

Faculty :	Thammasat Business School
Program :	BBA International Program
Level :	Undergraduate degree

Semester 1 / 2026 (Fall 2026)				
Course Code	Course	Credits	Course level	Course Description or link to Course Description
AC201	Fundamental Accounting	3	Undergraduate level only	The basic principles, concepts, and procedures for collecting and recording accounting information ; preparation and analysis of financial reports; accounting cycle ; accounting and disclosure for assets, liabilities, and owners ' equity.
AC202	Management Accounting	3	Undergraduate level only	Concepts of product costing and tools for planning and decision making. Topics include basic product costing and cost allocations, variable costing and absorption costing system budgeting, flexible budgeting, standard costing and cost variance analysis, responsibility accounting and transfer pricing, cost volume profit analysis, cost analysis for short term decision and pricing decision.
AC442	Seminar in Information Systems Audit and Control	3	Undergraduate level only	Analysis, discussions and researches to create in depth knowledge and understanding in principles and concepts of auditing and control per COBIT, the effect of technological development on audit and control, at the corporate level, departmental level and other related systems, evaluation of internal control effectiveness, audit techniques, the use of audit software and the preparation of the audit report
BA202	Taxation	3	Undergraduate level only	An overview of excise taxes and custom taxes, personal income tax, corporate income tax. Topics include value-added taxes, specific business taxes revenue stamp, land and building tax and other related taxes collected by government agencies. Responsibility of individuals and businesses to society in paying taxes
BA204	Business Statistics	3	Undergraduate level only	Systematic data collection. Descriptive statistics. Probability theory and Bayes' theorem. Random variables, expected values, and probability distributions. Inferential statistics: sampling distribution, estimation of population parameters, and hypothesis testing. Analysis of variance. Correlation and linear regression. Analyzing and applying the results of statistical program.
BA335	Business Opportunities in Thailand	3	Undergraduate level only	Study social and business cultures, business customs, common business situations, and business opportunities in Thailand. Company visits in Thailand are incorporated in the course.
BA338	Luxury Brand Management	3	Undergraduate level only	Study the basic elements of effective marketing of luxury goods and services, the characteristics of different segments of the luxury market, tools and skills necessary to develop marketing strategies for luxury goods and services

EC213	Introductory Microeconomics	3	Undergraduate level only	The course provides a practical understanding of the core economic principles that explain why consumers and companies make their decisions given scarce resources. The topics include the interactions of supply and demand of market operations, through wide-range market structures, ranging from monopoly to perfect competition. Moreover, the course also explains types of failures, in which the role of government intervention policy can improve social welfare.
EC214	Introductory Macroeconomics	3	Undergraduate level only	The course will provide you a practical understanding of the fundamental macroeconomic theories that explain how the economy functions and how macroeconomic policies affect it. The course will cover key macroeconomic measurements, problems, and policy performance, as well as the determinants of national income, employment, and price level, the role of monetary policy and the banking system in stabilizing the economy, and the role of monetary and fiscal policies in stabilizing the economy. The balance of payments, foreign currency market and exchange rate determination, and the use of economic indicators to understand economic circumstances are all covered in the international economics part.
FN201	Business Finance	3	Undergraduate level only	The basic principles of financial management for business, the responsibilities of financial managers, maximization of enterprise value, axioms of finance, analysis of financial reports, cash flows, fundamental analysis on risk and rates of returns, the time value of money, working capital policies, capital budgeting techniques, financing mix, short-term and long-term sources of funds, distributions to shareholders, the costs of capital, and an introduction to developments in the financial industry, such as sustainable finance, digital assets.
FN211	Financial Mathematics and Statistics	3	Undergraduate level only	This class covers a broad range of topics that are critical foundations to the study of finance. The first part of the class covers exponential, logarithmic, linear, and quadratic functions as well as basic calculus. Calculus concepts include the principles of limits, differentiation rules, implicit differentiation, definite and indefinite integrals. Extended applications of these concepts are provided via modules on matrix algebra and optimization. The second part of the class focuses on probability and statistics. The aim is to develop familiarity with tools that are necessary building blocks in understanding algorithms behind machine learning and data analytics. The concept of prediction is introduced through basic econometrics of linear regression modeling and applied to financial forecasting problems.
FN311	Financial Management	3	Undergraduate level only	Theoretical concepts of corporate financial management and their applications to resolving real-world financial problems that financial managers regularly encounter, management of asset structure and financial mix, applications of financial models and instruments on managing assets, liabilities, and equity, valuation, the cost of capital, capital structure, capital budgeting under uncertainty, leasing, concepts of agency problems and corporate governance. Sustainable finance and its effects on firm valuation.

