

Bachelor of Business Administration (International Program) New Program 2017

Section I General Information

1. Program Title:

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

2. Degree Offered:

Full Title :	Thai	หลักสูตรบริหารธุรกิจบัณฑิต
	English	Bachelor of Business Administration
Abbreviated Title :	Thai	บธ.บ.
	English	B.B.A.

3. Major Subject (if any)

None

4. Required Credits

132 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

6. Potential Career for Graduates

After graduating with the bachelor's degree of Business Administration (International Program), the students could participate in a variety of occupations such as a business owner, an employee in private sector for both international organizations and local companies in any business areas. Other areas include Supply Chain & Logistic Analysis, Purchasing, Sales & marketing, Production staff, Production Control Analyst Human Resources staffs, IT Business Solutions, Social Media Marketer, Import and Export & Custom Clearance, BOI & Tax and Finance staff etc.

7. Names, Positions and Degrees of the Lecturers in Charge of the Curriculum, and Instructors

Name	Qualification
Asst. Prof. Dr.Sutti Soampon	-B.Eng. (Metallurgical Engineering), Chulalongkorn University, 2000 -M.B.A. (Business Administration) Assumption University, 2005 -Ph.D.(Management), Asian Institute of Technology, 2014
Assoc.Prof.Dr. Thepparat Pimolsathean	-B.A. (Economics), University of California, Santa Barbara, 1996 -LL.M. (International Trade Law), University of Newcastle Upon Tyne, 2001 -Ph.D. (International Trade Law), University of Newcastle Upon Tyne, 2011
Dr.Mariano Carrera	-B.S. (Geology), Geography Minor, University of the West Indies, Jamaica, 1995 -M.B.A. (Business Administration) University of Strathclyde, United Kingdom, 2009 - Doctor of Management, The University of Phoenix, Arizona, USA,2019
Asst. Prof. Dr. Chaichana Teerasukittima	- B.Sc. (Chemistry), Mahidol University, 1990 - M.B.A. (International Business), Baldwin-Wallace University, 1993 - D.B.A. (Marketing), Southern Cross University, 2007
Asst. Prof. Dr.Sorasak Tangthong	-Bachelor of Political Science (Public Administration) , Chiang Mai University, 1987 Master of Business Administration (Marketing), Krirk University, 1997 - Certificate Mini MBA, Thammasat University, 1996 - Certificate Modern Marketing Management, University of California of Los Angeles, USA 1999 -M.A. (International Affairs) International Program, Ramkhamhaeng University, 2004 -M.P E. (Politics and Government for executive), Thammasat University, 2006 - DBA (Human Resource Management), honorary degree(certificate), Golden State University, 2011 -Ph.D (Industrial Business Administration), King Mongkut's Institute of Technology Ladkrabag, 2014

Instructors

Name	Qualification
Assoc. Prof. Dr. Wirat Krasachat (Asst.Prof. for Agricultural Business Management) (Assoc.Prof. for Economic)	-Bachelor of Science (Agricultural Economics), Khon Kaen University, 1983 -Master of Science (Agricultural Economics), Kasetsart University, 1988 -Ph.D.(Agricultural and Resource Economics/Econometric), University of New England , Australia, 1996
Assoc. Prof. Dr. Kulkanya Napompech (Asst.Prof. for Agricultural Business Management) (Assoc.Prof.for Agricultural Technology)	-Bachelor of Accountancy, Chulalongkorn University, 1985 -M.B.A (Management) Central Missouri State University,1987 -D.B.A (Finance) Louisiana Tech University, 1993
Assoc. Prof. Dr. Woranat Sangmanee (Asst.Prof. for Industrial Education) (Assoc.Prof.for Business Administration)	-Bachelor of Accountancy, Bangkok University, 1983 -MBA (General Management) Tarleton State University, USA, 1985 -Ph.D.(Business Education), University of Missouri - Columbia, USA, 1993
Assoc. Prof. Katanyu Hiransomboon (Asst.Prof. for Business Administration) (Assoc.Prof.for Business Administration)	-Bachelor of Business Administration(General Management), Chulalongkorn University, 1985 -M.B.A.(International Management) University of Dallas, USA, 1987
Asst. Prof. Dr. Nuttawut Rojniruttikul (Asst.Prof. for Business Administration)	-B.Eng (Chemical Engineering) (second-class honors), King Mongkut's University of Technology Thonburi, 1996 -Master of Economics (Business and Managerial Economics) (International Program), Chulalongkorn University, 2003 -D.P.A (Human Resource Management), National Institute of Development Administration, 2010
Asst. Prof. Dr. Wornchanok Chaiyasoonthorn (Asst.Prof. for Management)	-Bachelor of Science (Computer Science), King Mongkut's Institute of Technology Ladkrabag, 2001 -Master of Science Program in Computer Science, King Mongkut's Institute of Technology Ladkrabag, 2003 -Ph.D.(Human Resource Development), Burapha University, 2013
Asst. Prof. Dr. Montajula Suvattanadilok (Asst.Prof. for Business Administration)	-Bachelor of Political Science (Government), Ramkhamhaeng University, 1989 -M.B.A (International Business), University of New Heaven, U.S.A., 1996 -Ph.D.(Business Administration) (International Program), Ramkhamhaeng University,2010
Asst. Prof. Dr. Winai Panjakhajornsak (Asst.Prof. for Business Administration)	-Bachelor of Political Science (International Relations), Chulalongkorn University, 1982 -M.B.A.(Marketing) University of Texas, San Antonio, U.S.A., 1993 -D.B.A. (Marketing) University of South Australia, Australia, 2006

