



(Non-EE)
(Tentative) Course Syllabus for
Economics Courses Semester 2/2025



Course Outline
AC201: Fundamental
Accounting Semester 2/2025

Number of Credit: 3 credits

Prerequisite: None

Course Description:

The basic principles, concepts, and procedures for collecting and recording accounting information; preparation and analysis of financial reports; accounting cycle; accounting and disclosure for assets, liabilities, and owners' equity.

Course Objectives:

The purpose of this course is to introduce students the role of accounting as a window through which to see how economic events affect business. The students will learn conceptual framework as well as accounting procedures. The emphasis will be on preparing and using accounting information for financial analysis.

Class Time and Logistic

Class day: TBA

Class time: TBA

Teaching Materials Platform:

MS Teams is the main platform for quizzes, and assignments. Class materials will be posted in MS Teams. MS Teams chat is used for communication channel between instructor and student for personal matters.

Main Text: Instructor's Course Package

Recommended Texts & Materials:

Financial Accounting Text

Suggested Readings:

Thai Financial Reporting Standards:

Framework for the Preparation and Presentation of Financial Statements

TAS 1 Presentation of Financial Statements

TAS 2 Inventories

TAS 7 Statement of Cash Flows

TAS 16 Property, Plant and Equipment

TAS 37 Provisions, Contingent Liabilities and Contingent Assets

TAS 38 Intangible Assets

TFRS9 Financial Instruments

TFRS15 Revenues from contracts with customers

Links:

Useful links are provided below:

www.tfac.or.th Thailand Federation of Accounting Professions

www.set.or.th The Stock Exchange of Thailand www.settrade.com

The Stock Exchange of Thailand Group www.sec.or.th Securities and Exchange Commission of Thailand

www.moc.go.th Ministry of Commerce of Thailand

www.bot.or.th Bank of Thailand

www.iasb.org International Accounting Standard Board

Grading Criteria:

Score Allocations	
Quizzes, Assignments, Attendance and Participation	20%
Midterm Examination Date: TBA Time: TBA	35%
Final Examination Date: TBA Time: TBA	45%
Total	100%

Details:

1. Quizzes, Assignments, Attendance and Participation

The unannounced short quizzes will be given in class. The students must prepare for the quizzes at all times. No make-up quiz is allowed for any reasons. Moreover, instructor may assign works to enhance understanding of students on the subject matters. The attendance and participation will be collected throughout the semester.

2. Midterm Exam

The midterm exam is a closed-book exam.

3. Final Exam

The final exam is a closed-book exam.

Note that only basic calculator is are allowed in the quizzes and exams. Calculator apps, Mobile phone or other electronic devices cannot be used as calculator.

The score allocation and methods of collecting scores may be adjusted to fit the situations and challenges emerged during the semester. I will inform students regarding any adjustments, if needed.

Dishonesty during the quizzes and exams will result in an immediate "F" grade in this course and suspension according to Thammasat University Code of Conduct.

Expected Learning Outcomes:

	1. Morality and Ethics:	Expected Learning Outcomes
□	1.1 Understand professional values, professional ethics, and possess the positive attitude towards accounting profession.	Students are aware of laws and regulations governed accounting professionals.
□	1.2 Value honesty, disciplines, and respect the rules and regulations of the institution and society at large.	Students comply with the agreed upon class policies set at the beginning of the semester.
N/A	1.3 Manage time and creatively adapt life path to fit in the society.	-
N/A	1.4 Has social conscience and contribute positively to the society.	-
	2. Knowledge:	Expected Learning Outcomes
□	2.1 Acquire knowledge on the concepts, theories, principles, and accounting treatments on the related issues.	Students understand the importance of accounting information in business decision and understand the accounting treatments and financial statement presentation of basic transactions.
N/A	2.2 Acquire knowledge on other disciplines that are associated with accounting body of knowledge and integrate them appropriately in accounting context.	-
N/A	2.3 Acquire knowledge on accounting techniques and others through experience.	-
N/A	2.4 Be able to monitor the changes in the area of academic, research, and accounting profession consistently.	-

Expected Learning Outcomes:

	3. Intellectual Development:	Expected Learning Outcomes
□	3.1 Be able to search and process information and to utilize various concepts in problem identification, and to analyze complex problems.	Students are able to analyze the information presented on the financial statements and identify the risks associated with investment and credit decisions.
N/A	3.2 Be able to adapt and integrate accounting knowledge and other disciplines to solve the problems and to creatively propose the solution to those problems with the consideration of the probable impacts of the proposed solutions.	-
N/A	3.3 Be able to monitor, evaluate, and report the results appropriately and accurately.	-
	4. Interpersonal Skills and Responsibilities:	Expected Learning Outcomes
□	4.1 Be able to execute and responsible for the assigned works efficiently.	Students hand-in the assignments in the time period specified.
N/A	4.2 Possess interpersonal skills, work well in team, and adapt to circumstances and organizational culture.	-
N/A	4.3 Be creative and be able to assist or accommodate the team in solving problems as a team leader or as a member of the team.	-
N/A	4.4 Be responsible for personal development in acquiring knowledge related to accounting profession.	-

	5. Quantitative Analysis, Communication and Information Technology:	Expected Learning Outcomes
N/A	5.1 Possess quantitative analytical skills needed for decision-making process and problem-solving process.	-
N/A	5.2 Communicate efficiently in verbal and in writing and choose appropriate presentation techniques that suit the circumstances and group of audience.	-
N/A	5.3 Choose suitable information technologies and communication techniques in collecting, interpreting, and presenting the issues.	-

Tentative Class Schedule:

Sessions	Topics
Session #1 Session #2	<p>Course Overview</p> <p>Class Rules & Policies</p> <p>Business & Financial Reporting</p> <ul style="list-style-type: none"> ▪ 56-1 One Report ▪ Report of Management Responsibilities ▪ Report of Certified Public Accountants ▪ MD&A ▪ Financial Statements
Session #3 Session #4	<p>Basic Knowledge on Financial Statements</p> <ul style="list-style-type: none"> ▪ Statement of financial position ▪ Statement of comprehensive income ▪ Statement of changes in equity ▪ Statement of cash flows
Session #5 Session #6 Session #7	<p>Accounting Cycle</p> <ul style="list-style-type: none"> ▪ Transaction analysis ▪ Journalizing transactions ▪ Posting transactions ▪ Adjusting process ▪ Preparation of trial balances ▪ Preparation of financial statements ▪ Closing process
Midterm Exam	Date: TBA Time: TBA

Sessions	Topics
Session #8	Inventory & Cost of Goods Sold <ul style="list-style-type: none"> ▪ Accounting for inventory ▪ Inventory recording systems: Perpetual & Periodic ▪ Inventory cost flow assumptions: First-in, first-out method, Weighted average cost method and specific identification cost method ▪ Presentation of inventory and cost of goods sold
Session #9	Accounts Receivable & Credit Losses <ul style="list-style-type: none"> ▪ Accounting for accounts receivable ▪ Credit losses estimation: Percentage of accounts receivable, Aging of accounts receivable ▪ Net realizable value ▪ Presentation of accounts receivable and credit losses
Session #10	Property, Plant, and Equipment & Depreciation <ul style="list-style-type: none"> ▪ Accounting for property, plant and equipment ▪ Depreciation methods: Straight-line method, Double-declining balance method, Sum-of-the-years' digits method, Unit-of-production method ▪ Sale of property, plant and equipment ▪ Changes in accounting estimates ▪ Presentation of property, plant and equipment and depreciation
Session #11 Session #12	Time Value of Money <ul style="list-style-type: none"> ▪ Future value & present value Concepts Debt Financing <ul style="list-style-type: none"> ▪ Accounting for liabilities ▪ Bond price ▪ Bonds issued with premium or discount ▪ Effective interest amortization method ▪ Presentation of bonds payable and interest
Session #13	Equity Financing <ul style="list-style-type: none"> ▪ Accounting for equity ▪ Share capital: Ordinary shares & Preferred shares ▪ Retained earnings: Appropriated & Unappropriated ▪ Other components in equity ▪ Dividend declaration and allocation ▪ Presentation of equity
Session #14	Financial Assets <ul style="list-style-type: none"> ▪ Accounting for financial assets ▪ Classifications: Fair value through profit or loss, Fair value through other comprehensive income, amortized cost ▪ Presentation of financial assets
Session #15	Statement of Cash Flows <ul style="list-style-type: none"> ▪ Cash reporting ▪ Internal control for cash: Bank reconciliation & Petty cash ▪ Classification of cash flows ▪ Preparation of statement of cash flows: Direct method & Indirect method
Final Exam	Date: TBA Time: TBA

Course Outline

BA291: Introduction to Business **Semester 2/2025**

Number of credits: 3 credits

Prerequisites: None

Course Description:

Understand and able to apply business organization, structure, and its existence in general, including types of ownership, business administration process and activities, especially in crucial business function i.e. marketing, finance, accounting to give general ideas of various business functions. This course allows participants to gain comprehension in different activities of each business type through real business experience.

Course Objectives:

1. Students will be able to understand business system and its functions
2. Students will be able to use different frameworks and method to analyses business priorities
3. Students will be able to choose appropriate method to analyses a business and execute basic business function
4. Students will be able to perform basic business activities
5. Students will be able to set up a strategy in each business area
6. Students will be able to evaluate and measure business outcomes through key financial figures
7. Students will be able to identify circumstances that require integrity and be able to take correct course of action

Teaching Materials and Resources:

Required textbook and reading:

- Pride WM, Hughes RJ, JR Kapoor FOUNDATIONS OF BUSINESS, 7E, Cengage

Recommended readings:

- SWOT Analysis I: Looking Outside for Threats and Opportunities, an excerpt from Strategy: Create and Implement the Best Strategy for Your Business (2006). Harvard Business School Press. Boston, MA. ISBN-13: 978-1422105528
- Porter, Michael E. The Five Competitive Forces That Shape Strategy. Harvard Business Review. January 2008.
- Boston, MA. Osterwalder, Alexander & Pigneur, Yves. (2010) Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley and Sons. New Jersey, NY. ISBN-13: 978-0470876411

Week	Topic	Chapter
	Part I: THE ENVIRONMENT OF BUSINESS	
1	Exploring the World of Business and Economics	1
2	Ethics and Social Responsibility in Business	2
3	Global Business	3
	Part II: BUSINESS OWNERSHIP AND ENTREPRENEURSHIP	
4	Choosing a Form of Business Ownership	4
5	Small Business, Entrepreneurship, and Franchises	5
	Part III: MANAGEMENT AND ORGANIZATION	
6	Understanding the Management Process	6
7	Creating a Flexible Organization	7
	<i>Mid Term Examination Week – NO MIDTERM</i>	
9	Producing Quality Goods and Services	8
	Part IV: HUMAN RESOURCES	
10	Attracting and Retaining the Best Employees	9
11	Motivating and Satisfying Employees	10
	Part V: MARKETING	
12	Building Customer Relationships Through Effective Marketing	11
13	Creating and Pricing Products That Satisfy Customers	12
14	Distributing and Promoting Products	13
	Part VI: INFORMATION, ACCOUNTING, AND FINANCE	
15	Exploring Social Media and e-Business	14
16	Using Management and Accounting Information	15
	<i>Final Exam</i>	

Policy on attendance and class participation:

Attendance, attitude, and preparation are important. Positive contributions to the class can provide rich reciprocal learning experiences. The right attitude means: a desire and willingness to study and learn, preparation as directed, and putting forth effort even when it may be inconvenient or difficult. It also means: being ready to answer questions when called upon, volunteering answer to questions or asking questions and actively listening to the instructor and other class members.

Grading:

Assignment 1 - Individual	25%
Assignment 2 - Group	25%
Final Examination	50%
	100%

After-class quizzes:

These quizzes, available weekly on Moodle, are intended to give you a review of lesson learnt each week. They should be completed by midnight of the 7th day of the following week (Usually Sunday).

Note that marks will be deducted for non-participation or failure to follow instructions

The Format of the final examination is "essay. The time for the examination will be 3 hours.

Assignment 1 – Individual Assignment: Why am I here?

Due Date: TBA

Word count: 500

For this assignment, you will write a maximum 500-word formal essay (using professional writing and presentation) that reflects your reasons for joining this class, the challenges you anticipate and how you will set yourself up for success. This essay may be written in first person. This assignment will be graded on the breadth and depth of effort you put into your thoughts and the quality of your writing (e.g. structure, clarity, free of typos, grammar, etc.). This report must be checked through Turnitin and submitted on Moodle.

