



**BBA**

INTERNATIONAL PROGRAM  
CHULALONGKORN BUSINESS SCHOOL

# HANDBOOK 2025

*BBA International Program*  
Chulalongkorn Business School



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## Chulalongkorn University at a glance



Chulalongkorn University was named after King Rama V and was Thailand's first institution of higher learning. Officially founded in 1917, it was established to educate individuals for significant roles in the private and public sectors. Today, the university continues to strive for academic excellence in its teaching, research and service endeavors in all academic disciplines. As part of the international academic community, Chulalongkorn is taking a leading role in implementing educational collaboration to facilitate students learning. The university encourages faculty members and students at all levels to participate in international dialogue through educational exchanges.

As stated in the University's Vision "To take the lead in creating knowledge and innovations that will build and support a sustainable society." Chulalongkorn University is determined to produce graduates who are global citizens that are responsive to the current and future needs of society. The university also provides opportunities for learners everywhere in the country, ASEAN, and the world to join in this place of knowledge. As needed, assistance can be provided until graduation and students are encouraged to produce sustainable real-world impact innovations that will benefit society. New leading innovations will be incubated to foster knowledge, understanding, and direct experience in creating real innovations. The creations will be an inspiration of creativity for the next generation of innovators and be a means to use the university's capabilities to service society, providing swift solutions to social problems while staying competitive and relevant as an international university of the nation.



# Chulalongkorn Business School



Since its inception in 1940, the Faculty of Commerce and Accountancy, or internationally known as the Chulalongkorn Business School, has become a leader in producing high quality graduates that will be successful and contribute greatly to the Thai as well as international business communities. Graduates are employed in the private as well as public sectors and non-profit enterprises. Grounded in strong theoretical as well as practical knowledge, the school is dedicated to producing individuals that excel in business decision making as well as ethical behavior.

## Vision:

“A chief business school delivering life-changing experiences with innovative wisdom and a philanthropic spirit.”

## Mission:

“CBS is committed to delivering innovative, internationally-oriented, and ethical leaders, impacting the community and advancing business-related knowledge”

The School has been accredited by the renowned international accreditation organizations from both the United State of America called AACSB International and the European organization called EQUIS. This proves the school maintains its high-quality teaching and research and the impactful contributions to society as well as excellent connection with the corporate world.

Chulalongkorn Business School has also received accreditation from the Association of MBAs (AMBA), one of the world’s leading authorities on post-graduate business education, demonstrating its continuing commitment to excellence in management education for its MBA program.



Triple Crown Accreditation



## BBA International Program

The Bachelor of Business Administration (BBA) International Program is rigorous, selective and designed to equip students with the intellectual and professional tools needed to assume responsible positions in business organizations. The Program was established in 1996 to demonstrate educational commitment to Thailand, the Asia-Pacific region and the global community. The BBA International Program was the first undergraduate program taught entirely in English at Chulalongkorn University. The program is rigorously selective and designed to provide students with academic and professional “business tools”



BBA International Program produces graduates in one of the two specific areas of concentration:

1. The International Business Management major. This major has three fields of study: Financial Analysis and Investment, Digital Business Management, and Brand and Marketing Management. These fields of study focus on understanding trade development and the diversity of culture, and effective and competitive management in these environments.
2. The Accounting major. This provides students with extensive knowledge of international accounting practices for modern business management.

Students have abundant opportunities to interact with international students and intern with multinational firms or organizations. In addition, students can fulfill some required courses by spending time abroad as exchange students.

First Accounting Program in Thailand accredited by



First Undergraduate Finance Program in Thailand accredited by





# BBA Program Committee

## Director



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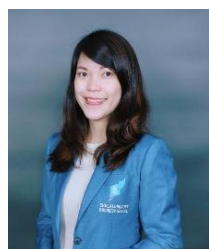


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## Committee and Secretary



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## Supporting Staff and useful contact information



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Tel: 0-2218-6123

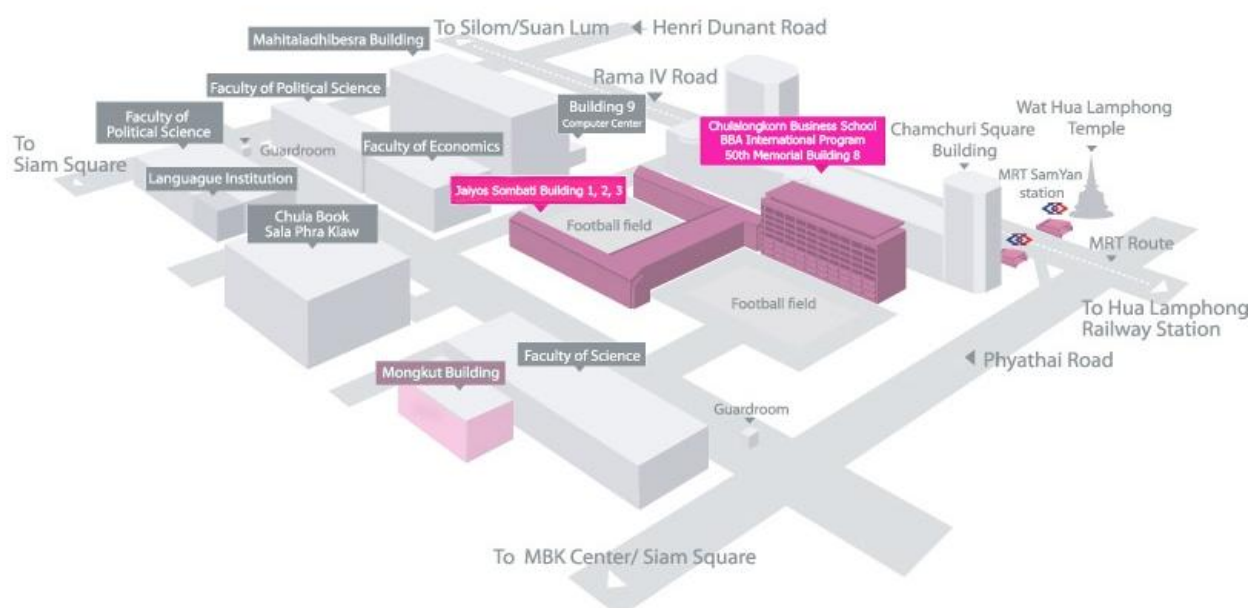


Waranit Sittipanthana  
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Students Activities  
Coordinator  
natcha@cbs.chula.ac.th  
Tel: 0-2218-6121

### Useful contact information

- |  |                                    |
|--|------------------------------------|
| • BBA Office   | (02) 218-6113, 218-5840, 218-5738  |
| • Office of Registrar  | (02) 218-0009, 218-0012, 218-0016  |
| • CU Information Office  | (02) 218-3364-6                    |
| • Community Pharmacy (Osotsala)                                | (02) 218-8428-9                    |
| • CU Health Service Center                                     | (02) 218-0563                      |
| • King Chulalongkorn Memorial Hospital                         | (02) 256-4000                      |
| • Chula Student Wellness Center<br>(Mental counseling service) | (02) 218-0540, 085-042-2626        |
| • CU Student Corner  | (02) 218-7077, Mobile 081-453-3233 |

# Chulalongkorn Business School Map



## Jaiyossompati Building 1 (Bldg.1)

Classrooms (eg. 135/1, 224/1)

## Jaiyossompati Building 2 (Bldg.2)

Classrooms (eg. 220/2)

Dean's Office (2<sup>nd</sup> Floor)

Student's Lounge (3<sup>rd</sup> Floor)

## Jaiyossompati Building 3 (Bldg.3)

Classrooms (eg. 105/3, 108/3)

## 50<sup>th</sup> Memorial Building (Bldg.8)

CBS Café and Minimart (Ground Floor)

BBA Office (4<sup>th</sup> Floor)

Library (Floor 7-8)

Classrooms (eg. 206/8, 606/8)

## Mahitaladhibesra Building (MAHIT/M)

Classrooms (eg. 1304/M, 1108/M, 1001/M2)

Petralai Theater (14<sup>th</sup> Floor)

Financial Lab (11<sup>th</sup> Floor)

Canteen (Ground Floor)

## Mahitaladhibesra Building (MAHIT/M2)

Classrooms (1001/M2, 1002/M2, 1003/M2,)

\*1001/M2, 1002/M2, and 1003/M2 are located on the 10<sup>th</sup> floor of Mahitaladhibesra Building on the left wing.

## Computer Center (Bldg. 9)

Computer Labs (eg. 301/9)



## Extracurricular Activities in BBA International Program



### **BBA Council:**

The student council or a group of student leaders of BBA CU who work closely with the BBA office and have a major responsibility in collaborating and making activities happen for BBA students. They also represent the interests of all students, and oversee that all the activities are conducted smoothly.



### **BBA Chula Camp:**

A camp specifically made for high school students who have interests in continuing their studies in higher education at BBA CU. Selected high school students will get an opportunity to explore further about BBA's insights and experiences from senior students, and the admission processes.



### **BBA Rural Project:**

Community service camp which opens an opportunity for BBA students to give back to the society and develop themselves in various aspects through helping the underprivileged people living in the rural area of Thailand, especially at the school.



### **BBA CU Case Club:**

BBA CU Case Club is a club founded for BBA students who are interested in cracking a business case and would like to join the business case competitions both domestically and internationally as representatives from CBS. Students will be provided an intensive training in analytical, problem solving, and teamwork skills.



### **CBS Chula International Department (Intdept):**

BBA students' body which is established to organize a variety of events and activities for inbound CBS exchange students from all over the world. BBA students will be given an opportunity to take care of and create memories that would lead to a long-lasting friendship with exchange students, as well as improve their English communication skills.



### **BBA Investment Club**

The BBA Investment Club creates a community for BBA students who wish to explore and are passionate about finance as well as equipping its members with skills to become world-class and well-connected leaders who make meaningful contributions to Thailand's finance industry.

# Academic Life

## Education System

An academic year will be divided into 2 semesters, which is the fall and the spring semester, and there will be one required summer semester. The credit means the unit that is used to represent the amount of education. Lecturing or any instruction that is equivalent to 1 hour per week throughout the whole semester or approximately 15 hours in a semester is as 1 academic credit, whereas courses with 30 and 45 hours or 2 hours and 3 hours per week are 2 credits and 3 credits courses respectively.

## Academic Advisors

A group of students will be assigned to an academic advisor who will be supervising their students on students' academic progress, study plan, and other matters in the University life. Be sure to contact your advisor if you need any assistance or consultation.

## The symbols for the Evaluation of the Study

The evaluation of each course shall be coded into different gradings that have the definition and attached points as follows:

Grade	Definition	Attached Points
A	Excellent	4.0
B+	Very Good	3.5
B	Good	3.0
C+	Fairly Good	2.5
C	Fair	2.0
D+	Poor	1.5
D	Very Poor	1.0
F	Fail	-
I	Incomplete	-
M	Missing	-
P	In Progress	-
S	Satisfactory	-
U	Unsatisfactory	-
V	Visitor	-
W	Withdrawn	-
X	No Report	-

## Awarding of Honors

First Class Honors: Students have to fulfill the total credits in accordance with the curriculum and achieve the GPAX of 3.60 or above, given that there is no "F or U" in any courses taken

Second Class Honors: Students have to fulfill the total credits in accordance with the curriculum and achieve the GPAX of 3.25 or above, given that there is no "F or U" in any courses taken

## Probation Status

- In the 2nd Semester, if the GPAX is less than 1.50, student status will terminate.
- If GPAX is 1.50-1.79 for two consecutive semesters, the status is Low Probation. Students must attain GPAX 1.80 on the 3rd Semester to maintain student status. If not, student status will terminate.

- If GPAX is 1.80-1.99 for 4 consecutive semesters, the status is High Probation. Student status can be maintained till the 4th semester. On the 5th semester, GPAX of 2.00 (min) is required. If not, student will be retired.

To graduate, a minimum GPAX of 2.00 is required

### **Class Attendance**

On time attendance at class sessions is mandatory. Three late arrivals or missing more than half a class session is considered an absence. Students are responsible for material covered in any lectures missed, including changes in the class schedule or assignments. If attendance is less than 80%, students may not take the final exam and will receive an “F” for the course.

### **Class Materials**

The Program will provide hard copies of class materials during 1-2 weeks in the beginning of the semester. Then most of the class materials in each course will be in electronic format in the regard of the environmental concern. The materials can be distributed via any preferable platforms in each course. Students should prepare tablets or laptops for the study, classroom activities, and access to the class materials or e-book. If the printed material is preferred in some case, students can go to the computer centers to print the documents (Printing quota for one student are 1,000 pages/year. Printing above the quota will cost the students 2 Baht per page)

### **Classroom Conduct**

To ensure the best learning experience, students must maintain proper classroom conduct. Specifically, students should show respect to the professor, other students and themselves. Behaviors such as late arrival, talking in class, changing seats, leaving the classroom without permission, talking on phones, using electronic devices unnecessary during class all disrupt the learning environment.

