



MSME BUSINESS SCHOOL
ASSUMPTION UNIVERSITY

MSME Undergraduate Programs

This document is for
B.B.A. Degree only.
For 66X-XXXX onwards

CURRICULUM

2023



MSME BUSINESS SCHOOL
ASSUMPTION UNIVERSITY

MSME **Undergraduate** **Programs**

**Information on
Study plan,
Business Specializations,
Professional Certificates,
Business Elective,
and Free Elective Courses**

CURRICULUM

2023

Design-It-Yourself

Mix-and-Match Courses to Meet Your Needs

B.B.A. Degree

- Choose a major field (30 credits)
- Mix-and-match among various professional certificates to meet 33 credits. (Can be any courses if do not want any certificates).
 - But at least 21 credits must be MSME courses.
 - Those who would like to take less than 21 credits (more courses in other faculties) must submit a petition to the **MSME Academic Advising Director**.
 - Only one specialization will appear on a transcript as a major.
 - Submit a petition to the **Registrar Office** to issue a document certifying business concentration(s) and professional certificates.

Study Plan

For those earning the B.B.A. degree

First Year

First Semester

| Course Code | Course Title | Credits |
|--------------|---------------------------------|-----------|
| BG14031 | Professional Ethic Seminar I | 0 |
| ELE 0010 | Foundation English | 3 |
| MA 1200 | Mathematics for Business | 3 |
| BBA 1001 | Business Exploration | 3 |
| BBA 1101 | Seminar in Business I | 1 |
| BBA 1102 | Data and Information Literacy | 3 |
| LAW 1201 | Business Laws for Entreperneurs | 3 |
| GE 1302 | Ecology and Sustainability | 3 |
| Total | | 19 |

Second Semester

| Course Code | Course Title | Credits |
|-------------------|---|-----------|
| BG14032 | Professional Ethic Seminar II | 0 |
| ELE 1001 | Communication English I (<i>Prerequisite: ELE 0010</i>) | 3 |
| BBA 1103 | Fundamentals of Managerial Accounting | 3 |
| BBA 1002 | Microeconomics | 3 |
| SA 1001 | Business Statistics I | 2 |
| GE 1403 | Communication in Thai (THAI STUDENTS ONLY) | |
| OR GE 1409 | Thai Language for Intercultural Communication (INTERNATIONAL STUDENTS) | 3 |
| OR GE 1408 | Thai usage (STUDENTS WHO GRADUATED FROM INTERNATIONAL SCHOOLS) | |
| BBA 1104 | Fundamentals of Marketing (<i>Prerequisite: BBA 1001</i>) | 3 |
| GE 1204 | Physical Education | 1 |
| Total | | 18 |

Study Plan

For those earning the B.B.A. degree

Second Year

First Semester

| Course Code | Course Title | Credits |
|--------------|---|-----------|
| BG14033 | Professional Ethic Seminar III | 0 |
| ELE 1002 | Communication English II (<i>Prerequisite: ELE 1001</i>) | 3 |
| BBA 2101 | Fundamentals of Managerial Accounting (<i>Prerequisite: BBA 1103</i>) | 3 |
| BBA 2002 | Economic and Financial Environment (<i>Prerequisite: MA 1200</i>) | 3 |
| BBA 2001 | Human Behavior | 3 |
| SA 2001 | Business Statistics II (<i>Prerequisite: SA 1001</i>) | 2 |
| BBA 2102 | Organization and Management (<i>Prerequisite: BBA 1001</i>) | 3 |
| Total | | 17 |

Second Semester

| Course Code | Course Title | Credits |
|--------------|--|-----------|
| BG14034 | Professional Ethic Seminar IV | 0 |
| ELE 2000 | Academic English (<i>Prerequisite: ELE 1002</i>) | 3 |
| BBA 2103 | Corporate Finance (<i>Prerequisite: BBA 2002</i>) | 3 |
| GE 2202 | Ethics | 3 |
| BBA 2104 | Global Strategy and Communication (<i>Prerequisite: BBA 2002</i>) | 3 |
| BBA 2105 | Operations and Supply Chain Management (<i>Prerequisite: BBA 2102</i>) | 3 |
| BBA 2106 | Seminar in Business II | 1 |
| GE 2102 | Human Heritage and Globalization | 3 |
| Total | | 19 |

Study Plan

For those earning the B.B.A. degree

Third Year

First Semester

| Course Code | Course Title | Credits |
|--------------|--|-----------|
| BG14035 | Professional Ethic Seminar V | 0 |
| BBA 3101 | Business Research (<i>Prerequisite: SA 2001</i>) | 3 |
| | 4 Business Specialization Courses <u>or</u> | 12 |
| | Professional Certificates Courses | |
| | One Free Elective Course | 3 |
| Total | | 18 |

Second Semester

| Course Code | Course Title | Credits |
|--------------|---|-----------|
| BG14036 | Professional Ethic Seminar VI | 0 |
| | 5 Business Specialization Courses <u>or</u> | 15 |
| | Professional Certificates Courses | |
| | One Free Elective Course | 3 |
| Total | | 18 |

Study Plan

For those earning the B.B.A. degree

Fourth Year

First Semester

| Course Code | Course Title | Credits |
|--------------|---|-----------|
| BG14037 | Professional Ethic Seminar VII | 0 |
| | 5 Business Specialization Courses <u>or</u> | 15 |
| | Professional Certificates Courses | |
| | One Free Elective Course | 3 |
| Total | | 18 |

Second Semester

| Course Code | Course Title | Credits |
|--------------|---|-----------|
| BG14038 | Professional Ethic Seminar VIII | 0 |
| BBA 4101 | Entrepreneurship | 3 |
| | (Prerequisite: Senior Standing 118 credits) | |
| | 3 Business Specialization Courses <u>or</u> | 9 |
| | Professional Certificates Courses | |
| | One Free Elective Course | 3 |
| Total | | 15 |

Business Specializations

For those earning the B.B.A. degree

- 1. Digital Business Management**
- 2. International Business and Entrepreneurship**
- 3. Finance**
- 4. Hospitality and Tourism Management**
- 5. Insurance**
- 6. Supply Chain Management**
- 7. Marketing**
- 8. Real Estate**

Business Specialization

For students earning the B.B.A. degree; students must take a total of 30 credits from the chosen specialization with a minimum C grade.

