics  
221-201 Macro Economics  
Theory of international trade barriers, foreign exchange, discrimination policy and effects on the economic system, theory and policy of economically allied corporations. Theory and policy of international investment balance of trade, balance of payments, international finance, economic development institutions, structure of trade and finance system. International economic relations of developed countries and analysis of Thai trade structure.
- 221-411 International Finance 3 (3-0-6)  
Pre: 221-102 Principles of financial Accounting II  
221-204 Business Finance  
Basic concepts of international finance, interest rates, finance mechanism and international finance system, finance circulation markets, forecasting the rate of finance exchange and cost of management in venturing, taking advantage of the difference in international financial systems. Operations and international relations of commercial banks.
- 221-412 International Marketing 3 (3-0-6)  
Pre: 221-205 Principles of Marketing  
Nature of international operation, governmental influences, international trading, foreign trading channels, effects of international agencies, political stability or lack of it on viability of operations and cultural differences considerations, marketing mix in internal marketing and control.
- 221-413 International Trade Operations 3 (3-0-6)  
Pre: 221-205 Principles of Marketing  
221-303 Business Law  
Basic concepts of management practice on the global scene, including international finance, marketing, multinational corporate management, political and governmental regulations influencing on international operations. Material also include international trade laws, regulatory and policy issued by Thai and other countries. Agreements on trade operations set up by regional or international groups of countries are also discussed.
- 221-414 Management of International Business 3 (3-0-6)  
Pre: 221-203 Organization and Management  
Management and international business operations considering the objectives and strategic operations limits and opportunities of foreign investment development. Development and adjustment of policy in management of international corporations to coincide with international business environment.
- 221-416 Logistics and Supply Chain 3 (3-0-6)  
Logistics concept and supply chain organization, covering logistics activities of international business in intermodal transportation, supply acquisition, packaging, inventory control, customs issues, government influence, facility location in global environment, and import-export opportunities with some emphasis on current events in logistics activities of business organizations.
- 221-417 Business, Social Responsibility and Service Learning 3 (1-12-3)  
Socially responsible business decision making and civic responsibility. The class takes students into diverse dimensions-social, political and cultural-in which business organizations operate to analyze and participate in the challenges which necessitate social and civic responsibilities.

221-418 International Business Seminar 3 (3-0-6)  
Pre: 221-203 Organization and Management  
221-411 International Finance  
A directed study and seminar on selected business topics and issues in international business. Students study the unique challenges faced by international companies and the strategies utilized to meet those challenges. Study and seminar on such areas as global business opportunities, economic, technological, and political environments that influence global business initiatives

221-419 International Accounting and Taxation 3 (3-0-6)  
Accounting theories pertaining to international business, including regulations, criteria, methods of accounting and finance used in international financial situations. Effects of the difference in exchange rate and inflation pricing for international transactions, balance sheet papers according to the regulations of government agencies and also taxation systems of major countries in order to gain perspective of their regulation and collecting system.

221-420 Investment and Portfolio Management 3 (3-0-6)  
Pre: 221-204 Business Finance  
Fundamental of investment including definitions of investment, investment process, and important of investment strategies in financial markets. Moreover, students will learn how to manage portfolio using different kinds of securities based on risk and return. In addition, this class will introduce practical work by using recent interesting case studies on the financial market.

### **2.3 THE MAJOR ELECTIVE COURSES**

Students can freely choose 7 courses 21 credits from following course list.

221-131 Business Terminology 3 (3-0-6)  
A learning of the concepts and applications of business vocabulary.

221-221 Information System and Application Development 3 (3-0-6)  
Impact of information to global management activities, planning, controlling, decision making etc. Application of software to solving international problem development from end-user's perspective. Computer-based information system utilizations.

221-222 Business Research 3 (3-0-6)  
Pre: 221-206 Principles of Statistics  
Relationship between models, information systems and business decisions. Practice application of behavioral and statistical methods for the purpose of obtaining and analyzing relevant international business information.

221-223 Business Negotiations 3 (3-0-6)  
Pre: 221-205 Principles of Marketing  
Negotiation as confronted in the various environments of different geographical economic political conditions such as cultural influences, varying governmental regulations, and changing economic situations. Language barriers and potential errors and misunderstandings arising from interpretations and translations.