Students who are late to class should not enter the classroom until the break. In classes with assigned seats, students should always sit in their assigned seat with their name card or be considered absent and not allowed to take course quizzes. Improper class conduct is subject to a grade penalty.

### **Unacceptable Classroom Behavior**

BBA students who do not observe regulations and/or regularly disturb or interrupt class sessions will not be allowed to join the Exchange or Study Trip Programs. Repeat violators will be penalized for behavioral misconduct by academic probation, a one or two semester suspension, or expulsion from the University. Unacceptable behavior includes:

1. Violations of the dress code (see University Regulations, Principles & Announcements)
2. Talking, using phones, using laptops, listening to music or creating other disturbances or interruptions in class
3. Being late to class
4. Leaving a class mid-session without permission
5. Signing attendance lists for other students
6. Taking food or drinks into classrooms, library, computer laboratory or other University offices.

## **Sick leave for Examinations**

If the students have to do the sick leave during the examination, students need to contact the BBA Office to submit the request to the Dean for the approval along with the medical certificate from the hospitals or medical centers. Note that the process and approval result may vary depending on the justification of the Dean based on the illness condition in each case.

## **Rules of Conduct for Students during Examinations**

Unacceptable examination conduct includes:

- a) Possession of notes, phones, storage devices or any unauthorized documents during examinations in the room or elsewhere.
- b) Leaving notes or phones in a restroom or other area.
- c) Communicating with students in an examination room by signal, wireless, phone, note, voice or other.
- d) Looking at exam materials of other students or allowing others to look at their exam materials.

Students should understand the following examination rules:

- When a student cheats or is in suspicion of conducting a “fraudulent act” (see “Academic Misconduct...” below), the supervisory officer has the power to investigate the matter.
- Students more than 15 minutes late but less than 30 minutes late must fill in and sign the permission form for late entrance. Students more than 30 minutes late are not allowed to enter the examination room.
- Supervisory officers are required to have students who use the restroom fill out and sign the permission form. The form is enclosed in the examination envelope for the instructor.
- Students’ non-test related possessions must be placed per the supervisory officer’s instructions during examinations. All storage and communication devices such as mobile phones, pagers, laptops, music players, etc. must be turned off and placed with the student’s other non-test related possessions. They must not be in the student’s possession at any time, including in restrooms.
- Students may only use simple calculators when such devices are permitted by the instructor. Sharing is never allowed.
- Instructors may ban any item where notes or unauthorized materials may be hidden such as pencil cases, water bottles, hats, jackets, etc. from the examination room.

## **Academic Misconduct - Definitions of & Punitive Actions for Cheating**

BBA, the School and Chulalongkorn takes the matter of cheating on any graded work, including examinations, very seriously. Fraudulent behavior or misconduct is any act which inappropriately affects the evaluation of a student's academic performance or achievement. Fraudulent behaviors or misconduct includes:

- Cheating: any attempt to answer questions on a test, quiz or assignment by means other than by your own knowledge.
- Plagiarism: presenting someone else’s work as your own or allowing another student to plagiarize or cheat from your work



- Previously submitted work (multiple uses of the same work): Submitting the same assignment in different courses without consent of the instructor.
- Un-permitted collaboration: working with others without the instructor's permission, for example on individual assignments.
- Forged attendance: indicating attendance for those not present such as signing other peoples' names to attendance forms
- Fabrication: using invented or false information or similar
- Unapproved advantages: using advantages not approved by the instructor (e.g., unauthorized review of a copy of an exam ahead of time)
- Sabotage: Preventing or attempting to prevent others from completing their work. This includes disrupting the work or efforts of others.

There are serious consequences to academic misconduct, including receiving an “F” on the work or examination, an “F” in the course and, in the most serious cases, suspension or expulsion from the University. All disciplinary actions become part of the student's permanent record. BBA encourages students to build self-respect and self-confidence by doing their own work in examinations and all other graded work. Remember, your integrity is more important than your academic record.

## Student Login Accounts and Usages

Login accounts and emails will be given to students from the University and the Business School. Each account has a specific set up and usages with different platforms, emails, and systems to login. To give you a clarification, below is information you should know on each account.

### Chula Account (@student.chula.ac.th)

This account is given to all University students at the beginning from the University's Office of Information Technology. The usages of this account are listed below:

- To use the internet/WIFI of the University
- Login to your Chula's email [684xxxxx26@student.chula.ac.th](mailto:684xxxxx26@student.chula.ac.th)
- Login to the University's Office of Registrar website at <https://www.reg.chula.ac.th/> for the course registration
- Login to myCourseVille, another learning management system developed by the University.  
URL: <https://www.mycourseville.com/>



### CBS Google Account (@cbs.chula.ac.th)

The school provides organization email to all students ([684xxxxx26@cbs.chula.ac.th](mailto:684xxxxx26@cbs.chula.ac.th)) which is a Gmail. Students can simply get the email address and its login by submitting a request at [getaccess.cbs.chula.ac.th](http://getaccess.cbs.chula.ac.th).

The office will use this email as a channel of communication with students, so please make sure you set up this Gmail soon so you can get all essential information from the program on class timetable, exams, activities, etc. Vice versa, students should use this Gmail to communicate with the office, so the staff can identify you quickly and swiftly help you on your requests or inquiries.



Plenty of Google applications are also available for students to use via this Google accounts.

## Petra Account (@acc.chula.ac.th)

This credential is used to login many in-house developed systems and network computers of the school. Students can simply get the email address and its login by submitting a request at [getaccess.acc.chula.ac.th](http://getaccess.acc.chula.ac.th) The usages of this account are listed below:

- Login to network computers in the computer centers, labs, of the school.
- **Petra system:** (student profiles, activity records, study plan checklist in this system)
- **BBA System** (course evaluation of BBA program, exchange program, ebook, internship)
- Use Microsoft 365 applications




## E-Book Codes

When the e-Book for the courses available, the program will distribute the e-Book codes to students via our BBA System. Students can login to the system at <https://student-bba.cbs.chula.ac.th/Account/Login.aspx> and login with your **Petra account**.

On the menu tab on the left hand side, click "View E-Book Code". You will see the e-book code(s) for each course available for you in the table on the right hand side with the course details and attached redemption instructions PDF of each book after the codes (see figure below).

The BBA Office will notify students by email when e-books (or textbooks) are available to redeem or collect. If you cannot find the e-book codes in your account when it should be available, please contact BBA Office for further assistance. Please note that the manual to redeem ebook may be varied between books, so make sure to use the one attached with each code when redeeming.

**BBA**  
INTERNATIONAL PROGRAM  
CHULALONGKORN BUSINESS SCHOOL

FACULTY OF COMMERCE AND ACCOUNTANCY  
CHULALONGKORN UNIVERSITY

Student ID: 55555555 Program: Thai Program Major: สาขาวิชาการบัญชี

Exchange Inbound

Buddy Application

Exchange Outbound

[Search] Course Equivalency

[Submit] Course Equivalency

Check TOEFL & IELTS Score

Print Requisition Form  
[Fall - 2014]

Document Submission  
[Fall - 2014]

Internship

Application Form

Evaluation

Course Evaluation

E-Book

View E-Book Code ←

Profile




Edit your Profile

Logout

E-Book > View E-Book Code

...

Academic Year - 2020, Term - Spring

Course	Sec	E-Book Code
2602313 MGT/ORGANIZATION	51	Book: <b>Management 9th Edition</b> Code: 3HK2FDFF4 
2602327 QUANT BUS ANAL	52	Book: <b>Quantitative Analysis for Management 13th Edition</b> Code: 5WXS6J855 
2604332 PRIN INVESTMENT	51	Book: <b>Investments, Global edition</b> Code: 5F3YBSD6P 

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## Course Evaluations for BBA

Apart from the University's course evaluation in myCourseville, each semester, students are to do the online course evaluation at the BBA System as well. The notification email will be sent to students when the online course evaluation is available. The steps below are the evaluation instruction:

- Go to BBA System at <https://student-bba.cbs.chula.ac.th/Account/>
- Login with your **Petra Account** (@acc)
- In the first semester of the first-year students, put 0 (zero) in the GPAX field. Do not leave the field blank.

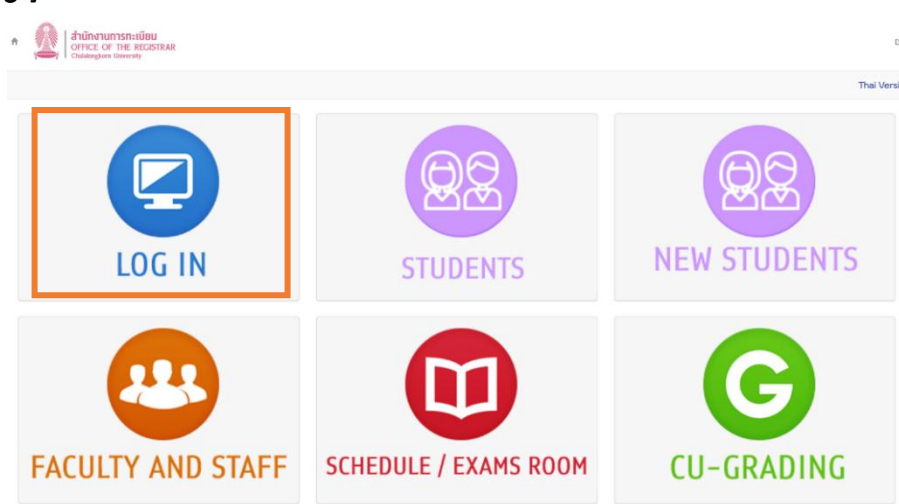
All BBA students must complete this online evaluation in order to get the registration code for the next semester registration that will be sent via email.

## CUNEX App

CUNEX application is an essential application for the Chulalongkorn University students. Students need to register to the application to get the student ID card and pay the tuition fee in each semester. Students can find the payment instruction and tuition fee balance to pay in the application. The app also contains news from the University, libraries service, promotions, and digital student ID card that can be used to access University's facilities. Note that the late tuition fee payment is subjected to a fine of THB 100 per day after the payment deadline and if students fail to do the course registration and pay the tuition fee within the first two weeks of the semester, the students will automatically lose their status.

## Course Registration

Students can start their course registration by going to [www.reg.chula.ac.th](http://www.reg.chula.ac.th) and log in the system using your Chula Account.



Follow the steps below to register for courses:

Fill in the course number and section in the highlighted block only while ignoring the other blanks. Do a registration line by line until you complete the number of courses you need. Click submit

When you click “Student Registration Result” the list of courses that you have successfully registered will appear with the total credits as in example below.

**1. Click here to get to the courses registration page**

**2. Put only the course number here as examples**

**3. Put the section number here only**

**4. Click Submit**

**5. Click here to review your registration request**


**Click here to check your registration result at (available before the semester starts)**

**Appearance Register (CR11)**  
First Semester Academic Year 2018

NO.	Course no.	Abbreviated name	Section	Credit	Cancel
1	2602371		52		
2					
3	2602416		51		
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					

[Registration Request \(CR11\)](#)  
[Request for Subjects Add \(Subjects FULL\)](#)  
[Dropping](#)  
[Personal Information](#)  
[Registration Request Information](#)  
[Student Registration as Request \(CR74\)](#)  
[Student Registration Result](#)  
[Class Schedule](#)  
[Exam. Schedule](#)  
[General Information](#)  
[Query Course Schedule](#)  
[Building](#)  
[Faculty/Department](#)  
[Log Out](#)


[Submit](#) [Cancel all Subjects](#)



**Office of the registrar  
Chulalongkorn University**

[Students receipt printing fees](#)  
[Request a payment by direct debit](#)  
[Registration](#)  
[Late/Add/Dropping](#)  
[Personal Information](#)  
[Registration Request Informa](#)  
[Inquiry Request Payment](#)  
[Student Registration Result](#)  
[Educate Result](#)  
[Class Schedule](#)  
[Exam. Schedule](#)

CR54



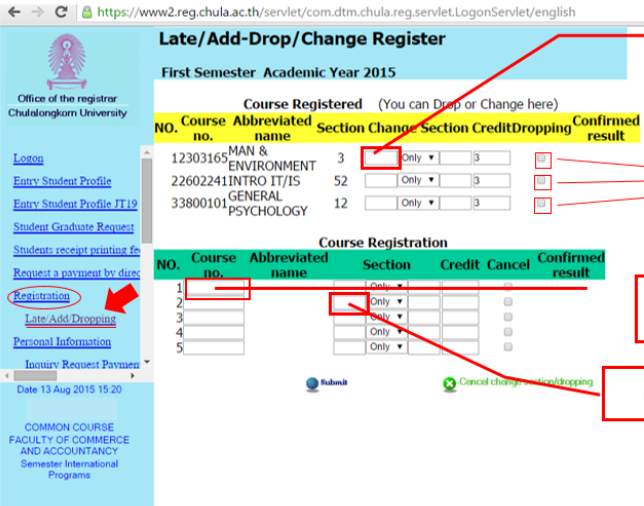
**Office of the Registrar  
Chulalongkorn University**

**Student Registration Result**  
First Semester Academic Year 2016

FACULTY OF COMMERCE AND ACCOUNTANCY  
Name Mr. Connor Alfonso Jimenez Student id. 590 00019 26

NO.	Course no.	Abbreviated name	Section	Credit	Remark
1	2602171	BUS CPTS/ETHICS	51	3	
2	2602371	PRIN INTL BUS MGT	52	3	
3	2604472	INTL ECONOMICS	51	3	
4	2605421	INTL MARKETING	51	3	
<b>Total Credit</b>				<b>12</b>	<b>Credit</b>

Students can add/drop courses; do the late course registration; or change course sections during the Late Add/Drop period (first 2 weeks for the semester). The figure below shows how to add/drop courses.