1. Digital Business Management

| | |
|----------|---|
| BDM 3201 | Digital Business |
| BDM 3202 | Digital Commerce |
| BDM 3203 | Cybersecurity |
| BDM 3204 | Enterprise Resource Planning |
| BDM 3205 | Information Systems Strategy, Management, and Acquisition |
| BDM 3301 | Data Analytics Fundamentals |
| BDM 3302 | Data Management |
| BDM 3303 | Data Mining |
| BDM 3304 | Systems Analysis and Design |
| BDM 3305 | Big Data Analytics |

2. International Business and Entrepreneurship

| | |
|----------|---|
| BIE 3211 | Diversity and Culture in Global Environment |
| BIE 3212 | Marketing Strategies for Global Ventures |
| BIE 3213 | Design Thinking and Innovation Strategies |
| BIE 3224 | Managing Multinational Enterprise |
| BIE 3225 | Global Trade in the Digital Era |
| BIE 3326 | Business Intelligence |
| BIE 4311 | Modern Supply Chain and Value Creation |
| BIE 4312 | Finance for Global Business |
| BIE 4313 | Business Feasibility and Risk Management |
| BIE 4224 | Strategic Decision Making |

Business Specialization

For students earning the B.B.A. degree; students must take a total of 30 credits from the chosen specialization with a minimum C grade.

3. Finance

| | |
|----------|--|
| BFN 3211 | Investment Strategy and Applied Valuation |
| BFN 3212 | Financial Reporting and Analysis |
| BFN 3221 | Business and Economic Analysis for Decision Making |
| BFN 3222 | Financial Modeling and Analysis Tools |
| BFN 3224 | Derivatives and Risk Management |
| BFN 4312 | Quantitative Analysis and Analytics of Finance |
| BFN 4313 | International Financial Management |
| BFN 4314 | Personal Wealth Management and Financial Planning |
| BFN 4321 | Special Topics in Finance Certification |
| BFN 4322 | Value Based Management and Financial Decisions |

4. Hospitality and Tourism Management

| | |
|----------|--|
| BHT 3201 | Introduction to Hospitality and Tourism Management |
| BHT 3202 | Consumer Behavior in Hospitality and Tourism |
| BHT 3203 | Food and Beverage Management |
| BHT 3204 | Personality and Communication in Hospitality and Tourism |
| BHT 3205 | Marketing in Hospitality and Tourism |
| BHT 3301 | Human Resource Management in Hospitality and Tourism |
| BHT 4301 | Information Technology in Hospitality and Tourism |
| BHT 4302 | Operation and Leadership in Hospitality and Tourism |
| BHT 4303 | Strategic Management in Hospitality and Tourism |
| BHT 4304 | Internship in Hospitality and Tourism |

Business Specialization

For students earning the B.B.A. degree; students must take a total of 30 credits from the chosen specialization with a minimum C grade.

5. Risk Management and Insurance

| | |
|----------|--|
| BRM 3211 | Risk Management and Insurance |
| BRM 3212 | Insurance Law |
| BRM 3221 | Property Insurance |
| BRM 3222 | Casualty Insurance |
| BRM 3223 | Life Assurance |
| BRM 4311 | Personal Risk Management |
| BRM 4312 | Reinsurance |
| BRM 4313 | Enterprise of Risk Management |
| BRM 4321 | Marketing in Insurance |
| BRM 4322 | Seminar in Risk Management and Insurance |

6. Supply Chain Management

| | |
|----------|--|
| BSC 3201 | Logistics and Supply Chain Management |
| BSC 3202 | Supply Chain Innovation and Technology |
| BSC 3203 | Lean Manufacturing and Agile Supply Chain |
| BSC 3204 | International Transportation and Distribution Management |
| BSC 3205 | Warehousing and Material Handling |
| BSC 3301 | Business Analytics |
| BSC 4302 | Procurement and Supply Management |
| BSC 4303 | Supply Chain Risk Management |
| BSC 4304 | Strategic Supply Chain Management |
| BSC 4305 | Seminar in Supply Chain |

Business Specialization

For students earning the B.B.A. degree; students must take a total of 30 credits from the chosen specialization with a minimum C grade.

7. Marketing

| | |
|----------|-------------------------------------|
| BMK 3201 | Consumer Behavior |
| BMK 3202 | Digital Marketing |
| BMK 3203 | Brand Driven Innovation |
| BMK 3204 | Competitive Analysis and Strategy |
| BMK 3305 | Integrated Marketing Communications |
| BMK 3306 | Marketing Channels and Logistics |
| BMK 4201 | Marketing Management |
| BMK 4302 | Contemporary Issues in Marketing |
| BMK 4303 | Marketing Research |
| BMK 4304 | Marketing Metrics and Decisions |

8. Real Estate

| | |
|----------|---|
| BRE 3201 | Real Estate Business |
| BRE 3202 | Real Estate Law |
| BRE 3203 | Real Estate Economics |
| BRE 3204 | Building Design and Construction Techniques |
| BRE 3205 | Real Estate Development |
| BRE 3301 | Real Estate Finance |
| BRE 3302 | Real Estate Appraisal |
| BRE 3303 | Commercial Property Management |
| BRE 4301 | Real Estate Investment Analysis |
| BRE 4302 | Real Estate Project Management |

Professional Certificates

MSME Courses

**A minimum passing grade is D.*

A total of 15 credits for each certificate

1. Accountancy
2. Business Economics
3. Digital Business Management
4. International Business and Entrepreneurship
5. Finance
6. Hospitality and Tourism Management
7. Risk management and insurance
8. Global Supply Chain Strategy
9. Marketing
10. Real Estate
11. Supply Chain Management
12. FinSurance

Professional Certificates

MSME Courses

**A minimum passing grade is D.*

A total of 9 credits for each certificate

- | | |
|---|---------------------------------------|
| 1. Business and Economic Data Analysis | 13. Digital Commerce |
| 2. Creative Idea Development | 14. Data Science |
| 3. Business Startup | 15. Innovative Technology |
| 4. Advanced Investment and Risk Management | 16. Digital Marketing |
| 5. Tourism and MICE | 17. Modern Marketing |
| 6. Food and Beverage Operation for Restaurant | 18. Real Estate Business |
| 7. Airline Business Management | 19. Real Estate Business in Practices |
| 8. Tourism and MICE or Event Management | <i>*Only Real Estate students</i> |
| 9. Hotel Management | <i>**A minimum passing grade is C</i> |
| 10. Cross Cultural Business Studies | 20. Commercial Property Management |
| 11. Global Supply Chain Management | 21. Supply Chain Management |
| 12. Risk Management and Insurance | |