221-232 Advertising and Promotion Management 3 (3-0-6)  
Pre: 221-205 Principles of Marketing  
Role of mass media to communicate product information to potential and current customers, advertising principles and practices as an integral part of marketing promotions and policy, advertising media selection, budgeting and promotional planning and advertising effectiveness evaluation.

- 221-304 Services Marketing 3 (3-0-6)  
 Pre: 221-205 Principles of Marketing  
 Characteristics of the market and consumer behavior toward service business.  
 Identification of marketing mix for service. Evaluation of organizations doing service business such as financial institutions, banks, insurance companies, transportation companies, hotels, tourism and others.
- 221-323 Cross Cultural Management 3 (3-0-6)  
 Pre: 117-102 Society and Government  
 Effects of local cultures upon global interactions of Business trading, marketing and operations. Difficulties in market analysis considering cultural factors in various countries.
- 221-324 Commercial Design and Management 3 (3-0-6)  
 A practical study with hands-on learning about creating designs for commercial and business purposes. Learning covers graphical as well as spatial dimensions. Focus is placed on developing abilities to create unique identities for corporations, brands, products, packaging, trademarks, advertising materials, professional offices, industrial spaces, commercial spaces, and signage to achieve maximum desirable commercial impacts for business success.
- 221-331 Retail Buying and Merchandise Management 3 (3-0-6)  
 Pre: 221-205 Principles of Marketing  
 Process of buying and merchandising divisions for independent merchants and chain stores. Lesson on managing the challenges faced by buyers and merchandise managers. The focuses will be on, among other aspects, effective management of the buying and merchandising process.
- 211-421 Financial Management 3 (3-0-6)  
 Pre: 221-204 Business Finance  
 An in-depth course on techniques of financial management for analyzing and decision making. Topics on financial statement, techniques on current assets management, short-term and intermediate-term long-term financing, capital budgeting, cost of capital and capital structure of business.
- 221-422 Economic Integration and Area Studies of Business 3 (3-0-6)  
 Opportunities in Asia  
 This class introduce about the details of the manner of doing business and the economic integration of the countries in Asia.
- 221-423 Independent Project 3 (3-0-6)  
 Pre: All first three year required courses  
 An individual activity to be arranged by teacher and student to enhance in a relevant manner, his/her educational major
- 221-424 International Finance and Banking 3 (3-0-6)  
 Pre: 221-201 Macro Economics  
 Balance of payments problems, exchange rates, foreign exchange markets, international capital and liquidity; international financial institutions, current issues in economics and finance, and the operations of international banking by commercial banks using case studies of banks in Thailand.
- 211-425 Money, Banking and Financial Market 3 (3-0-6)  
 Money, banking, and financial markets system. Study the relationship between various variables that effect financial market such as financial policy, interest rates, regulations and controls of financial institutions, financial market and capital market operations, roles and functions of financial institutions in Thailand.



- 211-426 Financial Institutions Management 3 (3-0-6)  
Structures, organizations, operations, accounting, and services of financial institutions.  
Study the associated law, the managements of capital, assets, liability, profit and liquidity, the stability base analysis of financial institutions.
- 221-427 Credit Management 3 (3-0-6)  
The importance of credit in economic system .The various types of credit such as consumer credit and commercial credit. Loan decision process, collection policies and credit control
- 221-428 Taxation I 3 (3-0-6)  
The definition, objective and characteristic of taxation, the structure of taxation, classification of tax law. Principles and procedures in practice about personal income tax, corporate income tax, value added tax, specific business tax, duties, withholding tax and accounting ethics.
- 221-429 Entrepreneurship and SMEs Management 3 (3-0-6)  
The characteristics, types, and roles of entrepreneurs, business idea generation and screening process, self- assessment for entrepreneurs, good government and business ethics. Including importance, benefits and components of business plan consist of situation analysis, marketing plan, management plan, operation plan and financial plan by case study analysis.
- 221-430 Investment Banking 3 (3-0-6)  
Definition, importance and investment banking activities. Topics cover financial structure, business analysis, business appraisal, financial advising, initial public offering (IPO), secondary market trading, debt capital market activities, underwrite and distribution, fund administration, principles of.
- 221-431 Seminar in Financial Management 3 (3-0-6)  
Pre: 221-204 Business Finance  
The study of problems and issues in financial management. The course encourages students to apply their knowledge to analyze and solve actual business problems and using case studies. The students are encouraged to participate the discussion.
- 221-432 Analysis of Derivatives 3 (3-0-6)  
Fundamental knowledge of Futures and Forward contracts, Option, Warrants and Swaps. Discussion includes derivatives pricing models and selection of appropriate strategies for speculating or hedging.
- 221-433 E-Business Finances 3 (2-2-5)  
Trade and technologies used currently. Focusing on electronic transaction in practical in the group of finance, banking and insurance. The transaction conduct by website in the group of finance, banking and insurance and other applications via the Internet. Topic also focus on case study and practical.
- 221-434 Sales Management 3 (3-0-6)  
Pre: 221-205 Principles of Marketing  
Role and importance of sales organization. Quota and sales territory. Motivation and sales incentives. Personnel management involve with sales department. Evaluation of personal selling.
- 221-435 Industrial Marketing 3 (3-0-6)  
Pre: 221-205 Principles of Marketing  
Problem analysis and marketing methods of industrial products for manufacturers and wholesalers. The course also provide students with knowledge of sales control, sales territory, industrial product policy, and process of buying decision in industrial market. Types of industrial buyers in private and public sectors.