**Late/Add-Drop/Change Register**  
First Semester Academic Year 2015

Course Registered (You can Drop or Change here)

NO.	Course no.	Abbreviated name	Section	Change	Credit	Dropping	Confirmed result
12303165	MAN & ENVIRONMENT	3	<input type="checkbox"/>	Only	3	<input type="checkbox"/>	
22602241	INTRO IT/IS	52	<input type="checkbox"/>	Only	3	<input type="checkbox"/>	
33800101	GENERAL PSYCHOLOGY	12	<input type="checkbox"/>	Only	3	<input type="checkbox"/>	

**Course Registration**

NO.	Course no.	Abbreviated name	Section	Credit	Cancel	Confirmed result
1	<input type="text"/>	<input type="text"/>	<input type="text"/>	Only	<input type="checkbox"/>	
2	<input type="text"/>	<input type="text"/>	<input type="text"/>	Only	<input type="checkbox"/>	
3	<input type="text"/>	<input type="text"/>	<input type="text"/>	Only	<input type="checkbox"/>	
4	<input type="text"/>	<input type="text"/>	<input type="text"/>	Only	<input type="checkbox"/>	
5	<input type="text"/>	<input type="text"/>	<input type="text"/>	Only	<input type="checkbox"/>	

Put the section number that you want to **CHANGE** in this field

Check the box for course(s) that you want to **DROP**

Put the course number that you want to **ADD** in this field

Put the section number that you want to **ADD** in this field

Do not forget to preview overall registration and click submit again to confirm your registration.

Note that the maximum credits that students can take in each regular semester (fall and spring) is **22 credits** and maximum credits for summer semester is **7 credits**.



## Fields of Study

BBA students need to choose the field of study in the late of the spring semester in the first year. There are four fields of study to choose which are:

International Business Major:

- Digital Business Management (DB)
- Financial Analysis and Investment (FIN)
- Brand and Marketing Management (BM)

Accounting Major:

- Accounting (ACC)

Before the selection, the program will provide a session to introduce and give students overview of each field of study from the courses to take to the future career, which will help students to determine which one to choose. Then, the students will follow different course structures to fulfill requirement of each track. The study plan shows different study plans in each major from Year 2 to Year 4 where students use almost the same study plan in Year 1 depending on their group that students will be assigned.

Apart from the core courses, students also have choices to choose when it comes to field of study elective courses, elective courses, and free elective courses. The program will offer different courses in Year 3-4 so students can enroll to the courses that fit with your interest.

In the next sections, you will find the study plan and course structure and course descriptions.

# Course Structure

## International Business

International Business Management		
General Courses (31 Credits)		
-	General Education Courses	12 Credits
2602171	Business Concepts and Ethics (BUS CPTS/ETHICS)	3 Credits
2602241	Introduction to Information Technology and Information Systems (INTRO IT/IS)	3 Credits
5506112	Essential English for Business II (ESS ENG BUS II)	3 Credits
5506123	Business Writing Skills (BUS WRIT SKIL)	3 Credits
5506214	Business Written Communication (BUS WRIT COMM)	2 Credits
5506225	Business Report Writing (BUS REP WRIT)	2 Credits
5506236	Business Oral Communication (BUS ORAL COMM)	3 Credits
Core Courses (56 Credits)		
2301115	Calculus for Business I (CALCULUS BUS I)	3 Credits
2600300	Using Spreadsheet Software for Business (USING SPREAD BUS)	1 Credits
2601121	Principles of Accounting (PRIN ACCTG)	3 Credits
2601123	Intermediate Accounting I (INTMD ACCTG I : For International Business Management major only)	3 Credits
2601224	Managerial Accounting (MNGL ACCTG)	3 Credits
2602313	Management and Organization (MGT/ORGANIZATION)	3 Credits
2602327	Quantitative Business Analysis (QUANT BUS ANAL)	3 Credits
2602344	Production/Operations Management (PROD OPER MGT)	3 Credits
2602370	Comparative International Business Management (COMP INTL BUS MGT)	1 Credits
2602371	Principles of International Business Management (PRIN INTL BUS MGT)	3 Credits
2602416	Business Strategy (BUSINESS STRATEGY)	3 Credits
2603210	Introduction to Statistics (INTRO STATISTICS)	3 Credits
2603330	Business Statistics (BUSINESS STAT)	3 Credits
2604271	Business Economics (BUSINESS ECONOMICS)	3 Credits
2604361	Business Finance (BUSINESS FINANCE)	3 Credits
2605311	Principles of Marketing (PRIN MKTG)	3 Credits
2900111	Economics I (ECONOMICS I)	3 Credits
3401250	Business Law (BUSINESS LAW)	2 Credits

3401260	Taxation Law (TAX LAW)	2 Credits
3405251	International Business Law (INTER BUS LAW)	2 Credits
5506101	Essential English for Business I (ESS ENG BUS I)	3 Credits

### **Digital Business Management**

#### **Field of Study Courses (33 Credits)**

2602367	Machine Learning for Business (MACHINE LEARN BUS)	3 Credits
2602376	Logistic and Supply Chain Management (LOG SUP CHAIN MGT)	3 Credits
2602414	International Business Management Internship (INTER BUS INTERN)	0 Credits
2602444	Development of Information Systems for Electronic Commerce (DEV ELECT COM)	3 Credits
2602475	Current Issues in International Business Management (CI INTL BUS MGT)	3 Credits
2603272	Database (DATABASE)	3 Credits
2603273	Python for Data Analytics (PYTHON DATA ANA)	3 Credits
2603278	Information Visualization (INFO VISUAL)	3 Credits
2604468	Feasibility Study and Project Evaluation (FEAS STUD/PROJ EVA)	3 Credits
2604471	International Trade (INTL TRADE)	3 Credits
2604477	International Financial Management (INTL FIN MGT)	3 Credits
2605419	Global Marketing (GLOBAL MKT)	3 Credits

#### **Field of Study Elective Courses (6 Credits)**

Select any following courses in a total of not fewer than 6 credits.

2602372	Regional Business Environment and Management (REG BUS ENV/MGT)	3 Credits
2602415	Principle of Management of Consulting (PRIN MGT CONS)	3 Credits
2602417	Entrepreneurship (ENTREPRENEURSHIP)	3 Credits
2603347	Fundamental Risk Management (FUND RISK MGT)	3 Credits
2604332	Principle of Investment (PRIN INVESTMENT)	3 Credits
2604420	Current Issues in Finance (CUR ISSUES FIN)	3 Credits
2605320	Current Issues in Marketing (CUR ISSUES MKTG)	3 Credits

#### **Electives Courses (6 Credits)**

Take at least 6 credits from the courses with the last 3 digits in the course number at 300 or above. The courses must be taught in English and listed as courses for undergraduate degree courses of the Chulalongkorn Business School.

#### **Free Elective Courses (6 Credits)**

Take 6 credits from any courses taught in English and listed as courses for undergraduate degree courses of Chulalongkorn University or courses which the credits transferred from partner universities from abroad with the approval from the BBA program committee and the administration board of the Chulalongkorn Business School.

## Financial Analysis and Investment

### Field of Study Courses (33 Credits)

2301116	Calculus for Business II (CALCULUS BUS II)	3 Credits
2604260	Financial Intermediation (FIN INTERM)	3 Credits
2604313	Financial Econometrics (FIN ECONOMETRICS)	3 Credits
2604332	Principle of Investment (PRIN INVESTMENT)	3 Credits
2604334	Principle of Equity Analysis (PRIN EQUITY ANAL)	3 Credits
2604421	Ethics for Financial Professionals (ETHIC FIN PROF)	1 Credits
2604463	Analysis of Financial Reports (ANAL FIN REPORTS)	3 Credits
2604467	Advanced Business Finance (ADV BUS FINANCE)	3 Credits
2604477	International Financial Management (INTL FIN MGT)	3 Credits
2604481	Financial Derivatives (FIN DEV)	3 Credits
2604492	Computer Applications in Financial Management (COMP APPLN FIN MGT)	3 Credits
2604493	Advanced Topics in Finance (ADV TOPICS FIN)	2 Credits

### Field of Study Elective Courses (6 Credits)

**Select any following courses in a total of not fewer than 6 credits.**

2604314	Bank Management (BANK MGT)	3 Credits
2604420	Current Issues in Finance (CUR ISSUES FIN)	3 Credits
2604434	Venture Capital (VENTURE CAP)	3 Credits
2604468	Feasibility Study and Project Evaluation (FEAS STUD/PROJ EVA)	3 Credits
2604472	International Economics (INTL ECONOMICS)	3 Credits
2604482	Fixed Income Security Analysis (FIX INC SEC ANAL)	3 Credits
2604496	Investment Banking (INVESTMENT BANKING)	3 Credits

### Electives Courses (6 Credits)

Take at least 6 credits from the courses with the last 3 digits in the course number at 300 or above. The courses must be taught in English and listed as courses for undergraduate degree courses of the Chulalongkorn Business School.

### Free Elective Courses (6 Credits)

Take 6 credits from any courses taught in English and listed as courses for undergraduate degree courses of Chulalongkorn University or courses which the credits transferred from partner universities from abroad with the approval from the BBA program committee and the administration board of the Chulalongkorn Business School.

## Brand and Marketing Management

### Field of Study Courses (33 Credits)

2605314	Consumer Behavior (CONSUMER BEHAVIOR)	3 Credits
2605328	Brand Building and Development (BRAND BUILD DEV)	3 Credits
2605329	Marketing Channel (MKTG CHANNEL)	3 Credits
2605330	Integrated Brand and Marketing Communication (INT BRAND MKT COMM)	3 Credits
2605419	Global Marketing (GLOBAL MKT)	3 Credits
2605425	Marketing Strategy (MKT STRATEGY)	3 Credits
2605429	Brand Building for Service Marketing (BRAND SERVICE MKTG)	3 Credits
2605430	Marketing Internship (MKTG INTERNSHIP)	0 Credits
2605431	Marketing Planning and Control (MKTG PLAN CONTROL)	3 Credits
2605452	Pricing (PRICING)	3 Credits
2605481	Marketing Research (MARKETING RESEARCH)	3 Credits
2605491	Seminar in Marketing (SEM MARKETING)	3 Credits

### Field of Study Elective Courses (6 Credits)

Select any following courses in a total of not fewer than 6 credits.

2605320	Current Issues in Marketing (CUR ISSUES MKTG)	3 Credits
2605326	Sales Management and Selling Technique (SALE MGT SELL TECH)	3 Credits
2605327	Digital Marketing (DIGITAL MKTG)	3 Credits
2605331	New Product Development and Customer Value Creation (NEW PROD DEV VALUE)	3 Credits
2605413	Fashion Marketing (FASHION MARKETING)	3 Credits
2605422	Technologies in Marketing (TECH MKT)	3 Credits

### Electives Courses (6 Credits)

Take at least 6 credits from the courses with the last 3 digits in the course number at 300 or above. The courses must be taught in English and listed as courses for undergraduate degree courses of the Chulalongkorn Business School.

### Free Elective Courses (6 Credits)

Take 6 credits from any courses taught in English and listed as courses for undergraduate degree courses of Chulalongkorn University or courses which the credits transferred from partner universities from abroad with the approval from the BBA program committee and the administration board of the Chulalongkorn Business School.



