

IBBA course description – Siam University

3.1.5 (Course Description)

1. (The General Education Courses)

1.1 (Humanities and Social Science)

- 117-100 Philosophy of Sufficiency Economy and Financial Literacy 3 (3-0-6)**
Pre: none
The philosophy of sufficiency economy and financial literacy, Sufficiency and economic development, Sufficiency with the social and economic community, Sufficiency economy and good management, Immunization economy, and application of the sufficiency economy philosophy.
- 117-101 Introduction to Sociology 3 (3-0-6)**
Pre: None
Influence of the social environment on the individual i.e status and role of the individual, peer influence on behavior, peer structure and leadership significance and evolution of institutions in terms of technological progress and population explosion.
- 117-102 Society, Business and Government 3 (3-0-6)**
Pre: None
Evolution of government systems, political processes and procedures in elections the role of the states, legislative, administrative and judiciary institutions: problems of liberty and equality power and function in democracy. Emphasis on the duty and right and the relationship between the individual and the state, that is affect business sector.
- 117-104 Human Relations and Personality Development 3(3-0-6)**
Pre: None
Meanings, background, and uses of human relation, interpersonal relationship and groups in society, appropriate adjustment to situations in society, theories of personality, and personality development for social adjustment, personal differences, leadership, and practice appropriate behaviors and social manners.
- 117-105 ASEAN in the Modern World 3 (3-0-6)**
Pre: None
Changes in the modern world; the New World Order; the importance of South-East Asia to the world; background of ASEAN; factors influencing ASEAN such as history, politics, economy, social issues and culture; situations and problems of ASEAN in the present time; relationship

117-151 Chinese I 3 (2-2-5)
Pre: None
Focus on practical Listening comprehension. Analysis of the basic Chinese vocabulary and its pattern drills. Guided spoken Chinese includes the simple social communications, like meeting and greetings and expressing an opinion. Read or write simple sentences in Chinese.

117-152 Chinese II 3 (2-2-5)
Pre: 117-151 Chinese I
Listening will broaden business vocabulary. The guided spoken Chinese will focus on common communication and business conversation. Reading simple articles and writing small essays, like diaries, informal notes and memos.

117-251 Chinese III 3 (2-2-5)
Pre: 117-152 Chinese II
Variety of settings will go into the listening procedure, grammar, voice, tense and fall-rise pronunciation. Reading and writing simple business letters.

117-252 Chinese IV 3 (2-2-5)
Pre: 117-251 Chinese III
Further development of skills learned in Chinese I,II,III, including Chinese culture, tradition, behavior and customs. Phone conversation, expressions of sympathy, consolation and suggestion. Read business articles and write simple business documents.

Japanese

117-161 Japanese I 3 (2-2-5)
Pre: None
Practical listening and speaking of basic Japanese with emphasis on oral comprehension. Analysis of the basic structures on oral comprehension. Analysis of the basic structures and vocabularies. Practice 'Hiragana' and 'Katana' writing systems. Writing and reading simple sentences in those structures.

117-162 Japanese II 3 (2-2-5)
Pre: 117-161 Japanese I

Exercises in listening and speaking with broader structures and vocabularies. Communicate property in common-place conversational setting Practice 'Kanji' writing system and use it for reading and writing small essays such as diary entries.

117-261 Japanese III 3 (3-0-6)

Pre: 117-162 Japanese II

Listening comprehension and conversation in various settings. Learn more complicated grammar such as the various forms of verbs dependent upon tense, voice, aspect and so on for conversation and reading and writing 'Kanji' system is future explored.

117-262 Japanese IV 3 (2-2-5)

Pre: 117-261 Japanese III

Develop ability in effective speaking skills including Japanese cultural notions, behaviors and customs. Reading skill development and writing with more 'Kanji' and extended vocabularies. Comprehension of specific grammatical structures to understand the full outline of Japanese language as previously taught and how to use it as a whole.

French

117-171 French I 3 (2-2-5)

Pre: None

Basic communication skills in listening, speaking, reading and writing, with emphasis on oral communication in everyday life; basic French sentence patterns; characteristics of French culture.

117-172 French II 3 (2-2-5)

Pre: 117-171 French I

Communication skills in listening, speaking, reading and writing in various situations; different sentence types and structures; French customs and traditions.