- 221-436 Advertising and Sales Promotion 3 (3-0-6)  
 Pre: 221-205 Principles of Marketing  
 Characteristics of advertising such as types of advertising, impact of advertising toward economic and society. Advertising plan and evaluation of the plan. Study characteristics of sales promotion on topics sale promote plan, sales, and the relationship of advertising and sales promotion.
- 221-437 Direct Marketing 3 (3-0-6)  
 Pre: 221-205 Principles of Marketing  
 Target group identification, pricing and payment terms, and promotion. The course also provide students with knowledge of scope and limitations of doing direct marketing. The methods of direct marketing are mailing lists, catalogs, printings, electronic mail, etc. Environments that have impact with direct marketing.
- 221-438 Seminar in Marketing 3 (3-0-6)  
 Analysis and discussion of marketing problems from case study. Writing a report of marketing problems and solutions from case study, writing a marketing plan, and organizing marketing activities.
- 221-439 Supply Chain Management 3 (3-0-6)  
 Pre: 221-205 Principles of Marketing  
 Meaning and importance of partnership cooperation between raw material suppliers, manufacturers, wholesalers and retailers to create value on production process for high quality products, low production cost, low transportation cost and fast product delivery to customers. The course also provide students with knowledge of warehouse management, logistics network design, distribution, strategic partnerships, value of data in supply chain, and international supply chain.
- 221-440 New Product Development (3-0-6)  
 Pre: 221-205 Principles of Marketing  
 Development and introduction of new products. Definition of new products and stages of new product development. Management and administrative organization for new products.  
 New products management. Measurement of new products performance. Market test of new products feasibility. Marketing strategy for the life cycle of new products.
- 221-441 Brand Management 3 (3-0-6)  
 Pre: 221-205 Principles of Marketing  
 Elements and factors that influence the success of brand, brand name, trade mark, copyright, logo and packaging design. Communication tools that create brand awareness of target group. Strategies used to create strong brand. Evaluation of brand success.
- 221-442 Business Marketing 3 (3-0-6)  
 Pre: 221-205 Principles of Marketing  
 Principles, importance, and guidelines of business market. Types of business market, behavior and process of buying decision in business market. The course also provide students with knowledge of opportunity of business market, management of relationship of business market, negotiation techniques, business market plan, marketing mix of business market, evaluation and control of business market.
- 221-443 Marketing Strategy Management 3 (3-0-6)  
 Pre: 221-205 Principles of Marketing  
 New concepts of marketing management. Identification of marketing strategy: product strategy, price strategy, distribution strategy and promotion strategy. Implementation of new marketing information system with marketing management and marketing control.

