



**BACHELOR OF BUSINESS ADMINISTRATION
(INTERNATIONAL PROGRAM)**

CURRICULUM FOR THE ACADEMIC YEAR 2022

B.B.A (International Program) (Revised 2022)

KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG

BUSINESS SCHOOL

KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG

SECTION 1 GENERAL INFORMATION

1. PROGRAM TITLE:

Thai	หลักสูตรบริหารธุรกิจบัณฑิต (หลักสูตรนานาชาติ)
English	Bachelor of Business Administration (International Program)

2. DEGREE OFFERED:

Full Title:	Thai	บริหารธุรกิจบัณฑิต
	English	Bachelor of Business Administration

Abbreviated Title:	Thai	บธ.บ.
	English	B.B.A.

3. MAJOR SUBJECT (IF ANY)

MAJOR 1: INNOVATION & TECHNOLOGICAL MARKETING
 MAJOR 2: GLOBAL BUSINESS & FINANCIAL MANAGEMENT
 MAJOR 3: DIGITAL SUPPLY CHAIN MANAGEMENT

4. REQUIRED CREDITS

At least 129 Credits

5. CURRICULUM STRUCTURE

5.1 Structure	: Four-Year Bachelor's Degree
5.2 Course Type	: Undergraduate Academic
5.3 Languages	: English / Foreign languages
5.4 Admission	: Thai and foreign students with a good level of the English language proficiency
5.5 Cooperation	: Specific institute's curriculum
5.6 The Degree to Graduates	: Bachelor of Business Administration (International Program)'s degree with one major from King Mongkut's Institute of Technology Ladkrabang

SECTION 2 CURRICULUM STRUCTURE

Curriculum Structure for a **4-year program** requires not less than **129 credits** comprising the following elements:

	Credit (129)
A. General Education Courses	30
B. Professional Courses	
Core Courses	57
Major Courses	
- Major Group 1	15
- Major Group 2	15
Alternative Education	6
C. Free Elective Courses	6

A. GENERAL EDUCATION COURSES		30	Credits
1.1	BASIC COURSE REQUIREMENT CORE SKILLS IN THE 21ST CENTURY AND FOR KMITL IDENTITY	6	Credits
	96641001 CHARM SCHOOL		2 (1-2-3)
	96641002 DIGITAL INTELLIGENCE QUOTIENT		3 (3-0-6)
	96641003 SPORTS AND RECREATIONAL ACTIVITIES		1 (0-3-2)
1.2	FACULTY COURSE REQUIREMENT	9	Credits
	96642011 CRITICAL THINKING		3 (3-0-6)
	96642014 INNOVATIVE AND SYSTEM THINKING		3 (3-0-6)
	96642090 GLOBAL INSIDE		3 (3-0-6)
1.3	LANGUAGE AND COMMUNICATION COURSES (Courses selected by faculty)	3	Credits
1.4	GE ELECTIVE COURSES (Courses selected by Students in 3 groups)	12	Credits

B. PROFESSIONAL COURSES			
2.1 CORE COURSES		57	Credits
	14056101 MICROECONOMICS		3 (3-0-6)
	14056102 MACROECONOMICS		3 (3-0-6)
	14056103 PRINCIPLES OF ACCOUNTING		3 (3-0-6)
	14056104 MANAGERIAL ACCOUNTING		3 (3-0-6)
	14056105 BUSINESS FINANCE		3 (3-0-6)
	14056106 BUSINESS STATISTICS		3 (3-0-6)
	14056107 BUSINESS RESEARCH		3 (3-0-6)
	14056108 PRODUCTION & OPERATIONS MANAGEMENT		3 (3-0-6)
	14056109 FUNDAMENTALS OF MANAGING TECHNOLOGY		3 (3-0-6)
	14056110 MANAGEMENT INFORMATION SYSTEM		3 (3-0-6)
	14056111 INTERNATIONAL MARKETING MANAGEMENT		3 (3-0-6)
	14056112 INTERNATIONAL HUMAN CAPITAL MANAGEMENT		3 (3-0-6)
	14056113 INTERNATIONAL MANAGEMENT OF ORGANIZATIONS		3 (3-0-6)
	14056114 INTERNATIONAL TRADE LAW AND ETHICS		3 (3-0-6)

14056115	INTERNATIONAL SUPPLY CHAIN AND LOGISTICS MANAGEMENT	3 (3-0-6)
14056116	NEGOTIATION AND CROSS CULTURAL MANAGEMENT	3 (3-0-6)
14056117	GLOBAL RISK ASSESSMENT AND MANAGEMENT	3 (3-0-6)
14056118	GLOBAL STRATEGIC MANAGEMENT	3 (3-0-6)
14056119	SEMINAR & CONTEMPORARY IN BUSINESS	3 (3-0-6)