Assignment 2 – Group assignment

Due Date: TBA

Word count: 2400 to 2500

In an assigned group you will find and use business information of a pre-selected (Thai) company. The purpose of this assignment is for you to learn how to properly source and cite information from various sources (e.g. internet, newspapers, magazines, etc.). The group project provides an opportunity for you to apply the information you learned in this class to a "real life" (case) situation. The project will be completed in groups of four or five, and consists of a formal written report: A 2400 to 2500-word report that includes an introduction, problem statement, internal and external analysis (including an environmental scan), identification and analysis of three alternatives, a recommendation and a conclusion. The report should have a formal title page, table of contents and works cited (these sections are not included in the word count). This report must be checked through Turnitin and submitted on Moodle. Please ensure the full names and student numbers of each group member are included on the cover page.





Language Institute, Thammasat University
EL296 English for Academic Purposes 1 (BE Program)
Semester 2/2025

Course Syllabus

The aim of this course is to familiarise and guide students through the academic writing process with a particular focus on the field economics. Students will learn the main features of academic writing and produce a selection of their own compositions within the APA format of citation and referencing. During the semester, students will connect with pressing issues within the global economy in the production of a range of economics texts, including definitions, descriptions of economic trends, summaries, argument essays, cause-effect relationships and comparing and contrasting data sets. The course will culminate in the produce of a group research project enabling students to utilize the skills they have acquired throughout the course.

Course Objectives and Learning Outcomes (COLO)

<p>Objective 1: Students will be able to understand and identify features of academic writing.</p>
<p>Learning Outcome 1.1: Explore the different genres and components of academic writing in economics. Learning Outcome 1.2: Learn how to develop an academic writing style. Learning Outcome 1.3: Critically evaluate different sources of information used for constructing essays and academic reports. Learning Outcome 1.4: Understand the dangers of plagiarism and how to avoid it.</p>
<p>Objective 2: Students will be able to effectively engage in the academic writing process to produce a range of authentic compositions.</p>
<p>Learning Outcome 2.1: Construct clear and well-balanced paragraphs, essays and reports using appropriate linking and clear sourcing of evidence and supporting points. Learning Outcome 2.2: Understand the core components of academic essays and how to enhance organization, structure, citing and referencing. Learning Outcome 2.3: Discover the features of different types of academic writing within the field of economics such as describing data trends, cause and effect patterns, and comparing and contrasting.</p>
<p>Objective 3: Students will explore current issues in the global economy and evaluate problems and solutions.</p>
<p>Learning Outcome 3.1: Research contemporary economic global issues. Learning Outcome 3.2: Understand the best sources to support different aspects of their work. Learning Outcome 3.3: Read and construct arguments based on credible sources of information and use these to construct thesis statements and research questions.</p>
<p>Objective 4: Students will be able to produce a comprehensive group research report.</p>
<p>Learning Outcome 4.1: Learn the components and format of academic research reports. Learning Outcome 4.2: Engage with relevant literature to explore a research topic and formulate research aims and objectives. Learning Outcome 4.3: Design & carry out a survey to collect data. Learning Outcome 4.3: Analyse data and discuss research findings</p>

Course Materials

Articles from the Economists, international news media, economics journals, local newspapers and additional handouts.

Bailey, S. (2018). *Academic writing: A handbook for international students* (5th ed). Routledge.

Course Contents

1. Features of academic writing
2. Structure of paragraphs, essays, and reports
3. Text types and critical reading
4. Note-taking, paraphrasing and summary writing
5. Argument, cause-effect, and comparative writing
6. Research writing skills (including APA citation, quotations, and referencing)

Course Evaluation

3 Assignments		Grading criteria
1) Academic summary	10%	A = 85%-100% B+ = 80 - 84% B = 75 - 79% C+ = 70 - 74% C = 65 - 69% D+ = 60 - 64% D = 55- 59% F = Below 55%
2) Economics definition paragraph	10%	
3). 500-word essay	20%	
3) A full economics group research report	30%	
4) Final Exam	30%	
TOTAL	100%	

Details of assignments

Tasks	Details
<p>Assignment 1 (10%) Academic Summary & Personal reflection</p> <p>Scoring: <i>content, paraphrasing, cohesion/coherence, clear link between article and personal opinion</i></p>	<p>COLO: 1.1, 1.2, 1.3, 1.4, 2.1, 2.3, 3.1, 3.2, 3.3</p> <p><u>What to do:</u></p> <ol style="list-style-type: none"> 1. Choose a video to watch that interests you from the Economist's you tube channel (https://www.youtube.com/c/TheEconomist). 2. Watch the video and take notes on the main points. Write an original summary based on the issues presented, which is not plagiarised. 3. At the end, write a personal reflection on your own feelings about the issue. <p><u>What to submit:</u></p> <ol style="list-style-type: none"> 1. A 200-word summary of the economic issue 2. A 150-word reflection on what you think about the issue
<p>Assignment 2 (10%) Economics Term Definition (<i>In-class</i>)</p> <p>Scoring: <i>sentence construction, academic style, paragraph extension, cohesion/coherence.</i></p>	<p>COLO: 1.1, 1.2, 1.3, 1.4, 2.1, 2.2, 2.3</p> <p><u>What to do:</u></p> <ol style="list-style-type: none"> 1. Compose an extended economics definition paragraph based on the term given to you by your instructor. 2. Extend you paragraph with explanations, classification, examples, contrasts etc. 3. Complete you definition within 1 hour. 4. Do not plagiarise – it must be written in your own words. <p><u>What to submit:</u> A 100/150-word paragraph providing an extended definition of an economic term produce in-class within 1 hour (class attendance is essential).</p>

<p>Assignment 3 (20%) 500-word essay</p> <p>Scoring: <i>Task completion & content; organisation & linking; supporting points & referencing, use of counter argument & rebuttal, grammar, punctuation, & spelling.</i></p>	<p>COLO: 1.1, 1.2, 1.3, 1.4, 2.1, 2.2, 2.3</p> <p><u>What to do:</u></p> <ol style="list-style-type: none"> 1. Investigate an economics topic or issue you are interested in (e.g. climate change, supply chains, trade policy, income inequality, poverty reduction etc). 2. Try to link it to Thailand or highlight its global importance (i.e. it should be clear why you have chosen this topic) with a clear thesis statement. 3. Read a range of different sources (including some economics journals) and make notes to support your writing following the academic summary writing process. 4. Plan and compose a well-structured and supported essay, complete with APA style citation and referencing. <p><u>What to submit:</u> An individual 500 words essay with citation and list of references.</p>
<p>Assignment 4 (30%) Economic research project</p> <p>Scoring: Academic writing style (10%); content (10%); presentation (-</p>	<p>COLO: 3.1, 3.2, 1.3</p> <p><u>What to do:</u></p> <ol style="list-style-type: none"> 5. In groups of 4-5 members, design & implement a research report on a specific economic interest relevant to Thailand or Thai students (e.g. The impact of the Covid pandemic on Thai students spending behaviour;" "Attitudes to current government policy towards the agricultural society"). 6. Design a questionnaire and collect data from a sample of real people. 7. Write a full group report to present your data. 8. Write an individual reflection on how your study went, what you did to contribute to its completion, your feelings about its findings, and how you would do things differently next time. <p><u>What to submit:</u></p> <ol style="list-style-type: none"> 1. A 2000-word group report (20%) 2. A 5-minute group presentation summarizing your report before submission (5%) 3. A 200-word self-reflection (5%)
<p>Final Exam (30%)</p>	<p>COLO: 1.1, 1.2, 1.3, 1.4, 2.1, 2.3, 3.1, 3.2, 3.3</p> <p><u>Contents:</u></p> <ol style="list-style-type: none"> 4. economic terms & definitions, critical reading of economics texts, features of academic writing, paragraph structure, citation & referencing, cause & effect writing describing data, comparing & contrasting writing, summary writing.

Active Learning Activities

Each assignment denotes active learning experience for the students who take this course. In the first assignment, students need to listen and write a summary and make personal reflections. This helps develop students' critical and analytical skills. In the written assignments, students can progressively develop their academic writing skills through both group and pair activities. This not only helps students master their writing proficiency, but also promotes the effective use of academic written English. In the last assignment, interpersonal communication and academic research skills are promoted. This is for students to work collaboratively on a research project, thereby supporting advanced academic study in economics.

Thammasat University Plagiarism Policy

Thammasat University students are required to refrain from any kind of plagiarism. This will result in a mark of zero for the assignment or even an F grade. Please refer to Thammasat University's regulations on students' disciplines [here](#) and examination [here](#).

Tentative Teaching and Learning Schedule

Schedule	Contents + Assignments
1	Course Introductions <ul style="list-style-type: none"> - Ice-breaking - What is academic English?
2	Characteristics of academic writing & critical reading <ul style="list-style-type: none"> - Basics of writing - Writer's purpose - Reading: Finding suitable sources
3	The Summary Writing Process <ul style="list-style-type: none"> - Components of a good summary - Avoiding plagiarism - Finding Key Points & Note-taking
4	Summarising & Paraphrasing <ul style="list-style-type: none"> - Techniques for paraphrasing - References & Quotations - Summary writing practice activities Assignment 1: Economist video summary + personal reflection (10%).
5	Writing definitions <ul style="list-style-type: none"> - Sentence structure for simple definitions - In pairs, study and discuss how to write definitions on an economic issue (https://www.ukessays.com/essays/economics/definition-s-concepts-economics-studies-7921.php) - Extending definitions to full paragraphs Assignment 2: In-class one hour extended definitions.
6	Argumentative Essay Writing <ul style="list-style-type: none"> - Identifying arguments for and against - Paragraph cohesion & unity - Essay organisation
7	Understanding arguments <ul style="list-style-type: none"> - Using supporting ideas with referencing - Combining ideas in paragraphs - Using counterargument

	Assignment 3: Students choose their own topic with a focus on the economy and write a 500-word argumentative essay.
8	Cause & Effect Writing <ul style="list-style-type: none"> - The language of cause & effect - Using conditionals to propose solutions - Hedging (caution) in academic writing
MIDTERM EXAM PERIOD	
9	Research Report Writing <ul style="list-style-type: none"> - Introduction to the report writing process - Formulating a research idea: Aims, RQs, and objectives - Analysis of model research report - Students form research groups of no more than 4 students
10	Devising a research instrument <ul style="list-style-type: none"> - Revising research questions (RQs) - Writing questions for surveys & questionnaires (https://www.uxbooth.com/articles/the-essential-guide-to-writing-effective-survey-questions) - In groups, design and pilot research instrument
11	Writing Introductions <ul style="list-style-type: none"> - Structure of an appropriate introduction with example - Using core literature to position your own research with citation - Establishing clear a niche, research aim and questions
12	Literature Reviews <ul style="list-style-type: none"> - Definition & organizational structures - Language & features of literature reviews - Paraphrasing, summarizing, quotation, and referencing activities.
13	Describing data and findings <ul style="list-style-type: none"> - Incorporating data and illustrations into your report - Comparing & contrasting numbers & visual information - Describing trends & practice activities
14	Concluding your report & writing an abstract <ul style="list-style-type: none"> - Incorporating data and illustrations into your report - Comparing & contrasting numbers & visual information - Describing trends & practice activities
15	Research study presentations & Exam Preparation <ul style="list-style-type: none"> - Groups present project backgrounds, methodologies and preliminary findings. - Final exam outline & preparation Assignment 4: Final group 2000-word research report.



Course Outline
EL341 English for Economists 2
Semester 2/2025

Number of Credit: 3 credits

Prerequisite: None

Course Description:

This course aims to build on the skills learnt in EL241 towards a higher level understanding of how professionals communicate about economics. Students are encouraged to be critical of current global events and decision making as well as learn how to communicate their own opinions. Advanced speaking and writing skills are developed and evaluated in the form of written reports and academic presentations.