FN312	Investments	3	Undergraduate level only	Asset classes and financial instruments, securities markets and trading mechanism, risk and return measurement of individual securities and portfolios, efficient diversification, asset pricing models, efficient market hypothesis, bond pricing, yield curve, risks of bond investing, equity valuation: discounted cash flow and relative valuation, foundation of derivatives, valuation of futures and options.
FN313	International Finance	3	Undergraduate level only	Financial management of international and multinational businesses, international economic environment, international monetary system, current account, capital and financial account, balance of payment, the mechanism of foreign exchange market including cryptocurrencies and digital assets, application of financial instruments and derivatives for foreign exchange risk management, roles of international financial institutions, International Monetary Fund (IMF) , World Bank, Bank for International Settlement (BIS)
FN351	Fixed - Income Securities Analysis	3	Undergraduate level only	Fixed income securities, the mechanisms of domestic and international debt markets, fixed income instrument analyses, pricing, risk behavior, the security design, debt instruments with complex structures, investment strategies and risk management of debt portfolios.
FN411	Financial Risk Analysis and Management	3	Undergraduate level only	The course introduces financial risks that corporates necessarily take for value creation. These risks are measured, analyzed, and managed using financial and non-financial techniques so that risk levels satisfy corporate risk appetite and tolerance.
FN451	Equity Securities Analysis	3	Undergraduate level only	The course familiarizes students with the market microstructure of equity markets and the work process of sell-side and buy-side analysts in the valuation and recommendation of listed equity securities. There is emphasis on top down fundamental analysis starting with economic, industry, to company analysis. Mainstream valuation approaches (discounted cash flows, relative valuation, and residual income) are highlighted with hands-on approach to class delivery. Valuation of ESG and digital initiatives are included along with applications of simulations to evaluate asset price sensitivity.
FN452	Portfolio Analysis and Asset Management	3	Undergraduate level only	Theory and practice of modern portfolio management. Portfolio construction. Capital market expectations. Portfolio performance evaluation. Passive and active equity portfolio management. Factor investing. Bond portfolio management. Mutual fund business and empirical evidence in mutual funds. Contemporary issues in asset management. Financial modeling using actual market data in Excel program.
FN492	Selected Topics on Investment	3	Undergraduate level only	Analysis of selected or current issues in the area of investments using case studies, guided class discussions, and business presentations
HR211	Human Resource Management	3	Undergraduate level only	The course examines a wide range of human resource management concepts and practices in the ever-changing business environments. The topics include strategic human resource management, job analysis, human resource planning, recruitment and selection, learning and development, performance management, compensation and benefits and employee relations.
IB211	Global Environment of International Business	3	Undergraduate level only	The global environments of international business, including the globalization process, regional economic cooperation, social, cultural, and political environments. Evolutions of international business, international trade and foreign direct investment. Key theories in international business. Roles and impacts of multinational enterprises.