2.2 MAJOR COURSE**30****Credits****MAJOR 1: INNOVATION & TECHNOLOGICAL MARKETING****MAJOR GROUP 1: INNOVATION AND BUSINESS TRANSFORMATION**

14056201	COMPUTER APPLICATIONS AND INFORMATION TECHNOLOGY	3 (3-0-6)
14056202	DEVELOPMENT OF CREATIVITY AND CREATION OF INNOVATION	3 (3-0-6)
14056203	TECHNOLOGY AND INNOVATION MANAGEMENT	3 (3-0-6)
14056204	INDUSTRIAL DIGITAL TRANSFORMATION	3 (3-0-6)
14056205	DIGITAL BUSINESS INNOVATION	3 (3-0-6)

MAJOR GROUP 2: MARKETING INSIGHT FOR BUSINESS

14056206	MARKETING TOOLS & ANALYSIS FOR MARKETING RESEARCH AND INSIGHT	3 (3-0-6)
14056207	INTERNATIONAL AND CROSS-CULTURAL MARKETING	3 (3-0-6)
14056208	MARKETING INTELLIGENCE AND COMMERCIAL PLANNING	3 (3-0-6)
14056209	MARKETING STRATEGY FOR SUSTAINABILITY	3 (3-0-6)
14056210	SOCIAL MEDIA AND VIRAL MARKETING	3 (3-0-6)
14056211	ADVERTISING AND BEYOND: CUSTOMER-CENTRIC BRAND DEVELOPMENT	3 (3-0-6)
14056212	DIGITAL MARKETING	3 (3-0-6)
14056213	SELECTED TOPICS IN INNOVATION & TECHNOLOGICAL MARKETING	3 (3-0-6)

MAJOR 2: GLOBAL BUSINESS & FINANCIAL MANAGEMENT**MAJOR GROUP 1: GLOBAL BUSINESS MANAGEMENT**

14056301	INTERNATIONAL BUSINESS MANAGEMENT	3 (3-0-6)
14056302	IMPORT – EXPORT MANAGEMENT	3 (3-0-6)
14056303	SUPPLY CHAIN OPERATIONS FOR GLOBAL ORGANIZATIONS	3 (3-0-6)
14056304	INTERNATIONAL TAX PLANNING FOR BUSINESS	3 (3-0-6)
14056305	SELECTED TOPICS IN INTERNATIONAL BUSINESS MANAGEMENT	3 (3-0-6)

MAJOR GROUP 2: FINANCIAL INSIGHT FOR BUSINESS

14056306	FINANCIAL STATEMENT ANALYSIS & VALUATION	3 (3-0-6)
14056307	FINANCIAL RISK ANALYSIS FOR BUSINESS DECISION	3 (3-0-6)
14056308	INTERNATIONAL FINANCIAL MANAGEMENT	3 (3-0-6)
14056309	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	3 (3-0-6)
14056310	START-UP FINANCING AND FINTECH	3 (3-0-6)

MAJOR 3: DIGITAL SUPPLY CHAIN MANAGEMENT**MAJOR GROUP 1: SMART AND OPERATIONAL EXCELLENCE IN LOGISTICS**

14056401	E-COMMERCE OPERATIONS MANAGEMENT	3 (3-0-6)
14056402	GREEN MANUFACTURING, SUPPLY CHAIN & LOGISTIC MANAGEMENT	3 (3-0-6)
14056403	INTRODUCTION TO INTELLIGENT TRANSPORT SYSTEMS	3 (3-0-6)
14056404	MULTIMODAL TRANSPORT	3 (3-0-6)
14056405	CURRENT ISSUES IN LOGISTICS	3 (3-0-6)

MAJOR GROUP 2: SUPPLY CHAIN IN THE MODERN WORLD

14056406	SUPPLY CHAIN AND LOGISTICS INNOVATIONS	3 (3-0-6)
14056407	SMART LOGISTICS AND SUPPLY CHAIN SYSTEMS	3 (3-0-6)
14056408	SUPPLY CHAIN OPERATIONS FOR GLOBAL ORGANIZATIONS	3 (3-0-6)
14056409	SUPPLY CHAIN RISK MANAGEMENT	3 (3-0-6)
14056410	SUSTAINABLE SUPPLY CHAIN	3 (3-0-6)

2.3 ALTERNATIVE EDUCATION**6 Credits**

The alternative subject is divided into 3 alternatives; students can choose 1 alternative for their own needs consisting of 6 credits.