Professional Certificates

Other faculty Courses

LOUIS NOBIRON SCHOOL OF MUSIC

1. Music Business (6 credits)
2. Music Appreciation (6 credits)
3. Pop Songwriting (6 credits)
4. Music Therapy (3 credits)
5. Music Performance (6 credits)

VINCENT MARY SCHOOL OF SCIENCE AND TECHNOLOGY

6. Mobile Application Design and Development (9 credits)
7. IoT Business Applications (9 credits)

MONTFORT DEL ROSARIO SCHOOL OF ARCHITECTURE

8. Architectural Business (12 credits)
9. Design and Imagination (12 credits)
10. Lighting Design (12 credits)
11. History and Culture (ART) (12 credits)

THEODORE MARIA SCHOOL OF ARTS

12. Chinese for Beginners I (3 credits)
13. Listening and Speaking (3 credits)
14. English for Tourism (3 credits)
15. Japanese for Beginners I (3 credits)

ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

16. Art and Design for Communication (9 credits)

THEOPHANE VERNARD SCHOOL OF BIOTECHNOLOGY

17. Getting Start with Biotechnology (9 Credits)
18. Food and Well-being (9 Credits)

BERNADETTE DE LOURDES SCHOOL OF NURSING SCIENCE

19. Basic Life Support (3 credits)

MSME Courses

**A minimum passing grade is D.*

15-Credits Certificates

1. Accountancy

- BAC 3602 Intermediate Accounting I
(Pre-requisite is BBA 1103)
- BAC 3603 Intermediate Accounting II
(Pre-requisite is BBA 1103)
- BAC 3608 Financial Report and Financial Statement Analysis
(Pre-requisite are BBA 2101 and BBA 2103)
- BAC 3614 Taxation I *(Pre-requisite is LAW 1201)*
- BAC 3615 Taxation II *(Pre-requisite is BBA 1103 and BAC3614)*

4. Entrepreneurship and Innovation Management

- BIE 3213 Design Thinking and Innovation Strategies
(Pre-requisite is BBA 2102)
- BIE 3413 Entrepreneurial Commercialization
(Pre-requisite is BBA 1104)
- BIE 3409 Project Management
(Pre-requisite is BBA 2102)
- BIE 3416 Growth Mindset and Sustaining Organization
- BIE 3415 Entrepreneurial Strategic Management *(Pre-requisite is Senior standing)*

2. Business Economics

- BEC 1401 Thinking as an Economist
- BEC 2303 Fundamental of Econometrics
(Pre-requisite is BEC 1302)
- BEC 2102 Economic Decision Making for Management *(Pre-requisite is BEC 1401)*
- BEC 3101 Firms, Competition and Market Structure *(Pre-requisite is BEC 2102)*
- BEC 2304 Business and Economic Forecasting *(Pre-requisite is BEC 2303)*

5. Finance

- BFN 3211 Investment Strategy and Applied Valuation *(Pre-requisite is BBA 2103)*
- BFN 3222 Financial Modeling and Analysis Tools *(Pre-requisites are BBA 2103 and completion of 80 credits)*
- BFN 4314 Personal Wealth Management and Financial Planning *(Pre-requisites are BBA2103 & completion of 100 credits)*
- BFN 4421 Portfolio Management and Analysis *(Pre-requisites are BFN 3211 & completion of 121 credits)*
- BFN 4431 Startup Finance and FinTech *(Pre-requisites are BBA2103 & completion of 100 credits)*

3. Digital Business Management

- BDM 3201 Digital Business
- BDM 3202 Digital Commerce
- BDM 3203 Cybersecurity
- BDM 3204 Enterprise Resource Planning
- BDM 3205 Information Systems Strategy, Management, and Acquisition

6. Hospitality and Tourism Management

- BHT 3201 Introduction to Hospitality and Tourism Management
- BHT 3202 Consumer Behavior in Hospitality and Tourism
- BHT 3203 Food and Beverage Management
- BHT 3204 Personality and Communication in Hospitality and Tourism
- BHT 3205 Marketing for Hospitality and Tourism

MSME Courses

**A minimum passing grade is D.*

15-Credits Certificates

| | |
|--|--|
| <p>7. Risk management and insurance</p> <ul style="list-style-type: none"> • BRM 3211 Risk Management and Insurance • BRM 3221 Property Insurance <i>(Pre-requisite is BRM 3211)</i> • BRM 3222 Casualty Insurance <i>(Pre-requisite is BRM 3211)</i> • BRM 3223 Life Assurance <i>(Pre-requisite is BRM 32k11)</i> • BRM 4311 Personal Risk Management <i>(Pre-requisite is BRM 3211)</i> | <p>10. Real Estate BRE 3201 Real Estate Business <i>(Pre-requisite is BBA 1001)</i></p> <ul style="list-style-type: none"> • BRE 3202 Real Estate Law • BRE 3203 Real Estate Economics <i>(Pre-requisites are BBA 1002 and BBA 2002)</i> • BRE 3204 Building Design and Construction Techniques • BRE 3205 Real Estate Development <i>(Pre-requisite is BRE 3201)</i> |
| <p>8. International Business Management</p> <ul style="list-style-type: none"> • BIE 3211 Diversity and Culture in Global Environment <i>(Pre-requisite is BBA 2104)</i> • BIE 3225 Global Trade in the Digital Era <i>(Pre-requisite is BBA 2104)</i> • BIE 3212 Marketing Strategies for Global Ventures <i>(Pre-requisite is BBA 1104)</i> • BIE 3224 Managing Multinational Enterprise <i>(Pre-requisite is BIE 3211)</i> • BIE 4224 Strategic Decision Making <i>(Pre-requisite is BIE 3224 and Completion of 118 credits)</i> | <p>11. Supply Chain Management</p> <ul style="list-style-type: none"> • BSC 3201 Logistics and Supply Chain Management <i>(Pre-requisite is BBA 2102)</i> • BSC 3203 Lean Manufacturing and Agile Supply Chain <i>(Pre-requisite is BSC 3201)</i> • BSC 3204 International Transportation and Distribution Management <i>(Pre-requisite is BSC 3201)</i> • BSC 3205 Warehousing and Material Handling <i>(Pre-requisite is BSC 3201)</i> • BSC 4302 Procurement and Supply Management <i>(Pre-requisite is BBA 2105)</i> |
| <p>9. Marketing</p> <ul style="list-style-type: none"> • BMK 3201 Consumer Behavior <i>(Pre-requisite are BBA 1104 and BBA 2001)</i> • BMK 3202 Digital Marketing <i>(Pre-requisite is BBA 1104)</i> • BMK 3203 Brand Driven Innovation <i>(Pre-requisite is BBA 1104)</i> • BMK 3204 Competitive Analysis and Strategy <i>(Pre-requisites are BBA 1104 and Completed 75 credits)</i> • BMK 4302 Contemporary Issues in Marketing <i>(Pre-requisites are BBA 1104 and Completed 75 credits)</i> | <p>12. FinSurance</p> <ul style="list-style-type: none"> • BFN 3211 Investment Strategy and Applied Valuation <i>(Pre-requisite is BBA 2103)</i> • BFN 4314 Personal Wealth Management and Financial Planning <i>(Pre-requisites are BBA 2103 & completion of 100 credits)</i> • BFN 4431 Startup Finance and FinTech <i>(Pre-requisites are BBA 2103 & completion of 100 credits)</i> • BRM 3211 Risk Management and Insurance • BRM 3221 Property Insurance <i>(Pre-requisite is BRM 3211)</i> |
| <p>13. Global Supply Chain Strategy</p> <ul style="list-style-type: none"> • BIE 3225 Global Trade in the Digital Era <i>(Pre-requisite is BBA 2104)</i> • BDM 3204 Enterprise Resource Planning • BSC 3204 International Transportation and Distribution Management* <i>(*Only for taking BSC3204 as Business Concentration course Pre-requisite is BBA 2105)</i> • BSC 3205 Warehousing and Material Handling* <i>(*Only for taking BSC3205 as Business Concentration course Pre-requisite is BBA 2105)</i> • BIE 4311 Modern Supply Chain and Value Creation <i>(Pre-requisite is BIE 3225)</i> | |