IB321	International Trade Operations	3	Undergraduate level only	Criteria and guidelines for international trade operations, import and export procedures, rules and regulations of international trade, Thai and international policies on international trade.
IS201	Digital Technology for Business	3	Undergraduate level only	Global business change, new business re-designed, IS and IT enhance business process, roles & types of information systems, business information systems, digital technology infrastructure, components of information technology infrastructure, trends of IT platform, database, data warehouse, big data, business intelligence, ethics, security, logical thinking, Microsoft Excel, Robotic process automation
IS312	Business Intelligence and Analytics	3	Undergraduate level only	Overview of business intelligence, analytics, data science, and artificial intelligence, The nature of data, statistical modeling, and visualization, The data mining process, methods, and algorithms, Emerging issues and practice of data visualization, Text mining, sentiment analysis, and social analytics, Big data, cloud computing, and location analytics, Workshops for dashboard, classification and image recognition
IS319	Electronic Business	3	Undergraduate level only	Conceptual frameworks of different types of electronic business, basic concept of electronic business model, applications, technology, security, and privacy protection issues. Electronic business strategy together with digital marketing and electronic business management issues, website design and development tools (WordPress) to implement a real electronic business project.
IT211	Introduction to International Transport	3	Undergraduate level only	The elements of international trade and commercial shipping, the structures and characteristics of the shipping industry, organizational structures of a transport company, role of the intermediate persons or freight forwarders in the shipping business, the role of government as a policy maker, principles and practices of transport companies, contract, the multimodal transport concept, ports, marine insurance, logistics, transport document, equipment and cargo-handling system.
LO212	Introduction to Logistics Management	3	Undergraduate level only	The fundamental definition, concepts and theories of logistics management through key activities such as purchasing, warehousing, inventory management, physical distribution, transportation management and other logistics issues.
MK201	Principles of Marketing	3	Undergraduate level only	The course introduces the definition of marketing and its importance as a vital business function. Topics include evolution of marketing, influences of marketing on economics and the society, marketing environment, consumer behavior, segmentation, targeting, positioning, optimal marketing mix for businesses of various sizes and consumers with distinct levels of technology accessibility, introductory marketing management, and ethics of marketers.
MK211	Consumer Behavior	3	Undergraduate level only	The central theme of this course is a study of concepts and theories of behavioral analysis to understand consumers and their behaviors. The content includes traditional thinking, which emphasizes psychological and behavioral theory for the purchasing decision-making process, and contemporary alternative theories from sociology and anthropology, which emphasizes understanding consumers from social and cultural dimensions. The course also covers different perspectives on ethical issues, including unethical business conduct and the dark side of consumer behavior. The content also focuses on the practical applications of consumer behavior analysis in marketing.

MK312	Strategic Brand Management	3	Undergraduate level only	The central theme of this course is to introduce students to the overall responsibilities and tasks of a brand manager. The content includes developing and understanding different customer segments, the methodology to select the strategic target market(s), the design of brand positioning and identity, brand strategy and marketing programs, growing and sustaining brand equity, brand audit, and brand health check.
MK315	Pricing Management & Profitability	3	Undergraduate level only	A central theme of the course is to introduce students to price setting and pricing strategies, which are important drivers of profitability through hands on workshops and case studies. The content includes applying methodologies and concepts such as cost based pricing, competitor based pricing, customer value based pricing, breakeven analysis, price elasticity, price segmentation, pricing of interrelated products, dynamic pricing, competitive pricing strategy, and pricing psychology in different business settings.
MK316	Distribution Channel Management	3	Undergraduate level only	A central theme of the course is distribution channel systems for traditional and modern trade, their roles, management constraints, and integration into the marketing strategy. The content includes analysis of dynamic market factors, design and distribution of channels for effective and efficient management distribution networks, and strategic deployment of multi-channel marketing and omnichannel decisions to gain competitive advantages. The course also covers the roles, behavior of channel members, dimensions of channel power, management of channel conflict, channel incentive programs, coordination of channel relationships, and trade marketing, developing, controlling, and evaluating a distribution channel in consumer and business markets.
MK322	Retail Management	3	Undergraduate level only	The central theme of this course is a study of retail business management, based on shopper behavior understanding in order to determine effective retailing strategy and retail marketing mix so that the store can compete in the retail business, covering on-site, online, and Omni retail. The content includes retail concept development, location selection, store design and decoration, and category management, including determining the breadth and depth of product categories, purchasing, store layout, product display, retail pricing, promotion, and retail human resources.
MK326	International Marketing	3	Undergraduate level only	The central theme of this course is a study of concepts and ways of doing international marketing, including importing and exporting, foreign direct investment, marketing strategy in globalization, and factors affecting international marketing through in-class assignments, case studies, and group projects. The content includes gaining consumer insights across international markets and translating them into appropriate marketing programs, linkages of the dynamic international environments, international opportunities, and international marketing strategies through an international marketing manager.
MK395	Special Topics in Marketing 1	3	Undergraduate level only	Philosophy, concepts, principles, tools, innovations, recent trends, and recent developments in Marketing that benefit students' thinking and future careers.
OM201	Operations Management	3	Undergraduate level only	Study of concepts, techniques and tools to design,analyze, and improve core operational capabilities, and their application to a broad range of industries. Topics include operations strategy, productivity, product/service design, process design, quality management, inventory management, project management, supply chain management, operational performance measurement and operations for sustainability.