117-271 French III 3 (2-2-5)

Pre: 117-172 French II

Development of communication skills by working on various authentic materials - audio, visual and printed; introduction of complex sentence structure.

117-272 French IV 3 (2-2-5)

Pre: 117-271 French III

Thai reading and writing class. Students learn to pronounce and write the characters of the Thai alphabet, focusing on vowels, intonation and pronunciation. The main focus is on using the consonants and vowels to form words. Students learn to achieve precise pronunciation as well as learning the meaning of each word in contemporary applications.

117-291 Thai III 3 (2-2-5)

Pre: 117-192 Thai II

Intermediate Thai conversation and vocabulary class. The learning emphasis is on conversation at the intermediate level. The focus is to build the students ability to understand phrases, sentences and various compound sentences and how to properly respond in a conversation. Students are introduced to more intermediate level vocabulary. Students learn how to converse in various scenarios.

117-292 Thai IV 3 (2-2-5)

Pre: 117-291 Thai III

Intermediate Thai reading and writing class. The learning emphasis is on reading and writing words, phrases and sentences at the intermediate level. Reading and learning about the meaning of often-used traditional and contemporary phrases and sentences. Students learn, among other aspects, the formation of original phrases and sentences through reading various selected contexts.

BURMESE

119-101 Burmese I 3 (2-2-5)

Pre: None

Alphabet, phonetics and sentences patterns. Learn basic Burmese grammar structures, vocabularies for daily life. Practice listening skill and speaking skills emphasis on simple conversations for daily communication.

119-102 Burmese II 3 (2-2-5)

Pre: 119-101 Burmese I

Practice listening and speaking skills with broader Burmese structures emphasis on conversation and vocabularies for daily life. Practice reading and writing small essays in everyday life and simply expressions.

119-103 Burmese III 3 (2-2-5)

Pre: 119-102 Burmese II

BAHASA MALAYSIA

- 119-121 Bahasa Malaysia I 3 (2-2-5)**
Pre: None
Alphabet, phonetic and basic Bahasa Malaysia fundamental grammar structure, 300 vocabularies used in everyday life and simple expressions. Practice listening skill and speaking skills emphasis on simple conversations for daily communication.
- 119-122 Bahasa Malaysia II 3 (2-2-5)**
Pre: 119-121 Bahasa Malaysia I
Practice listening and speaking skills with broader Bahasa Malaysia structures emphasis on conversation and vocabularies for daily life. Practice reading and writing small essays in everyday life and simple expressions.
- 119-123 Bahasa Malaysia III 3 (2-2-5)**
Pre: 119-122 Bahasa Malaysia II
Practice listening and learning conversation in various settings. Learn more complicated Bahasa Malaysia grammar and develop conversation, reading skill, and writing skill in various settings, studying additional vocabularies.
- 119-124 Bahasa Malaysia IV 3 (2-2-5)**
Pre: 119-123 Bahasa Malaysia III
Develop ability in effective speaking skills including Malaysian cultural notions, behaviors and customs. Develop reading skill and writing skill and extended vocabularies. Comprehension of specific grammatical structures to understand the full outline of Bahasa Malaysia language as previously taught and how to use it as a whole.

1.4 (Physical Education and Aesthetics)

- 117-132 Physical Education and Recreation 3 (2-2-5)**
Pre: None
Basic knowledge of physical education; essential recreations for the improvement of life quality in the modern society; types of sports and recreations, need for recreation in each age range; management and administration of recreation. Select one kind of sports to learn about its rules, regulations, manners, and basic skills. Practice physical exercise and body strengthening process in the appropriate way for good health.

Impact of information to global management activities, planning, controlling, decision making etc.
Application of software to solving international problem development from end-user's perspective.
Computer-based information system utilizations.

221-222 Business Research 3 (3-0-6)

Pre: 221-206 Principles of Statistics

Relationship between models, information systems and business decisions. Practice application of behavioral and statistical methods for the purpose of obtaining and analyzing relevant international business information.