MSME Courses

**A minimum passing grade is D.*

| 9-Credits Certificates | |
|---|--|
| <p>1. Business and Economic Data Analysis</p> <ul style="list-style-type: none"> BEC 2303 Fundamental of Econometrics BEC 2304 Business and Economic Forecasting BEC 3303 Data Analysis in Business and Economics | <p>6. Airline Business Management</p> <ul style="list-style-type: none"> BHT 3407 Introduction to Airline Business Management BHT 3408 Ground Operation Management BHT 3409 In-flight Service Management |
| <p>2. Creative Idea Development</p> <ul style="list-style-type: none"> BIE 3213 Design Thinking and Innovation Strategies <i>(Pre-requisite is BBA 2102)</i> BIE 3413 Entrepreneurial Commercialization <i>(Pre-requisite is BBA 1104)</i> BIE 3414 Legal Aspects of Entrepreneurship | <p>7. Tourism and MICE or Event Management</p> <ul style="list-style-type: none"> BHT 3401 Event Management BHT 3415 Tourist Destination Management BHT 3416 Introduction to MICE Business OR BHT 3414 Tour Guiding and Operation in Practice |
| <p>3. Business Startup <i>(Pre-requisite is Senior standing)</i></p> <ul style="list-style-type: none"> BIE 3415 Entrepreneurial Strategic Management BIE 4415 Current Issues in Entrepreneurship and Innovation BIE 3410 Creative Industries Entrepreneurship | <p>8. Cross Cultural Business Studies</p> <ul style="list-style-type: none"> BIE 3211 Diversity and Culture in Global Environment <i>(Pre-requisite is BBA 2104)</i> BIE 3224 Managing Multinational Enterprise <i>(Pre-requisite is BIE 3211)</i> BIE 3411 Cross Cultural Communication, Conflict and Negotiation <i>(Pre-requisite is BBA 2104)</i> |
| <p>4. Advanced Investment and Risk Management</p> <ul style="list-style-type: none"> BFN 3211 Investment Strategy and Applied Valuation <i>(Pre-requisite is BBA 2103)</i> BFN 3224 Derivatives and Risk Management <i>(Pre-requisite are BFN 3211 and Completion of 80 credits)</i> BFN 4421 Portfolio Management and Analysis <i>(Pre-requisite are BFN 3211 and Completion of 121 credits)</i> | <p>9. Global Supply Chain Management</p> <ul style="list-style-type: none"> BIE 3225 Global Trade in the Digital Era <i>(Pre-requisite is BBA 2104)</i> BIE 3212 Marketing Strategies for Global Ventures <i>(Pre-requisite is BBA 1104, BBA 2104)</i> BIE 4311 Modern Supply Chain and Value Creation <i>(Pre-requisite is BBA 2105)</i> |
| <p>5. Food and Beverage Operation for Restaurant</p> <ul style="list-style-type: none"> BHT 3404 Food and Beverage Service BHT 3405 Kitchen Operation BHT 3406 Catering, Bakery and Pastry | <p>10. Risk Management and Insurance</p> <ul style="list-style-type: none"> BRM 3211 Risk Management and Insurance BRM 3221 Property Insurance <i>(Pre-requisite is BRM 3211)</i> BRM 3223 Life Assurance <i>(Pre-requisite is BRM 3211)</i> |

