

The MBA Curriculum for KEYSTONE

Registration :

Students are required to register for at least 3 courses and not more than 5 courses in each semester. To register more or less courses than stipulated requires the approval of the Dean of M.B.A. English Program. Students are not allowed to register the courses that have previously been registered with the grade of B and above.

The number of credits required for the program shall be not less than 42. The M.B.A. English Program offers 2 options; a thesis option (Plan A) and non-thesis option (Plan B)

- Plan A : Thesis Option

Students must complete the curriculum of 42 credits, consisting of 27 credits of required courses, 3 credits of elective courses and 12 credits of thesis to be written in English and the article derived from the thesis must be published in a recognized academic journal or presented in a national or international academic conference.

- Plan B : Non Thesis Option

Students must complete the curriculum of 42 credits, consisting of 27 credits of required courses, 12 credits of elective courses and 3 credits for an independent study. Students must pass a written comprehensive examination comprising the core courses and the article derived from independent study must be published in a recognized academic journal or presented in a national or international academic conference.

The Curriculum

Plan A (Thesis)			Plan B (Non-Thesis)		
Core Subjects	27	Credits	Core Subjects	27	Credits
Elective Subjects	3	Credits	Elective Subjects	12	Credits
Thesis	12	Credits	Independent Study	3	Credits
Total	42	Credits	Total	42	Credits

(A subject earns 3 credits, equivalent to 5 ECTS credit points (180 hours of workload))

Foundation Courses :

500-100	Economic Theory	3 (3-0-6)
500-102	Basic Financial Accounting	3 (3-0-6)
500-103	Quantitative Method for Management	3 (3-0-6)
500-104	Computer Application in Business	3 (3-0-6)
500-105	English Foundation	3 (3-0-6)

(For students having deficiency in academic background in business education)

- **Under Plan A (Thesis Option)**, students must submit a thesis and pass the oral examination conducted by a committee appointed by the University and an academic article based on the thesis must be published in a recognized academic journal or presented in a national or international academic seminar.
- **Under Plan B (Non-thesis Option)**, students must pass a written comprehensive examination comprising mainly the core courses and must publish an academic article in a recognized academic journal or presented in a national or international academic seminar.

Student status may be terminated with the concurrence of the President for any of the following reasons:

- All course requirements are not completed within the prescribed time limits.
- Upon completion of all course requirements, a student’s GPA is less than 3.0.
- The student fails two repeated Independent Study submissions.
- The student fails two repeated Written Comprehensive Exam
- *Presentation a publication of academic article based as thesis.*
- *Written Comprehensive Exam Presentation or publication of academic article based on Independent Study.*
- *The student violates serious university regulations mentioned in the student handbook.*

Evaluation and Graduation Requirements :

- Student’s evaluation for each course is conducted in accordance with Siam University Regulations. As follows :

Grade	Definition	Numerical Equivalent
A	Excellent	4.0
B+	Very Good	3.5
B	Good	3.0
C+	Fairly Good	2.5
C	Fair	2.0
D+	Poor	1.5
D	Very Poor	1.0
F	Fail	0

Symbol	Definition	Value
W	Withdraw with Permission	-
S	Satisfactory	-
U	Unsatisfactory	-
I	Incomplete	-
P	Audi in Progress	-
AU	Audi	-
X	Awaiting for result	-

Remark :

- W means withdrawal from the course within a mandatory time limit.
- I Incomplete used when student fails to complete his/her assignments within the prescribed time limit or is absent from the Examination with approval from the Dean due to exceptional reasons.
- P In progress used when students have not completed the course or have completed but the grade has not been released yet.
- AU means audit and non-credit
- X used when students have done their research and have not completed their Thesis or Independent Study projects yet.

- For any core course, if a grade of **D** or **F** is obtained, that course must be repeated unit at least a grade of **C** is earned, or a new core course is selected.
- Students must study the complete curriculum and pass examinations with a cumulative GPA of not less than 3.0
- Students must gain the overall minimum credits not less than 42 credits of the total program credits.