Asst. Prof. Dr.Singha Chaveesuk	-Bachelor of Business Administration (Marketing), Thammasat University, 1995 -Bachelor of Science (Computer Science) Ramkhamhaeng University, 2004 -MBA (Business Administration) Cleveland State University, USA MSc.(Management) The University of Akron, USA, 1998 -Ph.D.(Management and information system) Victoria University, Australia, 1999
Mr. Hamid Agahi	-Bachelor of Arts (Health Care Administration), Ashford University, 2014 -Master of Arts (Organizational Management), Ashford University, 2016 -Doctor of Business Administration (Human Resource Management), Walden University, 2019
Dr. Teerapong Pinjisakikool	-Bachelor of Arts in Business English (International Program), Assumption University, 2007 -Master of Science in Financial Economics (International Program), Assumption University, 2010 -Ph.D. in Management (Finance), Mahidol university, 2016

Guest Lecturers

Name	Qualification
Dr. Alessandro Stasi	-Law Degree, University of Naples Federico II, 2005 -Master of Laws, University of Nice Sophia Antipolis (France), 2007 -Master of Advanced Studies in Law, University of Nice Sophia Antipolis (France), 2008 -Ph.D. in Italian Bankruptcy Law, University of Naples Federico II, 2011 -Ph.D. in French Insolvency Law, University of Nice Sophia Antipolis (France), 2011
Dr. Oleg Shovkovyy	-Specialist in Radio Electronics (Radio Engineer), State Polytechnic University, 1992 -Master of Science in Strategic Management, Assumption University, 2010 -Doctor of Philosophy in Development Administration, NIDA, 2015
Mr. Xavier Boegly	- B.A. (Hons.) International Management (Anglia Ruskin University, UK) - M.Sc. Innovation, Creativity & Enterprise (Oxford Brookes University, UK)
Dr. Yosuke Kakinuma	- Bachelor Degree in Finance, San Diego State University, U.S.A., 2004 -M.B.A., Mahidol University, 2014 -Ph.D in Finance, NIDA, 2019

Section II Specific Information of the Curriculum

1. Program details

1.1 Philosophy and importance

Continuous rapid changes in terms of economic, societal, political, and technological conditions, increasingly call for highly competent executives who conceptually and practically, understand and respond to the dynamics of external and internal environments. In such circumstance, the learner's ability to develop new knowledge via thinking, analyzing, and applying skills becomes very critical to business success.

1.2 Importance

The development of a new curriculum is based on multidisciplinary fields of study including Industrial business management, International Business management, Innovation and Technology and entrepreneurial management to serve the needs of professional leaders both in private and public sectors. The graduates are expected to have both professional and ethical knowledge to work at management-level in organizations with diverse skills in manufacturing, supply chain and logistics management, international finance, sales and marketing, organizational and human resource development. Research skill is also emphasized to form new knowledge which is vital to enhance management competence in both private and public sectors. In addition, the program's focus in industrial and technology management represents KMITL's excellence in science and technology related areas.