MSME Courses

**A minimum passing grade is D.*

9-Credits Certificates

| | |
|--|--|
| <p>11. Digital Commerce</p> <ul style="list-style-type: none"> BDM 3201 Digital Business BDM 3202 Digital Commerce BDM 3203 Cybersecurity | <p>16. Real Estate Business</p> <ul style="list-style-type: none"> BRE 3201 Real Estate Business <i>(Pre-requisite is BBA 1001)</i> BRE 3205 Real Estate Development <i>(Pre-requisite is BRE 3201)</i> BRE 3422 Implications of Real Estate Finance and Appraisal |
| <p>12. Data Science</p> <ul style="list-style-type: none"> BDM 3301 Data Analytics Fundamentals BDM 3302 Data Management BDM 3303 Data Mining | <p>17. Real Estate Business in Practices</p> <p><i>*Only Real Estate students</i></p> <p><i>**A minimum passing grade is C</i></p> <ul style="list-style-type: none"> BRE 4411 Advanced Real Estate Investment Analysis <i>(Pre-requisite is BRE 4301)</i> BRE 4412 Contemporary Issues in Real Estate business <i>(Pre-requisite is BRE 3205)</i> BRE 4451 Internship in Real Estate Business <i>(Consent of the Department Chairperson)</i> |
| <p>13. Innovative Technology</p> <ul style="list-style-type: none"> BDM 3401 Artificial Intelligence (AI) BDM 3402 Blockchain and Financial Technology BDM 3403 Robotic Process Automation | <p>18. Commercial Property Management</p> <ul style="list-style-type: none"> BRE 3201 Real Estate Business <i>(Pre-requisite is BBA 1001)</i> BRE 3303 Commercial Property Management <i>(Pre-requisite is BRE 3201)</i> BRE 4431 Contemporary Issues in Commercial Property Management <i>(Pre-requisite is BRE 3303)</i> |
| <p>14. Digital Marketing <i>(Pre-requisite is BMK 3202)</i></p> <ul style="list-style-type: none"> BMK 3410 Digital Consumer Insights BMK 3411 Content Marketing BMK 4403 Digital Media Strategy | <p>19. Supply Chain Management</p> <ul style="list-style-type: none"> BSC 3203 Lean Manufacturing and Agile Supply Chain <i>(*Only for taking BSC3203 as 9 credits certificate Pre-requisite is BBA 2105)</i> BSC 3204 International Transportation and Distribution Management <i>(*Only for taking BSC3204 as 9 credits certificate Pre-requisite is BBA 2105)</i> BSC 4302 Procurement and Supply Management <i>(Pre-requisite is BBA 2105)</i> |
| <p>15. Modern Marketing <i>(Pre-requisite is BBA 1104)</i></p> <ul style="list-style-type: none"> BMK 3412 Experiential Marketing BMK 3413 Lifestyle Marketing BMK 4401 Sustainability Marketing | |

Other faculty Courses

**Please check pre-requisite subject with each faculty*

LOUIS NOBIRON SCHOOL OF MUSIC

**A minimum passing grade is C.*

| | |
|---|---|
| 1. Music Business (6 credits) <ul style="list-style-type: none"> • MB2531 Music Business • MB2532 Music Industry | 4. Music Therapy (3 credits) <ul style="list-style-type: none"> • MU3602 Music Therapy |
| 2. Music Appreciation (6 credits) <ul style="list-style-type: none"> • MU1001 Music Appreciation • MU1702 Popular Music Appreciation | 5. Music Performance (6 credits) <ul style="list-style-type: none"> • MA1301 Applied Music I • MA1302 Applied Music II • MA2301 Applied Music III |
| 3. Pop Songwriting (3 credits) <ul style="list-style-type: none"> • MB1131 Pop Songwriting | |

VINCENT MARY SCHOOL OF SCIENCE AND TECHNOLOGY

**A minimum passing grade is C.*

| | |
|--|--|
| 6. Mobile Application Design and Development (9 credits) <ul style="list-style-type: none"> • ITX 3001 Fundamentals of Computer Programming • ITX 2004 UI/UX Design and Prototyping <i>Or DM 3403 UI and UX Design (offered by Albert Laurence School of Communication Arts)</i> • CSX 4108 iOS Application Development <i>Or CSX 4109 Android Application Development</i> | 7. IoT Business Applications (9 credits) <ul style="list-style-type: none"> • ITX 3001 Fundamentals of Computer Programming • CSX 2009 Cloud Computing • CSX 4306 Internet of Things |
|--|--|

Other faculty Courses

**Please check pre-requisite subject with each faculty*

MONTFORT DEL ROSARIO SCHOOL OF ARCHITECTURE

**A minimum passing grade is D.*

| | |
|--|---|
| <p>8. Architectural Business (12 credits) select <u>four</u> courses</p> <ul style="list-style-type: none"> • AR 5417 Project Management (Semester 2/20xx) (or) IND 4301 Design Management (Semester 1/20xx) • IND 4409 Brand Experience in Art and Design (Semester 1/20xx) • AR 4106 Method of Research and Data Processing (Semester 2/20xx) • AR 5407 Real Estate Development (Semester 2/20xx) • AR 5425 Project Feasibility Study (Semester 1/20xx) | <p>10. Lighting Design (12 credits) select <u>one</u> course</p> <ul style="list-style-type: none"> • GS 1006 Creative Culture and Trends in Design (or) IN 2106 Contemporary Issues in Design (Semester 1/20xx) • IND 1104 Human Factors in Design (Semester 2/20xx) <p>AND select <u>three</u> specialized courses</p> <ul style="list-style-type: none"> • AR 5415 Interactive Features Design (Semester 2/20xx) (or) IND 4307 Interaction Design (Semester 2/20xx) • IN 2304 Lighting Design for Interior Architecture (Semester 3/20xx) (or) IND 3306 Lighting Design (Semester 2/20xx) • AR 5420 Lighting, Perception and Culture |
| <p>9. Design and Imagination (12 credits) select <u>three</u> courses</p> <ul style="list-style-type: none"> • GS 1004 Art of Delineation • AR 1002 Visual Studies and Communication (Semester 1/20xx) (or) IN 1101 Visual Study in Interior Architecture (Semester 1/20xx) (or) IND 1101 Visual Design (Semester 1/20xx) • GS 1006 Creative Culture and Trends in Design (or) IN 2106 Contemporary Issues in Design (Semester 1/20xx) • IND 1103 Interior Design Rendering (Semester 2/20xx) • IND 1306 Design Fundamental I (Semester 2/20xx) <p>AND select <u>one</u> specialized course</p> <ul style="list-style-type: none"> • IND 1307 Design Fundamental II (Semester 2/20xx) • IND 2308 Furniture Design and Production (Semester 3/20xx) (or) IND 4410 Furniture Design and Production (Semester 3/20xx) • IND 2309 Material Application in Interior Architecture (Semester 2/20xx) (or) IND 2306 Material and Application for IND (Semester 2/20xx) • IND 4407 Decorative Art (Semester 1/20xx) • IND 4409 Brand Experience in Art and Design (Semester 1/20xx) • AR 5405 Individual Study in Architecture (Semester 1/20xx) • AR 5409 Architectural Psychology (Semester 2/20xx) | <p>11. History and Culture (ART) (12 credits) select <u>one</u> course</p> <ul style="list-style-type: none"> • GS 1006 Creative Culture and Trends in Design (or) IN 2106 Contemporary Issues in Design (Semester 1/20xx) <p>AND select <u>three</u> specialized courses</p> <ul style="list-style-type: none"> • AR 1108 History of Art and Architecture (Semester 2/20xx) (or) IN 1105 Art and Architectural History (Semester 3/20xx) (or) IND 2301 History of Interior Design (Semester 1/20xx) • AR 3109 History of Thai Architecture (Semester 2/20xx) • IN 5417 Art Appreciation (Semester 1/20xx) • IND 4407 Decorative Art (Semester 1/20xx) |