1. CO-OPERATIVE EDUCATION
(14056801) CO-OPERATIVE EDUCATION 6 (0-45-0)
 2. EDUCATIONAL WORKSHOPS OR INDEPENDENT STUDY
(14056802) SPECIAL PROJECT 3 (0-9-0)
- AND**
- (14056803) PRACTICAL TRAINING IN BUSINESS ADMINISTRATION 3 (0-45-0)

3. OVERSEAS TRAININGS**6 Credits**

Alternative Education is divided into 2 alternatives; Institutions Abroad and Overseas Training, Students shall choose only 1 alternative. (Students who choose Institutions Abroad can transfer credits from the institution abroad as per the Institution's announcement, but not more than 6 credits)

14056804	OVERSEAS TRAINING	6 (0-45-0)
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C. FREE ELECTIVE COURSES**6 Credits**

For students choosing courses offered at the King Mongkut's Institute of Technology Lad Krabang, Bangkok.

STUDY PLAN

1st YEAR 1st SEMESTER

CODE	SUBJECT	CREDIT
96641001	GENERAL EDUCATION COURSE: CHARM SCHOOL	2 (1-2-3)
96641003	GENERAL EDUCATION COURSE: SPORTS AND RECREATIONAL ACTIVITIES	1 (0-3-2)
96642090	GENERAL EDUCATION COURSE: GLOBAL INSIDE	3 (3-0-6)
96xxxxxx	GENERAL EDUCATION COURSE (LANGUAGE AND COMMUNICATION SKILLS)	3 (3-0-6)
14056101	MICROECONOMICS	3 (3-0-6)
14056109	FUNDAMENTALS OF MANAGING TECHNOLOGY	3 (3-0-6)
	TOTAL	15

1st YEAR 2nd SEMESTER

CODE	SUBJECT	CREDIT
96641002	GENERAL EDUCATION COURSE: DIGITAL INTELLIGENCE QUOTIENT	3 (3-0-6)
96642011	GENERAL EDUCATION COURSE: CRITICAL THINKING	3 (3-0-6)
96xxxxxx	GENERAL EDUCATION COURSE: (GE COURSE_ ELECTIVE COURSE)	3 (3-0-6)
14056103	PRINCIPLES OF ACCOUNTING	3 (3-0-6)
14056111	INTERNATIONAL MARKETING MANAGEMENT	3 (3-0-6)
14056102	MACROECONOMICS	3 (3-0-6)
	TOTAL	18

2nd YEAR 1st SEMESTER

CODE	SUBJECT	CREDIT
96642014	GENERAL EDUCATION COURSE: INNOVATIVE AND SYSTEM THINKING	3 (3-0-6)
96xxxxxx	GENERAL EDUCATION COURSE: GE COURSE_ ELECTIVE COURSE	3 (3-0-6)
96xxxxxx	GENERAL EDUCATION COURSE: GE COURSE_ ELECTIVE COURSE	3 (3-0-6)
14056104	MANAGERIAL ACCOUNTING	3 (3-0-6)
14056110	MANAGEMENT INFORMATION SYSTEM	3 (3-0-6)
14056113	INTERNATIONAL MANAGEMENT OF ORGANIZATIONS	3 (3-0-6)
	TOTAL	18

2nd YEAR 2nd SEMESTER

CODE	SUBJECT	CREDIT
14056105	BUSINESS FINANCE	3 (3-0-6)
14056106	BUSINESS STATISTICS	3 (3-0-6)
14056108	PRODUCTION AND OPERATIONS MANAGEMENT	3 (3-0-6)
14056112	INTERNATIONAL HUMAN CAPITAL MANAGEMENT	3 (3-0-6)
14056114	INTERNATIONAL TRADE LAW AND ETHICS	3 (3-0-6)
14056115	INTERNATIONAL SUPPLY CHAIN AND LOGISTICS MANAGEMENT	3 (3-0-6)
	TOTAL	18

3rd YEAR 1st SEMESTER

CODE	SUBJECT	CREDIT
96xxxxx	GENERAL EDUCATION COURSE: GE COURSE_ ELECTIVE COURSE	3 (3-0-6)
14056xxx	MAJOR COURSES – MAJOR GROUP 1	3 (3-0-6)
14056xxx	MAJOR COURSES – MAJOR GROUP 1	3 (3-0-6)
14056xxx	MAJOR COURSES – MAJOR GROUP 1	3 (3-0-6)
14056107	BUSINESS RESEARCH	3 (3-0-6)
14056116	NEGOTIATION AND CROSS-CULTURAL MANAGEMENT	3 (3-0-6)
	TOTAL	18

3rd YEAR 2nd SEMESTER

CODE	SUBJECT	CREDIT
14056xxx	MAJOR COURSES – MAJOR GROUP 1	3 (3-0-6)
14056xxx	MAJOR COURSES – MAJOR GROUP 1	3 (3-0-6)
14056xxx	MAJOR COURSES – MAJOR GROUP 2	3(3-0-6)
14056xxx	MAJOR COURSES – MAJOR GROUP 2	3(3-0-6)
14056119	SEMINAR & CONTEMPORARY IN BUSINESS	3 (3-0-6)
14056118	GLOBAL STRATEGIC MANAGEMENT	3 (3-0-6)
	TOTAL	18