1.3 Objective

1.3.1 To produce graduates who are knowledgeable, skillful, ethical in business administration and management

1.3.2 To produce graduates who fulfill the country's needs for management professionals

1.3.3 To produce intellectual graduates who help strengthen Thailand's business education.

1.3.4 To produce graduates who are capable of disseminating academic works to serve society.

Section III Curriculum Structure

Curriculum Structure for the 4-year program requires not less than **132** credits comprising the following elements:

1. GENERAL EDUCATION COURSES	30	Credits
1.1 SCIENCE AND MATHEMATICS SUBJECTS	6	Credits
1.2 SOCIAL SUBJECTS	6	Credits
1.3 HUMANITY SUBJECTS	6	Credits
1.4 LANGUAGE SUBJECTS	12	Credits
2. PROFESSIONAL COURSES	96	Credits
2.1 CORE COURSES	63	Credits
2.2 MAJOR COURSES	27	Credits
2.3 ALTERNATIVE EDUCATION	6	Credits
3. FREE ELECTIVE COURSES	6	Credits

<u>CORE COURSES</u>	63	Credits
CREDIT (LECTURE-LAB-SELF STUDY)		

14036101	PRINCIPLES OF ACCOUNTING	3 (3-0-6)
14036102	MANAGERIAL ACCOUNTING	3 (3-0-6)
14036103	BUSINESS FINANCE	3 (3-0-6)
14036104	INTERNATIONAL MARKETING MANGEMENT	3 (3-0-6)
14036105	GLOBAL STRATEGIC MANAGEMENT	3 (3-0-6)
14036106	PRODUCTION AND OPERATIONS MANAGEMENT	3 (3-0-6)
14036107	INTERNATIONAL HUMAN CAPITAL MANAGEMENT	3 (3-0-6)
14036108	BUSINESS STATISTICS	3 (3-0-6)
14036109	QUANTITATIVE ANALYSIS FOR BUSINESS	3 (3-0-6)
14036110	PRINCIPLES OF ECONOMICS	3 (3-0-6)
14036111	MANAGERIAL ECONOMICS	3 (3-0-6)
14036112	PRINCIPLES OF MANAGEMENT	3 (3-0-6)
14036113	INTERNATIONAL MANAGEMENT OF ORGANIZATIONS	3 (3-0-6)
14036114	INTERNATIONAL SUPPLY CHAIN AND LOGISTICS MANAGEMENT	3 (3-0-6)
14036115	MANAGEMENT INFORMATION SYSTEM	3 (3-0-6)
14036116	BUSINESS RESEARCH	3 (3-0-6)
14036117	GLOBAL BUSINESS LAW AND ETHICS	3 (3-0-6)
14036118	CROSS CULTURAL MANAGEMENT	3 (3-0-6)
14036119	FUNDAMENTALS OF MANAGING TECHNOLOGY	3 (3-0-6)
14036120	GLOBAL CITIZENSHIP IN THE 21 ST CENTORY	3 (3-0-6)
14036121	SEMINAR IN BUSINESS MANAGEMENT	3 (2-3-6)

MAJOR COURSES

27 Credits

ENTREPRENEURSHIP & INNOVATION (E&I ELECTIVES)

CREDIT (LECTURE-LAB-SELF STUDY)

14036201	ENTREPRENEURSHIP AND VENTURE CREATION	3 (3-0-6)
14036202	SMALL BUSINESS MANAGEMENT	3 (3-0-6)
14036203	MANAGING BUSINESS GROWTH	3 (3-0-6)
14036204	FAMILY BUSINESS MANAGEMENT	3 (3-0-6)
14036205	SOCIAL ENTREPRENEURSHIP	3 (3-0-6)
14036206	DIGITAL BUSINESS INNOVATION	3 (3-0-6)
14036207	MANAGEMENT OF INNOVATION	3 (3-0-6)
14036208	ORGANIZATIONAL INNOVATION AND CHANGE MANAGEMENT	3 (3-0-6)
14036209	INNOVATION MARKETING	3 (3-0-6)
14036210	HIGH-TECH ENTREPRENEURSHIP AND INNOVATION	3 (3-0-6)
14036211	SELECTED TOPICS IN ENTREPRENEURSHIP & INNOVATION 1	3 (3-0-6)
14036212	SELECTED TOPICS IN ENTREPRENEURSHIP & INNOVATION 2	3 (3-0-6)

INTERNATIONAL BUSINESS MANAGEMENT

CREDIT (LECTURE-LAB-SELF STUDY)