Course Outline
FN201: Business Finance
Semester 2/2025

Number of credits: 3 credits (3-0-6)

Prerequisite: AC201 Financial Accounting or AC291 Essentials of Accounting

Course Description:

The basic principles of financial management for business; the responsibilities of financial managers; maximization of enterprise value; financial analysis, cash flow analysis, financial planning, fundamental analysis on risk, return, and asset pricing models, time value of money, working capital policies, capital budgeting, financing mix, short-term and long-term financing, and the costs of capital

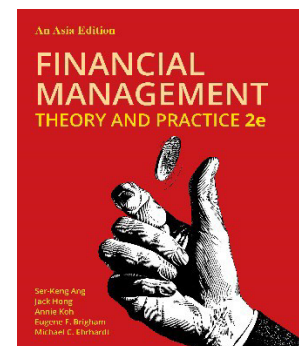
Course Objectives:

After completing this course, students are expected to be able to

- (1) explain factors influencing firm value, responsibilities of financial managers, goals of financial management, differences between a market price and an intrinsic value,
- (2) explain the 10 principles of finance,
- (3) describe roles of financial markets,
- (4) list, differentiate, and choose sources of short-term and long-term funds that best fits a firm's circumstances and are consistent with the goal of financial management,
- (5) apply the concept of the time value of money,
- (6) compare and contrast various investment evaluating criteria, and make capital budgeting decisions that increase firm's value,
- (7) explain how financing mixes affect firm's value,
- (8) estimate a firm's weighted average cost of capital,
- (9) analyze financial reports,
- (10) explain how distributions to shareholders affect firm's value,
- (11) apply the concepts of cost-volume-profit analysis and leverage analysis for financial planning (optional)
- (12) describe various working capital policies and apply the concept of cash cycles (optional),
- (13) explain how to manage current assets (optional), and
- (14) forecast short-term financial needs (optional).

Main Text:

Ser-Keng Ang, Jack Hong, Annie Koh, Eugene F. Brigham and Michael Ehrhardt, **Financial Management: Theory and Practice**. (An Asia Edition), 2nd Edition, (Cengage Learning, Singapore: 2021). = **FM** (we = **FM**'s Web Extension; wc = **FM**'s Web Chapter)



Recommended Texts & Materials:

Please visit <http://www.cengageasia.com> for supplementary materials.

Suggested Readings:

- Other corporate finance, financial management, business finance textbooks
- Local business newspapers, *The Asian Wall Street Journal*, *BusinessWeek*, *The Economist*,
Forbes, *Fortune*, other financial and economic Websites
- Useful local Websites
<http://www.set.or.th/en/index.html>
<http://www.sec.or.th/view/view.jsp?lang=en>
<http://www.tsi-thailand.org/>
<http://www.bot.or.th/Thai/Pages/BOTDefault.aspx>
<http://www.thaibma.or.th/> <http://www.settrade.com>
<http://www.tfex.co.th/> Companies' websites

Grading Criteria:

Activity #	Assessment methods	Assessment session(s)	Proportion of assessment score
1	Assignments	1-15	10
2	Mid-term examination (closed-book, with 2 pages on 1 piece of A4 cheat sheet) Topics covered: 1 – 5 Date: Tuesday, September 28, 2021; Time: 03:00 – 05:00 p.m.	After 7	40
3	Final examination (closed-book, with 2 pages on 1 piece of A4 cheat sheet) Topics covered: 6 – 10 mainly Date: Thursday, December 16, 2021; Time: 09:00 – 11:30 a.m.	After 15	50
Total			100

A remark on grading: A final grade is determined according to the following criterion.

Total Points	0-39	40-44	45-49	50-59	60-69	70-79	80-84	85-100
Grade	F	D	D+	C	C+	B	B+	A

Note:

Students are encouraged to (1) review accounting concepts covered in AC 201 Financial Accounting, (2) complete required reading assignments before attending the class, (3) participate and ask questions in the class, and (4) review the concepts discussed in the class by doing practice problem sets.

Expected Learning Outcomes (Curriculum B.E. 2561):

1. Morality and Ethics

Applicability	Learning Goals	Expected Learning Outcomes
□	1.1 Students possess honesty, sacrifice, self-, social-, and environmental responsibility.	1.1 Students commit no academic dishonesty, are punctual and comply with the rules and regulations of the institution and society at large.
N/A	1.2 Students value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	1.2 N/A
N/A	1.3 Students value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	1.3 N/A
N/A	1.4 Students acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	1.4 N/A

2. Knowledge

Applicability	Learning Goals	Expected Learning Outcomes
N/A	2.1 Students acquire knowledge on and understand the important concepts in business management.	2.1 N/A
□	2.2 Students acquire knowledge on and understand the important social and science concepts related to business management.	2.2 Students understand various concepts in accounting, economics, mathematics, and statistics that are relevant to financial decision makings.
N/A	2.3 Students acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	2.3 N/A

2. Knowledge (cont.)

Applicability	Learning Goals	Expected Learning Outcomes
N/A	2.4 Students acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	2.4 N/A

3. Intellectual Development

Applicability	Learning Goals	Expected Learning Outcomes
□	3.1 Students are able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	3.1 Students are able to obtain relevant information for financial decision makings.
N/A	3.2 Students are able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	3.2 N/A
N/A	3.3 Students are able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages	3.3 N/A

4. Interpersonal Skills and Responsibilities

Applicability	Learning Goals	Expected Learning Outcomes
□	4.1 Students are able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	4.1 Students are able to work in team with no free-rider problems.

4. Interpersonal Skills and Responsibilities (cont.)

Applicability	Learning Goals	Expected Learning Outcomes
N/A	4.2 Students are creative and constructively criticize to solve problem of the team.	4.2 N/A
N/A	4.3 Students are responsible in lifelong learning to develop self and professional career.	4.3 N/A

5. Quantitative Analysis, Communication and Information Technology

Applicability	Learning Goals	Expected Learning Outcomes
□	5.3 Students are able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	5.1 Students are able to apply mathematics, statistics, and quantitative analysis in financial decision makings.
N/A	5.4 Students are able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	5.2 N/A
N/A	5.5 Students are able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	5.3 N/A
□	5.6 Students are able to utilize the information technologies or others to support the business operations.	5.4 Students are able to use one spreadsheet program to support financial decision makings.

Tentative Class Schedule:

Session; Date & Time (2021)	Topics	Activities/ Text & Materials/ Media
#1:	(1) An Overview of Business Finance Course overview; finance; business finance; corporate life cycle; financial managers' responsibilities: working capital management, capital budgeting analysis, capital structure decisions; objectives of business enterprises: value maximization; firm's value model	- A lecture, a discussion, and an assignment Required reading FM 1; LN #1
#2:	(2) The Axioms of Business Finance Ten axioms of financial management: the risk-return trade-off*; different types of risk*; the time value of money; cash flows**, incremental cash flows**; taxes; the curse of competitive markets; efficient capital markets*; the agency problems; business ethics	- A lecture, a discussion, and an assignment Required reading FM 1, 2, 4, 6, 11, 13; LN #2
#3: #4: #5:	(3) Discounted Cash Flow Analysis The time value of money; time lines; various types of cash flows; future values and present values of single sums, annuities (regular, delayed, and due), and irregular cash flows; present values of perpetuities and growing perpetuities (regular, delayed, and due); finding the interest rate and the number of years; the rule of 72; finding annuity and perpetuity payments; fractional time periods; asynchronous frequencies of cash flows and compounding; amortized loans; flat-rate or add-on-interest loans; introductory bond and stock valuation*	- A lecture, a discussion, assignments, and Excel Required reading FM 4, 5, 7, 20; LN #3 * Valuing bonds and stocks is discussed fully in FN 312 Investments.
#6:	(4) Financial Environments and Markets* Cash flows between firms and financial markets; capital formation process; financial markets and institutions; financial securities; the cost of money; the determinants of market interest rates	- A lecture, a discussion, video clips, and an assignment Required reading FM 1, 5; LN #3 * This is mainly a self-study.
#7:	(5) Financing I: Short-Term Funds* Financing: major sources of funds; financing policies: conservative, aggressive, maturity matching; short-term funds; accruals and trade credit; the implicit cost of trade credit; short-term bank loans: key characteristics; criteria used when choosing a bank**, commercial paper: key characteristics; use of security in short-term financing; pledging of accounts receivable; factoring; inventory blanket lien; trust receipt; warehouse receipt financing; advantages and disadvantages of short-term funds	- A lecture, a discussion, video clips, and an assignment Required reading FM 16, wc27; LN #5 * This is mainly a self-study. Please review topic # (4). ** Optional
Mid-term exam (Topics covered: 1 - 5)		

Session; Date & Time (2021)	Topics	Activities/ Text & Materials/ Media
#8:	<p>(6) Financing II: Long-Term Funds* Major types of long-term funds; long-term loans: key characteristics, types, advantages and disadvantages; debentures and bonds: key characteristics, types, advantages and disadvantages; lease financing; a conceptual comparison between buying and leasing assets preferred stock: key characteristics, types, and advantages and disadvantages; common stock: key characteristics, legal rights and privileges, types, and advantages and disadvantages of common stocks; preemptive rights; warrants: key characteristics and types; retained earnings</p>	<p>- A lecture, a discussion, video clips, and an assignment Required reading FM 5, 7, 18, 20; LN #6</p> <p>* This is mainly a self-study. Please review topic # (4).</p>
#9:	<p>(7) Distributions to Shareholders: Dividends and Repurchases* An overview of cash distributions; procedures for cash distributions; cash distributions and firm value; types of dividend policies: stable, predictable dividends, constant dividend payout ratio; low-regular-plus-extras dividends, residual dividends; setting the target distribution level; distributions through stock repurchases; comparison of dividends and repurchases; other factors influencing distributions; stock splits and stock dividends: mechanisms, motivations, and effects on shareholders' wealth</p>	<p>- A lecture, a discussion, video clips, and an assignment Required reading FM 14; LN #7</p> <p>* Theories on cash dividends and stock repurchases are covered in FN 311 Financial Management.</p>
#10: #11: #12: (first half)	<p>(8) Capital Structure and the Cost of Capital A preview of capital structure** issues; the concepts of the cost of capital; costs of debt, preferred stock, common equity***: the discounted cash flow (DCF) approach, judgmental-risk-premium approach; weighted average cost of capital (WACC); the marginal cost of capital (MCC); the MCC schedule; break points; adjusting the cost of capital for risk; flotation costs; some problem areas in the cost of capital; effects of debt financing on the WACC and firm's value (the Trade-Off Model only)</p>	<p>- A lecture, a discussion, video clips, an assignment, and Excel Required reading FM 9, 15; LN #8</p> <p>* The CAPM approach is covered in FN311 Financial Management.</p>
#12: (second half) #13: #14:	<p>(9) The Basics of Capital Budgeting: Evaluating Cash Flows* An overview; good characteristics of investment evaluating criteria; net present value (NPV); internal rate of returns (IRR); modified internal rate of return (MIRR); profitability index (PI); payback period (PBP); discounted payback period (DPP); assumptions of investment evaluating criteria; NPV profiles; advantages and disadvantages of each investment evaluating criterion; comparing projects with unequal scales and lives: a replacement chain and an equivalent annual annuity; optimal capital budget; decisions used in practice</p>	<p>- A lecture, a discussion, assignments, and Excel Required reading FM 10; LN #9</p> <p>* Cash flow estimation and risk analysis are discussed fully in FN311 Financial Management.</p>

Session; Date & Time (2021)	Topics	Activities/ Text & Materials/ Media
#15:	<p>(10) Analysis of Financial Reports* Financial statements and reports*: the statement of financial position, the income statement, the statement of changes in stockholders' equity, statement of cash flows; MVA® and EVA®; financial analysis: liquidity ratios, asset management ratios, debt management ratios, profitability ratios, market value and other ratios; trend analysis, common-size analysis, and percentage-change analysis; tying ratios together: The Du Pont Equation; operating cycle and cash cycle: concepts and applications; comparative ratios and benchmarking; uses and limitations of ratio analysis; looking beyond the numbers</p>	<p>- A lecture, a discussion, video clips, an assignment, and Excel Required reading FM 2, 3; LN #10</p> <p>* This is mainly a self-study. ** Please review AC 201 Financial Accounting. *** Optional</p>
Optional topics		
	<p>(11) Cost-Volume-Profit (CVP) and Leverage Analyses* Types of costs and their behaviors; relationships among costs, production units, and profits; operating break-even points (units and baht); financial break-even points (units and baht); total break-even points (units and baht); operating leverage and risk; financial leverage and risk; combined (or total) leverage and risk; risk measurement: degree of operating leverage (DOL), degree of financial leverage (DFL), degree of combined (or total) leverage (DCL or DTL); relationships between break-even points and degrees of leverage; applications of CVP and leverage analyses in profit planning</p>	<p>- A lecture, a discussion, an assignment, and Excel Required reading FM 15; LN #11</p> <p>* Optional</p>
	<p>(12) Financial Forecasting* Overview of financial planning; sales forecast; additional-funds-needed (AFN) method; forecasted-financial-statements method; an adjustment for a financing feedback; forecasting when the ratios change</p>	<p>- A lecture, a discussion, and an assignment Required reading FM 12; LN #12</p> <p>* Optional. Please review AC 201 Financial Accounting.</p>
	<p>(13) Supply Chains and Working Capital Management* The cash conversion cycle: an Illustration, shortening cash conversion cycle, benefits; alternative net operating working capital policies: relaxed, restricted, moderate; alternative short-term financing policies: maturity-matching approach, aggressive approach, conservative approach</p>	<p>- A lecture, a discussion, an assignment, and Excel</p> <p>Required reading FM 16; LN #13</p> <p>* Optional. This topic is fully covered in FN 311 Financial Management.</p>

