



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
1	AC202	Management Accounting	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	3.0	AC201 Fundamental Accounting
2	AC313	Cost Accounting	The role and importance of cost accounting cost terminology and cost accumulation systems, cost calculation under job order costing, cost calculation under process costing manufacturing overhead cost allocation, joint cost allocation and accounting for by product, variable costing and absorption costing system, standard costing system and variance analysis, costing system for just in time production.	3.0	AC201 Fundamental Accounting
3	AC311	Intermediate Accounting 1	Conceptual framework for financial reporting; Principles and accounting treatments for assets, short-term liabilities and provisions; classification, recognition, initial measurement, subsequent measurement, de-recognition, presentation and disclosure of assets and the above liabilities in accordance with Thai Financial Reporting Standards; events after reporting date.	3.0	AC201 Fundamental Accounting



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
4	AC316	Auditing	General concepts about auditing, auditing standards, major components of assurance services and audit profession, Code of Ethics for auditors, audit quality management, audit planning, errors and fraud, assessment of audit risks and related audit strategies, materiality, tests of financial reporting controls, audit sampling, tests of control and substantive tests of major cycles and accounts, critical applications of a questioning mindset and evaluations of reasonable alternatives to reach well-reasoned conclusions and to form an opinion in the auditor's report.	3.0	AC311 Intermediate Accounting 1, AC312 Intermediate Accounting 2
5	AC317	Enterprise Risk Management and Internal Control	Basic concept and components of COSO internal control; Evaluation of internal control; Basic concepts of internal audit; Enterprise Risk Management (ERM); system arrangement related to Risk management process; Duties and responsibilities of internal auditors and risk management officers, Duties and responsibilities of internal audit function and risk management function to audit committee and risk management committee; and Components of good corporate governance.	3.0	AC312 Intermediate Accounting 2
6	AC413	Financial Reporting and Statement Analysis	Presentation and disclosure of accounting information in various industries including interim reporting and other quantitative and qualitative information; Linkage between financial statement items; Effects of accounting choices; Tools and techniques for an analysis of financial statement and other financial reporting.	3.0	AC311 Intermediate Accounting 1, AC312 Intermediate Accounting 2



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
7	AC442	Seminar in Information Systems Audit and Control	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	3.0	AC315 Accounting Information system and AC 316 Auditing
8	BA202	Taxation	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	3.0	AC201 Fundamental Accounting
9	BA204	Business Statistics	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.	3.0	
10	BA335	Business Opportunities in Thailand	Study social and business cultures, business customs, common business situations, and business opportunities in Thailand. Company visits in Thailand are incorporated in the course.	3.0	Only exchange students are permitted.
11	BA338	Luxury Brand Management	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	3.0	



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
12	EC213	Introductory Microeconomics	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.	3.0	For students who are not economic major.
13	EC214	Introductory Macroeconomics	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.	3.0	For students who are not economic major.
14	FN201	Business Finance	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.	3.0	AC201 Fundamental Accounting or AC291 Essentials of accounting



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
16	FN211	Financial Mathematics and Statistics	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.	3.0	
17	FN311	Financial Management	Theoretical concepts of corporate financial management applied to resolve financial problems and issues encountered by management in the real world of business; the management of asset structure and financial mix; the application of financial models and instruments on managing the assets, liabilities and equities, valuation, the costs of capital, capital structure, capital budgeting under risk, leasing, the concepts of agency problems and corporate governance.	3.0	FN201 Business Finance and FN211 Financial Mathematics and Statistics
18	FN312	Investments	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	3.0	FN201 Business Finance and FN211 Financial Mathematics and Statistics



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
19	FN313	International Finance	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)	3.0	FN311 Financial Management and EC212 or EC214 Introductory Macroeconomics
20	FN351	Fixed - Income Securities Analysis	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.	3.0	FN312 Investments
21	FN424	Investment Banking	Principles of investment banking. Value creations for firms and investors by mergers and acquisitions and business reorganizations. Digital transformation of financial institutions. Variety of investment banking activities; restructuring, underwriting services, financial consulting services, initial public offerings, investment research, asset management and capital raising; through case studies in Thailand and abroad.	3.0	FN312 Investments
22	FN492	Selected Topics on Investment	Analysis of selected or current issues in the area of investments using case studies, guided class discussions, and business presentations	3.0	FN311 Financial Management and FN312 Investments



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
23	HR201	Modern Management and Entrepreneurship	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.	3.0	
24	HR211	Human Resource Management	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.	3.0	
25	IB211	Global Environment of International Business	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.	3.0	
26	IB321	International Trade Operations	Criteria and guidelines for international trade operations, import and export procedures, rules and regulations of international trade, Thai and international policies on international trade.	3.0	