3rd YEAR 3rd SEMESTER

(CASE STUDY COOPERATIVE EDUCATION)

CODE	SUBJECT	CREDIT
14036801	CO-OPERATIVE EDUCATION	6(0-45-0)
	TOTAL	6

(CASE STUDY PROJECTS AND INTERNSHIPS IN THE COUNTRY)

CODE	SUBJECT	CREDIT
14056802	SPECIAL PROJECT	3(0-9-0)
14056803	PRACTICAL TRAINING IN BUSINESS ADMINISTRATION	3(0-45-0)
	TOTAL	6

(CASE STUDY INTERNSHIPS ABROAD)

CODE	SUBJECT	CREDIT
14056804	OVERSEAS TRAINING	6(0-45-0)
	TOTAL	6

4th YEAR 1st SEMESTER

CODE	SUBJECT	CREDIT
14056117	GLOBAL RISK ASSESSMENT AND MANAGEMENT	3(3-0-6)
14056xxx	MAJOR COURSES – MAJOR GROUP 2	3(3-0-6)
14056xxx	MAJOR COURSES – MAJOR GROUP 2	3(3-0-6)
14056xxx	MAJOR COURSES – MAJOR GROUP 2	3(3-0-6)
xxxxxx	FREE ELECTIVE COURSE 1	3(3-0-6)
xxxxxx	FREE ELECTIVE COURSE 2	3(3-0-6)
	TOTAL	18

TOTAL CREDIT COURSES 129 CREDITS

COURSE DESCRIPTION

14056101 MICROECONOMICS 3(3-0-6)

PREREQUISITE: NONE

In this course, students will study the price system, market structures, and consumer theory. Topics covered include supply and demand, price controls, public policy, the theory of the firm, cost and revenue concepts, forms of competition, elasticity, and efficient resource allocation, among others.

14056102 MACROECONOMICS 3(3-0-6)

PREREQUISITE: MICROECONOMICS

Macroeconomics studies the aggregate behaviour of the economy. This course provides an introduction to the economic analysis of key macroeconomic variables such as output, employment, inflation, interest rates and exchange rates. The important elements of the course include measurement of macroeconomic variables, the development of models and theories to explain the behaviour of macroeconomic variables, the use of empirical evidence in evaluating different models, and the role of government policy in seeking to influence macroeconomic outcomes. The course will provide students with a framework for understanding the workings of the whole economy and the various interactions among households, business and governments.

14056103 PRINCIPLES OF ACCOUNTING 3(3-0-6)

PREREQUISITE: NONE

Study of concepts and meaning of accounting, financial statements, accounting equation, accounting transaction analysis, the recording of the accounting data, theory of double-entry bookkeeping, general and trail balance, closing and adjusting entries.

14056104 MANAGERIAL ACCOUNTING 3(3-0-6)

PREREQUISITE: PRINCIPLES OF ACCOUNTING

A study of accounting concepts and reporting techniques applied in a management decision-making context, Students analyze accounting data from real-world case studies and present their analysis, conclusions, and recommendations. Managerial accounting models used by diverse enterprises in virtually all industrialized nations include cost accounting and the behavior of costs, budgeting, differential analysis, and responsibility accounting are examined. Reporting techniques involving the use of current spreadsheet and graphic presentation technology are presented.

14056105 BUSINESS FINANCE 3(3-0-6)

PREREQUISITE: NONE

A study of goals and functions of financial management in business organizations, financial statements, financial statement analysis, cash flow statement, risk and return, time value of money, capital structure, cost of capital, capital budgeting, financing, working capital management, and current asset management.

14056106 BUSINESS STATISTICS 3(3-0-6)

PREREQUISITE: NONE

Study of an application of statistical methods to business problems including descriptive statistics, random variables and probability distributions, estimation and hypothesis testing, one-way and two-way analysis of variance, correlation analysis, simple and multiple regression analysis, and introduction to forecasting with regression models, use of computer programs in solving statistical problems.

14056107 BUSINESS RESEARCH 3(3-0-6)

PREREQUISITE: NONE

Study of an importance of research, research process, methodology, proposal, objectives and hypothesis, information gathering, data processing, analysis of data, report writing and using research for management and planning.