Session; Date & Time (2021)	Topics	Activities/ Text & Materials/ Media
	(14) Current Asset Management* Cash; motives for holding cash; cash budget; short-term investments; key characteristics of short-term investments; an overview of receivables and inventory management	- A lecture, a discussion, an assignment, and Excel Required reading FM 16, wc27, wc28; LN #14 * Optional
Final exam (Topics covered: 6 – 10, mainly and 11 - 14 if covered in the class)		

Course Outline
FN211: Financial Mathematics and Statistics
Semester 2/2025

Number of Credit: 3 credits (3-0-6)

Prerequisite: -

General Information:

This class develops background in mathematics and statistics that are crucial for study in corporate financial decision making and investments. The first half of the class introduces building blocks in calculus whereas the second half tackles the mathematical concepts of time value of money, probability, statistics, and matrix algebra.

Course Description:

Essentials of statistics and mathematics for financial applications: basic statistics, the concept of risk and return, probability, regression analyses, basic calculus (e.g. introduction to derivatives, integration, and integral), optimization, and basic matrices

Course Objectives:

1. Acquaint students with the financial mathematics tools necessary for assessment of risk and return in financial decision making and investment management.
2. Learn techniques to organize and analyze data.
3. Develop scientific thinking and overcome anxiety about applying calculus and statistics in finance work.
4. Develop familiarity with use of excel statistics functions.

Grading Criteria:

The course grades will be based on two exams (individual performance) and homework or quizzes (individual performance). Grading scheme is as follows.

Class participation	10%
Quiz and Assignment	30%
Mid-term examination	30%
Final examination	30%

Type of evaluation	Evaluation Method	Evaluation date
Class participation and Assignment	Written assignment or quiz (Essay questions)	During Week 1-15
Mid-term	Take-Home Examination	TBA
Final	Take-Home Examination	TBA

Class policies:

- 1) Lectures will stress the most important issues addressed in the readings. You are responsible for all material covered in class and assigned readings. Lectures may go beyond the scope of the textbook. Therefore, it is important for you to attend and participate in class.
- 2) There will assignments as deemed appropriate to accommodate effective learning. Each assignment will be graded based on the quality of the analysis and the ability to apply the principles of financial management for managerial decision. Lecture notes, exercises, and guided solution to each lecture, as well as other useful materials, could be accessible from class Moodle.
- 3) You are responsible for all announcements and changes made in class. However, there will be no make- up quiz and final examination without prior consent from the instructor. If a student has a legitimate, verifiable reason (e.g., doctor's note), a separate comprehensive examination will be given.

Main Text:

- Wackerly, D.D., Mendenhall III, W., and Scheaffer, R.L. (2002). Mathematical Statistics with Applications. 6th ed. Thomson Learning.
- Stewart, J. (2016). Calculus. 8th ed. Thomson Brooks/Cole.

Recommended Texts & Materials

- Anderson, D.R., Sweeney, D.J., Williams, T.A., Camm, J.D., and Cochran, J.J. (2017). Statistics for Business and Economics. Thirteenth Edition. Cengage Learning.
- Ruppert, D. (2011). Statistics and data analysis for financial engineering (Vol. 13). New York: Springer.
- Miller, M. B. (2013). Mathematics and statistics for financial risk management. John Wiley & Sons.

Tentative Class Schedule:

Week	Content
1	Review of basic statistics and calculus
2 – 3	Discrete Random Variables and Their Probability Distributions <ul style="list-style-type: none">- Basic Definition and The probability Distribution for a Discrete Random Variable- The Expected Value of a Random Variable or a Function of a Random Variable- The Binomial Probability Distribution
4 – 5	Continuous Random Variables and Their Probability Distributions <ul style="list-style-type: none">- Introduction and The Probability Distribution for a Continuous Random Variable- Expected Values for Continuous Random Variables- The Uniform Probability Distribution- The Normal Probability Distribution- Other Expected Values
6 – 7	Multivariate Probability Distributions <ul style="list-style-type: none">- Introduction- Bivariate and Multivariate Probability Distributions- Marginal and Conditional Probability Distributions- Independent Random Variables- The Expected Value- The Variance and Covariance of Two Random Variables- The Multinomial Probability Distribution- Conditional Expectations
Midterm Exam: (TBA)	
8 – 9	Risk and Return <ul style="list-style-type: none">- Asset Return and Risk- Introduction to VaR
10 – 11	Basic Matrices <ul style="list-style-type: none">- Matrix Notation- Matrix Operations- Vector Spaces- Applications
12 – 13	Regression Analyses <ul style="list-style-type: none">- Simple Regression- Multiple Regression- Applications
14 – 15	Optimization <ul style="list-style-type: none">- Constrained Optimization- Unconstrained Optimization- Applications
Final Exam: (TBA)	

Note: Course content may be change as appropriate.

Course Outline
FN311: Financial Management
Semester 2/2025

Number of credits: 3 credits (3-0-6)

Prerequisite:

FN201 Business Finance (which requires AC201 Financial Accounting or AC291 Essentials of Accounting) and FN211 Financial Mathematics and Statistics

Course Description:

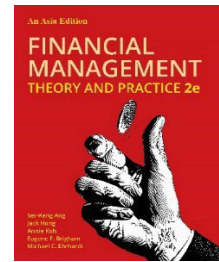
Theoretical concepts of corporate financial management applied to resolve financial problems and issues encountered by management in the real world of business; the management of asset structure and financial mix; the application of financial models and instruments on managing the assets, liabilities and equities, valuation, the costs of capital, capital structure, capital budgeting under risk, leasing, the concepts of agency problems and corporate governance

Course Objectives:

After completing this course, students are expected to be able to (1) explain factors influencing firm's value, (2) quantify systematic risk of a firm, (3) calculate free cash flows of a project and a firm, (4) estimate a firm's weighted average cost of capital, (5) make capital budgeting decisions that increase firm's value, (6) calculate an intrinsic value of a firm using the discounted cash flow models, (7) explain how distributions to shareholders affect firm's value, (8) choose a value-enhancing financing mix, (9) compare and contrast alternative financing choices, (10) discuss various working capital policies and apply the concepts of cash cycles, (11) describe how agency costs affect firm's value, (12) analyze credit policies and adopt the one that maximizes firm's value, (13) forecast financing needs, and (14) calculate the cost of capital of convertible securities and warrants (optional).

Main Text:

Ser-Keng Ang, Jack Hong, Annie Koh, Eugene F. Brigham and Michael Ehrhardt, **Financial Management: Theory and Practice**. (An Asia Edition), 2nd Edition, (Cengage Learning, Singapore: 2021). = **FM** (we = **FM**'s Web Extension; wc = **FM**'s Web Chapter)
 - Please visit <http://www.cengageasia.com> for supplementary materials.

**Recommended Texts & Materials:**

Aswath Damodaran, **Damodaran on Valuation: Security Analysis for Investment and Corporate Finance**. 2nd Edition, (John Wiley and Sons: New York, 2006).

Suggested Readings:

- Other corporate finance, financial management, business finance textbooks
 - Local business newspapers, *The Asian Wall Street Journal*, *BusinessWeek*, *The Economist*, *Forbes*, *Fortune*, other financial and economic Websites
 - Useful local Websites
 - <http://www.set.or.th/en/index.html>
 - <http://www.sec.or.th/view/view.jsp?lang=en>
 - <http://www.tsi-thailand.org/>
 - <http://www.bot.or.th/Thai/Pages/BOTDefault.aspx>
 - <http://www.thaibma.or.th/>
 - <http://www.settrade.com>
 - <http://www.tfex.co.th/>
- Companies' websites

Grading Criteria:

Activity #	Assessment methods	Assessment week(s)	Proportion of assessment score
1	Assignments	1-15	10
2	Proctored remote mid-term examination* Topics covered: 1 – 5 Date & Time: TBA	After 7	40
3	Proctored remote final examination* Topics covered: 6 – 10 mainly (11 and 12 may be covered) Date & Time: TBA	After 15	50
*closed-book, with 2 pages on 1 piece of A4 cheat sheet		Total	100

A remark: A final grade is determined according to the following criterion (total points are rounded down).

Total Points	0-44	45-49	50-54	55-59	60-69	70-79	80-84	85-100
Grade	F	D	D+	C	C+	B	B+	A

Note:

Students are encouraged to (1) review concepts covered in AC201 (or AC291), FN201, and FN211, (2) complete required reading assignments before attending the class, (3) participate and ask questions in the class, and (4) review the concepts discussed in the class by doing practice problem sets.

Expected Learning Outcomes:

1. Morality and Ethics

Applicability	Learning Goals	Expected Learning Outcomes
□	1.1 Students possess honesty, sacrifice, self-, social-, and environmental responsibility.	1.1 Students commit no academic dishonesty.
N/A	1.2 Students value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	1.2 N/A
□	1.3 Students value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	1.3 Students are punctual and comply with the rules and regulations of the institution and society at large.
N/A	1.4 Students acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	1.4 N/A

2. Knowledge

Applicability	Learning Goals	Expected Learning Outcomes
N/A	2.1 Students acquire knowledge on and understand the important concepts in business management.	2.1 N/A
□	2.2 Students acquire knowledge on and understand the important social and science concepts related to business management.	2.2 Students understand various concepts in accounting, economics, mathematics, and statistics that are relevant to financial decision makings.

□	2.3 Students acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	2.3 Students are able to make sound financial decisions that enhance a firm's value.
□	2.4 Students acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	2.4 Students are informed about academic advancement and professional development in finance as well as its impacts on business.

3. Intellectual Development

Applicability	Learning Goals	Expected Learning Outcomes
□	3.1 Students are able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	3.1 Students are able to obtain relevant information for financial decision makings.
□	3.2 Students are able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	3.2 Students are able to incorporate concepts in accounting, economics, finance, mathematics, and statistics to solve financial problems in both certain and uncertain circumstances.
□	3.3 Students are able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages	3.3 Students are able to (1) collectively formulate solutions to financial problems faced by a firm and (2) analyze the impacts of the proposed solutions and (3) recommend the alternative that maximizes value.

4. Interpersonal Skills and Responsibilities

Applicability	Learning Goals	Expected Learning Outcomes
□	4.1 Students are able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	4.1 Students are able to work in team with no free-rider problems.
□	4.2 Students are creative and constructively criticize to solve problem of the team.	4.2 Students show no signs of unconstructive comments.
□	4.3 Students are responsible in lifelong learning to develop self and professional career.	4.3 Students are able to develop a lifelong learning skill.

5. Quantitative Analysis, Communication and Information Technology

Applicability	Learning Goals	Expected Learning Outcomes
□	5.1 Students are able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	5.1 Students are able to apply mathematics, statistics, and quantitative analysis in financial decision makings.
□	5.2 Students are able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	5.2 Students participate in the class, hand in assignments, and answer quiz and exam questions using effective verbal and written communication skills.
N/A	5.3 Students are able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	5.3 N/A
□	5.4 Students are able to utilize the information technologies or others to support the business operations.	5.4 Students are able to use one spreadsheet program to support financial decision makings.