14036301	INTERNATIONAL TRADE AND GLOBAL LEGAL ENVIRONMENT	3 (3-0-6)
14036302	INTERNATIONAL BUSINESS MANAGEMENT	3 (3-0-6)
14036303	GLOBAL BUSINESS STRATEGY	3 (3-0-6)
14036304	ORGANIZATION DEVELOPMENT AND CHANGE MANAGEMENT	3 (3-0-6)
14036305	INTERNATIONAL FINANCIAL MANAGEMENT	3 (3-0-6)
14036306	INTERNATIONAL ECONOMIC INTEGRATION	3 (3-0-6)
14036307	INTERNATIONAL OPERATIONS MANAGEMENT	3 (3-0-6)
14036308	MICE, TRADESHOW AND EXHIBITION	3 (3-0-6)
14036309	INTERNATIONAL BUSINESS NEGOTIATION	3 (3-0-6)
14036310	SELECTED TOPICS IN INTERNATIONAL BUSINESS MANAGEMENT1	3 (3-0-6)
14036311	SELECTED TOPICS IN INTERNATIONAL BUSINESS MANAGEMENT2	3 (3-0-6)

INDUSTRIAL BUSINESS MANAGEMENT

CREDIT (LECTURE-LAB-SELF STUDY)

14036401	GREEN MANUFACTURING, SUPPLY CHAIN & LOGISTIC MANAGEMENT	3 (3-0-6)
14036402	LEAN & SIX SIGMA OPERATIONAL EXCELLENT MANAGEMENT	3 (3-0-6)
14036403	PRODUCTION AND OPERATION STRATEGY	3 (3-0-6)
14036404	DECISION MODELING FOR OPERATION MANAGEMENT	3 (3-0-6)
14036405	INDUSTRIAL PRODUCTION SYSTEM AND PROCESS MANAGEMENT	3 (3-0-6)
14036406	PRODUCTIVITY IMPROVEMENT TECHNICAL	3 (3-0-6)
14036407	QUALITY MANAGEMENT SYSTEM	3 (3-0-6)
14036408	OPERATION RESEARCH	3 (3-0-6)
14036409	INDUSTRIAL SAFETY AND ENVIRONMENTAL MANAGEMENT	3 (3-0-6)
14036410	SERVICE BUSINESS MANAGEMENT	3 (3-0-6)
14036411	INDUSTRIAL PSYCHOLOGY	3 (3-0-6)
14036412	INDUSTRIAL LAWS	3 (3-0-6)
14036413	SELECTED TOPICS IN INDUSTRIAL BUSINESS 1	3 (3-0-6)
14036414	SELECTED TOPICS IN INDUSTRIAL BUSINESS 2	3 (3-0-6)

ALTERNATIVE EDUCATION

6 Credits

Alternative subject is divided into 3 alternatives; students are able to choose 1 alternative for their own needs consisting of 6 credits;

CREDIT (LECTURE-LAB-SELF STUDY)

1. CO-OPERATIVE EDUCATION

14036801	CO-OPERATIVE EDUCATION	6 (0-45-0)
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2. EDUCATIONAL WORKSHOPS OR INDEPENDENT STUDY

14036802	INDEPENDENT STUDY	6 (0-45-0)
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OR

14036803	SPECIAL PROJECT	3 (0-9-0)
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AND

14036804	PRACTICAL TRAINING IN BUSINESS ADMINISTRATION	3 (0-45-0)
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3. EDUCATION OR TRAINING MISSIONS ABROAD

The Alternative Education is divided into 2 alternatives; Institutions Abroad and Overseas Training, Students shall choose only 1 alternative.

14036805 THE COURSE CREDITS FROM INSTITUTIONS ABROAD 6 Credits
(Students who choose this alternative are able to transfer credits from institution abroad as per the Institution's announcement, but not more than 6 credits.)

OR

14036806 OVERSEAS TRAINING 6 (0-45-0)

FREE ELECTIVE COURSES

6 Credits

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

STUDY PLAN

1st YEAR 1st SEMESTER

CODE	SUBJECT	CREDIT (LECTURE-LAB-SELF STUDY)
90xxxxxx	GENERAL EDUCATION COURSES (SCIENCE AND MATHEMATICS SUBJECTS)	3(3-0-6)
90xxxxxx	GENERAL EDUCATION COURSES (SOCIAL SUBJECTS)	3(3-0-6)
90xxxxxx	GENERAL EDUCATION COURSES (HUMANITY SUBJECTS)	3(3-0-6)
90xxxxxx	GENERAL EDUCATION COURSES (LANGUAGE SUBJECTS)	3(3-0-6)
14036110	PRINCIPLES OF ECONOMICS	3(3-0-6)
14036119	FUNDAMENTALS OF MANAGING TECHNOLOGY	3(3-0-6)
	TOTAL	18