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
27	IS201	Digital Technology for Business	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	3.0	
28	IS312	Business Intelligence and Analytics	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	3.0	
29	IS319	Electronic Business	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.	3.0	IS201 Digital Technology for Business



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
30	IT211	Introduction to International Transport	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.	3.0	
31	LO212	Introduction to Logistics Management	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.	3.0	
32	MK201	Principles of Marketing	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.	3.0	



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
33	MK211	Consumer Behavior	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.	3.0	MK201 Principles of Marketing
34	MK312	Strategic Brand Management	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.	3.0	MK211 Consumer Behaviour



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
35	MK313	Marketing Research for Decision Making	The central theme of this course is the marketing research process from a marketer's perspective. The content includes the importance of marketing research, research skill development in seeking, analyzing, and synthesizing information to formulate marketing problem statements from Page 13 which research questions are derived, integrating marketing problems with the research question, marketing research designs including qualitative, quantitative research, and mixed methods. The course also covers the development of data collection tools, fieldwork, analyzing and reporting research results to answer the research question, and developing a marketing strategy to solve marketing problems.	3.0	BA204 Business Statistics and MK312 Strategic brand management
36	MK315	Pricing Management & Profitability	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.	3.0	MK201 Principles of Marketing and AC202 Management Accounting



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
37	MK316	Distribution Channel Management	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.	3.0	MK201 Principles of Marketing
38	MK322	Retail Management	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.	3.0	MK211 Consumer Behaviour



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
39	MK326	International Marketing	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.	3.0	MK201 Principles of Marketing
40	MK395	Special Topics in Marketing 1	Philosophy, concepts, principles, tools, innovations, recent trends, and recent developments in Marketing that benefit students' thinking and future careers.	3.0	MK312 Strategic Brand Management Marketing major, third year student status or approved by the instructor
41	OM201	Operations Management	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.	3.0	
42	OM311	Business Analytics I	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.	3.0	



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
43	OM315	Business Forecasting	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.	3.0	BA204 Business Statistics
44	OM412	Organizational Performance Measurement	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.	3.0	OM201 Operations Management

IMPORTANT NOTE:

1. Note that the prerequisite requirements are waived for exchange students. However, the students should have the fundamental knowledge needed to study the course.*
2. The courses listed above based on the previous semester which tend to be different from the current semester. However, International Affairs will notify the students when receiving the official course offering will be available around 1 month before the semester starts.

For more updated information: <http://www.bba.tbs.tu.ac.th/coursedescription2018.php>

Spring Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
----	------	--------------	---------------------	---------	---------------



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
1	AC201	Fundamental Accounting	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.	3.0	None
2	AC202	Management Accounting	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.	3.0	AC201 Fundamental Accounting
3	AC311	Intermediate Accounting 1	Conceptual framework for financial reporting; Principles and accounting treatments for assets, short-term liabilities and provisions; classification, recognition, initial measurement, subsequent measurement, de-recognition, presentation and disclosure of assets and the above liabilities in accordance with Thai Financial Reporting Standards; events after reporting date.	3.0	AC201 Fundamental Accounting
4	BA202	Taxation	This course considers the relevant sources of data related to corporate decisions including financial, accounting, strategic, operational and human resources. Applications of data analytics including descriptive, predictive and prescriptive approaches are presented. Decision effectiveness including assessing assumptions and risks, specifying and evaluating alternatives, and selecting data-based solutions for implementation is demonstrated the communication of decision related data in a clear and understandable way to decisionmakers is emphasized.	3.0	AC291 Essentials of Accounting



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
5	BA204	Business Statistics	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.	3.0	
6	BA338	Luxury Brand Management	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	3.0	
7	EC213	Introductory Microeconomics	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.	3.0	
8	EC214	Introductory Macroeconomics	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.	3.0	



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
9	ER312	Creation of Product Innovation	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.	3.0	
10	FN201	Business Finance	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.	3.0	AC 201 Fundamental Accounting or AC291
11	FN211	Financial Mathematics and Statistics	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.	3.0	



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
12	FN311	Financial Management	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.	3.0	FN201 Business Finance and FN211 Financial Mathematics and Statistics
13	FN312	Investments	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.	3.0	FN201 Business Finance and FN211 Financial Mathematics and Statistics
14	FN452	Portfolio Analysis and Asset Management	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.	3.0	FN312 Investments
15	FN493	Selected Topics on Financial Institutions	Analysis of selected or current issues in the area of financial institutions using case studies, guided class discussions, and business presentations		FN314 Financial Institutions Management & FN312 Investments
16	HR311	Organizational Behavior and Leadership	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	3.0	