Accounting		
<b>General Courses (31 Credits)</b>		
-	General Education Courses	12 Credits
2602171	Business Concepts and Ethics (BUS CPTS/ETHICS)	3 Credits
2602241	Introduction to Information Technology and Information Systems (INTRO IT/IS)	3 Credits
5506112	Essential English for Business II (ESS ENG BUS II)	3 Credits
5506123	Business Writing Skills (BUS WRIT SKIL)	3 Credits
5506214	Business Written Communication (BUS WRIT COMM)	2 Credits
5506225	Business Report Writing (BUS REP WRIT)	2 Credits
5506236	Business Oral Communication (BUS ORAL COMM)	3 Credits
<b>Core Courses (59 Credits)</b>		
2301115	Calculus for Business I (CALCULUS BUS I)	3 Credits
2600300	Using Spreadsheet Software for Business (USING SPREAD BUS)	1 Credits
2601121	Principles of Accounting (PRIN ACCTG)	3 Credits
2601222	Intermediate Accounting I (INTMD ACCTG I : For Accounting major only)	3 Credits
2601224	Managerial Accounting (MNGL ACCTG)	3 Credits
2601326	Analysis and Design of Accounting Data Base (ANAL & DSGN ACCTG DB)	3 Credits
2602313	Management and Organization (MGT/ORGANIZATION)	3 Credits
2602327	Quantitative Business Analysis (QUANT BUS ANAL)	3 Credits
2602344	Production/Operations Management (PROD OPER MGT)	3 Credits
2602370	Comparative International Business Management (COMP INTL BUS MGT)	1 Credits
2602371	Principles of International Business Management (PRIN INTL BUS MGT)	3 Credits
2602416	Business Strategy (BUSINESS STRATEGY)	3 Credits
2603210	Introduction to Statistics (INTRO STATISTICS)	3 Credits
2603330	Business Statistics (BUSINESS STAT)	3 Credits
2604271	Business Economics (BUSINESS ECONOMICS)	3 Credits
2604361	Business Finance (BUSINESS FINANCE)	3 Credits
2605311	Principles of Marketing (PRIN MKTG)	3 Credits
2900111	Economics I (ECONOMICS I)	3 Credits
3401250	Business Law (BUSINESS LAW)	2 Credits
3401260	Taxation Law (TAX LAW)	2 Credits

3405251	International Business Law (INTER BUS LAW)	2 Credits
5506101	Essential English for Business I (ESS ENG BUS I)	3 Credits
<b>Field of Study Courses (30 Credits)</b>		
2601223	Intermediate Accounting II (INTMD ACCTG II)	3 Credits
2601225	Cost Accounting (COST ACCOUNTING)	3 Credits
2601226	Accounting Information System (AIS)	3 Credits
2601227	Taxation (TAXATION)	3 Credits
2601322	Auditing (AUDITING)	3 Credits
2601323	Advanced Accounting I (ADV ACCTG I)	3 Credits
2601423	Advanced Accounting II (ADV ACCTG II)	3 Credits
2601426	EDP/IS Audit (EDP/IS AUDIT)	3 Credits
2601429	Financial Reporting and Analysis	3 Credits
2601497	Seminar in Accounting (SEM ACCTG)	3 Credits
<b>Field of Study Elective Courses (6 Credits)</b>		
<b>Select any following courses in a total of not fewer than 6 credits.</b>		
2601324	Profit Planning and Control (PROFIT PLAN & CTR)	3 Credits
2601325	Principles and Techniques for Internal Auditing (PRIN TECH INT AUD)	3 Credits
2601327	Advanced Accounting Information System (ADV AIS)	3 Credits
2601328	ERP Software (ERP SOFTWARE)	3 Credits
2601329	Data Analytics for Accounting (DATA ANALY FOR ACC)	3 Credits
2601424	International Accounting (INTL ACCTG)	3 Credits
2601428	Advanced Auditing (ADVANCED AUDITING)	3 Credits
<b>Electives Courses (6 Credits)</b>		
Take at least 6 credits from the courses with the last 3 digits in the course number at 300 or above. The courses must be taught in English and listed as courses for undergraduate degree courses of the Chulalongkorn Business School.		
<b>Free Elective Courses (6 Credits)</b>		
Take 6 credits from any courses taught in English and listed as courses for undergraduate degree courses of Chulalongkorn University or courses which the credits transferred from partner universities from abroad with the approval from the BBA program committee and the administration board of the Chulalongkorn Business School.		

# Study Plan



## Tentative Course Structure for BBA Students ID 68 (2025-2029)

Semester	1st Year (2025-2026)	2nd Year (2026-2027)			
		Digital Business Management (DB)	Financial Analysis and Investment (FIN)	Brand and Marketing Management (BM)	Accounting (ACCTG)
Prep Courses	5506101 ESS ENG BUS I Excel Essentials Growth Mindset for Success	2603273 PYTHON DATA ANA	2604260 FIN INTERM	2605314 CONSUMER BEHAVIOR	2601226 AIS
		2601123 INTMD ACCTG I	2604361 BUSINESS FINANCE	2605328 BRAND BUILD DEV	2601222 INTMD ACCTG I
		2604271 BUSINESS ECONOMICS	2601123 INTMD ACCTG I	2602327 QUANT BUS ANAL	2601225 COST ACCOUNTING
		5506225 BUS REP WRIT	5506225 BUS REP WRIT	2604271 BUSINESS ECONOMICS	2602313 MGT/ORGANIZATION
Fall Aug-Dec	2301115 CALCULUS BUS I	1 Gened	2 Gened	5506225 BUS REP WRIT	2602327 QUANT BUS ANAL
	2603210 INTRO STATISTICS			1 Gened	5506225 BUS REP WRIT
	5506112 ESS ENG BUS II				
	2605311 PRIN MKTG (1, 2)				
	2601121 PRIN ACCTG (1, 2)				
	2602241 INTRO IT/IS (1, 2)				
	2602171 BUS CPTS/ETHICS (3, 4)				
	2900111 ECONOMICS I (3, 4)				
	1 Gened				
		For students who have not yet taken in Spring (1st year)			
Spring Jan-May	2603330 BUSINESS STAT	2603272 DATA BASE	2604313 FIN ECONOMETRICS	2605429 BRAND SERVICE MKTG	2601223 INTMD ACCTG II
	5506123 BUS WRIT SKIL	2602327 QUANT BUS ANAL	2604332 PRIN INVESTMENT	2605330 INT BRAND MKT COMM	2601326 ANAL & DSGN ACCTG DB
	2900111 ECONOMICS I (1, 2)	2604361 BUSINESS FINANCE	2602313 MGT/ORGANIZATION	2604361 BUSINESS FINANCE	2604361 BUSINESS FINANCE
	2601224 MNGL ACCTG (1, 2)	5506236 BUS ORAL COMM	2602327 QUANT BUS ANAL	2601123 INTMD ACCTG I	5506236 BUS ORAL COMM
	2602171 BUS CPTS/ETHICS (1, 2)	1 Gened	2604271 BUSINESS ECONOMICS	5506236 BUS ORAL COMM	2 Gened
	2601121 PRIN ACCTG (3, 4)		5506236 BUS ORAL COMM	1 Gened	
	2602241 INTRO IT/IS (3, 4)				
	2605311 PRIN MKTG (3,4)				
	3401250 BUSINESS LAW (3, 4)				
	1 Gened				
Summer Jun-Jul	5506214 BUS WRIT COMM				
	2602313 MGT/ORGANIZATION (DB)				
	2301116 CALCULUS BUS II( FIN)				
	2602313 MGT/ORGANIZATION (BM)				
	2604271 BUSINESS ECONOMICS (ACC)				

- Notes:
- Prep Courses = Preparation Courses for first year students
  - (1) = group 1, (2) = group 2, (3)= group 3, (4)= group 4
  - For DB Students
  - For FIN Students
  - For BM Students
  - For ACCTG Students

## Tentative Course Structure for BBA Students ID 68 (2025-2029)

Semester	3rd Year (2027-2028)			
	Digital Business Management (DB)	Financial Analysis and Investment (FIN)	Brand and Marketing Management (BM)	Accounting (ACCTG)
Fall Aug-Dec	2602367 MACHINE LEARN BUS	2604463 ANAL FIN REPORTS (a)	2605329 MKTG CHANNEL	2601227 TAXATION
	2602444 DEV ELECT COM	2604492 COMP APPLN FIN MGT	2605452 PRICING	2601322 AUDITING (a)
	2602344 PROD OPER MGT	2602416 BUSINESS STRATEGY	2602344 PROD OPER MGT	2601323 ADV ACCTG I
	3405251 INTER BUS LAW	2602371 PRIN INTL BUS MGT	3401260 TAX LAW	2602344 PROD OPER MGT
	2600300 USING SPREAD BUS	3401260 TAX LAW	1 Elective Course	3405251 INTER BUS LAW
	1 Elective Course	2600300 USING SPREAD BUS	1 Free Elective Course	1 Elective Course
	1 Free Elective Course	1 Free Elective Course		1 Free Elective Course
For BM and ACCTG students who join the Exchange Program in Spring Semester				
2600300 USING SPREAD BUS				
Spring Jan-May	2604471 INTL TRADE	2604334 PRIN EQUITY ANAL	2605425 MKT STRATEGY	2601322 AUDITING
	2602376 LOG SUP CHAIN MGT	2604467 ADV BUS FINANCE	2605481 MARKETING RESEARCH	2601323 ADV ACCTG I (A)
	2602371 PRIN INTL BUS MGT	2604463 ANAL FIN REPORTS (A)	2602416 BUSINESS STRATEGY	2602371 PRIN INTL BUS MGT
	2602416 BUSINESS STRATEGY	2602344 PROD OPER MGT	2602371 PRIN INTL BUS MGT	2602416 BUSINESS STRATEGY
	3401260 TAX LAW	3405251 INTER BUS LAW	3405251 INTER BUS LAW	3401260 TAX LAW
	1 Major Elective Course	1 Elective Course	2600300 USING SPREAD BUS	2600300 USING SPREAD BUS
		1 Free Elective Course	1 Major Elective Course	1 Major Elective Course
For DB and FIN students who are back from the Exchange Program				
2600300 USING SPREAD BUS				
Summer Jun-Jul	Internship		Internship	

Notes:

- For DB Students
- For FIN Students
- For BM Students
- For ACCTG Students

(a) = For students who join the Exchange Program in Spring Semester  
(A) = For students who are back from the Exchange Program



## Tentative Course Structure for BBA Students ID 68 (2025-2029)

Semester	4th Year (2028-2029)			
	Digital Business Management (DB)	Financial Analysis and Investment (FIN)	Brand and Marketing Management (BM)	Accounting (ACCTG)
Fall Aug-Dec	2602414 INTER BUS INTERN	2604421 ETHIC FIN PROF	2605430 MKTG INTERNSHIP	2601423 ADV ACCTG II
	2604477 INTL FIN MGT	2604477 INTL FIN MGT	2605431 MKTG PLAN CONTROL	2601429 FIN REPORT & ANA
	2604468 FEAS STUD/PROJ EVA	1 Major Elective Course	1 Major Elective Course (A)	1 Major Elective Course (A)
	2603278 INFO VISUAL	1 Elective Course	1 Elective Course	1 Elective Course
	1 Major Elective Course (A)	1 Gened	1 Free Elective Course	1 Free Elective Course
	1 Elective Course		1 Gened	1 Gened
	1 Gened			
Spring Jan-May	2602370 COMP INTL BUS MGT	2602370 COMP INTL BUS MGT	2602370 COMP INTL BUS MGT	2602370 COMP INTL BUS MGT
	2602475 CI INTL BUS MGT	2604481 FIN DEV	2605419 GLOBAL MKT	2601426 EDP/IS AUDIT
	2605419 GLOBAL MKT	2604493 ADV TOPICS FIN	2605491 SEM MARKETING	2601497 SEM ACCTG
	1 Major Elective Course	1 Major Elective Course	1 Major Elective Course	1 Major Elective Course
	1 Free Elective Course			
Summer Jun-Jul				

Notes:

- For DB Students
- For FIN Students
- For BM Students
- For ACCTG Students

- (a) = For students who join the Exchange Program in Spring Semester
- (A) = For students who are back from the Exchange Program



## Course Description

**Hour Code: 3(3-0-6) means 3 credits (3 lecture hours/week–6 self-study hours/week)**

Possible General Education Courses to be offered

**2207103 Philosophy and Logic 3(3-0-6)**  
**PHILOS LOGIC**

Meaning and scope of philosophy; major problems of philosophy; the problems of ultimate reality, knowledge and sources of knowledge, ethics, aesthetics, and applied philosophy; logic as an instrument of philosophy; nature of inductive and deductive methods of reasoning; principles of valid and invalid reasoning; analysis of reasoning in ordinary language.

**2400104 Politics and Government of Thailand 3(3-0-6)**  
**POL GOVT THAI**

Evolution of Thai politics and government; the growth of democratic forces; expansion of public bureaucracy in the context of economic changes; various issues in Thai politics and government: instability of government, administrative centralization, constitution, political parties and parliamentary system, election, authoritarianism in Thai political system and government, ex-parliamentary politics.

**2403183 Society and Culture 3(3-0-6)**  
**SOCIETY & CULTURE**

Relationship between various disciplines in social sciences; nature of mankind, human society, social and cultural change and social crisis.

**2541160 Creativity in Urban Living 3(3-0-6)**  
**CREAT URB LIVING**

Overview of the historical development of arts and creativity in urban living; elements and patterns of urban living; the changes of daily life due to modern city; creative ways of living due to new technologies and urban patterns.

**3800202 Psychology for Life and Work 3(3-0-6)**  
**PSY LIFE WORK**

Application of Psychological concepts and theories to understanding of "self" and self-management, learning and learning skill improvement, love and relationships, working in organizations, developing values of life.

**3800251 MENTAL HEALTH 3(3-0-6)**  
**MENTAL HEALTH**

Adjustment and well-being; theories of personality, abnormality and therapy, stress and Stress coping; developmental task and predictable crisis; parenting styles and personality development; adjustment to family, marriage, college, and work : enhancement of mental health prevention and solution to mental health problems.