- 14056108 PRODUCTION AND OPERATIONS MANAGEMENT 3(3-0-6)**
 PREREQUISITE: NONE
 Study of production and operations management, product and process development, production forecasting and quantitative management, Production planning & analysis, Production scheduling, product and service design, global factory location and layouts, workflow system, labor management, machinery maintenance management, quality management system, factory safety management and lean production, six sigma, supply chain management.
- 14056109 FUNDAMENTALS OF MANAGING TECHNOLOGY 3(3-0-6)**
 PREREQUISITE: NONE
 This course bridges technology and management concepts with introductory lessons in strategic management of technology & innovation. The key discussion covers principles of technology management, contributions of technology to competitiveness, technology development process, technology evaluation, with particular attention to innovation and strategy development.
- 14056110 MANAGEMENT INFORMATION SYSTEM 3(3-0-6)**
 PREREQUISITE: NONE
 Study of roles and concepts of information technology for business management, information technology system in organizations, strategy planning for information technology, information technology system acquisitions, usage of computers and information systems for modern organizations, management information system in many functions of modern firms : sales and service management, manufacturing, inventory management, electronic commerce, suppliers and customers relationship network management, supporting for decision of organizations, knowledge management, management of data mining, information technology security, ethic and social topics.
- 14056111 INTERNATIONAL MARKETING MANAGEMENT 3(3-0-6)**
 PREREQUISITE: NONE
 Study of marketing management in global contexts for creating customer value and engagement, International marketing environment for defining marketing management, marketing mix for both products and service, marketing strategy, global market place collecting information and forecasting demand including conducting marketing research that can be creating long-term relationship with customer, analyst consumer market for defining segmentation, selecting target market that can be implementing in create product & service and brand, price, deliver value of product and communicate to target groups as well as digital marketing, social media, social responsibilities and ethics
- 14056112 INTERNATIONAL HUMAN CAPITAL MANAGEMENT 3(3-0-6)**
 PREREQUISITE: NONE
 A study of the meaning and essentials of global human capital management and human resource management, the analysis of human resource data, workforce planning, recruiting and selection, orientation, training and human resource development, compensation, team building, performance appraisal, benefit and safety, and industrial relation. Trends in global Human Resource Management and issues of HRM in terms of gap of generation, diversity, ethical practice, sequel employment opportunity, employee engagement, Citizenship Organization Behaviors, Employee Separation and Retention, and Managing Human Resources Globally.
- 14056113 INTERNATIONAL MANAGEMENT OF ORGANIZATIONS 3(3-0-6)**
 PREREQUISITE: NONE
 This course is a study of organization, organizing, organization structure design, strategic leadership, organization size and life cycle, role and building organizational culture, characteristics and creating a learning organization, and managing organization to fit changing environment. This course also studies the characteristics of international business organization management; manager's role and duties; motivation, communication and decision making; effective management for business firms, managing a global environment with concept of POLC, managing startups and new venture, corporate social responsibility.

14056114 INTERNATIONAL TRADE LAW AND ETHICS 3(3-0-6)

PREREQUISITE: NONE

This course introduces students to international laws which impact on the management and undertaking of transnational trade. It offers students the practical tools to become proficient in resolving and communicating legal problems that commonly arise in international business. This course arms students with the skills to navigate transnational legality, regulation and governance. Considerations of law are tied to discussions of ethics, particularly in the space of multinational organisations and business in developing nations.

14056115 INTERNATIONAL SUPPLY CHAIN AND LOGISTICS MANAGEMENT 3(3-0-6)

PREREQUISITE: NONE

Study of international supply chain and logistics management concept: design of location network, logistic, e-business, creating effective Supply Chain, purchasing, supplier management and identifying strategies and policies of materials and information movement between places, problems, and techniques of sending raw materials to production areas and sending finish products to distribution channel, customers, or consumers.

14056116 NEGOTIATION AND CROSS CULTURAL MANAGEMENT 3(3-0-6)

PREREQUISITE: NONE

This course examines the ways in which cultural differences impact on the process of doing business and managing internationally. A range of conceptual frameworks are developed, including mental models and schemata as the source of cultural differences and difficulties in managing intercultural interactions. Using evidence and business practice, the course explores the nature of culture and how cultural differences impact on interpersonal interactions, intergroup interactions and the management of multi-cultural workforces (including expatriates). This course analyses the practice of management and negotiation in an international cross-cultural context, and the challenges of managing international business relationships are critically analyzed. Topics include the nature and dimensions of culture, issues relating to cross-cultural problem solving, the dynamics of multi-cultural teams, managing global teams and leadership across cultures. How culture impacts on managerial decision-making of ethical and social responsibility issues are explored.

14056117 GLOBAL RISK ASSESSMENT AND MANAGEMENT 3(3-0-6)

PREREQUISITE: NONE

This course provides students with the knowledge required to identify, manage, and monitor risks using the principles of systems thinking. Through local and international real-world examples, students will consolidate the principles of risk management as applied during the various phases of large projects, programs, and mega projects.