Core Courses :

500-110	Managerial Economics	3 (3-0-6)
501-110	Managerial Accounting	3 (3-0-6)
502-110	Marketing Management	3 (3-0-6)
503-110	Human Resources Management	3 (3-0-6)
504-110	Financial Management	3 (3-0-6)
505-110	Technology and Information Systems Management	3 (3-0-6)
506-110	Economic Integration and ASEAN Studies	3 (3-0-6)

507-110	Organization Behavior and Corporate Governance	3 (3-0-6)
507-112	Strategic Management	3 (3-0-6)
508-110	Logistics and Operations Management	3 (3-0-6)
506-222	International Business Management	3 (3-0-6)
508-220	Logistics and Supply Chain Management	3 (3-0-6)
700-111	Research Methods for Social Sciences	3 (3-0-6)
700-201	English for Graduate Studies	3 (3-0-6)

Study Plan for Core Courses:

<i>Trimester 1</i>	<i>Trimester 2</i>	<i>Trimester 3</i>
Core Courses 5 subjects :	Core Courses 5 subjects :	Core Courses 4 subjects :
503-110 Human Resources Management	507-110 Organization Behavior and Corporate Governance	502-110 Marketing Management
505-110 Technology and Information Systems Management	504-110 Financial Management	700-111 Research Methods for Social Sciences
508-110 Logistics and Operations Management	501-110 Managerial Accounting	507-112 Strategic Management
506-222 International Business Management	508-220 Logistics and Supply Chain Management	506-110 Economic Integration and ASEAN Studies
500-110 Managerial Economics	700-201 English for Graduate Studies	

The Master of Business Administration (English Program) offers 2 options :

Plan A :	500-300	Thesis	12 (0-0-24)
Plan B :	500-301	Independent Study	3 (3-0-6)

The Major Areas of Concentration:

The Master of Business Administration (English Program) curriculum offers 8 elective subject groups as listed below. In each group of study, all 4 subjects must be selected from that group.

- Accounting
- Marketing Management
- Human Resources Management
- Financial & Banking Management
- International Business Management

- General Management
- Hotel and Tourism Management
- ASEAN Studies Management

1. Accounting

Prerequisite: 501-110 Managerial Accounting or authorized by the Dean

501-220	Accounting System Design	3 (3-0-6)
501-221	International Accounting	3 (3-0-6)
501-222	Financial Analysis for Planning and Decision Making	3 (3-0-6)
501-223	Budgets and Budgetary Control	3 (3-0-6)
501-224	Accounting Information Systems	3 (3-0-6)
501-225	Seminar in Managerial Accounting	3 (3-0-6)
501-226	Seminar in Tax Accounting	3 (3-0-6)
501-227	Seminar in Auditing	3 (3-0-6)
501-228	Seminar in Financial Accounting	3 (3-0-6)
500-302	Co-operative Education	6 (0-36-0)

2. Marketing Management

Prerequisite: 502-110 Marketing Management or authorized by the Dean

502-220	New Product Development and Pricing	3 (3-0-6)
502-221	Distribution Channel and Logistics Management	3 (3-0-6)
502-222	Promotion and Advertising Management	3 (3-0-6)
502-223	International Marketing	3 (3-0-6)
502-224	Marketing Research	3 (3-0-6)
502-225	Integrated Marketing Communications	3 (3-0-6)
502-226	Customer Relations Management	3 (3-0-6)
502-227	Retailing Strategy	3 (3-0-6)
502-228	Service Marketing Strategy	3 (3-0-6)
502-229	Marketing Strategy	3 (3-0-6)
502-230	Seminar in Marketing Management	3 (3-0-6)
502-231	Electronic Commerce Management	3 (3-0-6)
500-302	Co-operative Education	6 (0-36-0)

3. Human Resources Management

Prerequisite: 503-110 Human Resources Management and 507-110 Organization Behaviour and Corporate Governance or authorized by the Dean

503-221	Information System for Human Resources Management	3 (3-0-6)
503-222	Industrial Relations, Social Welfare, and Labor Unions	3 (3-0-6)
503-223	Communication in Management	3 (3-0-6)
503-224	Seminar in Human Resources Management	3 (3-0-6)
507-220	Leadership and Change Management	3 (3-0-6)
507-221	Negotiation and Conflict Management	3 (3-0-6)
507-228	Entrepreneurship and Business Innovation	3 (3-0-6)
500-302	Co-operative Education	6 (0-36-0)

4. Financial & Banking Management

Prerequisite: 500-110 Managerial Economics and 504-110 Financial Management or authorized by the Dean

504-220	Financial Strategy and Tax Planning	3 (3-0-6)
504-221	Money and Capital Markets	3 (3-0-6)
504-222	Equity and Bond Analysis	3 (3-0-6)
504-223	International Finance and Banking	3 (3-0-6)
504-224	Insurance, Tax and Inheritance Planning	3 (3-0-6)
504-227	Real Estate Investment	3 (3-0-6)
504-229	Derivatives Analysis	3 (3-0-6)
504-231	Principle of Financial and Retirement Planning	3 (3-0-6)
504-232	Investment Planning	3 (3-0-6)
504-233	Financial Reporting Analysis	3 (3-0-6)
504-234	Applied Corporate Finance	3 (3-0-6)
504-235	Islamic Financial System	3 (3-0-6)
504-236	Islamic Banking and Finance	3 (3-0-6)
507-226	Credit Management for Medium and Small Scale Business	3 (3-0-6)
500-302	Co-operative Education	6 (0-36-0)