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
17	IB211	Global Environment of International Business	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.	3.0	
18	IS201	Digital Technology for Business	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.	3.0	
19	IS312	Business Intelligence and Analytics	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.	3.0	IS201 Digital Technology for Business
20	IS319	Electronic Business	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.	3.0	IS201 Digital Technology for Business



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
21	IT211	Introduction to International Transport	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.	3.0	
22	MK201	Principles of Marketing	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.	3.0	
23	MK211	Consumer Behavior	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.	3.0	MK201 Principles of Marketing



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
24	MK311	Customer Analytics and Management	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.	3.0	MK211 Consumer Behavior
25	MK312	Strategic Brand Management	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.	3.0	MK211 Consumer Behavior
26	MK315	Pricing Management & Profitability	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.	3.0	MK201 Principles of Marketing and AC202 Management Accounting



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
27	MK317	Integrated Marketing Communications	With an increasingly diverse consumer lifestyle and advanced communication technology, this course is designed to develop concepts, principles, and approach of integrated marketing communications in order to answer the marketing challenge. The content covers integrated marketing communications plan in terms of message and contact point (digital and physical) integration, and evaluation, based on the understanding of consumer and brand, especially brand positioning.	3.0	MK312 Brand Management
28	MK318	From Data to Decisions	The central theme of this course is to build decision-making-related skills emphasizing the use of data and marketing metrics to create impactful decisions in various landscapes and perspectives via a hands-on approach with assignments, projects, and case studies. The content includes data acquisition, analysis, visualization, obtaining various types of data used in marketing from multiple data sources, and cleaning and storing them for easy access and interchange. Students will learn how to conduct online data (web) scraping and import data from other primary and secondary data sources. The course also covers various approaches to marketing data analysis and their application across multiple marketing situations, equipping students with the art of visualizing data in a way that aids businesses in making effective decisions.	3.0	MK313 Marketing Research for Decision Making
29	MK319	Digital Marketing Strategy	Digital marketing strategy course is to educate students to understand how to applying digital technologies to craft marketing strategy in responding consumer and business market in digital era. The content of this course contains four parts that are issue and challenges of digital technologies in marketing competitive landscape, leveraging digital technologies to gain competitive advantage, digital marketing strategy formulation, and designing metrics to measure the success of digital marketing strategy	3.0	MK312 Brand Management



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
30	MK321	Entrepreneurial Marketing	The central theme of this course is to examine key entrepreneurial marketing theories, concepts, and strategies that can be applied to both established and new businesses operating in fast changing, volatile business environments via a series of hands on case studies and business simulation. The content includes a discussion of the evolution of the marketing and entrepreneurship interfaces, an exploration of the underlying elements of entrepreneurial marketing. The course also covers how entrepreneurs can proactively identify, evaluate, and exploit market opportunities to acquire and retain profitable customers and how to formulate entrepreneurial marketing strategies using innovative approaches to risk management, resource leveraging, and value creation.	3.0	MK201 Principles of Marketing
31	MK326	International Marketing	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.	3.0	MK201 Principles of Marketing
32	MK495	Special Topics in Marketing 3 - Luxury, City and Service Marketing)	Philosophy, concepts, principles, tools, innovations, recent trends, and recent developments in Marketing that benefit students' thinking and future careers.	3.0	MK312 Strategic Brand Management



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
33	MK411	Sustainability Marketing	The central theme of this course is how responsible marketing management can contribute to sustainability and discussing the adverse impact of conventional business and marketing mindsets and practices. The content includes changes from the organizational level by employing sustainability related concepts and conducts, strategic management tools, and technology to create competitive business advantage with the responsibility to stakeholders and commitment to overall sustainability, which later influences changes in marketing management from creating sustainable value, targeting, branding, to other key marketing strategies. The course also covers marketing applications for not for profit organizations and social enterprises.	3.0	MK312 Strategic Brand Management
34	OM201	Operations Management	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.	3.0	
35	OM316	Business Forecasting	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	3.0	BA204 Business Statistics



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
36	OM324	Technology and Innovation Management	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).		OM201 Operations Management
37	OM412	Organizational Performance Measurement	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.	3.0	OM201 Operations Management
38	OM422	Business Stimulation	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.	3.0	BA204 Business Statistics

IMPORTANT NOTE:

1. Note that the prerequisite requirements are waived for exchange students. However, the students should have the fundamental knowledge needed to study the course.*
2. The courses listed above based on the previous semester which tend to be different from the current semester. However, International Affairs will notify the students when receiving



Center for International Affairs
Thammasat Business School
Thammasat University
BBA International Program

FALL Semester

No	Code	Course Title	Course Descriptions	Credits	Prerequisite*
----	------	--------------	---------------------	---------	---------------

the official course offering will be available around 1 month before the semester starts.

For more updated information: <http://www.bba.tbs.tu.ac.th/coursedescriptions2018.php>