- 221-444 Principles of Investment 3 (3-0-6)  
 Definition and importance of the investment in economic system. Various factors influencing investment decision. Investment theories, principles of investment in the Stock Exchange of Thailand; for example categories of securities, , stock price index, trading and clearing systems, securities analysis, return and risk of single securities and portfolio, intrinsic value of stock.
- 221-445 Financial Statement Analysis 3 (3-0-6)  
 Meaning and significance of financial statement analysis; purpose and procedure of common size statement, trend analysis and ratio analysis in financial statement, including balance sheet and earnings statement, analysis of issues concerning asset, liability, shareholders' equity, revenue expenditure, profit, and cash flow statement. The results of the analysis are also to apply for planning and decision making as well as business valuation.
- 221-446 Research in Finance 3 (3-0-6)  
 An introduction of the research theory; the methods, data collection methods, and concerns of corporate finance in order to research on the current financial problems.
- 221-447 Analysis of Debts and Derivative Investments 3 (3-0-6)  
 Meaning of fixed income security and the mechanism of its markets in Thailand as well as abroad. The courses will cover various aspects of fixed income instrument analysis such as pricing, risk behavior, the security design, the complex structure, investment strategies and the management of its investment risk.
- 221-448 Risk and Insurance Management 3 (3-0-6)  
 A study of different types of risks and financial loss which may occur to individuals, businesses, and organizations. Topics cover different types of damages, factors affecting risk management, principles of insurances, need for insurance, insurer operations, risk evaluation, selection of insurance, types of insurance, insurance agent ethics, corporate governance and enhance the insurance.
- 221-449 Marketing Management 3 (3-0-6)  
 Pre: 221-205 Principles of Marketing  
 Concepts and marketing theories. Study marketing environments. Analysis of market competitions and consumer behavior. Market segmentation, selection of target market and product positioning. Product strategy, price strategy, channel strategy and promotion strategy. Implementation and marketing activities control.
- 221-450 Consumer Behavior 3 (3-0-6)  
 Pre: 221-205 Principles of Marketing  
 Principles and analysis of consumer behavior in buying decision. Consider the various factors that affect buying decision process. The course also provides students with knowledge of motivations, learning theories, attitudes, values and influence of social and cultural traditions.
- 221-451 Marketing Channels Management 3 (3-0-6)  
 Pre: 221-205 Principles of Marketing  
 Concepts of marketing channel management. Environments of marketing channel. Types of channel members. Distribution tasks of wholesalers and retailers. Marketing channel strategies. Marketing channel design. Selection of channel members. Motivation of channel members. Marketing mix strategies and marketing channel management. Supply chain management. Logistics management and marketing channel management.
- 221-452 Marketing Research 3 (3-0-6)  
 Pre: 221-205 Principles of Marketing  
 221-450 Consumer Behavior  
 The role and importance of market research that affect the businesses. The course also provide students with knowledge of market research process, research tools, research on individual case and research results for the benefits of business.

221-453 Product and Price Management 3 (3-0-6)  
Pre: 221-205 Principles of Marketing  
The components of product, product classification and product life cycle (PLC). The course also provide students with knowledge of product strategy, product line management, new product development, brand strategy, packaging strategy and price strategy. These strategies are important to the success of business today.

221-454 Integrated Marketing Communication 3 (3-0-6)  
Pre: 221-205 Principles of Marketing  
Meaning, importance and impact factors. Development and implementation of marketing communication program. Marketing communication program covers advertising, sale promotion, personnel selling, publicity and public relation and direct marketing. Analysis and creativity. Communication with target groups efficiently. Budgeting. Selection of suitable communication techniques. Communication plan and resources allocation that consistent with the activities. Evaluation and control of communication program.

221-455 Marketing Planning 3 (3-0-6)  
Pre: 221-205 Principles of Marketing  
Role and importance of marketing planning. Situation analysis and marketing mix analysis for marketing planning. Process of marketing planning. Types of marketing planning.  
Planning and identifying of marketing strategies. Planning of marketing campaign. Marketing budget and budget allocation on timing period. Sales identification on timing period.  
Implementation and Control Planning. Contingency Planning.

221-491 Preparation for Cooperative Education 1 (1-0-2)  
The principles for behaving properly while working in an organization, basic knowledge for working, duties and responsibilities, appropriate working attitude and the ability to apply ideas, theories, practices and knowledge obtained from the classroom to the working environments.

221-492 Cooperative Education 5 (0-40-0)  
Pre: 221-491 Preparation for Cooperative Education  
Practices in business related company approximately 16 weeks.

### 3. (The Free Electives Courses)

Students can freely choose 6 credits from courses offered by International Program of Siam University.