5. International Business Management

Prerequisite: 506-222 International Business Management or authorized by the Dean

<i>Prerequisite - Core Course</i>	<i>Selective Course</i>
501-110 Managerial Accounting	501-221 International Accounting
502-110 Marketing Management	502-223 International Marketing
504-110 Financial Management	504-223 International Finance and Banking
506-110 Economic Integration and ASEAN Studies	510-220 Development of ASEAN Integration
506-110 Economic Integration and ASEAN Studies	510-221 Doing Business in ASEAN and FTA

501-221	International Accounting	3 (3-0-6)
502-223	International Marketing	3 (3-0-6)
502-231	Electronic Commerce Management	3 (3-0-6)
504-223	International Finance and Banking	3 (3-0-6)
506-220	International Trade and Investment	3 (3-0-6)
506-221	International Business Laws	3 (3-0-6)
510-220	ASEAN Integration Development	3 (3-0-6)
510-221	Doing Business in ASEAN and FTA	3 (3-0-6)
500-302	Co-operative Education	6 (0-36-0)

6. General Management

Comprising 4 selective courses from this group or from any group of study.

505-220	Business Database	3 (3-0-6)
505-222	Information Technology and Supply Chain Management	3 (3-0-6)
505-224	Knowledge Management	3 (3-0-6)
500-302	Co-operative Education	6 (0-36-0)

7. Hotel and Tourism Management

509-220	Information Technology for Hotel and Tourism	3 (3-0-6)
509-221	Facilities Management	3 (3-0-6)
509-222	MICE and Tourism Management	3 (3-0-6)
509-223	Sustainable Development of Tourism	3 (3-0-6)
509-224	Service Quality Management	3 (3-0-6)
509-225	Marketing Mechanism for Hotel and Tourism	3 (3-0-6)
509-226	Strategy for Hotel and Tourism Management	3 (3-0-6)
500-302	Co-operative Education	6 (0-36-0)

8. ASEAN Studies Management

Prerequisite: 506-110 Economic Integration and ASEAN Studies or authorized by the Dean

Prerequisite - Core Course	Selective Course
501-110 Managerial Accounting	501-221 International Accounting
502-110 Marketing Management	502-223 International Marketing
504-110 Financial Management	504-223 International Finance and Banking

501-221	International Accounting	3 (3-0-6)
502-223	International Marketing	3 (3-0-6)
504-223	International Finance and Banking	3 (3-0-6)
506-220	International Trade and Investment	3 (3-0-6)
506-221	International Business Laws	3 (3-0-6)
510-220	ASEAN Integration Development	3 (3-0-6)
510-221	Doing Business in ASEAN and FTA	3 (3-0-6)
500-302	Co-operative Education	6 (0-36-0)

Course Descriptions :

- 500-300 **Thesis**12(0-0-24)
Study topics or problems of interest to students include doing a research which related to a group of concentration by using a research methodology.
- 500-301 **Independent Study**3(3-0-6)
Study topics or problems of interest to students include doing a business plan, working system development and giving recommendation. Then, present by report.

Foundation Courses:

- 500-100 **Economic Theory**3(3-0-6)
 Basic microeconomic theory; consumer behaviors, production theory, business theory, production cost, income distribution, as well as macroeconomic theory; measurement of economic activity, principles and ideas of the IS-LM, economic policy formulation, stability and international economics.
- 500-102 **Financial Accounting Basic**3(3-0-6)
 The understanding of basic concept of accounting, accounting process and techniques and the general format of balance sheet and financial reports for decision making.
- 500-103 **Quantitative Methods for Management** 3(3-0-6)

Quantitative theories which are applied in business analysis, such as probability, distribution of probability, hypothesis testing, the application of the decision theory under various scenarios, correlation theory, regression theory, quantitative analysis by linear programming, game theory, queuing theory, theory of decision making under uncertainty, optimization techniques, principle of maximization and minimization, business forecasting, as well as operation management research principles.

500-104 Computer Application in Business3(3-0-6)

Data and information systems in the contemporary business system by relying on principles of data processing, upgrading data with machines as well as the analysis of organizational work system and other important topics related to computers in business which play a role in the decision making of management in contemporary business management.

500-105 English Foundation3(3-0-6)

Drill in listening, speaking, reading, and writing of the English language with emphasis on pronunciation. Simple essay writing, reading comprehension and translation of English sentences.

Core Courses:

500-110 Managerial Economics3(3-0-6)

The application of economic theory, both macro and micro, in decision making as well as the analyses of consumer demand and the characteristics of markets, production and cost, price theory, business decision under different market structures, e.g. perfect competition, monopoly, the allocation of resources to maximize production and profit as well as gross national product, balance of payment and government fiscal and monetary policies.