221-223 Business Negotiations 3 (3-0-6)

Pre: 221-205 Principles of Marketing

Negotiation as confronted in the various environments of different geographical economic political conditions such as cultural influences, varying governmental regulations, and changing economic situations. Language barriers and potential errors and misunderstandings arising from interpretations and translations.

221-232 Advertising and Promotion Management 3 (3-0-6)

Pre: 221-205 Principles of Marketing

Role of mass media to communicate product information to potential and current customers, advertising principles and practices as an integral part of marketing promotions and policy, advertising media selection, budgeting and promotional planning and advertising effectiveness evaluation.

221-304 Services Marketing 3 (3-0-6)

Pre: 221-205 Principles of Marketing

Characteristics of the market and consumer behavior toward service business. Identification of marketing mix for service. Evolution of organizations doing service business such as financial institutions, banks, insurance companies, transportation companies, hotels, tourisms and others.

221-323 Cross Cultural Management 3 (3-0-6)

Pre: 117-102 Society and Government

Effects of local cultures upon global interactions of Business trading, marketing and operations. Difficulties in market analysis considering cultural factors in various countries.

221-324 Commercial Design and Management 3 (3-0-6)

Pre: None

- 221-431 Seminar in Financial Management 3 (3-0-6)**
Pre: 221-204 Business Finance
The study of problems and issues in financial management. The course encourages students to apply their knowledge to analyze and solve actual business problems and using case studies. The students are encouraged to participate the discussion.
- 221-432 Analysis of Derivatives 3 (3-0-6)**
Pre: none
Fundamental knowledge of Futures and Forward contracts, Options, Warrants and Swaps. Discussion includes derivatives pricing models and selection of appropriate strategies for speculating or hedging.
- 221-433 E-Business Finances 3 (2-2-5)**
Pre: none
Trade and technologies used currently. Focusing on electronic transaction in practical in the group of finance, banking and insurance. The transaction conduct by website in the group of finance, banking and insurance and other applications via the Internet. Topic also focus on case study and practical.
- 221-434 Sales Management 3 (3-0-6)**
Pre: 221-205 Principles of Marketing
Role and importance of sales organization. Quota and sales territory. Motivation and sales incentives. Personnel management involve with sales department. Evaluation of personal selling.
- 221-435 Industrial Marketing 3 (3-0-6)**
Pre: 221-205 Principles of Marketing
Problem analysis and marketing methods of industrial products for manufacturers and wholesalers. The course also provide students with knowledge of sales control, sales territory, industrial product policy, and process of buying decision in industrial market. Types of industrial buyers in private and public sectors.
- 221-436 Advertising and Sales Promotion 3 (3-0-6)**
Pre: 221-205 Principles of Marketing

Elements and factors that influence the success of brand, brand name, trade mark, copyright, logo and packaging design. Communication tools that create brand awareness of target group. Strategies used to create strong brand. Evaluation of brand success.

221-442 Business Marketing 3 (3-0-6)

Pre: 221-205 Principles of Marketing

Principles, importance, and guidelines of business market. Types of business market, behavior and process of buying decision in business market. The course also provide students with knowledge of opportunity of business market, management of relationship of business market, negotiation techniques, business market plan, marketing mix of business market, evaluation and control of business market.

221-443 Marketing Strategy Management 3 (3-0-6)

Pre: 221-205 Principles of Marketing

New concepts of marketing management. Identification of marketing strategy: product strategy, price strategy, distribution strategy and promotion strategy. Implementation of new marketing information system with marketing management and marketing control.

221-444 Principles of Investment 3 (3-0-6)

Pre: none

Definition and importance of the investment in economic system. Various factors influencing investment decision. Investment theories, principles of investment in the Stock Exchange of Thailand; for example ,categories of securities, , stock price index, trading and clearing systems, securities analysis, return and risk of single securities and portfolio, intrinsic value of stock.

221-445 Financial Statement Analysis 3 (3-0-6)

Pre: none

Meaning and significance of financial statement analysis ; purpose and procedure of common size statement, trend analysis and ratio analysis in financial statement, including balance sheet and earnings statement, analysis of issues concerning asset, liability, shareholders' equity, revenue expenditure, profit, and cash flow statement. The results of the analysis are also to apply for planning and decision making as well as business valuation.

221-446 Research in Finance 3 (3-0-6)

Pre: none