Tentative Class Schedule:

Session; Date & Time (2021)	Topics	Activities/ Text & Materials/ Media
#1:	<p>(1) Financial Management and Firm's Value Course overview; financial managers' responsibilities; the primary objectives of business enterprises; firm's value model</p>	<p>- A lecture, a discussion, an assignment, and Excel</p> <p>Required reading FM 1; LN #1</p> <p>Optional reading FM 2, 3</p>
#2: #3:	<p>(2) Asset Pricing Models (Brief) Returns on investments; stand-alone risk; risk in a portfolio context; calculating beta coefficients; the relationship between risk and return: the CAPM; some concerns about beta and the CAPM; Multi-factors models; data sources</p>	<p>- A lecture, a discussion, and assignments</p> <p>Required reading FM 6; LN #2</p> <p>Optional reading FM 25</p>
#4: #5:	<p>(3) The Cost of Capital: Theory and Practice The concepts of the cost of capital; costs of debt, preferred stock, common equity: the CAPM approach, the discounted cash flow (DCF) approach, bond-yield-plus-risk-premium approach; weighted average cost of capital (WACC); the marginal cost of capital (MCC); the MCC schedule; adjusting the cost of capital for risk: the divisional cost of capital; techniques for measuring divisional betas; estimating the cost of capital for individual projects; flotation costs; some problem areas in the cost of capital; data sources</p>	<p>- A lecture, a discussion, video clips, assignments, and Excel</p> <p>Required reading FM 5, 6, 7, 9, 20; LN #3</p> <p>Optional reading FM 18</p>
#6:	<p>(4) Financial Forecasting Overview of financial forecasting; forecasting operations; projecting financial statements; additional funds needed (AFN); forecasting when the ratio changes</p>	<p>- A lecture, a discussion, an assignment, and Excel</p> <p>Required reading FM 2, 12; LN #4</p> <p>Optional reading FM 2, 3</p>

Session; Date & Time (2021)	Topics	Activities/ Text & Materials/ Media
#7:	<p>(5) Corporate Valuation Firm's value model; modifying accounting data for managerial decisions: calculating free cash flows; MVA® and EVA®; overview of corporate valuation; the corporate valuation model: estimating the value of operations, estimating the price per share</p>	<p>- A lecture, a discussion, an assignment, and Excel</p> <p>Required reading FM 2, 7; LN #5</p> <p>Optional reading FM 2, 3, 4, 7, 9</p>
Mid-term exam (Topics covered: 1 - 5)		
#8: #9:	<p>(6) Capital Structure Decisions: Theory and Practice Business and financial risk; capital structure theories: the Modigliani-Miller (MM) Model without taxes, the MM Model with corporate taxes, homemade leverage, illustration of the MM Models, the Miller Model with corporate and personal taxes, illustration of the Miller Model; the Hamada Model; the Trade-Off Models, criticisms of the MM and Miller Models; the Signaling Model: the Pecking-Order Model; the Agency Model: agency costs and firm's value; the Market-Timing Model; estimating the optimal capital structure; checklists for capital structure decisions</p>	<p>- A lecture, a discussion, video clips, and an assignment</p> <p>Required reading FM 13, 15, 26; LN #6</p> <p>Optional reading FM 4</p>
#10:	<p>(7) Distributions to Shareholders Theories of and empirical evidence on distributions: dividend irrelevance, bird-in-the-hand, tax differentials, clientele effect, information content or signaling, catering; distributions through stock repurchases; comparison of dividends and repurchases; other factors influencing distributions; stock splits and stock dividends</p>	<p>- A lecture, a discussion, video clips, an assignment, and Excel</p> <p>Required reading FM 14; LN #7</p> <p>Optional reading None</p>

Session; Date & Time (2021)	Topics	Activities/ Text & Materials/ Media
#11: #12:	<p>(8) Capital Budgeting: Cash Flow Estimation and Risk Analysis Estimating cash flows; identifying the relevant cash flows; evaluating capital budgeting projects: new and replacement project analyses; adjusting for inflation; techniques for measuring stand-alone risk: sensitivity analysis, scenario analysis, Monte Carlo simulation; incorporating project risk into capital budgeting; managing risk through phased decisions: decision trees; real options (optional); capital budgeting techniques (self-study); Lease-versus-buy decisions (if time permits); A comparison of 3 methods: FCFF, FCFE, and APV (if time permits)</p>	<p>- A lecture, a discussion, video clips, an assignment, and Excel</p> <p>Required reading FM 11, 19; LN #8</p> <p>Optional reading FM 4, 10</p>
#13: #14:	<p>(9) Supply Chain and Working Management The cash conversion cycle: an illustration, shortening cash conversion cycle, benefits; alternative net operating working capital policies: relaxed, restricted, moderate; alternative short-term financing policies: maturity-matching approach, aggressive approach, conservative approach</p>	<p>- A lecture, a discussion, video clips, an assignment, and Excel</p> <p>Required reading FM 16; LN #9</p> <p>Optional reading FM 2, 3</p>
#14: #15:	<p>(10) Providing Trade Credit Credit policies; setting the credit period and standards; setting the collection policy; cash discounts; other factors influencing credit policy; receivables management: monitoring the receivables position (days sales outstanding, aging schedules, the payment pattern approach); analyzing proposed changes in credit policies</p>	<p>- A lecture, a discussion, video clips, an assignment, and Excel</p> <p>Required reading FM 16, WC27; LN #10</p> <p>Optional reading FM 2, 3</p>
	<p>(11) Financing with Long-term Loans and Bonds (optional*) Long-term loans from banks; bonds: key characteristics of bonds; types of bonds: corporate bonds, government bonds, municipal bonds, foreign bonds, zero-coupon bonds, floating-rate bonds, payment-in-kind bonds, perpetual bonds, callable bonds, bonds redeemable at par, bonds issued with warrants, income bonds, indexed bonds, etc.; bond refunding operation *When time permits only. Not covered in the exam if not discussed in the class.</p>	<p>- A lecture, a discussion, an assignment, and Excel</p> <p>Required reading FM 5, 18; LN #11</p>

Session; Date & Time (2021)	Topics	Activities/ Text & Materials/ Media
	<p>(12) Equity and Hybrid Financing (optional*)</p> <p>Key characteristics of common stock; legal rights and privileges of common stock: control of the firm, the preemptive right; right offering; types of common stock: classified stock, founders' shares, tracking stock, non-voting depository receipt (NVDR); advantages and disadvantages of common stock; preferred stock: basic features, other types of preferred stock, advantages and disadvantages of preferred stock; warrants: key characteristics of warrants, initial market price of a bond with warrants, use of warrants in financing, wealth effects and dilution due to warrants, the component cost of bond with warrants; convertibles: conversion ratio and conversion price, the component cost of convertibles, use of convertibles in financing, comparison of warrants and convertibles</p> <p>*When time permits only. Not covered in the exam if not discussed in the class.</p>	<p>- A lecture, a discussion, an assignment, and Excel</p> <p>Required reading FM 7, 18, 20; LN #12</p>
<p>Final exam (Topics covered: 6 – 10, mainly, and 11 – 12 if discussed in the class)</p>		



Course Outline
FN312: INVESTMENT
Semester 2/2025

Number of Credit: 3
Prerequisite: (1) FN201 and (2) FN211

Course Description & Objectives:

This course aims to provide the student with a deeper understanding and appreciation of the complex questions and tradeoffs facing any investor, along with the necessary theoretical background for critically evaluating alternative investment strategies and the modern literature on investments. The course is designed to provide a conceptual framework for analyzing investment decisions, and the course will entail the use of a number of different statistical tools, ranging from the notion of probability distributions through linear regression analysis.

Main Text (Required):

Essentials of Investments, 11th Edition by Zvi Bodie and Alex Kane and Alan Marcus (ISBN: 9781260013924).

Suggested Readings (Optional):

Fama, Eugene F. and French, Kenneth R., (2015), [A five-factor asset pricing model](#), *Journal of Financial Economics*, **116**, issue 1, p. 1-22.

Grading Criteria:

Homework & Lab (25%), Participation & Quizzes (10%), Midterm Exam (35%), Final Exam (35%).

Students must take all exams and quizzes to pass the class. There will be no make-up exams without written documentation of an emergency such as hospitalization, military service, etc. Exams will not be rescheduled to facilitate holiday travel. Letter grades are final. Class attendance is required for the completion of the course.

Expected Learning Outcomes

ELO(s)	Major Emphasis	Minor Emphasis	Expected Learning Outcomes
1. Moral & virtue			
(1) □	Possess honesty, sacrifice, self-, social-, and environmental responsibility.	-	Attend class regularly, no plagiarism in reports, no copying of homework.
2. Knowledge			
(1) □	Acquire knowledge on and understand the important social and science concepts related to investment	-	Familiarity with financial concepts/models listed in class schedule.
3. Intellectual skills			
(1) □	Be able to systematically search and process information in order to solve business problems.	-	Complete self-study problem sets.
4. Interpersonal skills & responsibility			
(1) □	Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	-	Complete group assignments.

	professionally adaptive to a given situation.		
5. Numeral analytic, communication, and information technology skills			
(1) □	Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business problems and real-life situations.	-	Appropriately apply financial/mathematical knowledges in portfolio management, cost of capital analysis, intrinsic value of basic financial instruments and risk management.

* Major Emphasis: □, Minor Emphasis: □

Tentative Class Schedule:

Session	Topics	Readings
#1: Week 1	Investment Environment, Financial Instruments, Index system, Securities Markets	BKM Ch 1-3
#3: Week 2	Introduction to Risk and Return	BKM Ch 5
#3: Week 3	Computer Lab: S&P500 Risk-Return	TBD
#4: Week 4	Risk Aversion and Asset allocation	BKM Ch 5
#5: Week 5	Optimal Risky Portfolios, Capital Asset Pricing Model	BKM Ch 6,7
#6: Week 6	Efficient Market Hypothesis	BKM Ch 8
TBD	Computer Lab: Portfolio Optimizations	TBD
	Midterm Exam	
#8: Week 8	Fixed-Income Securities I: Basics & Valuation	BKM Ch 10
#9: Week 9	Fixed-Income Securities II: Bonds in Portfolio MGT	BKM Ch 11
#10: Week 10	Equity Valuation	BKM Ch 13
#11: Week 11	Computer Lab: Equity Valuation	TBD
#12: Week 12	Futures Markets and Risk Management	BKM Ch 17
#13: Week 13	Options Valuation I	BKM Ch 16
#14: Week 14	Options Valuation II	BKM Ch 16
#15: Week 15	Computer Lab: Advanced Portfolio Optimization	TBD
TBD	Review	TBD
	Final Examination	

Course Outline
FN313 International Finance
Semester 2/2025

Number of Credit: 3 credits

Prerequisite: **Curr 61:** (1) FN201, and (2) FN211, and (3) EE212 or EE214
Curr 66: (1) FN311, and (2) EE212 or EC214

Course Description: The financial management for international business and its international economic environment: international monetary system, the balance of current account, the balance of payment, the foreign exchange market; the application of financial instruments and derivatives in the international financial risk management, the roles of international financial institutions, such as the International Monetary Fund (IMF), the World Bank, and international financial corporations

Course Objectives:

- Students should understand the international business, international economic environment and international monetary system
- Students should understand various kinds of risk associated with international finance and how to manage risk with proper financial instruments and derivatives
- Students should understand the concept and composition of balance of payment
- Students should know how to apply financial instruments and derivatives in the international financial risk management
- Students should know about the roles of international financial institutions, such as the International Monetary Fund (IMF), the World Bank, and international financial corporations.

Expected Learning Outcomes FN313

1. Morality and Ethics

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Possess honesty, sacrifice, self-social, and environmental responsibility.	-
N/A	2. Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	-
□	3. Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Attendances, Quizzes
N/A	4. Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	-

2. Knowledge

Applicability	Expected Learning Outcomes	Evaluation Method
□	1. Acquire knowledge on and understand the important concepts in business management.	Quizzes, Midterm exam, Final exam
N/A	2. Acquire knowledge on and understand the important social and science concepts related to business management.	-
N/A	3. Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	-

N/A	4. Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	-
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3. Intellectual Development

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	-
□	2. Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	Project, Case study, Individual presentation
N/A	3. Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	-

4. Interpersonal Skills and Responsibilities

Applicability	Expected Learning Outcomes	Evaluation Method
□	1. Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	Project, Case studies, Book summary presentation
N/A	2. Be creative and constructively criticize to solve problem of the team.	-

N/A	3. Be responsible in lifelong learning to develop self and professional career.	-
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5. Quantitative Analysis, Communication and Information Technology

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	-
N/A	2. Be able to efficiently communicate in Thai and foreign languages that are relevant in doing Business.	-
N/A	3. Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	-
□	4. Be able to utilize the information technologies or others to support the business operations.	Project, Case studies, Book summary presentation

Remark: □ **Primary expected outcome** □ **Secondary expected Main Text:**

Resnick B.G., Eun C.S., International Financial Management (Eight Edition), McGraw-Hill.