- 2303165 Man and Environment 3(3-0-6)**  
**MAN & ENVIRONMENT**  
 Introduction to the key concepts and principles on how nature works; understanding of the basic relationships between man and environment; bio-history of man and ecosphere; explanation to demonstrate interconnection between environmental and resource problems and human and must be understood by multidisciplinary, holistic approach; suggestion to the solutions for sustainable earth society.
- 2314255 Elementary Food Technology 3(3-0-6)**  
**ELEMENT FOOD TECH**  
 Principle of food preservation and processing; chemistry of food microbiology associated with food.
- 2541152 Creative and Critical Problem Solving 3(1-4-4)**  
**C/C PROB SOLV**  
 Overview of human problems from daily life to world problems with emphasis on design and planning problem solving; types and nature of problems; problem seeking, problem definitions and problem-solving process; positive attitudes for problem solving; symbiosis of creative and critical thinking in problem solving; development of problem-solving skills through problem-based learning projects and case studies.
- 2542003 Design Thinking for Innovation 3(3-0-6)**  
**DSGN THINK INNV**  
 Frameworks, practices, processes and tools of Design Thinking for innovation; key concepts, principles and practical tools of Design thinking as a systemic methodology for planning in business and non-business contexts; design tools to approach real world problem: problem finding, problem setting, problem solving; ideas generation techniques and creativity tools; application of Inductive, deductive and abductive reasoning; visual rhetoric for communication and narrative device; hands-on practice.
- 0201123 Culture and Tradition in Thai Lifestyle 3(2-2-5)**  
**CULT TRAD TH LIFE**  
 Integration of multidiscipline, including social; humanity (anthropology); religious; culture; and belief, to describe the cultural and traditional practices in Thai lifestyles from birth to death. Thainess, Thai culture and traditional practices components, analysis and understanding the advantages, comparative cultures among ASIAN community, scientifically described, self-development of personality and characters required in the graduates, learning by participation and practicing, conducting a project, in teamwork.
- 2301115 Calculus for Business I 3(3-0-6)**  
**CALCULUS BUS I**  
 Limits and continuity; differentiation; integration; exponential functions; logarithmic functions; sequences and series of real numbers; interest and annuity; applications in business and finance.

- 2301116 Calculus for Business II** **3(3-0-6)**  
**CALCULUS BUS II**  
 Course Condition: Prerequisite: 2301115  
 Differential; functions of several variables; partial derivatives; matrices and business applications; maximum and minimum of functions; linear programming; introduction to differential equations; first order difference equations; double integrals and approximation of functions and integrals; applications in business and finance.
- 2600300 Using Spreadsheet Software for Businesses** **1(0-3-0)**  
**USING SPREAD BUS**  
 Functions of spreadsheet software for businesses; usefulness of spreadsheet software for businesses; using spreadsheet software for business-related calculation
- 2601121 Principles of Accounting** **3(3-0-6)**  
**PRIN ACCTG**  
 Characteristics and basic concepts of accounting; recording process; special journals and control accounts; adjusting the accounts; accounting cycle; accounting for service, merchandising and manufacturing operations; value-added tax accounting; preparation of cash flow statement.
- 2601123 International Accounting** **3(3-0-6)**  
**INTMD ACCTG I**  
 Course Condition: Prerequisite: 2601120 OR 2601121  
 Cash and internal control; recognition and valuation of receivables; estimation of bad debts; investments; recognition and valuation of inventory; recognition, valuation, and disposition of fixed assets, natural resources, and intangible assets; depreciation, depletion, amortization; current liabilities; long-term debts; stockholders' equity; retained earnings.
- 2601222 Intermediate Accounting I** **3(3-0-6)**  
**INTMD ACCTG I**  
 Course Condition: Prerequisite: 2601121  
 Cash and internal control; voucher system principles and procedures; recognition and valuation of receivables; factoring and assignments of receivables; investments; transfer of investments among categories; recognition and valuation of inventory; estimation of inventory; recognition, valuation, and disposition of property, plant, and equipment; intangible assets; borrowing costs; impairment of assets; presentation and disclosure of assets.
- 2601223 Intermediate Accounting II** **3(2-3-4)**  
**INTMD ACCTG II**  
 Course Condition: Prerequisite: 2601222  
 Evolution of accounting and professional accounting institutions; conceptual framework for financial reporting; presentation of financial statements; current liabilities; long-term debts; contingencies; events after the reporting period; troubled debt restructuring; stockholders' equity; retained earnings; stock rights; treasury stock; earnings per share; financial reporting disclosure; accounting changes; accounting errors; Incorporation and liquidation of companies.

- 2601224 Managerial Accounting** **3(3-0-6)**  
**MNGL ACCTG**  
 Course Condition: Prerequisite: 2601120 OR 2601121  
 Role of managerial accounting; basic cost concepts and classifications; product costing; job costing; process costing; activity-based costing; full costing and variable costing; cost-volume-profit analysis; analysis of costs for decision making; standard costing and variance analysis; budgeting; responsibility accounting and performance evaluation; pricing and transfer pricing.
- 2601225 Cost Accounting** **3(3-0-6)**  
**COST ACCOUNTING**  
 Course Condition: Prerequisite: 2601121  
 Role of cost accounting on management; cost allocation concepts; cost accounting under job order, process and standard costing systems; cost accounting for material, labor, factory overhead, joint products and by-products; scrap, spoilage and defective goods.
- 2601226 Accounting Information System** **3(3-0-6)**  
**AIS**  
 Course Condition: Prerequisite: 2601121 and 2602241  
 Nature of accounting information systems; elements and procedures of accounting information system; principles of system analysis and design; accounting information systems and control of basic business cycles: sales and cash collections, purchasing and cash disbursements, production cycle, inventory system, human resource management and payroll systems, general ledger and reporting cycle.
- 2601227 Taxation** **3(3-0-6)**  
**TAXATION**  
 Course Condition: Prerequisite: 2601223  
 Principles and types of taxation: personal income tax, corporate income tax, custom duty, and property tax; preparation of accounting records, forms and reports for payments of personal income tax, corporate income tax, value-added tax, special business tax, and withholding tax under the provision of the Revenue Code with emphasis on practical problems; difference between generally accepted accounting principles and Revenue Code.
- 2601322 Auditing** **3(3-0-6)**  
**AUDITING**  
 Course Condition: Prerequisite: 2601223  
 General knowledge of auditing; audit objective and scope; audit-related service engagements; legal provisions on auditing; professional ethics and responsibilities of auditors; auditing standards; client acceptance and continuance; audit planning; risk identification and assessment; materiality; internal control; audit evidence; use of the work of other experts; auditing techniques; audit sampling; audit of revenues, expenses, assets, liabilities and owners' equity; audit completion; auditor's reports; quality control for auditing.

- 2601323 Advanced Accounting** **3(3-0-6)**  
**ADV ACCTG I**  
 Course Condition: Prerequisite: 2601223  
 Head office and branch accounting; accounting for business combinations; preparation of consolidated financial statements between parents and subsidiary companies; accounting for foreign currency translations.
- 2601324 Profit Planning and Control** **3(3-0-6)**  
**PROFIT PLAN/CTRL**  
 Course Condition: Prerequisite: 2601225  
 Strategic planning; roles of profit planning and control; objectives and principles of planning and control; techniques in profit planning and control; budget preparation for trading, manufacturing and service businesses; behavioral aspects of budgeting; management control report and variance analysis; profitability analysis by product, business unit, customer and channel distribution.
- 2601325 Principles and Techniques for Internal Auditing** **3(3-0-6)**  
**PRIN TECH INT AUD**  
 Principles of internal audit; management of the internal audit assignments; practice and techniques for internal audit; computer audit; operational audit; writing an audit manual; audit committee; prevention and detection of fraud.
- 2601326 Analysis and Design of Accounting Database** **3(2-2-5)**  
**ANAL / DSGN ACCTG DB**  
 Course Condition: Prerequisite: 2601226  
 Analysis of accounting information requirements and reports of various business cycles; types of data base structure: hierarchical, network, and relational; tools for data base analysis and design, entity relationship diagram and software for analysis and system design; issues in designing data base.
- 2601328 Enterprise Resources Planning Software** **3(2-2-5)**  
**ERP SOFTWARE**  
 Course Condition: Prerequisite: 2601226  
 Applications of widely used commercial ERP software; nature of enterprise information architecture; business process reengineering; customization and implementation of enterprise software emphasizing financial accounting module.
- 2601423 Advanced Accounting II** **3(3-0-6)**  
**ADV ACCTG II**  
 Course Condition: Prerequisite: 2601223  
 Accounting for partnership; joint arrangement; revenue recognition; leases; employee benefits; accounting for deferred income tax; accounting and disclosures for derivatives; accounting for non-publicly accountable entities; non-profit organizations and fund accounting; interim financial statements.
- 2601424 International Accounting** **3(3-0-6)**  
**INTL ACCTG**  
 Course Condition: Prerequisite: 2601123 or 2601222  
 Problems in financial accounting, managerial accounting and auditing in international enterprises operating in countries with different economic, social,

cultural, political and legal conditions; analysis of accounting variations and their fundamental causes; effects of foreign currency translation on accounting; international professional organizations and development of the accounting profession.

**2601426 Electronic Data Processing / Information System Audit 3(3-0-6)**  
**EDP/IS AUDIT**

Course Condition: Prerequisite: 2601226 and 2601322

Impact of using computerized accounting systems on auditing; general and application control; computer fraud and crimes; evaluation of internal controls of computerized accounting systems; compliance tests of systems; substantive tests; using computer software to perform analytical review; audit program and techniques for computerized accounting systems.

**2601428 Advanced Auditing 3(3-0-6)**  
**ADVANCED AUDITING**

Course Condition: Prerequisite: 2601322

Ethical issues in auditing; applications of auditing techniques in various audit situations; statistical sampling in auditing; working paper preparations; auditor's reports; problems and cases.

**2601429 Financial Reporting and Analysis 3(3-0-6)**  
**FIN REPORT ANAL**

Course Condition: Prerequisite: 2601223 and 2604361

Foundation for financial reporting analysis; impact of generally accepted accounting principles on financial analysis; tools and techniques of financial analysis; analysis of consolidated financial statements and single financial statements; prepare financial statements; firm valuation; financial analysis of various businesses.

**2601497 Seminar in Accounting 3(3-0-6)**  
**SEM ACCTG**

Course Condition: Prerequisite: 2601423

Problems and current issues in accounting; application and integration of accounting for business decision making and management

**2602171 Business Concepts and Ethics 3(3-0-6)**  
**BUS CPTS/ETHICS**

Concepts of business and types of business organizations; ethical theories and the role of social values; awareness and development of personal, social, professional, and business responsibilities and ethical behaviors.

**2602241 Introduction to Information Technology and Information Systems 3(3-0-6)**  
**INTRO IT/IS**

Introduction of computer and computer applications in business; roles of information technology in solving business problems; concepts and technical background of information technology; planning, development, and management issues of computer-based information system.

- 2602311 Intercultural Communication 3(3-0-6)**  
**INTERCULTURAL COM**  
 Communication; culture; cultural awareness; cultural differences; organizational culture; cultural characteristics of international organizations; communication processes and strategies in the context of cultural differences; negotiation; strategies and negotiation processes in the context of cultural differences; communication for conflict management.
- 2602313 Management and Organization 3(3-0-6)**  
**MGT/ORGANIZATION**  
 Nature of organization; managerial process; role of managers and functions of management; planning, organizing, staffing, directing, motivating, and controlling; nature of authority, accountability and responsibility; analysis of managerial roles and the concept of leadership.
- 2602323 Business Research 3(3-0-6)**  
**BUSINESS RESEARCH**  
 Course Condition: Prerequisite: 2603330  
 Managerial uses of business research, determination of situations requiring research, theoretical concepts, appraisal of alternative research methods and analysis of obtained data for decision making.
- 2602327 Quantitative Business Analysis 3(3-0-6)**  
**QUANT BUS ANAL**  
 Principles, theories, quantitative model and their application in business: transportation model, assignment model, network analysis, inventory model, queuing theory, and simulation.
- 2602330 Human Resource Management 3(3-0-6)**  
**HUMAN RESOURCE MGT**  
 Concepts and principles of human resource management; roles and responsibilities of human resource management; human resource policy and planning; employment; development and training; discipline; welfare; basic knowledge on wage, compensation.
- 2602333 Business Psychology 3(3-0-6)**  
**BUS PSYCHO**  
 History and value of business psychology; motivation; working conditions; environment and work role of psychology in assessment, recruitment and selection of personnel, job analysis, performance evaluation, learning and training, mental health and work, and basic knowledge of consumer behavior.
- 2602336 Quality and Productivity Management 3(3-0-6)**  
**QUAL/PROD MGT**  
 Course Condition: Prerequisite: 2602344  
 Concepts of quality management; policies and processes of quality management; international standards of quality; statistical quality control; definitions of productivity; types of productivity; productivity cycle; measurement and evaluation of productivity; techniques in developing productivity; relationship between quality management and productivity management.