OM311	Business Analytics I	3	Undergraduate level only	Study of using data, information technology, quantitative methods, and mathematical or computer-based models to help management gain improved insight about their business operations in order to make better, fact-based decisions. Topics include linear programming models, transportation models, network models, Markov analysis, inventory models and simulation.
OM313	Business Process Improvement and Transformation	3	Undergraduate level only	Study of concepts and tools for analysis, design and improvement of business processes, concepts of productivity, effectiveness and efficiency of work systems, waste, systematic problem solving, performance indicators of work processes, process analysis techniques, and business transformation for Industry 4.0 and digital age.
OM315	Business Forecasting	3	Undergraduate level only	Study of analyzing historical business data and applying computer-based quantitative forecasting techniques to achieve reliable forecast of the future. Topics cover the review of relevant statistical concepts, the important role of forecasting in business functions, the forecasting process, the studies of several forecasting techniques such as naïve, moving averages, exponential smoothing, simple and multiple linear regression, time series decomposition, Box-Jenkin, and combining techniques.
OM412	Organizational Performance Measurement	3	Undergraduate level only	Study of performance measurement system as a tool to translate strategies into actions in order to achieve the desired outcome in both for profit and non profit organizations. The topics include the design and implementation of performance measurement system, concept of key performance indicators, Balanced Scorecard, and Objectives and Key Results (OKRs) that helps students to understand and can apply this knowledge for organization to achieve its goals.
ER312	Creation of Product Innovation	3	Undergraduate level only	Concepts, skill sets, and technical knowledges of creativity, innovation and value creation, new product development, and technopreneurial skills for the planning of business prototypes for new business development.
HR201	Modern Management and Entrepreneurship	3	Undergraduate level only	Management concepts, evolution of management, roles and skills of managers, organizational functions and operations, planning, organizing, human resource management, leading, motivating, organizational behavior and performance, controlling, managerial decision making, ethics, and use of various management tools in the digital era. Also, modern entrepreneurship, current state of entrepreneurship in the global and Thailand contexts, concept and skills required for entrepreneurs, types and characteristics of entrepreneurs.
OM324	Technology and Innovation Management	3	Undergraduate level only	Study of basic concepts and theories in technology and innovation management to enable the organization's strategic destinations, covering stages from fuzzy front end to strategy execution. This course aims to provide students with different schools of thought, approaches, and techniques on innovative idea generation through group discussions and workshops such as Design Thinking (Stanford d.school), Human Centred Innovation Workshop Design (UTokyo i.school), and Strategic Roadmapping (Cambridge IfM).