Recommended Texts & Materials

1. Eiteman, D. K., Stonehill, A. I., and Moffett, M. H., Multinational Business Finance (14th Edition), Pearson, 2016. (ED)
2. Madura, J., International Financial Management (12th Edition), Florida Atlantic University, 2015. (MJ)

Suggested Readings: -

Grading criteria:

Book summary presentation	10%
Quizzes	25%
Project presentation	15%
Case study presentation	15%
Individual knowledge sharing	5%
Midterm Exam	15%
Final Exam	15%
Total	<u>100%</u>

Tentative Class Schedule:

Session Date & Time	Topics	Activities/ Text & Materials/ Media
1	Globalization and the multinational firm	Ch. 1
2	International monetary system	Ch. 2
3	Balance of payments	Ch. 3
4	The market for forex	Ch. 5
5	IRP	Ch. 6
6	Book summary presentation	
7 (Cancelled)	Managing transaction exposure	Ch. 8
	Midterm Exam	
8	Futures and options on forex	Ch. 7
9	Case study 1 presentation	
10	Managing economic exposure	Ch. 9
11	Managing translation exposure Interest rate and currency swap	Ch. 10 Ch. 14
12	International Banking and money market	Ch. 11
13	Case study 2 presentation	
14	International Bond market and International Equity market	Ch. 12 and Ch. 13
15	Final project presentation	
	Final Exam	

Course Outline
FN411: DERIVATIVES ANALYSIS
Semester 2/2025

Number of Credit: 3

Prerequisite: FN312

Course Description:

Fundamental principles of derivatives, including futures, forward contracts, options, warrants, swaps, and real options, derivatives pricing models, strategies for speculating or hedging

Course Objectives:

The students who can complete this course should:

- Understand the characteristics of futures, forward, option, warrant, and swap.
- Be able to price the above securities.
- Be able to design the proper strategies for speculating and hedging.

Expected Learning Outcomes FN411

1. Morality and Ethics

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Possess honesty, sacrifice, self-social, and environmental responsibility.	
N/A	2. Value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
□	3. Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Class participation
N/A	4. Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	

2. Knowledge

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Acquire knowledge on and understand the important concepts in business management.	
□	2. Acquire knowledge on and understand the important social and science concepts related to business management.	Quizzes, assignment, and exams
N/A	3. Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	

N/A	4. Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	
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3. Intellectual Development

Applicability	Expected Learning Outcomes	Evaluation Method
□	1. Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	Quizzes, assignment, and exams
N/A	2. Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	
N/A	3. Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	

4. Interpersonal Skills and Responsibilities

Applicability	Expected Learning Outcomes	Evaluation Method
□	1. Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	Group assignment
N/A	2. Be creative and constructively criticize to solve problem of the team.	

N/A	3. Be responsible in lifelong learning to develop self and professional career.	
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5. Quantitative Analysis, Communication and Information Technology

Applicability	Expected Learning Outcomes	Evaluation Method
□	1. Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	Quizzes, assignment, and exams
N/A	2. Be able to efficiently communicate in Thai and foreign languages that are relevant in doing Business.	
N/A	3. Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	
N/A	4. Be able to utilize the information technologies or others to support the business operations.	

Remark: □ Primary expected outcome □ Secondary expected Main Text:

John C. Hull. Options, Futures, and Other Derivatives. 11th edition or newer version. (M)

Recommended Texts & Materials:

- John C. Hull et al. *Fundamentals of futures and options markets*. 8th edition or newer version.
- R-45 Derivative markets and instruments, R-46 Basic derivative pricing and valuation. 2022 CFA Program Curriculum Level I.

Suggested readings:

** All class materials and assignments will be posted and submitted on MS Teams.

Grading Criteria:

Group Assignment	30%
Midterm Examination	30%
Final Examination	30%
Quiz and homework	10%
Total	<u>100%</u>

The grading criteria could be changed subject to the uncertainty.

Total score	0 – 49	50 – 54	55 – 60	60 – 64	65 – 74	75 – 84	85 – 89	90 – 100
Grade	F	D	D+	C	C+	B	B+	A

The above grading criteria is the strictest one. If the overall performance of the class is significantly below these criteria, the instructor can adjust the criteria for the benefit of the students.

Tentative Class Schedule:

Session / Date & Time	Topics	Activities/ Text & Materials*/ Media
TBA	- Introduction to derivatives - Introduction to options	(M) Ch. 1, 10 TFEX (www.tfex.co.th)
TBA	- Basic options valuation	(M) Ch. 11, TFEX
TBA	- Binomial options pricing model	(M) Ch. 13
TBA	- Black-Scholes-Merton options pricing model	(M) Ch. 14, 15
TBA	- Greeks - Volatility smirk	(M) Ch. 19, 20
TBA	- Options strategies for trading and risk management	(M) Ch. 12
TBA	- Introduction to futures market - Data from TFEX	(M) Ch. 2
Mid-term week		
TBA	- Forward and futures prices - Distributing Assignment	(M) Ch. 5
TBA	- Hedging with futures	(M) Ch. 3
TBA	- Interest rate futures and swaps 1	(M) Ch. 6, 7, 33
TBA	- Interest rate futures and swaps 2	(M) Ch. 6, 7, 33
TBA	- Interest rate futures and swaps 3	(M) Ch. 6, 7, 33
TBA	- Options on futures, currency derivatives, and exotic options - Assignment 2 is due - https://www.pbs.org/newshour/show/wallstreet (Is the 2015 spending bill a gift to big banks?)	(M) Ch 17, 18, 26
TBA	- Introduction to structured products - Monte Carlo simulation	(M) Ch. 22
TBA	- Q&A and wrap up	
Final Exam		



Course Outline
FN424 Investment Banking
Semester 2/2025

Number of Credit: 3 credits

Prerequisite: **Curr 61:** FN311
Curr 66: (1) FN311 and (2) FN312

Course Description:

Investment banking business; principles of value creations for firms and investors by mergers and acquisitions and business reorganizations; variety of investment banking activities, debt restructuring, initial public offering, and venture capital; applications of financial management and cases both in Thailand and abroad.

Course Outline

IS201: DIGITAL TECHNOLOGY FOR BUSINESS

Semester 2/2025

Number of Credit: 3 credits

Prerequisite: -

Course Description:

The key forces for change in business, how digital technology disrupts traditional business, digital business transformation, rethinking and redesigning of digital business, the new technology, applications, data and information platforms of digital business, managing digital business IT/IS infrastructure, Cyber security awareness and technology, and understanding how to use software for planning and decision making support of digital business operations in the agile environment.

Course Objectives:

1. To understand of role of information technology and communications in business and its impact on business / business process disruption.
2. To provide fundamental concepts and trends in information technology and information systems, and ethics / cyber security concerns.
3. To use software tool for fundamental business data collection and analysis of digital business operations.

Main Text:

1. Laudon, Kenneth C., and Laudon, Jane P.)2020 (Management Information Systems: Managing the Digital Firm, 16 ed., Pearson Education Inc
2. New Perspectives on Microsoft® Excel® 2013, Comprehensive, 1st Edition by June Jamrich Parsons, Dan Oja, Roy Ageloff, Patrick Carey, Carol DesJardins

Recommended Texts & Materials

Grading Criteria:

Midterm Examination	30%
Final Examination	30%
IT News individual presentation Attendance, Quizzes, Assignment Group Presentations	5% 15%
Total	<u>20%</u> 100%

Expected Learning Outcomes:

	1. Morality and Ethics	Expected Learning Outcomes
N/A	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	
N/A	1.2 Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
N/A	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Students have disciplines, pay respects to a teacher, and comply with regulations set in class and by the university.
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	
	2. Knowledge	Expected Learning Outcomes
N/A	2.1 Acquire knowledge on and understand the important concepts in business management.	Students understand the concepts of management, digital technology, and how companies use digital technology to help manage the organizations.
N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	

	1. Morality and Ethics	Expected Learning Outcomes
N/A	2.3 Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	
N/A	2.4 Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	

	3. Intellectual Development	Expected Learning Outcomes
N/A	3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	Students understand the concepts of information systems to take in data and convert into valuable information.
N/A	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	
N/A	3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	
	4. Interpersonal Skills and Responsibilities	Expected Learning Outcomes
N/A	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	Students can work in a team and at the end make a professional presentation.
N/A	4.2 Be creative and constructively criticize to solve problem of the team.	
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	
	5. Quantitative Analysis, Communication and Information Technology	Expected Learning Outcomes
N/A	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	
N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
N/A	5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	
N/A	5.4 Be able to utilize the information technologies or others to support the business operations.	Students understand how to apply the knowledge about IT and digital technologies to improve business operations and processes.

Tentative Class Schedule:

Session	Date & Time	Topics	Text
1	-	Introduction to the course	1
2	-	Innovation in Digital Technologies and Impacts on Business	1
3	-	Strategies and Digital Technologies	1
4	-	Strategies and Digital Technologies (2)	1
5	-	Business Analytics	1
6	-	Cybersecurity	1
7	-	Ethics, Security, and Social Issues	1
8	-	Using Microsoft EXCEL for fundamental information management (1) - Set up a workbook - Manipulate workbooks - Manipulate worksheets	1
9	-	Using Microsoft EXCEL for fundamental data analysis (2) - Work with data and EXCEL tables - Perform calculation on formulas and cell references - Use basic functions (Count and Sum, Financial, Statistical functions)	1
10	-	Using Microsoft EXCEL for fundamental data analysis (3) Create charts and graphic - Format worksheet, cells, and define styles - Print worksheets and charts	2
11	-	Using Microsoft EXCEL for fundamental data analysis (4)- -Goal seek -PivotTable -SUMPRODUCT -SUMIF	2
12	-	Advanced Features Vlookup, Hlookup, Breakeven point analysis	2
13	-	Excel Wrap up	2
14	-	Excel Quiz	
15	-	Group Presentation	

Course Outline

MA216: CALCULUS FOR SOCIAL SCIENCE I

Semester 2/2025

Number of Credit: 3

Prerequisite: -

Course Description: Limits and continuity of one variable functions, derivatives of algebraic functions and transcendental functions, implicit differentiation, higher order derivatives, Roll's theorem, the mean value theorem, applications of derivative for determining limits and maximum and minimum of functions, differentials and its applications, antiderivatives, indefinite integrals and integration, definite integrals and application of area solving, functions of several variables, limits and continuity of functions of several variables, partial derivatives, the chain rule, total differential and its applications.

No credit for students who are currently taking or have earned credits of MA111 or MA211 or MA218

Course Objectives:

- Introduces calculus and its applications
- Strengthens mathematical skills to prepare for higher-level mathematics
- Raises the appreciation for mathematics and its applications

Main Text: Stewart, James, Calculus, 8th ed., Cengage Learning, 2016.

Recommended Texts & Materials

- Anton, H., Bivens, I., and Davis, S. Calculus, 9th ed., John Wiley & Sons, Inc., 2009.
- L.J. Goldstein, D.C. Lay, and D.L. Schneider, Calculus and its Applications, 12th ed., Prentice Hall, 2010

Suggested Readings: Any calculus textbook

Grading Criteria*:

Midterm Examination 40%

Final Examination 50%

Quizzes/Assignments/Attendance/Participation 10%

**Note: Any change will be announced during the class.*

Expected Learning Outcomes: Students understand the course materials and can apply them to some related situations, as well as other related classes in the future.