14056118 GLOBAL STRATEGIC MANAGEMENT 3(3-0-6)

PREREQUISITE: NONE

A study of global strategic management processes, assessing industry attractiveness and the competitive environment, external and internal environmental analysis of business enterprises, and emphasize on the integration of business management areas, and taking both international and local case studies for analysis.

14056119 SEMINAR AND CONTEMPORARY IN BUSINESS 3(2-3-6)

PREREQUISITE: NONE

Study of the business context. This includes the analysis and presentation of the solution related to business by applying theories and concepts

MAJOR: INNOVATION & TECHNOLOGICAL MARKETING**14056201 COMPUTER APPLICATIONS AND INFORMATION TECHNOLOGY 3(3-0-6)**

PREREQUISITE: NONE

This course teaches students about the development and management of business databases to understand how business decision making can be improved when supporting technologies. This course also covers strategic analysis frameworks and business strategies that can be fine-tuned for competition in an increasingly digitally transformed world.

14056202 DEVELOPMENT OF CREATIVITY AND CREATION OF INNOVATION 3(3-0-6)

PREREQUISITE: NONE

This course shall equip students with the skills and the necessary tools to develop creative and innovative thinking. Students are able to apply different thinking styles for creative problem solving and apply various creative thinking techniques to develop innovations.

14056203 TECHNOLOGY AND INNOVATION MANAGEMENT 3(3-0-6)

PREREQUISITE: NONE

This course develops a critical understanding of technological innovation and management. This course also focuses on the models and tools of technology and innovation management and integrate key insights from research on strategy, management control, innovation, technology.

14056204 INDUSTRIAL DIGITAL TRANSFORMATION 3(3-0-6)

PREREQUISITE: NONE

The transformation of industrial processes through the integration of modern technologies such as sensors, communication, and computational processing. Technologies such as Cyber Physical Systems (CPS), Internet of Things (IoT), Cloud Computing, Machine Learning, and Data Analytics, Industrial Internet of Things (IIoT) is an application of IoT in industries to modify the various existing industrial systems. IIoT links the automation system with enterprise, planning and product lifecycle.

14056205 DIGITAL BUSINESS INNOVATION 3(3-0-6)

PREREQUISITE: NONE

This course introduces emerging concepts of digital business management. The key discussion covers the digital business model, marketplace, technology requirement, and the role of digital government.

14056206 MARKETING TOOLS & ANALYSIS FOR MARKETING 3(3-0-6)**RESEARCH AND INSIGHTS**

PREREQUISITE: NONE

This course will introduce students to various marketing research techniques, tools, and tactics to collect, analyze and act upon customer information, especially in the Internet and digital environment. The tools taught in this class will help students better understand and predict customer behavior, and they will become essential for developing a successful career in marketing/management consulting, customer relationship management, database marketing, digital marketing, etc.

14056207 INTERNATIONAL & CROSS-CULTURAL MARKETING 3(3-0-6)

PREREQUISITE: NONE

This course provides theoretical, research and practical training in areas of international and intercultural communication and international marketing. It focuses on rapidly developing issues surrounding global communications and brand management. Students are able to combine the study of cross-cultural communication with developing their knowledge of international marketing and have the chance to gain a thorough understanding of marketing theories and how to apply them to real-world business challenges.

- 14056208 MARKETING INTELLIGENCE AND COMMERCIAL PLANNING 3(3-0-6)**
 PREREQUISITE: NONE
 The definition, functions, developments of information system, how marketing information system is employed in commercial planning, preparing data-driven decision, building competitive market, business decision making and development of competitive advantages and marketplace strategy.
- 14056209 MARKETING STRATEGY FOR SUSTAINABILITY 3(3-0-6)**
 PREREQUISITE: NONE
 This course develops the knowledge and skills necessary to successfully market sustainable products and services. Students are able to understand the key elements of developing a successful marketing strategy and branding approach for a sustainable market offering. The course also reviews global trends and issues that influence sustainable product success.
- 14056210 SOCIAL MEDIA AND VIRAL MARKETING 3(3-0-6)**
 PREREQUISITE: NONE
 This course will introduce to students the fundamentals of viral marketing on social media. It will discuss topics including how to create engaging and effective marketing content on social media, how content is used to attract and build communities on social media, how to foster a strong brand using social media influence, how to seed content on social media, and how to measure and track marketing campaign performance on social media. It will also cover the practicalities and techniques of crafting shareable marketing content.
- 14056211 ADVERTISING AND BEYOND: CUSTOMER-CENTRIC BRAND DEVELOPMENT 3(3-0-6)**
 PREREQUISITE: NONE
 This course provides a holistic, practical, and result-driven view of marketing and branding. Students will gain a practical understanding and acquire hands-on skills to tackle brand-related and customer-driven strategic issues in a no-nonsense way to grow the business on and offline.
- 14056212 DIGITAL MARKETING 3(3-0-6)**
 PREREQUISITE: NONE
 Developing business skills and growing the real-world experience of digital media sectors, challenging designed equips with key theories and practical skills to pursue in marketing careers, integrating different digital media, creating content marketing, developing digital marketing campaigns, social media planning, and measuring the effectiveness of digital marketing campaigns, including gaining insights of future trends.
- 14056213 SELECTED TOPICS IN INNOVATION & TECHNOLOGICAL MARKETING 3(3-0-6)**
 PREREQUISITE: NONE
 This course examines and analyzes contemporary issues and recent findings in entrepreneurship and innovation field of study, to be updated during each semester.