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AC202	Management Accounting	3	Undergraduate level only	Concepts of product costing and tools for planning and decision making. Topics include basic product costing and cost allocations, variable costing and absorption costing system budgeting, flexible budgeting, standard costing and cost variance analysis, responsibility accounting and transfer pricing, cost volume profit analysis, cost analysis for short term decision and pricing decision.
BA204	Business Statistics	3	Undergraduate level only	Systematic data collection. Descriptive statistics. Probability theory and Bayes' theorem. Random variables, expected values, and probability distributions. Inferential statistics: sampling distribution, estimation of population parameters, and hypothesis testing. Analysis of variance. Correlation and linear regression. Analyzing and applying the results of statistical program.
BA335	Business Opportunities in Thailand	3	Undergraduate level only	Study social and business cultures, business customs, common business situations, and business opportunities in Thailand. Company visits in Thailand are incorporated in the course.
EC213	Introductory Microeconomics	3	Undergraduate level only	The course provides a practical understanding of the core economic principles that explain why consumers and companies make their decisions given scarce resources. The topics include the interactions of supply and demand of market operations, through wide-range market structures, ranging from monopoly to perfect competition. Moreover, the course also explains types of failures, in which the role of government intervention policy can improve social welfare.
ER312	Creation of Product Innovation (Incoming Exchange Student ONLY)	3	Undergraduate level only	Concepts, skill sets, and technical knowledges of creativity, innovation and value creation, new product development, and technopreneurial skills for the planning of business prototypes for new business development.
FN201	Business Finance	3	Undergraduate level only	The basic principles of financial management for business, the responsibilities of financial managers, maximization of enterprise value, axioms of finance, analysis of financial reports, cash flows, fundamental analysis on risk and rates of returns, the time value of money, working capital policies, capital budgeting techniques, financing mix, short-term and long-term sources of funds, distributions to shareholders, the costs of capital, and an introduction to developments in the financial industry, such as sustainable finance, digital assets.
FN211	Financial Mathematics and Statistics	3	Undergraduate level only	This class covers a broad range of topics that are critical foundations to the study of finance. The first part of the class covers exponential, logarithmic, linear, and quadratic functions as well as basic calculus. Calculus concepts include the principles of limits, differentiation rules, implicit differentiation, definite and indefinite integrals. Extended applications of these concepts are provided via modules on matrix algebra and optimization. The second part of the class focuses on probability and statistics. The aim is to develop familiarity with tools that are necessary building blocks in understanding algorithms behind machine learning and data analytics. The concept of prediction is introduced through basic econometrics of linear regression modeling and applied to financial forecasting problems.

FN311	Financial Management	3	Undergraduate level only	Theoretical concepts of corporate financial management and their applications to resolving real-world financial problems that financial managers regularly encounter, management of asset structure and financial mix, applications of financial models and instruments on managing assets, liabilities, and equity, valuation, the cost of capital, capital structure, capital budgeting under uncertainty, leasing, concepts of agency problems and corporate governance. Sustainable finance and its effects on firm valuation.
FN312	Financial Management	3	Undergraduate level only	Asset classes and financial instruments, securities markets and trading mechanism, risk and return measurement of individual securities and portfolios, efficient diversification, asset pricing models, efficient market hypothesis, bond pricing, yield curve, risks of bond investing, equity valuation: discounted cash flow and relative valuation, foundation of derivatives, valuation of futures and options.
FN412	Finance for Sustainability	3	Undergraduate level only	The course introduces concepts of sustainable financial management and sustainable investment, which emphasizes roles of environment, social and governance (ESG) and their associated risk, responsible investment, new financial instruments related to sustainable finance, ethics and best practice for finance people.
FN456	Derivatives Analysis	3	Undergraduate level only	Fundamental principles of derivatives, including futures and forward contracts, options, warrants, swaps, and option embedded securities, derivatives pricing models, strategies for speculating or hedging.
FN492	Selected Topics on Investments (Financial Markets)	3	Undergraduate level only	Analysis of selected or current issues in the area of investments using case studies, guided class discussions, and business presentations
HR201	Modern Management and Entrepreneurship (Incoming Exchange Student ONLY)	3	Undergraduate level only	Management concepts, evolution of management, roles and skills of managers, organizational functions and operations, planning, organizing, human resource management, leading, motivating, organizational behavior and performance, controlling, managerial decision making, ethics, and use of various management tools in the digital era. Also, modern entrepreneurship, current state of entrepreneurship in the global and Thailand contexts, concept and skills required for entrepreneurs, types and characteristics of entrepreneurs.
HR311	Organizational Behavior and Leadership	3	Undergraduate level only	Concepts and underlying frameworks on work performance at all levels including individual, group, and organization. Exploring organizational environment and managerial issues related to organizational changes in the modern era. Depicting leadership styles, leadership traits, and leadership behavior that are suited for the abrupt changes
IB211	Global Environment of International Business	3	Undergraduate level only	The global environments of international business, including the globalization process, regional economic cooperation, social, cultural, and political environments. Evolutions of international business, international trade and foreign direct investment. Key theories in international business. Roles and impacts of multinational enterprises.
IS319	Electronic Business	3	Undergraduate level only	Conceptual frameworks of different types of electronic business, basic concept of electronic business model, applications, technology, security, and privacy protection issues. Electronic business strategy together with digital marketing and electronic business management issues, website design and development tools (WordPress) to implement a real electronic business project.