Tentative Class Schedule

Week	Topic	Activities/Text & Materials/Media
1	Course Overview Limits and Continuity <ul style="list-style-type: none"> - Limits (An Intuitive Approach) - Computing Limits 	Lecture Discussion Practice
2	Limits and Continuity <ul style="list-style-type: none"> - Techniques for computing limits - Limits at Infinity 	Lecture Discussion Practice
3	Limits and Continuity <ul style="list-style-type: none"> - Limits of Trigonometric Functions - Continuity 	Lecture Discussion Practice Quiz

Week	Topic	Activities/Text & Materials/Media
4	Differentiation <ul style="list-style-type: none"> - The Derivative - Techniques of Differentiation 	Lecture Discussion Practice Quiz
5	Differentiation <ul style="list-style-type: none"> - The Chain Rule - Implicit Differentiation 	Lecture Discussion Practice Quiz
6	Differentiation <ul style="list-style-type: none"> - Derivatives of Logarithmic and Exponential Functions - Higher Derivatives 	Lecture Discussion Practice Quiz
7	Applications of Differentiation <ul style="list-style-type: none"> - Linear Approximations and Differentials - L'Hospital's Rule; Indeterminate Forms 	Lecture Discussion Practice Quiz
	Midterm Exam	
8	Applications of Differentiation <ul style="list-style-type: none"> - Related Rates - Rolle's Theorem; Mean Value Theorem 	Lecture Discussion Practice Quiz
9	Applications of Differentiation <ul style="list-style-type: none"> - Interval of Increase and Decrease; Concavity - Relative Extreme; First and Second Derivative Tests - Curve Sketching 	Lecture Discussion Practice Quiz
10	<ul style="list-style-type: none"> - Maximum and Minimum Values of a Function and applications Integration <ul style="list-style-type: none"> - Antiderivatives; The Indefinite Integral 	Lecture Discussion Practice Quiz
11	Integration <ul style="list-style-type: none"> - The Definite Integral - The Fundamental Theorem of Calculus - Evaluating Definite Integrals by Substitution 	Lecture Discussion Practice Quiz
12	Techniques of Integration <ul style="list-style-type: none"> - Integration by Parts - Improper Integrals 	Lecture Discussion Practice Quiz

Week	Topic	Activities/Text & Materials/Media
13	Applications of Definite Integral - Area Between Curves	Lecture Discussion Practice Quiz
14	Functions of several Variables - Function of Two or More Variable - Partial Derivatives	Lecture Discussion Practice Quiz
15	Functions of Several Variables - The Chain Rule - Total Differential and Its Applications	Lecture Discussion Practice Quiz
	Final Exam	

Course Syllabus
MK 311/MK211 Consumer Behavior
Semester 2/2025

Course Description:

A study of concepts and theories of behavioral analysis in order to understand consumer and their behavior. Topics include both traditional thinking, which emphasizes psychological and behavioral theory for purchasing decision-making process, as well as contemporary alternative theories, which emphasizes understanding consumer from social and cultural dimensions. This course covers the understanding of both individual and organizational behavior that influences the purchasing decision.

Prerequisite: MK 201

Course Objectives:

1. To understand consumer behavior as a vital constituent of marketing.
2. To be able to explicate the concept and process of consumer behavior.
3. To be able to critically analyze consumer behavior and to define relevant influences on the consumer's purchasing decision.
4. To be able to apply the students' knowledge of consumer behavior in their marketing careers and their everyday lives.

Main Texts:

Solomon, Michael (2020), *Consumer Behavior: Buying, Having, and Being*, Thirteenth edition, Harlow, United Kingdom: Pearson Education Limited.

Grading:

Class Participation	10 %
Assignments	30 %
Term Paper and Presentation	30 %
Final Examination	30 %
Total	<hr/> 100% <hr/>

Teaching Philosophy:

In class, teaching and learning aims to pursue a process of joint learning with students. That is, the lecturer introduces concepts and theories of Consumer Behavior to the class; then students share their experiences regarding the lectured concepts and theories. Hopefully, we learn from each other for ultimately we all are consumers!!!

Outside class, students are encouraged to do their own self-study as much as possible. As consumer behavior is a 'dynamic subject', assignments and the term paper intend to provide some of the necessary analytical skills needed.

Assignments and Term Project:

1. Assignments

Each assignment is an individual work; which students are required to submit in 'PowerPoint with Note' format via Google Classroom. The assignment file must be saved as 'Student Id-Assignment Topic.' Presentation of the work may also be required. Grading will be based on the quality of the analysis, discussion and/or presentation.

2. Term Paper

Students are required to form a term paper group (max. 9 people). Participation and involvement in the group's work by each individual will be taken into account for grading. That is, peer evaluation will be assessed. The term paper is to study a particular topic of consumer behaviour of the group's interest. Time allow for each presentation is maximum of 20 minutes. Each group is required to submit the list of group members. Information of each member should include name, student id, photograph and contact number/email/line name.

Expected Learning Outcome (TQF 3 Curriculum Mapping)

Morality and Ethics	Expected Outcome
1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	1.4 Acquire knowledge on and understand how to treat consumers ethically.
Knowledge	Expected Outcome
2.1 Acquire knowledge on and understand the important concepts in business management.	2.1 Acquire knowledge on and understand the important concepts in Consumer Behavior.
Intellectual Development	Expected Outcome
3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance.	3.1 Be able to employ various concepts in consumer behavior to acquire consumer insights; which will be useful for developing effective marketing strategies accordingly.
Interpersonal Skills and Responsibilities	Expected Outcome
4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	4.1 Be able to conduct a group project to study consumer behavior successfully.
Quantitative Analysis, Communication and Information Technology	Expected Outcome
5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	5.3 Be able to give a presentation on the study of consumer behavior to others.

Class Schedule

Session Date & Time	Topics	Activities/ Text & Materials/Media
#1:	Introduction to the Course <ul style="list-style-type: none"> • Course Description and Objectives • Teaching Philosophy • Course Administration • Course Schedule and Outline Overview of Consumer Behavior <ul style="list-style-type: none"> • Consumers in the Marketplace • Importance of Consumer Behavior • Consumer Behavior and Marketing • Scope of Consumer Behavior Study 	Discuss Course Syllabus Read Chapter 1
#2:	Consumers as Individuals <ul style="list-style-type: none"> • Perception 	Read Chapter 3 Class discussion
#3:	Consumers as Individuals <ul style="list-style-type: none"> • Learning and Memory 	Read Chapter 4 Assignment 1 Presentation Class discussion
#4:	Consumers as Individuals <ul style="list-style-type: none"> • Motivation • Consumer Fantasy, Fun and Escapism • Involvement • Emotions 	Read Chapter 5 Assignment 2 Presentation Class discussion
#5:	Consumers as Individuals <ul style="list-style-type: none"> • Attitudes • Attitude Change 	Read Chapter 8 Assignment 3 Presentation Class discussion
#6:	Consumers as Individuals <ul style="list-style-type: none"> • The Self: Traditional View • The Self: Alternative View • Personality 	Read Chapter 6 & 7 Assignment 4 Presentation Class discussion
#7:	Consumers and Symbolic Consumption: An Alternative View to Understand Consumers <ul style="list-style-type: none"> • Consumer Identity and Symbolic Consumption • Consumers and Meaning Appropriation • Possessions and the Extended Self 	Read Class Handout Assignment 5 Presentation Class discussion

Session Date & Time	Topics	Activities/ Text & Materials/Media
#8:	Consumers as Individuals <ul style="list-style-type: none"> • Lifestyle • Values and lifestyle System • Consumers and their Digital Lifestyle 	Read Chapter 7 Assignment 6 Presentation Class discussion
#9:	Consumers as Social Beings <ul style="list-style-type: none"> • Consumers and Social Structure • Consumers and Demographics • Consumers and Social Class 	Read Chapter 12 Class discussion
#10:	Consumers as Social Beings <ul style="list-style-type: none"> • Consumers and Reference Groups • Consumers and Family 	Read Chapter 11 & 13 Class discussion
#11:	Consumers as Social Beings <ul style="list-style-type: none"> • Consumers and Culture • Consumers and Subcultures • Cultural Changes and Diffusion <ul style="list-style-type: none"> ○ Media & Digital Society ○ Body Culture ○ Globalization ○ Postmodernity 	Read Chapter 14 Class discussion
#12:	Consumers as Decision Makers <ul style="list-style-type: none"> • Individual Purchase Decision Process • Consumer Satisfaction 	Read Chapter 9 Class discussion
#13:	Consumers as Decision Makers <ul style="list-style-type: none"> • Group and Family Decision 	Read Chapter 10 Class discussion
#14:	Other Sides of Consumers <ul style="list-style-type: none"> • The Dark Side of Consumer Behavior Consumer Behavior and Marketing <ul style="list-style-type: none"> • Marketing and Consumer Responsibility • Marketing and Consumer Research 	Read Chapter 2 Class discussion

Session Date & Time	Topics	Activities/ Text & Materials/Media
#15:	Group Project Presentation	Group Project Submission & Presentation
	Final Examination	



Course Outline
MK316 Distribution Channel Management
Semester 2/2025

Number of credits: 3 credits (3-0-6)

Prerequisites: *MK201*

Course Description

A study of distribution channel systems for traditional and modern trade, their roles, constraints on their management, and their integration into marketing strategy. Analysis of dynamic market factors, design and distribution of channels for effective and efficient management distribution networks, and strategic deployment of multi-channel marketing decisions to gain competitive advantages. Focus is on the roles, attitudes, and behavior of channel members, dimensions of channel power, management of channel conflict, channel incentive programs, coordination of channel relationships, and management of indirect channels. Particular attention is paid to the development, control, and evaluation of a distribution channel in both consumer and business markets.

Course Objectives

1. To understand the distribution channel management as part of Marketing Mix as the big picture or integrated perspective
2. To understand the factors influenced to the distribution channel and the management process
3. To understand the developing of distribution channel
4. To able to analyze & identify gap with recommendation from the actual cases given of the distribution channel case study
5. To understand the distribution channel management process
6. To able to develop the recommendation of channel management process

Course rules, Grading criteria

1. Class attendance is treated as one of the priorities of this course.
2. The preparation of text reading and the given assignments have to be fulfilled before the beginning of each session.
3. The lecture would focus on main topics with emphasis on interesting points for discussion among the class members.
4. Assignments base on individual and group efforts will be periodically given.

Grading:

1. Class Participation, Quiz, and Homework, Field trip & Guest Speaker write-up (individual)	25%
2. Assignment 1 (Group)	20%
3. Assignment 2 (Group)	20%
4. Assignment 2 (Individual)	5%
5. Final Exam	30%
Total	100%

Reference material

Main Text: "Marketing Channel" by Bert Rosenbloom, South_Western Cengage Learning, 2013

Suggested readings: "Marketing Channels" by Anne T. Coughlan, Erin Anderson, Louis W. Stern and Adel I. El-Ansary, 7th Edition, Pearson Education Inc., Upper Saddle River, New Jersey, 2006

Course plan

Session/Date & Time Instructor/Guest Speaker	Topics	Activities/Text & Materials/ Media
1.	<ul style="list-style-type: none"> ✓ Introduction to Channel Marketing Management ✓ Understanding of detailed course outline & assignment preparation ✓ Self-Introduction Part 1: Marketing Channel System <ul style="list-style-type: none"> • Chapter 1: Marketing Channel Concept 	Class Participation Power point Chapter1
2.	Part 1: Marketing Channel System <ul style="list-style-type: none"> • Chapter 1: Marketing Channel Concept • Chapter 2: Channel Participants <ul style="list-style-type: none"> ✓ Individual Assignment Detail & Topic Explanation ✓ Submit Group Name List ✓ Group Assignment 1 Explanation 	Class Participation Power point Chapter 2 Individual Assignment Sheet
3.	Part 1: Marketing Channel System <ul style="list-style-type: none"> • Chapter 3: The Environment of Marketing Channels <ul style="list-style-type: none"> ✓ Group Assignment 1 Topic Submission and Short Presentation 	Textbook Chapter3 Class Participation Power point Chapter3 Group Assignment Sheet
4.	Part 1: Marketing Channel System <ul style="list-style-type: none"> • Chapter 4: Behavioral Processes in Marketing Channels 	Textbook Chapter4 Class Participation Power point Chapter4
5.	Part 2: Developing the marketing channel <ul style="list-style-type: none"> • Chapter 5: Strategy in Marketing Channels • Chapter 8: Target Market and Channel Design Strategy <ul style="list-style-type: none"> ✓ Assignments Progress Report 	Textbook Chapter5&8 Class Participation Power point Chapter5&8
6.	<ul style="list-style-type: none"> • Group Assignment1 Presentation • Last day of Individual Assignment Submission • Feedback Group Assignment 1 	30 Minutes per group + 5 Minutes for Comments
7.	<ul style="list-style-type: none"> • Marketing Channels for B2C and B2B OR relevant topic 	Special topic
8.	Part 2: Developing the marketing channel <ul style="list-style-type: none"> • Chapter 6: Designing Marketing Channels <ul style="list-style-type: none"> ✓ Submit + Prepare Short Presentation: Topic for Group Assignment 2 	Textbook Chapter6 Class Participation Power point Chapter6