MAJOR: GLOBAL BUSINESS & FINANCIAL MANAGEMENT

- 14056301 INTERNATIONAL BUSINESS MANAGEMENT 3(3-0-6)**
 PREREQUISITE: NONE
 To provide students with an understanding of problems and opportunities associated with doing business across country and cultural boundaries and to encourage global business thinking and strategy formulation. Topics include the forms of international business involvement; economic, social, cultural, and political conditions; national and multinational regulations of international transactions and investments; and global strategies for business operations.

- 14056302 IMPORT – EXPORT MANAGEMENT 3(3-0-6)**
 PREREQUISITE: NONE
 A study of role and the significance of import - export management, the payment method, import – export document, import – export procedure, the types of letters of credits, multinational transportation planning and facilities design for air, sea, and land transportation.
- 14056303 SUPPLY CHAIN OPERATIONS FOR GLOBAL ORGANIZATIONS 3(3-0-6)**
 PREREQUISITE: NONE
 This course will introduce students to supply chain management concepts that are critical to business success in today's fiercely competitive environment. Global supply chain management involves coordinating and improving the flow and transformation of goods, services, information, and funds within companies and around the world, from raw materials to the end user. This course integrates key functions of operations management, marketing, logistics, and computer information systems in order to analyze and design domestic and international supply chains.
- 14056304 INTERNATIONAL TAX PLANNING FOR BUSINESS 3(3-0-6)**
 PREREQUISITE: NONE
 The basic principles of international taxation (residence, source, relief from international double taxation, anti-deferral rules, withholding tax, transfer pricing, thin capitalization, and tax treaties), emphasizing on comparative analysis (focusing particularly on Asian, American, Australian, and European examples), exploring developed and developing country approaches.
- 14056305 SELECTED TOPICS IN INTERNATIONAL BUSINESS MANAGEMENT 3(3-0-6)**
 PREREQUISITE: NONE
 Study of interesting and at-the-present issues on International Business Management and subject to change for each semester
- 14056306 FINANCIAL STATEMENT ANALYSIS & VALUATION 3(3-0-6)**
 PREREQUISITE: NONE
 This course helps students understand how firms communicate through financial statements. Students will learn how to: use financial statement analysis as an integral part of the strategic analysis of firms; interpret financial statements, analyze cash flows, make judgments about earnings quality and uncover hidden assets and liabilities; apply financial statement analysis prospectively to forecast and value firms by applying modern accounting-based technologies. The course has a very practical emphasis, with a wide variety of cases, in-class exercises and a group project.
- 14056307 FINANCIAL RISK ANALYSIS FOR BUSINESS DECISION 3(3-0-6)**
 PREREQUISITE: NONE
 This course introduces the classification of risk, diversification and hedging strategies, and optimal portfolio choice. Students will learn about the methods to manage market risk for fixed income and equity portfolios, the use of Value at Risk (VaR) for measuring the level of risk in a firm or portfolio, and its application to real-world risk management practices. The course also provides a practical approach to the crucial accounting and finance issues that affect organizations in today's business environment. The course examines the application of financial and management accounting tools relevant to critical financial decisions, including key performance indicators, breakeven analysis, basic working capital management and the budgeting process.
- 14056308 INTERNATIONAL FINANCIAL MANAGEMENT 3(3-0-6)**
 PREREQUISITE: NONE
 The basic principle of financial management for international business and its international economic environment such as international monetary system, the balance of payment, the foreign exchange market, application of financial instruments and derivatives in the international financial transactions, and trade finance.

14056309 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT 3(3-0-6)

PREREQUISITE: NONE

This course is to introduce the intuition and concepts of Investment analysis and portfolio management. This course addresses the allocation of the total investment in available asset classes and how to select the assets within asset classes for investment and the decision of allocation and selection of investment assets. The aim of the course is to provide the theoretical underpinning of the subject with the implications in the real world. Student will develop skills required to conduct assessment of current issues covered by media and specialized journals.

14056310 START-UP FINANCING AND FINTECH 3(3-0-6)

PREREQUISITE: NONE

This course provides conceptual and practical issues in a startup business development; financing startups, operational goals, and growth; technology applied in a finance business; a development of new financial products.