501-110 Managerial Accounting3(3-0-6)

Study the use of accounting data in planning, coordination and control, financial budget analysis, the relationships between financial budget, balance sheet footnotes analysis and auditor’s reports, the analysis and interpretation of costs, method of total cost accounting and variable costing, standard costing, analysis of the varied results of production cost, the relationship between cost, volume and profits, decision making under various alternatives, investment decision making, budgeting for planning and control.

- 502-110 Marketing Management3(3-0-6)**
 Contemporary marketing techniques, consumer behaviors, market shares, the analysis and forecasting of market demand, selecting strategy and management of marketing mix, planning, organization, control and evaluating marketing results as well as the analysis of problems and solutions in marketing, including the organization of network marketing as a new marketing channel direct to the consumers without going through middlemen, Use case studies.
- 503-110 Human Resources Management3(3-0-6)**
 Role and responsibility of managers in the management of human resources, covering ethics, planning, recruitment, training and development of human resources. The study of the concept and system of evaluation and the management of pay, benefits and other remuneration.
- 504-110 Financial Management3(3-0-6)**
 Financial concepts, financial management, the analysis and utilization of financial reports, cash flow management, mobilization of capital in the capital markets, structure of investment budgets, dividends, the cost of capital and emphasis is placed on the principles of high level financial management of financial institutions.
- 505-110 Technology and Information System Management3(3-0-6)**
 Utilization of information technology to gain greater efficiency and effectiveness from operational and managerial systems, the components of information system for management, the roles and functions of information system for management strategy for business and technology. Technology planning and transfer, design of the organization and development of technology.
- 506-110 Economic Integration and ASEAN Studies3(3-0-6)**
 To study theories and types of economic integration, the theory of customs union and the benefits of economic integration. The movements of regional economic groupings, in particular the development and emergence of the European Economic Community and the impact on the world economy. The emergence of the other regional economic groupings, with the emphasis on ASEAN and Asia. The study of the economies of areas or regions which are important to ASEAN and ASIA.

506-222	<p>International Business Management3(3-0-6)</p> <p>Philosophies and principles of international business management with comparison of transnational firm’s organizational systems, management of operation systems, planning and transnational control, human resource policy, business environment as well as study various issues relating to efficient management of policy and operations of international business. Process of international business negotiations, protocol, success factors and tactics.</p>
507-110	<p>Organizational Behavior and Corporate Governance3(3-0-6)</p> <p>The behavior of organizations in theory and practice, especially in decision making as well as the behaviors of individuals in the organizations, change and operations within the organizations for effective management and control. The emphasis is on the study of psychological aspects and various experiments which are helpful for management and decision making. The role and importance of corporate governance in the organization, which take into account the interest of all stakeholders within the philosophy of sufficient economy for good practice and sustainable development.</p>
507-112	<p>Strategic Management3(3-0-6)</p> <p>The setting up of strategy and the determination of mission, policy, goals and business strategy at various levels as well as the administration of the plan, its evaluation, and analysis of various scenarios and alternatives using case study and business games to help making decisions.</p>
508-110	<p>Logistics and Operations Management3(3-0-6)</p> <p>The analysis and design of production systems in decision making context, principles of organization of various resources for production and conversion into goods and services, the delivery of productive resources, goods and services in various stages with efficiency and effectiveness, to enhance the ability to analyze and make decisions, strengthening competitiveness in different environments, planning and management of production, productive sequencing, quality management, logistic management and technology management of product and process.</p>
508-220	<p>Logistics and Supply Chain Management3(3-0-6)</p> <p>The development of logistics system and supply chain to support strategy of business organizations, taking into consideration overall activities such as communications, inventory management, warehouse management, transportation</p>

and plant location. Analyze the impact of logistics and supply chain on efficiency of business.

700-111 Business Research for Social Sciences3(3-0-6)
 Reading skill development, writing, technical reports, technical terms in business, participating in English speaking seminar simulation. More sophisticated external reading assigned. Modern business “Jargon” and vocabulary.

700-201 English for Graduate Studies3(3-0-6)
 Reading skill development, writing, technical reports, technical terms in business, participating in English speaking seminar simulation. More sophisticated external reading assigned. Modern business “Jargon” and vocabulary.

Elective Courses:

500-302 Co-operation Education6 (0-36-0)
 Students will spend a semester as an intern in a business corporation. After completion, they need to submit their performance results to a co-operation educational advisor of Siam University and a corporation staff for assessment.