1st YEAR 2nd SEMESTER

CODE	SUBJECT	CREDIT (LECTURE-LAB-SELF STUDY)
90xxxxxx	GENERAL EDUCATION COURSES (SCIENCE AND MATHEMATICS SUBJECTS)	3(3-0-6)
90xxxxxx	GENERAL EDUCATION COURSES (SOCIAL SUBJECTS)	3(3-0-6)
90xxxxxx	GENERAL EDUCATION COURSES (LANGUAGE SUBJECTS)	3(3-0-6)
14036104	INTERNATIONAL MARKETING MANAGEMENT	3(3-0-6)
14036112	PRINCIPLES OF MANAGEMENT	3(3-0-6)
14036111	MANAGERIAL ECONOMICS	3(3-0-6)
	TOTAL	18

2nd YEAR 1st SEMESTER

CODE	SUBJECT	CREDIT (LECTURE-LAB-SELF STUDY)
90xxxxxx	GENERAL EDUCATION COURSES (HUMANITY SUBJECTS)	3(3-0-6)
90xxxxxx	GENERAL EDUCATION COURSES (LANGUAGE SUBJECTS)	3(3-0-6)
14036101	PRINCIPLES OF ACCOUNTING	3(3-0-6)
14036109	QUANTITATIVE ANALYSIS FOR BUSINESS	3(3-0-6)
14036113	INTERNATIONAL MANAGEMENT OF ORGANIZATIONS	3(3-0-6)
14036117	GLOBAL BUSINESS LAW AND ETHICS	3(3-0-6)
	TOTAL	18

2nd YEAR 2nd SEMESTER

CODE	SUBJECT	CREDIT (LECTURE-LAB-SELF STUDY)
90xxxxxx	GENERAL EDUCATION COURSES (LANGUAGE SUBJECTS)	3(3-0-6)
14036102	MANAGERIAL ACCOUNTING	3(3-0-6)
14036106	PRODUCTION AND OPERATIONS MANAGEMENT	3(3-0-6)
14036107	INTERNATIONAL HUMAN CAPITAL MANAGEMENT	3(3-0-6)
14036108	BUSINESS STATISTICS	3(3-0-6)
14036115	MANAGEMENT INFORMATION SYSTEM	3(3-0-6)
	TOTAL	18

3rd YEAR 1st SEMESTER

CODE	SUBJECT	CREDIT (LECTURE-LAB-SELF STUDY)
14036103	BUSINESS FINANCE	3(3-0-6)
14036114	INTERNATIONAL SUPPLY CHAIN AND LOGISTICS MANAGEMENT	3(3-0-6)
14036116	BUSINESS RESEARCH	3(3-0-6)
14xxxxxx	MAJOR COURSES 1	3(3-0-6)
14xxxxxx	MAJOR COURSES 2	3(3-0-6)
14xxxxxx	MAJOR COURSES 3	3(3-0-6)
	TOTAL	18

3rd YEAR 2nd SEMESTER

CODE	SUBJECT	CREDIT (LECTURE-LAB-SELF STUDY)
14036118	CROSS CULTURAL MANAGEMENT	3(3-0-6)
14036120	GLOBAL CITIZENSHIP IN THE 21 ST CENTURY	3(3-0-6)
14036105	GLOBAL STRATEGIC MANAGEMENT	3(3-0-6)
14036121	SEMINAR IN BUSINESS ADMINISTRATION	3(2-3-6)
14xxxxxx	MAJOR COURSES 4	3(3-0-6)
14xxxxxx	MAJOR COURSES 5	3(3-0-6)
	TOTAL	18

4th YEAR 1st SEMESTER

(CASE STUDY COOPERATIVE EDUCATION)

CODE	SUBJECT	CREDIT (LECTURE-LAB-SELF STUDY)
14036801	CO-OPERATIVE EDUCATION	6(0-45-0)
	TOTAL	6

(CASE STUDY, INDEPENDENT STUDY)

CODE	SUBJECT	CREDIT (LECTURE-LAB-SELF STUDY)
14036802	INDEPENDENT STUDY	6(0-45-0)
	TOTAL	6

(CASE STUDY PROJECTS AND INTERNSHIPS IN THE COUNTRY)

CODE	SUBJECT	CREDIT (LECTURE-LAB-SELFSTUDY)
14036803	SPECIAL PROJECT	3(0-9-0)
14036804	PRACTICAL TRAINING IN BUSINESS ADMINISTRATION	3(0-45-0)
	TOTAL	6