- 2602344 Production/Operations Management 3(3-0-6)**  
**PROD OPER MGT**  
 An introduction to the operations in manufacturing and service organizations; facility location; layout; production process; safety management; forecasting; operations planning and control, work measurement, quality management, inventory control management and just-in-time production.
- 2602349 Enterprise Resources Planning 3(3-0-6)**  
**ERP**  
 Enterprise resource planning systems concepts; importance of integrated information systems in an organization; business processes and functions in Enterprise resource planning systems: accounting, finance, human resources management, procurement, production, and sales; enterprise resource planning system software.
- 2602358 Managerial Skills Development through Role Playing 3(1-4-4)**  
**MNGL SKIL DEV ROLE**  
 Course Condition: Prerequisite: 2602313  
 Managerial skills related to communication and creative thinking; role playing in different managerial situations; feeling expression; idea expression; taking other people's perspectives; managerial communication obstacles.
- 2602367 Machine Learning for Business 3(3-0-6)**  
**MACHINE LEARN BUS**  
 Principles of design, and development of machine learning system for business; applications of machine learning in business; type of machine learning model; data gathering; data cleansing; data preprocessing; data modeling; supervised learning model; unsupervised learning model; model analysis; model evaluation; machine learning tools.
- 2602368 DIGITAL BUSINESS 3(3-0-6)**  
**DIGIT BUS**  
 Digital technologies; resource-based view of digital technologies; digital business management; digital business models; digital marketing; digital-driven strategies; law and ethics in digital business.
- 2602370 Comparative International Business Management 1(1-0-2)**  
**COMP INTL BUS MGT**  
 Course Condition: Prerequisite: 2602371  
 Comparative study of business in foreign countries: investment strategies, business policies, marketing, and practices in international business management.
- 2602371 Principles of International Business Management 3(3-0-6)**  
**PRIN INTL BUS MGT**  
 Principles and methods of dealing with multinationals; managing multinational companies; models and strategies of multinational corporate management; business functions: international marketing, international finance, comparative management, and international business policy.

- 2602372 Regional Business Environment and Management** **3(3-0-6)**  
**REG BUS ENV/MGT**  
 Course Condition: Prerequisite: 2602371  
 Analysis of regional business environment, management systems and styles; comparison of regional environment: economics, politics, culture, social forces and technology; impacts of the environmental differences on management functions, strategies, styles, systems, and their competitive advantages.
- 2602376 Logistic and Supply Chain Management** **3(3-0-6)**  
**LOG SUP CHAIN MGT**  
 Overview of logistics process; transportation, inventory management, order processing, and customer services; structure and process of supply chain; marketing distribution in supply chain; procurement and manufacturing strategy; network and operational integration; enterprise resource planning; strategy in logistics and supply chain management, international logistics and supply chain management.
- 2602396 CEO Business Experience** **3(3-0-6)**  
**CEO BUS EXP**  
 Issues and experiences in business; and business examples by CEOs.
- 2602399 Managing Organization and Change and Innovation** **3(3-0-6)**  
**MNG ORG CHG INNO**  
 Course Condition: Prerequisite: 2602313  
 Concepts of organization changes; process of change; internal and external change response; managing change resistance; organization development; entrepreneurship; creativity development; concepts and development of organization innovation.
- 2602411 Business Planning for Entrepreneurs** **3(3-0-6)**  
**BUS PLAN ENTRE**  
 Course Condition: Prerequisite: 2602348  
 Business planning for entrepreneurs by writing and presenting a business plan
- 2602414 International Business Management Internship** **(0-18-0)**  
**INTER BUS INTERN**  
 Course Condition: Prerequisite: 2602371  
 Internship in the organization for enhancing knowledge and skills related to international business management
- 2602415 Principles of Management Consulting** **3(3-0-6)**  
**PRIN MGT CONS**  
 Course Condition: Prerequisite: 2602313  
 Concepts of management consulting; characteristics of management consultants; management consulting process and approaches; managing client requirements; consulting project proposal preparation; data preparation for business problem analysis, principles and tools for business problem analysis, recommendation report preparation; communication for management consulting

- 2602416 Business Strategy** **3(3-0-6)**  
**BUSINESS STRATEGY**  
 Course Condition: Prerequisite: 2602313  
 Strategy and long-range planning; strategy formulating process; social, economic and political factors affecting strategy, role of a manager as an implementer of strategy.
- 2602417 Entrepreneurship** **3(3-0-6)**  
**ENTREPRENEURSHIP**  
 Course Condition: Prerequisite: 2602313  
 Characteristics of entrepreneur; analysis of entrepreneur's problems and opportunities; investigation of new business opportunities; business plan; concept of selecting business and type of investment; managing a young enterprise for profitability and growth.
- 2602444 Development of Information Systems for Electronic Commerce** **3(3-0-6)**  
**DEV ELECT COM**  
 Concepts of Information system development for electronic commerce; software packages used in electronic commerce development; data in electronic commerce system; data security technology; current issues in information technology supporting electronic commerce.
- 2602474 Business Management in Asian Countries** **3(3-0-6)**  
**BUS MGT ASIAN COUN**  
 Asian business environment, philosophy, culture, beliefs, and ways of life that affect Asian management styles of Asian enterprises, problems, and opportunities of foreign corporations in Asian countries, especially in Asian newly industrialized countries.
- 2602475 Current Issues in International Business Management** **3(3-0-6)**  
**CI INTL BUS MGT**  
 Selected topics of interest in current international business situations, emphasizing management systems, human resources, technology transfer, business negotiations, and foreign investment opportunities.
- 2603210 Introduction to Statistics** **3(3-0-6)**  
**INTRO STATISTICS**  
 Statistics and its uses in business; characteristics of business data and their collection, elementary probability theory, random variables; hypergeometric, binomial, Poisson and normal distributions, sampling distribution; estimation of population mean, variance and proportion, testing hypothesis for one and two populations.
- 2603244 General Principles of Insurance** **3(3-0-6)**  
**GEN PRIN INSURANCE**  
 Risk and risk management; insurance, types of insurance, principles of insurance contract, insurance statutes, different kinds of life insurance and non-life insurance.

- 2603272 Database** **3(2-2-5)**  
**DATABASE**  
 Course Condition: Prerequisite: 2603101 OR 2602241  
 Concept of database system; relational database modeling; relational database design; relational database management system; creating relational database; other data storage structure; query language: SQL, NoSQL.
- 2603273 Python for Data Analytics** **3(3-0-6)**  
**PYTHON DATA ANA**  
 Course Condition: Prerequisite: 2602241 OR 2603210  
 Python programming concepts and its environments; Python operations on data structures; using Python to gather and prepare data; data analytics; technical foundation and access of Internet data: Internet of things, cloud computing; text and image data manipulation with Python.
- 2603278 Information Visualization** **3(3-0-6)**  
**INFO VISUAL**  
 Course Condition: Prerequisite: 2603101 OR 2602241  
 Principles of information visualization; human visual information processing; data-exploring concepts and techniques; displays of univariate, bivariate and multivariate data; interaction techniques to facilitate information visualization; evaluation of information visualization.
- 2603330 Business Statistics** **3(3-0-6)**  
**BUSINESS STAT**  
 Course Condition: Prerequisite: 2603210  
 Analysis of variance, simple and multiple regression and correlation, classical time series analysis, index numbers, tests on contingency table, introduction to statistical quality control, non-parametric statistics.
- 2603347 Fundamental Risk Management** **3(3-0-6)**  
**FUND RISK MGT**  
 Course Condition: Prerequisite: 2603210  
 Concept of risk; risk and utility; analysis of management decision and administrative processes; risk management for individual and businesses; insurance; risk management financing and other risk management approaches; portfolio management; use of financial instruments; special topics in risk management.
- 2604260 Financial Intermediaries** **3(3-0-6)**  
**FIN INTERM**  
 Perfect capital market and frictions; economics of financial intermediary; functions of financial institutions; benefits, costs, and outcomes of financial intermediary; roles of central banks; monetary policies and monitoring tools; economics of securities market regulation; roles of capital market regulators.

- 2604271 Business Economics** **3(3-0-6)**  
**BUSINESS ECONOMICS**  
 Course Condition: Prerequisite: 2900111  
 Business objectives; nature of managerial decision making under uncertainty; concepts of profit; demand analysis and forecasting; cost analysis and control; competition, planning, production and production policies; pricing: theory, practices and policies; investment decision: government policies and business decision.
- 2604313 Financial Econometrics** **3(3-0-6)**  
**FIN ECONOMETRICS**  
 Course Condition: Prerequisite: 2603330  
 Concepts of econometrics and its application in finance; statistical properties of financial variables; application of regression analysis in finance; analyzing and Interpreting results from regression; diagnostic testing; analyzing and interpreting qualitative financial variables in regression models.
- 2604314 Bank Management** **3(3-0-6)**  
**BANK MGT**  
 Course Condition: Prerequisite: 2604361 and 2604332  
 Structure and evolution of the banking industry; fundamentals of the banking system; commercial bank regulation and central bank policies; analysis of commercial banks' financial statements; noninterest income and expense management; risk analysis and management for commercial bank; interest rate risk management; uses of interest rate derivatives; concepts of liquidity management; process of commercial and consumer loan approval; concepts of BASEL rules.
- 2604332 Principle of Investment** **3(3-0-6)**  
**PRIN INVESTMENT**  
 Course Condition: Prerequisite: 2604361  
 Investment process; investment tools; portfolio theory; efficient market theories; security valuation; equity securities analysis; debt securities analysis; alternative investment.
- 2604334 Principle of Equity Analysis** **3(3-0-6)**  
**PRIN EQ ANAL**  
 Course Condition: Prerequisite: 2604332  
 Fundamental analysis; market efficiency; market anomalies; discounted cash flow model; relative valuation models; economic value added; market value added; technical analysis; alternative investment analysis; real estate investment
- 2604361 Business Finance** **3(3-0-6)**  
**BUSINESS FINANCE**  
 Course Condition: Prerequisite: 2601121 or 2601212 or (2601116 and 2604161 or 2601117) and 2604161  
 Financial statement analysis; financial planning and forecasting; working capital management; principles of risk and return; basics of financial security valuation; sources of funds and cost of capital; capital budgeting; capital structure; payout policy; derivatives securities.

- 2604420 Current Issues in Finance** **3(3-0-6)**  
**CUR ISSUES FIN**  
 Course Condition: Prerequisite: 2604361  
 Selected topics of interest in current financial management; Thai financial market development and changes including major financial institutions; relationships between local corporate financial management and globalization in financial market.
- 2604421 Ethics for Financial Professional** **1(1-0-2)**  
**ETH FIN PROF**  
 Standard practices in professional and ethical manner.
- 2604434 Venture Capital** **3(3-0-6)**  
**VENTURE CAPITAL**  
 Venture investment strategy development; venture capital partnership structure design; capital raising; investment opportunity evaluation; investment structuring; initial negotiation, and flow-up; working with venture portfolio companies; role and board of directors; investment problem; exit strategies; portfolio management; stage of investment, and leveraged buyouts.
- 2604463 Analysis of Financial Reports** **3(3-0-6)**  
**ANAL FIN REPORTS**  
 Course Condition: Prerequisite: 2604361  
 Use of techniques and methods for financial statement analysis; financial structure; financial analysis report preparation; financial analysis of various businesses such as banking, finance, insurance, commerce and industry.
- 2604467 Advanced Business Finance** **3(3-0-6)**  
**ADV BUS FINANCE**  
 Course Condition: Prerequisite: 2604361  
 Investment decisions under certainty and uncertainty; multi-period investment decisions; capital budgeting techniques; cost of equity estimation; agency conflicts; capital structure theories; dividend policy; initial public offerings; follow-on equity issuance; mergers and acquisitions; joint ventures.
- 2604468 Feasibility Study and Project Evaluation** **3(3-0-6)**  
**FEAS STUD/PROJ EVA**  
 Course Condition: Prerequisite: 2604361  
 Meaning of project and project evaluation; methods of project study; environmental effects on feasibility study; project feasibility analysis in management, production, marketing, finance, and economics; criteria for decision making; report preparation of feasibility studies; project monitoring and evaluation.
- 2604471 International Trade** **3(3-0-6)**  
**INTL TRADE**  
 Course Condition: Prerequisite: 2604112 OR (2900111 AND 2900112) OR 2604271  
 Gain from trade, theory of comparative cost, mercantilism, free trade and protective policies, systems and types of tariff, import and export regulations, foreign exchange and its control, trade agreements, foreign investment, balance

of payments, export and import procedures and arrangement for foreign transactions, trade settlement and marine insurance practices.

**2604477 International Financial Management**

**3(3-0-6)**

**INTL FIN MGT**

Mechanisms in international financial markets; determination of exchange rate systems; international financial system; parity theories between exchange rates and various macroeconomic variables; exchange rate risk management; sources of international fund.