501-220 Accounting System Design3(3-0-6)
 General Knowledge about accounting system relating to business sector and internal control, relationship between business management and accounting information system. Accounting theories and process of accounting system design suitable for many types of business requirement, practical application for accounting system design by using case studies.

501-221 International Accounting3(3-0-6)
 Accounting and international financial reporting, concepts of financial planning and accounting conversion policies, conversion of foreign currencies. Impact of economic environments to international accounting, report and data disclosure in financial statement for international business, accounting standard and international accounting audit, financial statement and tax analysis related to international business.

501-222 Financial Analysis for Planning and Decision Making3(3-0-6)
 Types of budget, financial analysis methods, process of financial analysis for planning and decision making, by analyzing accounting information. Study of

problems and limitations of financial statement for correct understanding and application, evaluation of business value by using profit and accounting information then, applying to price evaluation structure by accounting-based valuation framework.

- 501-223 Budgets and Budgetary Control3(3-0-6)**

Process of financial budgets and operations as a tools for planning, profit, coordination and operation control. Cost analysis, budget report by activities. Accounting system for public sector and nonprofit organization. Techniques and budget method with the emphasis on productivity calculation, performance and effectiveness of organization.
- 501-224 Accounting Information Systems3(3-0-6)**

Concepts and problems of accounting system design, accounting system, revenue cycle, expense cycle, debt cycle, stock cycle, study of other accounting systems by using computer. Planning and information system control for firm internal control by executive.
- 501-225 Seminar in Managerial Accounting3(3-0-6)**

Analyze and discuss theories and concepts of managerial accounting and application to problem solving, policies setting, methods, decision makings. Selection of various topics for research and accounting management under present environments by using case studies.
- 501-226 Seminar in Tax Accounting3(3-0-6)**

Analyze and discuss theories and concepts of tax accounting and application to problem solving, policies setting, methods, decision makings. Selection of various topics for research and tax accounting management under present environments by using case studies.
- 501-227 Seminar in Auditing3(3-0-6)**

Analyze and discuss theories and concepts of auditing and application to problem solving, policies setting, methods, decision making. Selection of various topics for research and auditing management under present environments and present by using case studies.

- 501-228 Seminar in Financial Accounting3(3-0-6)**
 Analyze and discuss theories and concepts of financial accounting and application to problem solving, policies setting, methods, decision makings. Selection of various topics for research and financial accounting management under present environments by using case studies.
- 502-220 New Product Development and Pricing3(3-0-6)**
 Process of design and development of product and service, decision making on product selection. Use of research for design and product development, including study of basic products policies, product life cycles, product positioning and product portfolio, product testing and new product and service introduction, types of costs, policies and price setting strategies.
- 502-221 Distribution Channel and Logistics Management3(3-0-6)**
 Marketing channel for merchandise and services, effective and efficient distribution network for goods and services, concept for logistic management, customers servicing, information systems, management of inventory and direct sale strategy, Multi level Marketing or Network Marketing, using case studies.
- 502-222 Promotion and Advertising Management3(3-0-6)**
 Relationship between marketing promotion and other marketing mix. Setting strategies, methods and planning for marketing promotion. Design and evaluation of different means of advertising, emphasizing the use of concepts and theories and research in marketing and communication, advertising in communication process, research conduct for strategic development of advertizing estimation of advertising budget, role of advertising companies, design and evaluation of advertising.
- 502-223 International Marketing3(3-0-6)**
 Concepts of marketing management in international businesses for planning and determining relevant strategies consistent with international market environments. Subject content covers the analyses of market differentiation, political, legal, economic, financial and cultural environments and consumer behaviors in the foreign countries. Organization planning for operations, and also the determination of marketing mix strategy for foreign markets.

- 502-224 Marketing Research3(3-0-6)**
 Research process applied for research conduct in marketing decision making, i.e. a sampling selection, a survey, an interview, data collection via post, telephone and other data collection, data analysis, research writing by study from previous marketing research and then an exercise in writing research reports.
- 502-225 Integrated Marketing Communications3(3-0-6)**
 Key principles, strategies and tactics of Integrated Marketing Communications (IMC), emphasizing an on-going, interactive, cross-functional process of brand communication planning, execution and evaluation, and exploring the various methods of communications, including advertising, sales promotions, direct marketing, public relations, interactive and interpersonal contact, Examine the synergistic effect across communication approaches and the perspectives of all relevant stakeholders in such a way that brand value is maximized.
- 502-226 Customer Relations Management3(3-0-6)**
 Process of customer relationship management. Strategy for keeping existing customers, attracting new customers. Role and duties of executives, personal, technology and information in the management of customer relationship. Techniques in the management of customer relationship so as to enhance competitiveness and customers satisfaction.
- 502-227 Retailing Strategy3(3-0-6)**
 Study retailing trading concepts, shop position determination, competition between various retailing models, technology impact on supply network, retailing shop management and using strategies focusing on customer. Strategies at shops level, shops, marketing catalog and other marketing media i.e. television and radio.
- 502-228 Service Marketing Strategy3(3-0-6)**
 Unique market for service and customers behavior for services, marketing mix for service business, process of marketing strategy includes planning, plan implementation, control and valuation of marketing plan for service business.
- 502-229 Marketing Strategy3(3-0-6)**
 Marketing problems of business organization and non-profit entities, emphasizing the influence of consumers on purchases of goods, and market environments on decisions to devise strategy for marketing mix, product strategy, pricing strategy,