MAJOR: DIGITAL SUPPLY CHAIN MANAGEMENT**14056401 E-COMMERCE OPERATIONS MANAGEMENT 3(3-0-6)**

PREREQUISITE: NONE

Managerial issues of operations management for e-commerce businesses, the managerial aspects of running e-businesses to know what is important in their operations, including personnel, technology, and systems, critical success factors in e-commerce operations management such as e-commerce and supply chain management, e-commerce and product and process management, e-commerce and purchasing management, e-commerce and forecasting and scheduling management, e-commerce and inventory management, e-commerce and quality management, e-commerce and human resource management, e-commerce and reengineering and consulting management.

14056402 GREEN MANUFACTURING, SUPPLY CHAIN & LOGISTIC MANAGEMENT 3(3-0-6)

PREREQUISITE: NONE

Study about critical aspects of green manufacturing and supply chain design and operations decision support. Green manufacturing and supply chain will be contained mainly present either a novel green/sustainable manufacturing supply chain design and operations decision support approach applied to a problem, or a state-of-the-art method on green/sustainable factors in supply chain design and operations. The course will also study an overview of the contributions and their significance, and an introspection on the 'green' factors involved. Learn about how to integrate environmental management practices into the whole supply chain management to achieve a greener supply chain and maintain competitive advantage and increase business profit and market share objectives. Students will learn GSCM as has ranged from green purchasing to integrated supply chains starting from supplier, to manufacturer, to customer and reverse logistics, which is "closing the loop".

14056403 INTRODUCTION TO INTELLIGENT TRANSPORT SYSTEMS 3(3-0-6)

PREREQUISITE: NONE

This course provides an overview of intelligent transportation systems (ITS), which include a wide range of information technology applications to surface transportation. The different categories of ITS to be covered include traffic management systems, traveler information systems, fleet control systems, commercial vehicle regulation systems, transit systems, rural systems, and vehicle control systems.

- 14056404 MULTIMODAL TRANSPORT 3(3-0-6)**
 PREREQUISITE: NONE
 General characteristics of individual mode of transportation, water, land, and air, analyses on advantages and disadvantages of each mode and transport network transportation modes, system, influences of decision making on transporting models, service frequency, fundamental structures and factors rendered effectively to support multimodal transport.
- 14056405 CURRENT ISSUES IN LOGISTICS 3(3-0-6)**
 PREREQUISITE: NONE
 Discussion, research, and presentation on case studies in current problems or interesting issues in logistics industry.
- 14056406 SUPPLY CHAIN AND LOGISTICS INNOVATIONS 3(3-0-6)**
 PREREQUISITE: NONE
 This course will provide students with an understanding of the theoretical and practical aspects of new technologies and how to examine the digital logistics available to support a customer-centric supply chain, from strategic sourcing to production. Students will explore efficient supply chain network design operations and how to address changing customer needs and able to form roadmap to digitally transform the supply chain and logistics industry.
- 14056407 SMART LOGISTICS AND SUPPLY CHAIN SYSTEMS 3(3-0-6)**
 PREREQUISITE: NONE
 Principles of domestic and international logistics and supply chain systems, smart logistics, smart transportation, production planning, inventory control, purchasing and procurement, packaging, supply chain integration, information technologies and management of information system/development and analysis, model-based, data-based and knowledge-based systems and knowledge engineering, new emerging technologies in smart logistics such as e-logistics and supply chain, Big data and Internet of Thing (IOT), radio frequency identification (RFID), green logistics, smart global supply chain models, international transportation and risk analysis, Government regulations and intervention.
- 14056408 SUPPLY CHAIN OPERATIONS FOR GLOBAL ORGANIZATIONS 3(3-0-6)**
 PREREQUISITE: NONE
 This course will introduce students to supply chain management concepts that are critical to business success in today's fiercely competitive environment. Global supply chain management involves coordinating and improving the flow and transformation of goods, services, information, and funds within companies and around the world, from raw materials to the end user. This course integrates key functions of operations management, marketing, logistics, and computer information systems in order to analyze and design domestic and international supply chains.
- 14056409 SUPPLY CHAIN RISK MANAGEMENT 3(3-0-6)**
 PREREQUISITE: NONE
 Introduction of risk in practice, defining risk, a brief of supply chain management concept, trends affecting the supply chain, approaches to risk management, identifying risks, analyzing risks, responding to risks, a network view of risk, creating resilient supply chains.
- 14056410 SUSTAINABLE SUPPLY CHAIN 3(3-0-6)**
 PREREQUISITE: NONE
 Basic understanding of sustainable supply chain, process in sustainable supply chain management, planning, sourcing, executing, continuous improvement, performance evaluation, and case studies