**2604481 Financial Derivatives**

**3(3-0-6)**

**FIN DEV**

Course Condition: Prerequisite: 2604332

Types of financial derivatives: futures contracts and options contracts; roles and functions of derivative markets; trading and mechanisms of futures markets; pricing models for futures contracts; applications of futures contracts in risk management; features of option-based derivatives; trading strategies for option contracts; option pricing models; Binomial model and Black-Scholes model; applications of options in risk management

**2604482 Fixed Income Security Analysis**

**3(3-0-6)**

**FIX INC SEC ANAL**

Course Condition: Prerequisite: 2604332

Types and characteristics of fixed-income securities; roles of fixed-income markets; risks associated with investing in fixed-income securities; fixed income security pricing; analysis of price volatility in fixed-income securities; structure of interest rates; fixed-income securities from securitization; objectives and investment process of fixed-income security portfolios; strategies in fixed income security portfolio management.

**2604492 Computer Applications in Financial Management**

**3(2-2-5)**

**COMP APPLN FIN MGT**

Course Condition: Prerequisite: 2604361

Concepts and methods of computer applications in financial management; process of constructing and maintaining financial information systems; financial simulation; considering financial alternatives under various assumptions; computer application in financial planning and strategies, cash flow, budgeting, financial monitoring and control; securities analysis and portfolio management.

**2604493 Advanced Topics in Finance**

**2(2-0-4)**

**ADV TOPICS FIN**

Course Condition: Prerequisite: 2604467

In-depth analysis of problems and issues in advanced financial management; development and changes in financial markets and advanced financial theories; financial research.



- 2604496 Investment Banking** **3(3-0-6)**  
**INVESTMENT BANKING**  
 Course Condition: Prerequisite: 2604467  
 Overview of investment banking; equity and debt offerings; offer price setting; underwriting spread; venture capital and private equity valuation; securities designs; securitization; corporate rehabilitation; regulations and compliance issues.
- 2605311 Principles of Marketing** **3(3-0-6)**  
**PRIN MKTG**  
 Basic concepts in marketing, market and market segmentation, classification of goods and services, marketing functions, institutions and channels, market and the environments, the changing market, consumer's buying behavior and factors affecting consumer demand.
- 2605314 Consumer Behavior** **3(3-0-6)**  
**CONSUMER BEHAVIOR**  
 Course Condition: Prerequisite: 2605311  
 Relationships between consumer behavior and marketing management; models of consumer behavior, variables influencing the purchasing decision; analysis of consumer behavior from the points of view of psychology, sociology, anthropology and economics.
- 2605320 Current Issues in Marketing** **3(3-0-6)**  
**CUR ISSUES MKTG**  
 Course Condition: Prerequisite: 2605311  
 Selected topics of interest in current marketing situations emphasizing marketing and the environment of marketing in Thailand and foreign countries.
- 2605325 Brand and Product Management** **3(3-0-6)**  
**BRAND PROD MGT**  
 Course Condition: Prerequisite: 2605311  
 Target market selection; definitions of brand; brand positioning; brand building strategies; brand management; integrating brand with marketing mix; brand evaluation; meaning of products; types of products; product management; product strategies; new product development process; issues in brand and product management and corrections; ethics in brand building and product management.
- 2605326 Sales Management and Selling Techniques** **3(3-0-6)**  
**SALE MGT SELL TECH**  
 Course Condition: Prerequisite: 2605311  
 Sales managers' functions in various businesses; salesforce management; sales planning; salesforce recruitment; selection and development of salesforce; work assignment and sales territories; sales quota setting; motivation; compensation; sales assessment control and sales executives' ethics; roles and sales function toward marketing success; types of sales; customer behavior; salesforce personality; selling process; industrial product sales; consumer product sales; service sales; time management; salesforce's ethics.

- 2605327 Digital Marketing** **3(3-0-6)**  
**DIGITAL MKTG**  
 Course Condition: Prerequisite: 2605311  
 Definition of Digital marketing; roles and importance of digital marketing to business, consumer and society; use of social media marketing tools, mobile marketing; measurement of effectiveness of digital marketing tools; customer database of digital marketing; ethics of digital marketers.
- 2605328 Brand Building and Development** **3(3-0-6)**  
**BRAND BUILD DEV**  
 Course Condition: Prerequisite: 2605311  
 Meaning, roles, and the importance of brand; differences between marketing and branding; brand positioning; brand elements to create brand identity; meaning of brand equity; brand equity models; measuring sources of brand equity; building strong brand; brand communications; meaning and the importance of internal branding; strategic brand management; roles and responsibilities of a brand manager; case studies of brand building and brand development.
- 2605329 Marketing Channel** **3(3-0-6)**  
**MKTG CHANNEL**  
 Course Condition: Prerequisite: 2605311  
 Meaning, roles and importance of marketing channel; marketing channel structure; types of marketing channel; retailing and wholesaling; marketing channel design and management; developing marketing channel strategy; channel conflict and problem solving.
- 2605330 Integrated Brand and Marketing Communication** **3(3-0-6)**  
**INT BRAND MKT COMM**  
 Course Condition: Prerequisite: 2605311  
 Meaning, roles and importance of Integrated Marketing Communication (IMC); IMC model; IMC mix; advertising; public relations; sales promotions; direct marketing; IMC strategy in brand building; measuring the success of IMC.
- 2605331 New Product Development and Customer Value Creation** **3(3-0-6)**  
**NEW PROD DEV VALUE**  
 Course Condition: Prerequisite: 2605311  
 Value creation concept; value creation process related to new product development; meaning and importance of new product development toward marketing management; categories of new product development; new product development process and value creation; success factors and the failure in new product development; management of new product development team; strategic planning for new product development; case studies of new product development.
- 2605410 Integrated Marketing Communication** **3(3-0-6)**  
**INT MKT COMM**  
 Course Condition: Prerequisite: 2605311  
 Meanings; integrated marketing communications process; benefits of marketing communications; the marketing promotional mix; budgeting for marketing promotional activities; advertising; media selection for advertising; sales

promotion; public relations; measuring marketing promotional effectiveness; personal selling and sales management; ethics in marketing communications.

**2605413 Fashion Marketing 3(3-0-6)**

**FASHION MARKETING**

Course Condition: Prerequisite: 2605311

Concept; types and characteristics of fashion products; history of fashion; fashion cycle and fashion industry overview; consumer behavior in market fashion; marketing roles in fashion industry; product design and development for fashion industry; fashion branding strategy; pricing of fashion products; distribution channels in fashion

markets; fashion merchandising and retailing; range planning of fashion products; visual merchandising in fashion industry; brand image enhancement of fashion products and integrated marketing communication; laws and ethics in fashion industry.

**2605414 Service Marketing 3(3-0-6)**

**SERVICE MARKETING**

Course Condition: Prerequisite: 2605311

The concepts of marketing and types of service marketing: personalized services (marketing personal services, professional services and business services) and financial services (bank marketing, insurance marketing and securities marketing) ; a program for marketing of services: market analysis and market planning, planning and developing the service, pricing of services, channels of distribution for service and promotion and the services' future outlook in service marketing.

**2605419 Global Marketing 3(3-0-6)**

**GLOBAL MKT**

Course Condition: Prerequisite: 2605311

Overview of global marketing management; international trade theory; global marketing environment and major institutions; structure and demographics of global markets; culture and global consumer behavior; global marketing strategy; organization and controlling global marketing activities.

**2605422 Technologies in Marketing 3(3-0-6)**

**TECH MKT**

Course Condition: Prerequisite: 2605311

Meanings, objectives, roles and importance of marketing technology; current marketing technology; applications of technology in marketing; impacts on business; potential threats and opportunities; future trends in marketing technology.

**2605425 Marketing Strategy 3(3-0-6)**

**MKT STRA**

Course Condition: Prerequisite: 2605311

Meanings, roles and importance of marketing strategies for business competition; analysis of internal and external environments; integration of marketing functions with other business functions; formulating marketing mix strategies.

- 2605429 Brand Building for Service Marketing** **3(3-0-6)**  
**BRAND SERVICE MKTG**  
 Course Condition: Prerequisite: 2605311  
 Environment of branding for service marketing; service gaps; consumer behavior in service industry; branding process for service marketing; planning for branding for service marketing; examples of successful branding for service marketing; key success factors of branding for service marketing.
- 2605430 Marketing Internship** **0(0-18-0)**  
**MKTG INTERNSHIP**  
 Course Condition: Prerequisite: 2605311  
 Marketing practice in leading companies.
- 2605431 Marketing planning and Control** **3(3-0-6)**  
**MKTG PLAN CONTROL**  
 Course Condition: Prerequisite: 2605330 OR (2605329 AND 2605452) OR C.F.  
 Meaning, role and importance of marketing planning; marketing plan components; situational analysis; external and internal marketing environmental analysis; market and customer analysis; competitor analysis; SWOT analysis; objectives setting; marketing mix formulation; financial analysis; budgeting; types and methods of marketing control; efficient communication in and presentation of marketing plan.
- 2605452 Pricing** **3(3-0-6)**  
**PRICING**  
 Course Condition: Prerequisite: 2605311  
 Meaning of price principle in pricing; pricing policies; pricing procedures; factors to consider in price setting; criteria used in price setting; economics pricing; psychological pricing analysis of relationship among price, costs and profit; ethics in pricing.
- 2605481 Marketing Research** **3(3-0-6)**  
**MARKETING RESEARCH**  
 Course Condition: Prerequisite: 2603330 and 2605311  
 Marketing management background, marketing research content and strategy, research design and strategy, types of information and sources of error in information from respondents, the means of obtaining information from respondents, measurement and Scaling in marketing research, sampling of respondents, the field force, research presentation, follow-up and research process evaluation.
- 2605491 Seminar in Marketing** **3(3-0-6)**  
**SEM MARKETING**  
 Course Condition: Prerequisite 2605311 and 2605314  
 The seminar encourages student to investigate various phases of marketing. Report are prepared individually, but students investigating related subjects participate in group discussions with experienced marketing executives.

- 2900111 Economics I** **3(3-0-6)**  
**ECONOMICS I**  
 Price determination by demand and supply; basic concepts of utility theory and indifference curve relating to consumer behavior; basic concepts of production; the theory of production and costs; various forms of market and equilibrium of the firm and industry; a survey of factor markets and factor pricing theories.
- 3401250 Business Law** **2(2-0-4)**  
**BUSINESS LAW**  
 Meaning, sources, categories and applicability of law; relationship between law and business; sources of business law; introduction to investment law; introduction to contract; significant business contracts; types of business organization; laws on management of business organization, business finance and marketing; dispute settlement in business.
- 3401260 Taxation Law** **2(2-0-4)**  
**TAXATION LAW**  
 Principles and categories of tax; effects of tax on business; personal income tax; corporate income tax; value added tax; specific business tax; stamp duties; customs duties; excise tax; introduction to tax planning for business.
- 3405251 International Business Law** **2(2-0-4)**  
**INTER BUS LAW**  
 International law; sources of law on international business law; barrier and elimination of barrier in international business law; World Trade Organization and international trade regulations; public economic law on international business law; international contract; law and contract on foreign investment, international transfer of technology, international trade, international loan; international investment protection; dispute settlement in international business.
- 5506101 Essential English for Business I** **3(2-2-5)**  
**ESS ENG BUS I**  
 Basic business vocabulary: practice in the four language skills, emphasizing reading for main ideas and details, vocabulary development, sentence and short paragraph writing, and oral communication.
- 5506112 Essential English for Business II** **3(2-2-5)**  
**ESS ENG BUS II**  
 Course Condition: Prerequisite: 5506101  
 Further practice in the four language skills emphasizing reading for main ideas and details, vocabulary development, short and long paragraph writing, and oral communication.
- 5506123 Business Writing Skills** **3(2-2-5)**  
**BUS WRIT SKIL**  
 Course Condition: Prerequisite: 5506112  
 Practice in writing essays on business topics, using different sentence types and patterns paraphrasing and summarizing.

- 5506214 Business Written Communication** **2(1-2-3)**  
**BUS WRIT COMM**  
Course Condition: Course Condition: Prerequisite: 5506123  
Practice in writing business letters, emails and faxes.
- 5506225 Business Report Writing** **2(1-2-3)**  
**BUS REP WRIT**  
Course Condition: Prerequisite: 5506214  
Practice in writing short business reports and minutes of business meetings.
- 5506236 Business Oral Communication** **3(2-2-5)**  
**BUS ORAL COMM**  
Course Condition: Prerequisite: 5506225  
Practice in business presentations and formal business meetings.

# **Student Exchange Program**

## **BBA Exchange Program Guidelines**

### ***A. Eligibility and Application***

The Student Exchange Program is open to all 3<sup>rd</sup> and 4<sup>th</sup> year students in good academic standing and who have less than 30 marks in behavioral penalties. The exchange is typically for one semester.

All exchange applications must be processed through the BBA Office prior to the deadline date.

Exchange University selection is made by BBA based on availability and student suitability, achievements, and the quota that can be changed annually. All courses selected by a student must be approved by BBA to receive credit and for course credits to transfer.