distribution channel strategy and market communication strategy or market promotion strategy. Marketing process starts from planning to put the marketing mix strategy into practice.

- 502-230 Seminar in Marketing Management3(3-0-6)**
 Analyze and discuss theories and concepts of marketing and apply them to problem solving, policies setting, methods, decision makings by selecting various topics to support study, and marketing management under present, environments using case studies.
- 502-231 Electronic Commerce Management3(3-0-6)**
 Electronic commerce concept, planning electronic commerce strategy, various technology concerning the security system and payment system, legal framework for electronic commerce, the application of electronic commerce in various business activities, advertizing and market promotion, including Web design, website advertising, strategy and factors leading to success.
- 503-221 Information System for Human Resources Management3(3-0-6)**
 Information systems for human resources management i.e. computer program, database system, data security system, employee’s evaluation system, design and development of computer software for effective human resources management.
- 503-222 Industrial Relations, Social Welfare, and Labor Unions3(3-0-6)**
 Concepts and theories about industrial relations, roles and responsibility of industrial relations within organization, role of government, employers and employees in industrial relations process, Laws about industrial relations, demand and negotiation, settlement of labor disputes, business closure, and litigation in labor court and creation of better understanding between employers and employees. Study of welfare system, social welfare and setting of security and establishment and, role of labor unions.
- 503-223 Communication in Management3(3-0-6)**
 Importance of communication for success of business executives, creation of better understanding and skills for effective communication. The subject covers factors between people, people and organization that influence communication management. Analyze communication setup and channels for individuals and

groups, direct and indirect communication. Practical exercise about communication methods to meet the set objectives.

- 503-224 Seminar in Human Resources Management3(3-0-6)**
 Analyze and discuss theories and concepts of human resources management for application to problem solving, policies setting, strategy, decision makings in selection of various topics for research and human resources management in present environments by using case studies.
- 504-220 Financial Strategy and Tax Planning3(3-0-6)**
 Principle of financial management, and financial control of a company, both long term and short term. Principle of loan, investment and risk analysis. Implication of financial structuring and dividend payment policy. The roles and importance of taxes in strategic financial planning of a company. The study of tax to determine the company structure and investment in the appropriate assets. Using case studies.
- 504-221 Money and Capital Markets3(3-0-6)**
 Concept of short term and long term funding for business purposes. Mobilization of short and long term funds in the money market, issue of short and long term financial instruments. Mobilization of long term funds in the capital market, structures of capital market , money market and financial institutions in Thailand. Floating of equity. Investment in the stock and money market. Investment concepts and methodology in each market. This subject is useful for students in their preparation for Single License Examination.
- 504-222 Equity and Bond Analysis3(3-0-6)**
 Basic principles in equity analysis, common stock valuation by dividend discount model (DDM), by free cash-flow(FCF) model, by residual income (RI) model, and by relative approach. Warrant valuation method, common stock valuation for listed companies classified by types of industry, equity portfolio management, Basic knowledge about bonds and their investment channels, valuation of bond and their returns. Risks in bond investment and measurement of bond price fluctuation. Return rates and return rate lines and bond investment strategies.
- 504-223 International Finance and Banking3(3-0-6)**
 Key concepts in international financial business management. International Monetary System, balance of payments, foreign exchange market. international

parity conditions, financial risk management, currency futures and options, exchange rate risk in trade settlement and business operations, translation risk in financial statements. Funding from international debt markets, and from international equity market, foreign direct investment international portfolio investment, international capital budgeting, and international working capital management.