Other faculty Courses

**Please check pre-requisite subject with each faculty*

THEODORE MARIA SCHOOL OF ARTS

**A minimum passing grade is C.*

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|---|--|
| 12. Chinese for Beginners I (3 credits) <ul style="list-style-type: none"> • CN 0400 Chinese for Beginners I | 14. English for Tourism (3 credits) <ul style="list-style-type: none"> • EN 3281 English for Tourism (Pre-requisite is BG 2000) |
| 13. Listening and Speaking (3 credits) <ul style="list-style-type: none"> • EN 2230 Listening and Speaking (Pre-requisite is BG 1002) | 15. Japanese for Beginners I (3 credits) <ul style="list-style-type: none"> • JA 0721 Japanese for Beginners I |

ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

**A minimum passing grade is C.*

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| 16. Art and Design for Communication (9 credits) <i>Select 3 courses</i> <ul style="list-style-type: none"> • ART 1208 Computer Graphics Foundation • ART 2311 Photography • ART 1001 Drawing (Pre-requisite is ART 0011) • ART 3924 Printmaking |
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THEOPHANE VERNARD SCHOOL OF BIOTECHNOLOGY

**A minimum passing grade is D.*

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| 17. Getting Start with Biotechnology (9 credits) <ul style="list-style-type: none"> • FBT 1001 Overview of Agro-Industry • FBT 1002 Biotechnology for Beginner • FBT 4009 Everyday uses of Bio-based products | 18. Food and Well-being (9 Credits) <ul style="list-style-type: none"> • FT 1001 Food Technology Exploration • FT 4133 Introduction to Wine Appreciation • FT 4134 Food Health and Beauty |
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BERNADETTE DE LOURDES SCHOOL OF NURSING SCIENCE

**A minimum passing grade is C.*

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| 19. Basic Life Support (3 credits) <ul style="list-style-type: none"> • NE 4504 Basic Life Support |
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Business Elective Courses

Those earning the B.B.A. degree can take any of the courses below (the certificate courses specified earlier) to meet the 21 business elective credit requirement. The minimum grade required is a D.

| | |
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| BAC 3602 | Intermediate Accounting I |
| BAC 3603 | Intermediate Accounting II |
| BAC 3608 | Financial Report and Financial Statement Analysis |
| BAC 3614 | Taxation I |
| BAC 3615 | Taxation II |
| BAC 3632 | Cost Accounting |
| BAC 3643 | Auditing |
| BAC 3644 | Internal Control and Audit |
| BAC 4607 | Advanced Accounting I |
| BAC 4608 | Advanced Accounting II |
| BAC 4611 | Seminar in Accounting |
| BAC 4646 | Accounting Information Systems |
| BAC 4647 | Accounting Software Packages |
| BBA 3410 - 3419 | Law for Business |
| BBA 3420 - 3429 | Health and Wellness for Business |
| BBA 3430 - 3439 | Biotechnology for Business |
| BBA 3440 - 3449 | Digital Technology for Business |
| BBA 3450 - 3459 | Engineering Technology for Business |
| BBA 3460 - 3469 | Design for Business |
| BBA 3470 - 3479 | Creative Arts for Business |
| BBA 3480 - 3489 | Language and Culture for Business |
| BDM 3201 | Digital Business |
| BDM 3202 | Digital Commerce |
| BDM 3203 | Cybersecurity |

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| BDM 3204 | Enterprise Resource Planning |
| BDM 3205 | Information Systems Strategy, Management, and Acquisition |
| BDM 3301 | Data Analytics Fundamentals |
| BDM 3302 | Data Management |
| BDM 3303 | Data Mining |
| BDM 3304 | Systems Analysis and Design |
| BDM 3305 | Big Data Analytics |
| BDM 3401 | Artificial Intelligence (AI) |
| BDM 3402 | Blockchain and Financial Technology |
| BDM 3403 | Robotic Process Automation |
| BDM 3404 | Data Structures and Algorithms |
| BDM 3405 | Database Systems |
| BDM 3406 | Mobile Application Development |
| BDM 3407 | Web Application Development |
| BDM 3408 | Blockchain Development |
| BDM 3409 | Game Design and Development |
| BDM 3410 | Low-code Development |
| BDM 3411 | Software Engineering |
| BDM 3412 | UI/UX Design |
| BDM 3413 | eSports |
| BDM 3414 | Customer Experience Management |
| BDM 3415 | Business Intelligence |
| BDM 3416 | Data Engineering |
| BDM 3417 | Data Storytelling |

Business Elective Courses

Those earning the B.B.A. degree can take any of the courses below (the certificate courses specified earlier) to meet the 21 business elective credit requirement. The minimum grade required is a D.

| | |
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| BDM 3418 | Digital Marketing Analytics |
| BDM 3419 | Text Mining |
| BDM 3420 | Cloud Computing |
| BDM 3421 | Internet of Things |
| BDM 3422 | IT Infrastructure |
| BDM 3423 | Penetration Testing |
| BDM 3481 | Digital Business Internship I |
| BDM 3482 | Digital Business Internship II |
| BDM 3498 | Business Analytics in Real Estate |
| BDM 3499 | Business Analytics and Global Strategies |
| BDM 4400 - 4409 | Selected topics in Digital Business Management |
| BEC 1302 | Basic Probability Theory and Statistics |
| BEC 1401 | Thinking as an Economist |
| BEC 2102 | Economic Decision Making for Management |
| BEC 2303 | Fundamentals of Econometrics |
| BEC 2304 | Business and Economic Forecasting |
| BEC 3101 | Firms, Competition and Market Structure |
| BFN 3412 | Insurance and Retirement Planning |
| BFN 3421 | Financial Feasibility Planning |
| BFN 3422 | Tax and Estate Planning |
| BFN 3423 | Business Finance for Entrepreneurs |
| BFN 3431 | Behavioral Finance |