IT211	Introduction to International Transport	3	Undergraduate level only	The elements of international trade and commercial shipping, the structures and characteristics of the shipping industry, organizational structures of a transport company, role of the intermediate persons or freight forwarders in the shipping business, the role of government as a policy maker, principles and practices of transport companies, contract, the multimodal transport concept, ports, marine insurance, logistics, transport document, equipment and cargo-handling system.
MK201	Principles of Marketing	3	Undergraduate level only	The central theme of this course is the introduction of the marketing definition and its importance as a vital business function. The content includes modern marketing concepts, the shift in marketing in the digital era, its role, and the major influences of marketing on the economy, society, environment, and consumer behavior. The course also covers the traditional marketing mix and the digital one, introductory marketing management, preparation of a basic marketing plan, and ethics of marketers.
MK311	Customer Analytics and Management	3	Undergraduate level only	The central theme of this course is customer-centricity and customer relationships enabled by a customer data platform (CDP), which collects and unifies customers' data from various sources and touchpoints. The content includes different data collection and analytics of such customer data to inform marketing and business decisions, gain customer insight and behavioral patterns, which use to map the customer journey, predict customers' behaviors and design customer experience. The course also covers the customer lifetime value concept in customer relationship management programs. Students will learn how to develop customer acquisition, expansion, and retention strategies, which will enable them to achieve optimized customer lifetime value and delightful customer relationships.
MK315	Pricing Management & Profitability	3	Undergraduate level only	A central theme of the course is to introduce students to price setting and pricing strategies, which are important drivers of profitability through hands on workshops and case studies. The content includes applying methodologies and concepts such as cost based pricing, competitor based pricing, customer value based pricing, breakeven analysis, price elasticity, price segmentation, pricing of interrelated products, dynamic pricing, competitive pricing strategy, and pricing psychology in different business settings.
MK326	International Marketing	3	Undergraduate level only	A study of concepts and ways in doing international marketing including exporting, importing, foreign direct investment, globalization and factors affecting international marketing. The course covers how to gain consumer insights across international markets and translate them into appropriate marketing programs. By acting as an international marketing managers, students should be able to understand the linkages of the dynamic international environments, international opportunities, and international marketing strategies through assignments, case studies, and group projects.
MK495	Special Topics in Marketing 3 - Luxury, City and Service Marketing)	3	Undergraduate level only	Philosophy, concepts, principles, tools, innovations, recent trends, and recent developments in Marketing that benefit students' thinking and future careers.

OM201	Operations Management	3	Undergraduate level only	Study of concepts, techniques and tools to design, analyze, and improve core operational capabilities, and their application to a broad range of industries. Topics include operations strategy, productivity, product/service design, process design, quality management, inventory management, project management, supply chain management, operational performance measurement and operations for sustainability.
OM315	Business Forecasting	3	Undergraduate level only	Study of analyzing historical business data and applying computer-based quantitative forecasting techniques to achieve reliable forecast of the future. Topics cover the review of relevant statistical concepts, the important role of forecasting in business functions, the forecasting process, the studies of several forecasting techniques such as naïve, moving averages, exponential smoothing, simple and multiple linear regression, time series decomposition, Box-Jenkin, and combining techniques.
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OM422	Business Stimulation	3	Undergraduate level only	Study of concepts, benefits, and types of simulation. Steps of using simulation models for helping managers make better decisions under uncertainties. Monte Carlo Method. Data collection. Goodness of fit tests for input distributions. Developing simulation models using computer programs. Model verification. Analyzing and Interpreting simulation results. Model validation. Applications includes investment's decision making, product development, production and service process improvement, project management, inventory management, supply chain management, and logistics etc.