(CASE STUDY INTERNSHIPS ABROAD)

CODE	SUBJECT	CREDIT (LECTURE-LAB-SELFSTUDY)
14036806	OVERSEAS TRAINING	6(0-45-0)
	TOTAL	6

4th YEAR 2nd SEMESTER

CODE	SUBJECT	CREDIT (LECTURE-LAB-SELFSTUDY)
14xxxxxx	MAJOR COURSES 6	3(3-0-6)
14xxxxxx	MAJOR COURSES 7	3(3-0-6)
14xxxxxx	MAJOR COURSES 8	3(3-0-6)
14xxxxxx	MAJOR COURSES 9	3(3-0-6)
14xxxxx	FREE ELECTIVE COURSES 1	3(3-0-6)
14xxxxx	FREE ELECTIVE COURSES 2	3(3-0-6)
	TOTAL	18

COURSE DESCRIPTION

14036101 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.

14036102 MANAGEMENT ACCOUNTING 3(3-0-6)

PREREQUISITE : NONE

A study of roles of accounting on management, cost classifications, product costing, job costing, process costing, full costing and variable costing, cost-volume-profit analysis, budgeting, capital budgeting, relevant costs for decision making, standard costing and variance analysis.

14036103 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.

14036104 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

14036105 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.

14036106 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, work flow system, labor management, machinery maintenance management, quality management system, factory safety management and lean production, six sigma, supply chain management

14036107 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 Practices, equal employment opportunity, employee engagement, Citizenship Organization Behaviors, Employee Separation and Retention, and Managing Human Resources Globally

14036108 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.

14036109 QUANTITATIVE ANALYSIS FOR BUSINESS 3(3-0-6)

PREREQUISITE : NONE

The concept probability and distributions, introduction to decision theory, decision tree, network analysis, inventory theory, linear programming, transportation problems, queuing, simulation, Markov and game theory.

14036110 PRINCIPLES OF ECONOMICS 3 (3-0-6)

PREREQUISITE : NONE

The study of the meaning and general principles of economics: values, prices and resource allocation; fundamental theories in consumer and firm consumer and behavior with an emphasis on factors affecting product's demand and supply, as well as a study of price determination and efficiency in resource allocation both in perfect competitive and imperfect competitive markets.

14036111 MANAGERIAL ECONOMICS 3 (3-0-6)

PREREQUISITE : NONE

The study purpose of managerial economics is to apply economics for the improvement of managerial decisions in an organization, most of the subject material in managerial economics has a microeconomic focus. Study the state of their environment in making decisions and the environment includes the overall economy, an understanding of how to interpret and forecast macroeconomic measures is useful in making managerial decisions.

14036112 PRINCIPLES OF MANAGEMENT 3(3-0-6)

PREREQUISITE : NONE

Study of 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

14036113 MANAGEMENT OF INTERNATIONAL ORGANIZATIONS 3(3-0-6)

PREREQUISITE : NONE

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.

14036114 INTERNATIONAL SUPPLY CHAIN AND LOGISTICS MANAGEMENT 3(3-0-6)

PREREQUISITE : NONE

Study of international supply chain and logistic 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.

14036115 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.

14036116 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.

14036117 GLOBAL BUSINESS LAW AND ETHICS 3 (3-0-6)

PREREQUISITE : NONE

Study sources of business law with the basic legal principles and legal reasoning; emphasis on how the law applied to businesses, legal analysis of contemporary environment, particularly international business environment includes law of contracts, property, business ownership, employment, debt collection, consumer protection and ethical implications of law

14036118 CROSS CULTURAL MANAGEMENT 3 (3-0-6)

PREREQUISITE : NONE

To provide participants with an intellectual and an experiential forum for developing the interpersonal, intercultural communications and interaction skills necessary for international managers. The ability to communicate cross culturally and understand diverse perspectives is a necessity in order to achieve a competitive advantage in our global economy. It involves the study of international business practices and managing diversity in the context of understanding multicultural and international affairs.

14036119 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.