- 504-224 Insurance, Tax and Inheritance Planning3(3-0-6)**
 Basic knowledge about insurance planning, risk management, general insurance, life insurance, health insurance, casualty insurance. Preparation of an insurance plan. Meaning of tax planning, roles of financial planners in various types of tax planning. Applications of tax planning and case studies. Inheritance planning concept, basic knowledge about inheritance, will, planning process for inheritance, inheritance tax. Tax and insentience planning. Techniques in financial statement analysis and financial project. (This subject is useful for students in their preparation for CFP Module 3 and Module 5 examinations).
- 504-227 Real Estate Investment3(3-0-6)**
 Principles of financial management and investment in real estate business. Markets and relevant institutions in real estate business. Project feasibility study and project financial support, related government policies and tax systems. Return analysis and decision-making model.
- 504-229 Derivatives Analysis3(3-0-6)**
 Overview of a financial instrument called derivatives, future/forward contracts, options and other forms of derivatives. Development of derivative markets in Thailand. Pricing analysis concepts for derivatives. future contract analysis, options analysis. Risk management in derivatives investment, buy/sell mechanism and investment techniques in derivatives, Thailand Futures Exchange (TFEX) Market: SET 50 Future, SET 50 Options, Stock Futures, Stock Options, Gold Futures, Interest Rate Futures, Agricultural Futures of Thailand (AFET) Market. (This subject is useful for students in their preparation for Derivatives License Examination.)
- 504-231 Principle of Financial and Retirement Planning3(3-0-6)**
 Basic knowledge about financial planning. financial tools for management of personal wealth and liquidity, time value of money. Collection and analysis of personal financial information Basic knowledge of personal income tax; basic financial information for personal income tax calculation and payment. Preparation

of a financial plan, basic knowledge about retirement planning, social security program, government pension fund (GPF), provident fund, mutual funds for retirement (RMF) risk management in retirement planning investment for retirement planning, retirement planning process for an individual person and for a business owner. Roles and importance of financial planning for retirement planning. (This subject is useful for students in their preparation for CFP Module 1 Financial Planning and CFP Module 4 Retirement Planning examination).

504-232 Investment Planning3(3-0-6)

To study how investment can create business and personal wealth. Risk and return analysis for single stock/security and for a portfolio. Portfolio theory, and stock and financial instrument valuation models. Principle of investment by using fundamental and technical analysis. The analysis of investors behavior, asset allocation, and investment planning and portfolio management. (This subject is useful for students in their preparation for single license and CFP Module 2 Examination.).

504-233 Financial Reporting Analysis3(3-0-6)

Basic concept about financial statements/report analysis and International Financial Reporting Standard (IFRS) and accounting standards in Thailand. Earnings per share (EPS) concept and factors affecting EPS. Inventory analysis, fixed assets analysis. Income tax accounting. financial debts analysis, leasing contracts and off balance sheet debts. Pension and other forms of employee’s benefit/ welfares. Analysis of intra company investment, merger and acquisition. International operation analysis. Financial report adjustment. Case studies about financial report analysis for each group of industry.

504-234 Applied Corporate Finance3(3-0-6)

Review structure of financial knowledge and instruments in corporate finance. Case studies about financial statement analysis, working capital management, Decision making for long term investment , funding structure analysis, dividend payment policy and company valuation. Capital mobilization concept for creating corporate growth, merger and acquisition, corporate risk management, roles and importance of tax in corporate strategies. Implication of tax structure in determining corporate structure and capital investment in assets consistent with corporate business. Testing of the theory and concept in Financial Laboratory.

- 504-235 Islamic Financial System3(3-0-6)**
 Islamic Financial principles, financial management, the analysis and utilization of financial reports, Islamic cash flow management, mobilization of capital in the capital markets, structure of investment budgets, dividends, the cost of capital and emphasis is placed on the principles of high level financial management of financial institutions.
- 504-236 Islamic Banking and Finance3(3-0-6)**
 The nature and foundations of Islamic law and the important role it plays in the economic and financial institutions in the Muslim world. It will explore the growth of Islamic banking from the 1960s onwards and non-Islamic worlds; the relationship between finance and Islamic law; basic principles of Islamic economics. Use case studies of Islamic banks.
- 505-220 Business Database3(3-0-6)**
 Structure, techniques, benefit and limitation of database management. Construction, use and development of database file, including the study of the structure of database system. Components of database system that confunction together. The subject covers database development, database utilization and improvement, database management including various types of database structure. Application of database to business environments.
- 505-222 Information Technology and Supply Chain Managements3(3-0-6)**
 This course focuses on the role of information technology (IT) in supply chain management. It also highlights the contribution of IT in helping to restructure the entire distribution setup to achieve higher service levels and lower inventory and lower supply chain costs. The broad strategic directions which need to be supported by the IT strategy , frequency of receipts/dispatch, holding materials further up the supply chain and reduction of the various lead times.
- 505-224 Knowledge Management3(3-0-6)**
 Knowledge management concepts, knowledge types, transmission of knowledge, Using technology for design and development of knowledge and intellect of people in an organization, knowledge management problems, success and failure factors in development of knowledge management system by using case studies.