1. The first step in applying is to visit the BBA Office for an overview of the requirements, to obtain more information and to review available universities and courses. Students must check all updated information by e-mail and follows the Exchange Application Process.
2. The selected students submit required documentation by the deadline.
3. Attend the session where students will be informed if they have been accepted for exchange.
4. BBA will check and submit the students' forms to the Exchange University. The Exchange University will send back an acceptance package and documentation to obtain a travel visa. Students must follow the instruction from the Exchange University carefully.

#### **Note:**

Students withdrawing from the Exchange Program after being accepted will not be allowed to participate in the future unless their reasons are judged genuine and compelling by BBA.

### ***B. Banning the Exchange Program Study***

The students who get deducted 30 or more penalty points will be sanctioned by preventing them from participating in the BBA exchange program.

### ***C. Post-Exchange Semester***

1. Students are responsible for delivering to the BBA Office, one complete transcript from the Exchange semester within one month after final exams at the Exchange University. If students want a personal copy, they must obtain one from the Exchange University.
2. Grades will be recorded as either Satisfactory "S" or Unsatisfactory "U". Only a grade that is equivalent to a letter grade of "C" or higher will be transferred as an "S" on the Chula transcript. A "U" grade will not be transferred nor counted for credit. A student receiving a "U" grade must retake the course. Grades earned from the Exchange semester will not be included when calculating GPAX.



3. Upon returning from the Exchange semester, all students must give a report about their Exchange University. This report allows future Exchange Students to apply to, attend and adapt to their Exchange University.

#### ***D. Study Abroad Program with Non-Exchange Partner Universities***

Students can also study in universities that are not part of the regular exchange program. The BBA Office can supply information on the application process. (Note that tuition fees for Chula and the University abroad will apply.)

## **Internship Procedure**

### **Internship Procedures (3<sup>rd</sup> year students)**

All students majoring in DB and BM majors are required to complete the Internship as a graduation requirement (internship is optional for other majors). During the summer semester of your third year of study, students must complete an internship in a national or international business organization or government agencies. Students are encouraged to choose a workplace that matches your interests, or the type of job that could benefit your future careers. The areas of business in which students are allowed to have their internship include for example, Marketing, Finance, Accounting, Personnel management, Consulting, sales management, Transportation, Import/export management, Content marketing, Startup Marketing, Sales and Marketing, Partner Marketing Innovation, Marketing and Community Assistant/Associate, Marketing Communication, eCommerce Product Marketing & Systems Specialist, Social Media Marketing Specialist, Online Marketing, Digital Marketing, Brand, Marketing and Communications (BMC), Digital Content and Email Marketing Specialist, and general management. The choice of workplace is subject to the final approval by the course instructor(s).

- An internship course is a pass/not pass course. Students are expected to complete the internship learning opportunities.
- After students have completed the internship in the summer, the course registration must be done later in the Fall semester 2023 of Academic year 2023 as follows:
  - 2602414 INTER BUS INTERN for DB major. (Prerequisite: 2602371 PRIN INTL BUS MGT)
  - 2605430 MKTG INTERNSHIP for BMM major. (Prerequisite: 2605311 PRIN MKTG)

### **Internship information:**

- The internship period is normally in the summer semester (June - July).
- Students must complete the required 240 working hours for the internship (excluding 12:00 – 13:00 hr.) to obtain credit from your internship. Internship hours cannot be split into multiple periods. Many companies have a formal Internship program period of two months in order for students to get deeper knowledge and solid work experience.
  - Internship opportunities exist in Bangkok as well as in other provinces in Thailand. International internships are available in other countries. Any expenses are the student's responsibility.
  - The internship program (SIP) and CBA Chula **cannot** be counted as BBA Internship Program.

### **Internship Application Process:**

Follow these instructions strictly. Incomplete applications will be automatically rejected. There are 2 steps as follows:

#### **Step 1: Online Application**

- ➡ Log on to the Internship Online Application at <https://student-bba.cbs.chula.ac.th/Account/Login.aspx>
- ➡ Login with your Petra Account (acc)

**Step 2:** Students **must submit** the following documentations for the internship application process to the BBA office by the deadline in either hard copies or electronic files:

1. Internship application form (In Step 1)
2. An academic transcript with “Certified True Copy” and your signature.
3. Resume (one-page). You can [Download Resume Template](#) here if you need one.
4. A copy of the student ID card with “Certified True Copy” and your signature.
5. A letter of acceptance or confirmation by the company.

*Note:* Students will be given the internship package, which will include the official nomination letter, course outline, evaluation form, timesheet form by BBA Office and topics for the internship report before the internship starts one week. These must be completed and submitted according to instructions.

### **Internship Evaluation:**

#### **Evaluation for Successfully Completing Internship Course:**

The evaluation of the internship is based on four documents:

- (1) Internship Evaluation by Company
- (2) Internship Report
- (3) PowerPoint Presentation
- (4) Timesheet

These four items must be submitted together to the BBA Office within one or two weeks after internship finishes

1. **Internship Evaluation by Company:** The form should be given to the authorized person at the company (e.g. Supervisor, HR. Manager) and be delivered back to the BBA office within one week after completing the internship. Once the reminder is sent to a supervisor, it is solely the student's responsibility to follow up with their supervisor and ensure that they fill out the evaluation.

The final deadline for submission of the summary and evaluation is a week before graduation. If your internship file is not complete by that time, your graduation will be delayed.

2. **Internship Report:** (All students) must submit the BBA supplied internship report. Students may request to see examples of internship reports from the BBA Office.

3. **PowerPoint Presentation:** Students must prepare a PowerPoint presentation, highlighting the issues in the “Major Tasks” section. The presentation will be about 30 minutes, to be followed by a question-and-answer session. The presentation should be submitted in both hard and soft copy.

4. **Timesheet:** Students are required to submit the timesheet or hours worked from the company.

# Rules and Regulations

## 1. Policy on Male and Female Student Attire

Students should always dress in their uniforms as specified by Chulalongkorn University. Students not wearing the proper uniform will not be allowed in lecture or examination rooms. The student uniform code is as follows:

Male Students	Female Students
White shirt Long black trousers Black Chula belt Socks Dress shoes	White shirt Black knee-length skirt Chula pin and belt Polite casual shoes

T-Shirts, shorts, sandals and slippers are prohibited. For details, refer to the “Chulalongkorn University Regulations, Principles & Announcements”.

The following penalties apply for not wearing the proper uniform:

### Dress Code Violation Penalties

Violation	Behavioral Marks Deducted	Accumulative Marks Deducted	Action Taken
1 <sup>st</sup>	5	5	
2 <sup>nd</sup>	10	15	
3 <sup>rd</sup>	15	30	Parents are requested to meet with the faculty
4 <sup>th</sup>	20	50	1 semester suspension
5 <sup>th</sup>	25	75	2 semester suspension
6 <sup>th</sup>	25	100	Expulsion from C.U.

### 1st Year Students:

During the first month of summer school, the first violation will result in a verbal warning, probation and notification to advisers and heads of departments. Second violations will result in behavioral marks and appropriate penalties. Following the first month, violations will result in behavioral marks and penalties outlined below.

### 2nd, 3rd, and 4th Year Students

All violations will result in behavioral marks deducted and penalties as outlined above. Penalties are imposed without warning.

**Note:** Students who accumulate violation penalties of more than 30 marks will not be considered for the BBA Exchange Program.

### **Penalty code for the violations of university rules**

Every student begins with 100 behavioral points at the start of his/her period of study. Whenever a student commits a wrongdoing of any kind, his/her behavioral points will be deducted according to the "Penalty code for the violations of university rules."

<b>Type of violation</b>	<b>Penalty</b>
1. Violation of university dress codes or not in possession of your student identification card or resist showing your student identification card upon inspection without appropriate reason	Completion of Penalty letter or deduction of 5 – 10 behavioral points
2. Regarding driving on university compounds - Non-life threatening or property damaging violations such as parking in restricted spaces - Life threatening or property damaging violations such as speeding or driving in the opposite lane	Completion of Penalty letter or deduction of 5 – 10 behavioral points Deduction of 10 – 30 behavioral points  <u>Note:</u> should there be an incident resulting in bodily harm or damage to property, the penal code for the damage of property and/or bodily harm will be used instead
3. Alcohol consumption or state of intoxication on university compounds	Deduction of 10 – 20 behavioral points
4. Presentation of false information or claiming that the information is true when it is not (Deception)	Deduction of 5 – 10 behavioral points
5. Actions causing others disturbance	Completion of Penalty letter or deduction of 5 – 20 behavioral points
6. Gambling	Deduction of 10 – 30 behavioral points
7. Offensive language or actions	Deduction of 10 – 20 behavioral points
8. Involved in arguments or fights - No injuries were involved  - Injuries were involved	Completion of Penalty letter or deduction of 5 – 20 behavioral points Deduction of 20 – 50 behavioral points
9. Assaulting others - No injuries were involved - Injuries were involved	Deduction of 20 – 30 behavioral points Deduction of 30 – 50 behavioral points

10. Forgery of documents - Forgery of educational documents such as those involved in registration - Forgery of other documents such as financial documents	Deduction of 10 – 40 behavioral points  Deduction of 20 – 50 behavioral points
11. Violation regarding property - Theft or misappropriation of property - Causing damage to university property or property of others	Deduction of 20 – 50 behavioral points Deduction of 10 – 50 behavioral points
12. Violations against morals and traditions	Completion of Penalty letter or deduction of 10 – 40 behavioral points
13. Violations involving weapons - Possessing weapons - Illegal or unjustified use of weapons	Deduction of 20 – 60 behavioral points Deduction of 30 – 70 behavioral points
14. Violations involving narcotics - Possession of narcotics for consumption - Possession of narcotics for sale or distribution	Deduction of 30 – 50 behavioral points Deduction of 50 – 100 behavioral points

In conclusion, if a student gets deducted a compiled total of

- more than 40 points but less than 60 points, he/she will be put on suspension for 1 semester
- more than 60 points but less than 80 points, he/she will be put on suspension for 2 semesters
- more than 80 points but less than 100 points, he/she will be put on suspension for 4 semesters 100 points, he/she will be expelled.

## **Student Grievance Policy**

### **Purpose**

The BBA International Program Student Grievance Policy is designed to promote honesty in and respect for the education process. This policy is applicable to all students, faculty and staff at BBA.

### **Policy**

A BBA International Program student who wishes to file a grievance should first attempt an informal resolution to the issue directly with the student, instructor or staff involved. If informal resolution cannot be reached, the student may use the formal grievance procedure outlined under “Procedures”. There are three types of grievances:

(A) Academic Grievances related: grade disputes; academic dishonesty issues; faculty inaccessibility or unresponsiveness.

(B) Non-Academic Grievances: all other matters, such as schedules, fees, materials, property and similar administrative matters.

(C) Safety and Learning Environment: acts of violence, threat or intimidation; physical or verbal abuse or disruptive behaviors;

**Note:** It is the philosophy of BBA that the course instructor is the best judge of student performance and BBA administration will not interfere with that judgment. In a grievance involving grades, the administration will determine if the grade was arrived at fairly, i.e. that the same standards were applied to all students in a particular course.

### **Procedure**

#### **1. Grievances:**

- A. Academic Grievances: A student wishing to appeal
    - i. a grade **or**,
    - ii. dismissal from BBA because of insufficient academic progress,
    - iii. **or** an action involving academic dishonesty, should first attempt an informal resolution directly with the instructor. If the grade/decision involves progress, graduation or dismissal, the student will also arrange to meet with the Director of the program.
  - B. Non-Academic Grievances: Students wishing to appeal non-academic matters, such as decisions regarding property, scheduling, etc., should first attempt informal resolution by discussion with the faculty or staff involved.
  - C. Safety & Learning Environment Grievances: A student with these types of grievances should immediately report them to the BBA office / Director. In these cases BBA and the University reserve the right to take action as needed outside the normal procedures.
2. If no solution is reached in Step 1, the student, within 7 working days after failing to reach a resolution by informal resolution, should contact the Director by submitting a written detailed statement of the problem, including a summary of the results of Step 1 and the reason(s) for pursuing a grievance.
  3. The Director will gather and consider appropriate information. Should the Director deem it necessary, he/she has the option of convening and chairing a committee (comprised of at least 3 faculty members) to help evaluate the student's petition. Parties involved in the grievance may be interviewed and pertinent materials gathered and reviewed. The decision at this stage of the grievance will be made by the Director based on the facts that have been gathered.
  4. Within ten working days after completing the investigation, the Director will notify the student of the decision.
  5. Only after the decision by the BBA Director in step 4 may the decision be appealed. The appeal is to the Dean of the Chulalongkorn Business School using this same process, with the grievance being submitted directly to the Dean. The Dean's decision will be final in all cases.

#### **5. Personal Responsibility**

Students should be responsible for their property at all times and should never leave belongings and valuables unattended as loss may result. This applies to classrooms, restrooms, eating locations, lockers and study areas. The best way to prevent loss or theft is to leave valuables at home.