14036120 GLOBAL CITIZENSHIP IN THE 21st CENTURY 3(3-0-6)

PREREQUISITE: NONE

Survey of the building blocks of global societies, political systems and international relations, economic systems and international trade, the institutions of civil society, and philosophies, religions, and their diverse integration; recognizing cultural differences and understanding how to foster communication in the face of such cultural difference

14036121 SEMINAR IN BUSINESS ADMINISTRATION 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.

14036208 ORGANIZATIONAL INNOVATION AND CHANGE 3 (3-0-6)
MANAGEMENT

PREREQUISITE: NONE

This course explores various forms of organizational change under the conceptual framework of innovation management. Topics of discussion range from the antecedent, process, impact of organizational innovation, and leadership for change management.

14036209 INNOVATION MARKETING 3 (3-0-6)

PREREQUISITE: NONE

This course links marketing concepts such as consumer behavior and buying decision process to new product and service development. The key discussion covers identifying and processing information from customer and creating innovation.

14036210 HIGH-TECH ENTREPRENEURSHIP AND 3 (3-0-6)
INNOVATION

PREREQUISITE: NONE

This course links the theory of entrepreneurship to management of technological innovation and knowledge-based economy. The key discussion covers exploring business opportunities and designing a business plan of a new technology start-up firm.

14036211 SELECTED TOPICS IN ENTREPRENEURSHIP & 3 (3-0-6)
INNOVATION 1

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.

14036212 SELECTED TOPICS IN ENTREPRENEURSHIP & 3 (3-0-6)
INNOVATION 2

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.

INTERNATIONAL BUSINESS MANAGEMENT

14036301 INTERNATIONAL TRADE and GLOBAL LEGAL 3 (3-0-6)
ENVIRONMENT

PREREQUISITE : NONE

To introduce the Global legal and ethical aspects of doing international business. Students are introduced to the concept of international trade law and the process of legal reasoning. The course includes an examination of the law of contract, agency, sales and business organizations

14036302 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.

14036303 GLOBAL BUSINESS STRATEGY 3 (3-0-6)

PREREQUISITE : NONE

This course is designed to serve as a platform for integrating global business knowledge and practice. Topics covered will include: foreign direct investment, regional development clusters, role and operation of the World Trade Organization (WTO), outsourcing and supply chain management, and international ethics. Students integrate discipline specific knowledge, practice investigation and decision-making around global business issues, investigate ethical business issues arising from globalization, improve business communication skills, and practice teamwork for global business decision-making.

14036304 ORGANIZATION DEVELOPMENT AND CHANGE 3 (3-0-6)
MANAGEMENT

PREREQUISITE : NONE

An introduction to a method of making organizations and individuals more adaptive and productive. The objective is to help organizations cope with change. Techniques of intervention such as team building, process consultation, feedback, and conflict resolution are introduced and explained.

14036305 INTERNATIONAL FINANCIAL MANAGEMENT 3 (3-0-6)

PREREQUISITE : NONE

Introduction to the following topics: multinational financial management, international flow of funds and financial markets, exchange rates, futures and options, exchange rate behavior, government influence on inflation, exchange rate risk exposure and management, international short-term financing and cash management, direct foreign investment, multinational capital budgeting and long-term financing, country risk analysis, international banking.

14036306 INTERNATIONAL ECONOMIC INTEGRATION 3 (3-0-6)

PREREQUISITE : NONE

Theory of economic integration, customs unions, trade creation, trade diversion, monetary integration, optimum currency areas, economics of the single market, competition and industrial policies, regional policy, common agricultural policy, and social policy.

14036307 INTERNATIONAL OPERATION MANAGEMENT 3 (3-0-6)

PREREQUISITE : NONE

Looks at International Operation management across countries; characteristics, standards, plans, schedules and control of services; matching demand and supply; managing inventories; capacity management; and service quality improvement in the international arena as well as facilitates of other place.

14036308 MICE, TRADESHOW AND EXHIBITION 3 (3-0-6)

PREREQUISITE : NONE

Management of MICE-tradeshow and exhibition, concepts and designs, characteristic of organizer and exhibitor, financial management, marketing and promotion; crowd management and evacuation; safety and risk management.

14036309 INTERNATIONAL BUSINESS NEGOTIATION 3 (3-0-6)

PREREQUISITE : NONE

To provide students with the theory and practice of international business negotiation, an analytic and interpersonal skills to conduct full-fledged negotiation effectively and successfully, negotiation skills through a learning experience, an aspect of negotiation in depth, explain various key notions, investigate important issues that have been up with regard to the way prospective managers handle negotiation.

14036310 SELECTED TOPICS IN INTERNATIONAL BUSINESS 3 (3-0-6)

MANAGEMENT 1

PREREQUISITE : NONE

Study of interesting and at-the-present issues on International Business Management and subject to change for each semester.