- 506-220 International Trade and Investment3(3-0-6)**
 Concepts and theories in trade and international investment. Effects of exchange rate on trade and international investment, trades balance and balance of payments, international financial system and international financial organizations, role of world trade organization, trade and economic integration, trade barriers, trade measure and trade policies, international investment promotion. Import and export process, rule, regulation and customs procedure, search for target markets. Analysis of problems and threats of import and export from case studies. Planning and strategy for export promotion, financial institutions and export promotion organizations, international organizations related to promotion of export and import, policies and export promotion by the government.
- 506-221 International Business Laws3(3-0-6)**
 Study the legal system governing international economic relations, its principal content and mechanism, treaties relating to copy rights, patents, selling contracts, trade agreements, ICC regulations relating to international trade, trading traditions and others, Thai legislations relating to international laws as well as international organizations involved in international economic and international business. Analyze legal problems and issues affecting international business.
- 507-220 Leadership and Change Management3(3-0-6)**
 Leadership theories, leadership styles, role of leaders in bringing change into the organization, ethics of leaders, Change concepts and change management to keep pace with present and future situations.
- 507-221 Negotiation and Conflict Management3(3-0-6)**
 Theory and, process of conflict management and negotiation within organization. Framework of conflict analysis and techniques for conflict resolution. Role of executives in conflict management, conflict dimensions and psychological dynamics between person, organization and culture, strategy and methods compromise and arbitration. Application of strategy and tactics performed for fair negotiation.
- 507-226 Credit Management for Medium and Small Scale Business3(3-0-6)**
 Principle of credit management for retail customers, credit analysis for a retail customer, financial products and interest rate calculation for retail customers , basic legal knowledge about contract laws and loan collaterals. The process of

credit analysis and approval for a retail loan, debt follow-up and collection process. Management of non-performing loans.

- 507-228 Entrepreneurship and Business Innovation3(3-0-6)**
 Meaning and development path in becoming entrepreneurs, development of creativity and attribute of entrepreneurs. Problems of SME business, searching for business opportunities, business plan and search for innovation and process of innovation for applications for commercial purposes.
- 509-220 Technology for Hotel and Tourism Management.....3(3-0-6)**
 Information technology for hotel and tourism management supports making decision for management and customer service effectiveness.
- 509-221 Facilities Management3(3-0-6)**
 Modern technology and applying technology for facilities system design and facilities, New system for mechanism inside building, electronic system, fire protection system, energy savings and waste management.
- 509-222 MICE and Tourism Management3(3-0-6)**
 This course examines the lucrative MICE industry (meetings, incentives, conventions, and expositions) that caters to the needs of business travelers and festivals and events (ranging from mega-events to community celebrations) that serve as tourist attractions for pleasure travelers. The role of an expert convention planner, destination management companies, hotel and related industries and organizations, incentive tourism strategies and the importance of e-tourism.
- 509-223 Sustainable Development of Tourism3(3-0-6)**
 Investigate impacts of tourism on economic, socio-cultural and physical environments. In addition, the course will explore the current impacts on tourism industry and sustainability and problem analysis solutions and decision-making for planning and developing in sustainable tourism.
- 509-224 Service Quality Management3(3-0-6)**
 Management and methods of service highly responsive to customer needs, principles of continuous service quality development, quality rating, analysis and application of service strategy, development of service system to include training of manpower involved.

- 509-225 Marketing Mechanism for Hotel and Tourism3(3-0-6)**
 Theory of direct marketing and service marketing for practical use in the hotel and tourism industry. Concepts analyzed include marketing mix components of products - presentation communication and distribution - customer retention, service deliveries, systems and Internet-based strategic marketing, hotel and tourism applications.
- 509-226 Strategy for Hotel and Hospitality Management3(3-0-6)**
 Business practice of management strategy for international hotels and hospitality, system to manage international hotel chain, leaven the tools to analyses and solve problems in hospitality management.
- 510-220 Development of ASEAN Integration3(3-0-6)**
 Development of ASEAN leading to ASEAN Economic Community in 2015 and financial integration in 2020. The meaning and implication of AEC in 2015.and financial integration in 2020. Latest legal structure and regulations in trade, financial investment and resources mobility across boundaries, specifically, manpower and finance. The change in economic and legal structure, agreements and regulations to be forthcoming in the future and their implication on AEC.
- 510-221 Doing Business in ASEAN and FTA3(3-0-6)**
 Preparation and searching for business opportunities in the ASEAN countries, especially around Thailand boundary, including countries that ASEAN have free trade agreement (FTA) with. The emphasis is on the study of the economic systems and business operations in the ASEAN Countries which are targets of Thai business especially in trade, finance, investment and manpower and resources mobility, in particular working opportunities in architecture, engineer and health services which are now open in ASEAN.