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| BFN 4411 | Fixed Income Securities |
| BFN 4412 | Real Estate Investment and Entrepreneurs |
| BFN 4421 | Portfolio Management and Analysis |
| BFN 4422 | Individual Research in Finance |
| BFN 4431 | Startup Finance and FinTech |
| BFN 4432 | Investment Banking |
| BFN 4433 | Internship in Finance |
| BHT 3201 | Introduction to Hospitality and Tourism Management |
| BHT 3202 | Consumer Behavior in Hospitality and Tourism |
| BHT 3203 | Food and Beverage Management |
| BHT 3204 | Personality and Communication in Hospitality and Tourism |
| BHT 3205 | Marketing in Hospitality and Tourism |
| BHT 3301 | Human Resource Management in Hospitality and Tourism |
| BHT 3401 | Event Management |
| BHT 3402 | Rooms Division Management |
| BHT 3403 | Service Management |
| BHT 3404 | Food and Beverage Service |
| BHT 3405 | Kitchen Operation |
| BHT 3406 | Catering, Bakery and Pastry |
| BHT 3407 | Introduction to Airline Business Management |
| BHT 3408 | Ground Operation Management |
| BHT 3409 | In-flight Service Management |

Business Elective Courses

Those earning the B.B.A. degree can take any of the courses below (the certificate courses specified earlier) to meet the 21 business elective credit requirement. The minimum grade required is a D.

| | | | |
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| BHT 3410 | Perfecting Personality for Career and Life | BIE 3405 | International Relations |
| BHT 3411 | Sustainable Tourism Management | BIE 3406 | Family Business Management |
| BHT 3412 | Health and Wellness Tourism | BIE 3407 | Social Entrepreneurship |
| BHT 3413 | Cruise Ship Tourism | BIE 3408 | Digital Entrepreneurship |
| BHT 3414 | Tour Guiding and Operation in Practice | BIE 3409 | Project Management |
| BHT 3415 | Tourist Destination Management | BIE 3410 | Creative Industries Entrepreneurship |
| BHT 3416 | Introduction to MICE Business Management | BIE 3411 | Cross Cultural Communication, Conflict and Negotiation |
| BHT 4301 | Information Technology in Hospitality and Tourism | BIE 3412 | Leadership in the New Era |
| BHT 4302 | Operation and Leadership in Hospitality and Tourism | BIE 3413 | Entrepreneurial Commercialization |
| BHT 4303 | Strategic Management in Hospitality and Tourism | BIE 3414 | Legal Aspects of Entrepreneurship |
| BHT 4304 | Internship in Hospitality and Tourism | BIE 3415 | Entrepreneurial Strategic Management |
| BHT 4305 | Current Issues in Hospitality and Tourism | BIE 3416 | Growth Mindset and Sustaining Organization |
| BIE 3211 | Diversity and Culture in Global Environment | BIE 4224 | Strategic Decision Making |
| BIE 3212 | Marketing Strategies for Global Ventures | BIE 3415 | Entrepreneurial Commercialization |
| BIE 3213 | Design Thinking and Innovation Strategies | BIE 4326 | Global Capstone Practicum |
| BIE 3224 | Managing Multinational Enterprise | BIE 4327 | Venture Opportunity |
| BIE 3225 | Global Trade in the Digital Era | BIE 4401 | Global Context of Business |
| BIE 3401 | Global Market Behavior | BIE 4402 | Special Topics in International Business |
| BIE 3402 | Global Business Communication | BIE 4403 | Individual Research |
| BIE 3403 | Global Pricing Strategy | BIE 4404 | International Business Management Internship |
| BIE3404 | Global Product and Brand Strategy | BIE 4415 | Current Issues in Entrepreneurship and Innovation |

Business Elective Courses

Those earning the B.B.A. degree can take any of the courses below (the certificate courses specified earlier) to meet the 21 business elective credit requirement. The minimum grade required is a D.

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| BIR 3211 | Risk Management and Insurance |
| BIR 3212 | Insurance Law |
| BIR 3221 | Property Insurance |
| BIR 3222 | Casualty Insurance |
| BIR 3223 | Life Assurance |
| BIR 3401 | Engineering Insurance |
| BIR 3402 | Marine and Aviation Insurance |
| BIR 3403 | Survey and Claim Management in Non-Life Insurance |
| BIR 3404 | Finance and Accounting in Non-Life Insurance |
| BIR 3405 | Life Assurance Underwriting |
| BIR 3406 | Life Assurance Mathematics |
| BIR 3407 | Claim Administration in Life Assurance |
| BIR 3408 | Life Assurance Agency Administration |
| BIR 4312 | Reinsurance |
| BIR 4312 | Reinsurance |
| BIR 4401 | Financial Concepts For Life Assurance |
| BIR 4403 | Business Analytics and Insurance Management |
| BIR 4404 | Information Management in Insurance |
| BIR 4405 | Risk Control and Risk Financing |
| BMK 3201 | Consumer Behavior |
| BMK 3202 | Digital Marketing |
| BMK 3203 | Brand Driven Innovation |
| BMK 3204 | Competitive Analysis and Strategy |
| BMK 3305 | Integrated Marketing Communications |

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| BMK 3306 | Marketing Channels and Logistics |
| BMK 3407 | Sales and Customer Relationship Strategies |
| BMK 3408 | Sales Promotion and Display Strategies |
| BMK 3409 | Creative Strategy in IMC Campaign |
| BMK 3410 | Digital Consumer Insights |
| BMK 3411 | Content Marketing |
| BMK 3412 | Experiential Marketing |
| BMK 3413 | Lifestyle Marketing |
| BMK 4201 | Marketing Management |
| BMK 4302 | Contemporary Issues in Marketing |
| BMK 4303 | Marketing Research |
| BMK 4304 | Marketing Metrics and Decisions |
| BMK 4401 | Sustainability Marketing |
| BMK 4402 | Service Marketing |
| BMK 4403 | Digital Media Strategies |
| BMK 4404 | Digital Marketing in Practice |
| BMK 4405 | Marketing Internship |
| BRE 3201 | Real Estate Business |
| BRE 3202 | Real Estate Law |
| BRE 3203 | Real Estate Economics |
| BRE 3204 | Building Design and Construction Techniques |
| BRE 3205 | Real Estate Development |
| BRE 3301 | Real Estate Finance |
| BMK 3413 | Lifestyle Marketing |