14036311 SELECTED TOPICS IN INTERNATIONAL BUSINESS 3(3-0-6)

MANAGEMENT 2

PREREQUISITE : NONE

Study of interesting and at-the-present issues on International Business Management and subject to change for each semester

INDUSTRIAL BUSINESS MANAGEMENT

14036401 GREEN MANUFACTURING, SUPPLY CHAIN & LOGISTIC 3 (3-0-6)

MANAGEMENT

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 studied 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 in order to achieve a greener supply chain and maintain competitive advantage and also 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”.

14036402 LEAN & SIX SIGMA OPERATIONAL MANAGEMENT 3 (3-0-6)
PREREQUISITE : NONE

The course aims at developing an understanding of Lean and Six Sigma Operational Excellence management concepts and the value-added process, providing tools and techniques for eliminating waste and performing value-stream mapping, and focus on human development as the function of Lean and Six Sigma organization

14036403 PRODUCTION AND OPERATION STRATEGY 3 (3-0-6)
PREREQUISITE: NONE

Connects the definition and scope of operations strategy to overall corporate strategy; the importance of productivity and how productivity is amplified by global competition; positioning operations systems to match market forces and job design; strategic implications of operating decisions; the role of suppliers, and vertical integration. Manufacturing and non-manufacturing case studies will be used.

14036404 DECISION MODELING FOR OPERATION 3 (3-0-6)
MANAGEMENT
PREREQUISITE :NONE

Includes the basic tools used to analyze data to make informed management decision based upon that data, explores concepts, touches on available packaged software applications that develop deterministic and probabilistic models for business decision making , such as optimization models, decision analysis, queuing models, simulation, forecasting methods, etc.

14036405 INDUSTRIAL PRODUCTION SYSTEM AND PROCESS 3 (3-0-6)
MANAGEMENT
PREREQUISITE :NONE

This is one of business processes, Manufacturing process is process for management aspect of developing a process that satisfied customer needs is the main topic of discussion. Tools and Techniques, such as process mapping, flow analysis and process reengineering, will be the focal point of attention.

14036406 PRODUCTIVITY IMPROVEMENT TECHNIQUES 3 (3-0-6)
PREREQUISITE :NONE

This course is designed for students to learn many Productivity Improvement Techniques which has been developed to direct and generate productivity improvement in manufacturing. There is a wide range of manufacturing efficiency improvement methods available to the companies, such as TQM, TPM, Toyota production system, Just in Time (JIT), or a range of lean manufacturing tools. The selection of appropriate tools for manufacturing improvement, together with their applicability, incorporation and acceptance within operations is a major problem for many organization. Cases study will be applied for students to learn from best practices.

14036407 QUALITY MANAGEMENT SYSTEM 3 (3-0-6)

PREREQUISITE : NONE

Study of the quality philosophy, quality management strategies, total quality management, quality management system such as ISO, TQA, problem solving tools and team building techniques for quality improvement.

14036408 OPERATION RESEARCH 3 (3-0-6)

PREREQUISITE : NOE

Study of basic principles of structure, mathematical modeling and simulation, decision theory, statistical theory, replacement theory, inventory control, network analysis and programming for operations research.

**14036409 INDUSTRIAL SAFETY AND ENVIRONMENTAL
MANAGEMENT 3 (3-0-6)**

PREREQUISITE : NONE

Concept of safety management in the workplace, causes and impact of working accident, preventive actions, rules and laws relating to safety and factory environment, and compensation.

14036410 SERVICE BUSINESS MANAGEMENT 3 (3-0-6)

PREREQUISITE : NONE

Study of characteristics and kinds of service business, process of service operations, service business management strategy, designing and development of service systems, service operations management, productivity and quality management of service and technology management in service business.

14036411 INDUSTRIAL PSYCHOLOGY 3 (3-0-6)

PREREQUISITE : NONE

Study of the industrial organization theories, the revolution of industrial and organizational psychology, concepts of psychology applied to interesting problems, communication and leadership, the effect of industrial operations on humans and the solution to the problem of humans in the industrial organization.

14036412 INDUSTRIAL LAWS 3 (3-0-6)

PREREQUISITE : NONE

Study of Thai law related to industry, industrial plants, manufactory control, recruitment process, probation , labor protection, welfare and social security, environment and safety in the workplace, industry standards, machine registration, industrial estates and investment encouragement, other laws and case studies related and important adjudications of the Supreme Court.