Business Elective Courses

Those earning the B.B.A. degree can take any of the courses below (the certificate courses specified earlier) to meet the 21 business elective credit requirement. The minimum grade required is a D.

| | |
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| BMK 4201 | Marketing Management |
| BMK 4302 | Contemporary Issues in Marketing |
| BMK 4303 | Marketing Research |
| BMK 4304 | Marketing Metrics and Decisions |
| BMK 4401 | Sustainability Marketing |
| BMK 4402 | Service Marketing |
| BMK 4403 | Digital Media Strategies |
| BMK 4404 | Digital Marketing in Practice |
| BMK 4405 | Marketing Internship |
| BRE 3201 | Real Estate Business |
| BRE 3202 | Real Estate Law |
| BRE 3203 | Real Estate Economics |
| BRE 3204 | Building Design and Construction Techniques |
| BRE 3205 | Real Estate Development |
| BRE 3301 | Real Estate Finance |
| BRE 3302 | Real Estate Appraisal |
| BRE 3303 | Commercial Property Management |
| BRE 3411 | Real Estate Marketing |
| BRE 3412 | Sustainability in Real Estate |
| BRE 3413 | Real Estate Investment Alternatives |
| BRE 3414 | Facilities Operations and Management |
| BRE 3421 | Contemporary Issues in Real Estate Appraisal |

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| BRE 3422 | Implications of Real Estate Finance and Appraisal |
| BRE 4301 | Real Estate Investment Analysis |
| BRE 4302 | Real Estate Project Management |
| BRE 4411 | Advanced Real Estate Investment Analysis |
| BRE 4412 | Contemporary Issues in Real Estate business |
| BRE 4421 | Advanced Real Estate Appraisal |
| BRE 4422 | Valuation for Special Purposes |
| BRE 4431 | Contemporary Issues in Commercial Property Management |
| BRE 4441 | Independent Study in Real Estate |
| BRE 4451 | Internship in Real Estate Business |
| BRE 4452 | Internship in Real Estate Appraisal |
| BSC 3201 | Logistics and Supply Chain Management |
| BSC 3202 | Supply Chain Innovation and Technology |
| BSC 3203 | Lean Manufacturing and Agile Supply Chain |
| BSC 3204 | International Transportation and Distribution Management |
| BSC 3205 | Warehousing and Material Handling |
| BSC 3301 | Business Analytics |
| BSC 3401 | Industrial Engineering Management |
| BSC 3402 | Quantitative Analysis |
| BSC 4302 | Procurement and Supply Management |
| BSC 4303 | Supply Chain Risk Management |
| BSC 4304 | Strategic Supply Chain Management |

Business Elective Courses

Those earning the B.B.A. degree can take any of the courses below (the certificate courses specified earlier) to meet the 21 business elective credit requirement. The minimum grade required is a D.

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| BSC 4305 | Seminar in Supply Chain |
| BSC 4403 | Internship in Supply Chain |
| BSC 4404 | Information Technology in Supply Chain |
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| For students majoring in International Business Management, Hospitality and Tourism Management and Supply Chain Management only | |
| CN 0400 | Chinese for Beginners I |
| CN 1400 | Introduction to Chinese |
| CN 1401 | Chinese I |
| CN 2401 | Chinese II |
| CN 2402 | Chinese III |
| EN 2230 | Listening and Speaking |
| EN 3212 | Communicative Writing Development |
| EN 3213 | Business Communication in English |
| EN 4232 | Business Conversation |
| EN 4233 | Public Speaking in English |
| FR 1510 | French I |
| FR 1511 | French II |
| FR 2512 | French III |
| FR 3537 <u>OR</u> FR 3539 | Communicative Skills in French French for workplace communication |
| JA 0723 | Reading and Writing Japanese Scripts |
| JA 1700 | Introduction to Japanese |
| JA 1701 | Japanese I |
| JA 2701 | Japanese II |
| JA 2702 | Japanese III |

Free Elective Courses



Announcement MSME Academic Advising (For Student ID 63X onwards)



Martin de Tours School of Management and Economics (MSME) students are **NOT** allowed to enroll the following subjects as free elective courses: -

| Subject Code | Subject Name | Subject Code | Subject Name |
|--------------|--|--------------|--|
| ACT 1601 | Fundamentals of Financial Accounting | GE 1101 | Thai Civilization |
| ACT 1602 | Fundamentals of Financial Accounting | GE 1103 | Thai Historical Perspectives |
| BAC 1103 | Fundamentals of Financial Accounting | GE 1203 | Society, Politics and Economics |
| BAC 1601 | Fundamentals of Financial Accounting | GE 1207 | Fundamental Psychology |
| BAC 1602 | Fundamentals of Financial Accounting I | GE 1301 | Environmental Science |
| BAC 1603 | Fundamentals of Financial Accounting II | GE 1403 | Communication in Thai (For Thai students only) |
| BAC 1621 | Accounting for Economists | GE 1404 | Thai Culture and Tradition |
| BBA 1003 | Introduction to Microeconomics and Personal Finance | GE 1405 | Thai Language and Culture (For International students) |
| BEC 2200 | Introduction to Economics | GE 1408 | Thai usage (For students who graduated from international schools) |
| BEC 1101 | Microeconomics I | GE 1409 | Thai Language for Intercultural Communication (For International students) |
| BEC 1201 | Macroeconomics I | GE 2101 | World Civilization |
| BEN 3001 | Entrepreneur and Innovation | GS 1008 | Applied Mathematics |
| BG 1301 | Fundamentals of Statistics | MA 1000 | Business Mathematics and Statistics |
| BG 1400 | Business Law I | SA 1201 | Statistics I |
| BG 1401 | Business Law II | SA 2200 | Statistics II |
| ECO 2202 | Macroeconomics | | |
| ECO 2531 | Principles of Microeconomics | | |
| ECO 2541 | Principles of Macroeconomics | | |

In addition to the above courses, students are not allowed to enroll in courses from previous curriculum of the Martin de Tours School of Management and Economics unless they have obtained a written permission from the School. These courses are designated with the following letter codes: ACT, BIS, ECO, FIN, HTM, IBM, IDM, IML, INS, MGT, MIS, MKT, and REM.

Updated as of Jul 4, 2023

Announced by Academic Advising Center (Martin de Tours School of Management and Economics)



MSME
Undergraduate
Programs