Session/Date & Time	Topics	Activities/Text & Materials/ Media
9.	Part 2: Developing the marketing channel <ul style="list-style-type: none"> Selecting the Channel Members Part 3: Managing the Marketing Channel <ul style="list-style-type: none"> Motivating the Channels Members 	Textbook Chapter7,9&14 Class Participation Power point Chapter7&14
10.	Part 3: Managing the Marketing Channel Product, Price & Promotion in Channel Management	Textbook Chapter10-12 Class Participation Power point Chapter10-12
11.	Part 3: Managing the Marketing Channel <ul style="list-style-type: none"> Logistic and Channel Management Evaluation Channel Member Performance 	Textbook Chapter 13 &9 Class Participation Power point Chapter 13&9
12.	Part 4: Additional Perspectives on Marketing Channels <ul style="list-style-type: none"> Electronic Marketing Channel and Omni Channel 	Guest Speaker
13.	Part 4: Additional Perspectives on Marketing Channels <ul style="list-style-type: none"> Franchise Marketing Channel Marketing Channel for Services Pre-Meeting Workshop for Group Assignment 2 	Textbook Chapter17-18 Class Participation Power point Chapter17-18
14.	Group Assignment Presentation ✓ Review for Final Exam	40 Minutes per group (Max) + 10 Minutes for Q&A Question & Answer for Final Exam
Final Exam		

Detail of Assignments:

Individual Assignment

Channel of Distribution (FMCG Products)

✓ Assignment will be done individually and submitted by TBA. You need to select and submit the topic for this assignment by TBA.

- ✓ **Fast-moving consumer goods (FMCG)** or **consumer packaged goods (CPG)** are products that are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries, over-the-counter drugs, processed foods and many other consumables.^{[1][2]} In contrast, durable goods or major appliances such as kitchen appliances are generally replaced over a period of several years.
- ✓ **Examples of FMCG Brands:** Coca – Cola, Pepsi, Oishi, Ishitan, Frito Lays, Sunsilk, Rexona, Apple, Samsung and etc.

✓ **Must Have Content in the individual Assignment:**

- Company Profile
- Key Marketing Strategies
- Distribution Channel Objectives
- Distribution Channel Strategy
- Analysis of Channel Design / Distribution Channel Structure/Type of Intermediaries/ Density of Intermediary/Channel Member / Member Selection
- Pro and Con Analysis of Distribution Channel
- Corrective Action or Recommendation needed

✓ **Submission** has to be done in written communication.

- Written: Maximum 5 A4 pages (printed version is required) on **TBA**.

Assignment1 (Group)

Around 5 to 6 students per group - submit student name and group name on **TBA**. Each group has to select the product of your own interest. The product has to be in Thai market. Your group has to find at least one other group that choose product within the same industry. For example, your group chooses Pepsi, another team may select Big Cola.

✓ **Topic submission TBA.**

✓ **Project Scope**

1. Situational Analysis (the analysis tools should cover but not limit to)

- 3Cs (Competitors, Consumers, Company)
- The Environment of Marketing Channels (from Ch3)
- Behavioral Process in Marketing Channels (from Ch4)
- SWOT Analysis focusing on Marketing Channels
- STP
- Strategy in Marketing Channels

2. Existing Marketing Channel Analysis

- Explain the Marketing Channel Structure and Analyze the Channel Flows
- Analyze the Channel Members
 - Who are they
 - Sales revenue of each channel member, contributing to the firm.

3. Comment and Suggestion

- Comment on the existing marketing channel (appropriateness, pros, cons, etc.), providing supported reason.
- Suggestion for gaining more sales from competitor(s), providing supported reasons. – must set the target to achieve

✓ **Submission** has to be done in oral and written communication.

- Written: Maximum 20 A4 pages – not include appendix.
- Draft report + slide via email on **TBA**.
- Final report both soft copy + printed version on **TBA**.

Oral presentation: 30 minutes presentation + 5 minutes for Q&A. 20% of the total score for this project will be given individually according to each student's performance during the presentation.

Assignment2 (Group and Individual)

Each group has to select the product of your own interest. The product has to be the new product (never been existed in Thai market).

✓ **This is a role playing assignment – 2 roles**

1st Role: Team of Channel Managers that has to present the designed marketing channels for this new product to the Top Executive Board. Each team has to act as the real Team of Channel Managers that has to defend their idea of marketing channels for the selected new product to the company's Top Executives. (20% as a group)

Submission

- Written: Maximum 30 A4 pages – not include appendix
- Draft report: soft copy of both report and slides on TBA.
 - Final report: soft copy and printed version of report on TBA.
- Oral presentation: Maximum of 40 minutes presentation + 10 minutes for Q&A.
- 20% of the total score for this project will be given individually according to each student's performance during the presentation.

2nd Role: Top Executive Board that has to give (a lot of) comments to the Team of Channel Managers' marketing channels. (5% individually)

Submission

Written and Verbal: each student need to ask question after the presentation from the other teams. You have to submit the questions in written format after the session. The score will depend on both quantity and quality of your questions that have been used to ask the other teams.

The outline and content to be covered for this assignment will be shared on TBA.

*****Plagiarism is a serious issue. If plagiarism is found, students will receive zero point for the assignment. Furthermore, if plagiarism is found more than one time from the same student, F grade would be given to the student unconditionally.**



Course Outline
MK326 International Marketing
Semester 2/2025

Number of Credit: 3 credits
Prerequisite: MK201

Course Description:

The course is designed to provide B.E. students a comprehensive understanding of international marketing theories and practices. This course will offer students the opportunity to develop and strengthen their international marketing strategies as they will be required to formulate new international businesses that will prepare them to become successful marketing managers in the future. Students will also be exploring global marketing problems and apply concepts to real life cases as this course enhances both strategic marketing perspectives combined with the actual implementation of the international marketing process. Student participation is one of the key learning success factors since this course will allow students to create and share ideas with one another either being in group or individual work.

Course Objectives:

1. To provide students an in-depth understanding of International Marketing in both theory and practice.
2. To identify, explore and work on practical international marketing cases and apply marketing concepts in business enterprises to further strengthen the understanding of how marketers operate in different countries.
3. To prepare students to become effective marketing managers by developing, apart from in-depth understanding of the strategic retail management process, but also in the area of analytical thinking, creativity, innovation and presentation, skills needed to succeed in the corporate world.

Expected Learning Outcomes

1. Morality and Ethics

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Possess honesty, sacrifice, self-social, and environmental responsibility.	
N/A	2. Value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
●	3. Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Students will understand and comply with rules and regulations and practice good work ethics in both team projects and individual class participation to achieve quality results.
N/A	4. Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	

2. Knowledge

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Acquire knowledge on and understand the important concepts in business management.	
●	2. Acquire knowledge on and understand the important social and science concepts related to business management.	Students can understand, adapt and apply all concepts, frameworks and theories into designing the global marketing strategy in detail and create impactful project presentations and reports.

N/A	3. Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	
N/A	4. Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	

3. Intellectual Development

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	
N/A	2. Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	
●	3. Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	Ongoing Group Project work will allow students to showcase "Plan, do, check act" by synergizing prior knowledge to various global business concepts in order to propose sound marketing strategies and solutions.

4. Interpersonal Skills and Responsibilities

Applicability	Expected Learning Outcomes	Evaluation Method
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N/A	1. Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	
●	2. Be creative and constructively criticize to solve problem of the team.	Intensive group project weekly assignments will give students' opportunity to create strong teamwork and provide the opportunity to brainstorm, analyze global market situations and create different international projects at satisfactory level.
N/A	3. Be responsible in lifelong learning to develop self and professional career.	

5. Quantitative Analysis, Communication and Information Technology

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	
N/A	2. Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
●	3. Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	Students will be creating impactful international business presentations and reports by achieving the following Assessment Criteria <ul style="list-style-type: none"> • thorough, focused and thoughtful analysis • strategic thinking • creative solutions • effective use of tools, techniques and concepts from the course • realism; and • communication and persuasion
N/A	4. Be able to utilize the information technologies or others to support the business operations.	

Remark: ● Primary expected outcome ○ Secondary expected

Main Text:

Philip R.Cateora, R.Bruce Money, Mary C. Gilly and John L.Graham, International Marketing (2020) 18th Edition, McGraw-Hill Education, New York, ISBN: 978-1-260-54787-0

Supplementary Reading:

All current International and local news from all sources, particularly on the Internet.

Grading:

Group Project Presentations and Report:	35%
Individual Attendance, participation & Assignments:	15%
Midterm Exam	20%
Final Exam	30%
Total	100%

Details of Assessment:

Midterm Exam 20% **Tuesday February 28th, 2023 15:00 -17:00 hrs.**
Final Exam 30% **Friday May 12th, 2023 13:30 – 16:30 hrs.**

Group Project Presentation and Report: 35%

Note: The Project begins on the first day of class with the formation of the project team. The team is required incorporate theories, concepts, models, and other relevant information (ex. Facts, figures, external source data) into the analysis for the project term paper as group work progress will be gradually developed throughout the semester via project mini presentations. The final presentation of approximately 15 mins. (TBC) will take place on the last day of class. All students must attend final project presentation. The booklet will be due on the day of the final exam.

Important Notice: Each student’s individual and team participation scores including the final project grade will be reflected from the Peer Evaluation. Students who do not submit peer evaluation on time will automatically receive zero points for team participation. In addition, scores for individual performance either in class or outside in group work will be taken seriously when computing the grades.

Individual Attendance, Participation & Assignments: 15%

Attendance and class participation (individual and group) will contribute to 15% of your grade. Participation includes class discussions (including assigned group work) and assignments. There will be open discussions and ‘brainstorming’ on the context, marketing cases and various business issues.

Important Notice: The 15% will cover your individual attendance, class participation and group project participation. Due to the intensity of the group projects, the peer evaluation will be seriously taken in consideration when scoring your individual performance.

Student Rules and Responsibilities: -

- Student is expected to do the reading of the Text Book to enhance understanding after lessons covered by instructor.
- Every class assignment (both individual and group) needs to be turned in on time. Late turn-in will be accepted with no score assigned to it.
- The instructor may not, sometimes, cover the whole chapter in detail; however, if those missing details are stated in the course syllabus, it is therefore students’ responsibility to review the material.
- **Important notice: Attendance is very important, therefore 3 late equals 1 absent and 3 absents you are not allowed to take the final exam. To be awarded full points, you are encouraged to come on time and attend class.**
-

Academic Honesty: You are expected to be honest in all of your academic work. Copying is plagiarism and will be treated as an honor code violation. Potential sanctions include failure in the course: “F” and suspension from the university.

Course Plan

Week	Topic	Chapter	Assignments and Activities
1	1.1 Class Introduction Review Syllabus Expectations 1.2 AN OVERVIEW: The Scope and Challenge of International Marketing	1	Group Work: Country- Project Group Formation, Introduction, in class exercise
2	2.1 The Scope and Challenge of International Marketing 2.2 The Dynamic Environment of International Trade	1,2	Group Work: Project Mini-Presentation 1: Chosen Country to develop Business

3	THE CULTURAL ENVIRONMENT OF GLOBAL MARKETS 3.1 History and Geography: The Foundation of Culture 3.2 Cultural Dynamics in Assessing Global Markets	3, 4	Group Work: Project Mini-Presentation 1: Chosen Country to Develop Business
4	THE CULTURAL ENVIRONMENT OF GLOBAL MARKETS 4. Culture, Management Style and Business Systems	5	Group Work: Project Mini-Presentation 2
5	5.1 The Political Environment: A Critical Concern 5.2 The International Legal Environment: Playing by the Rules	6,7	Group Work: Project Mini-Presentation 2

6	ASSESSING GLOBAL MARKET OPPORTUNITIES 6. Developing a Global Vision through Marketing Research	8	Group Work: Project Mini-Presentation 3
7	ASSESSING GLOBAL MARKET OPPORTUNITIES 7.1 Economic Development and the Americas 7.2 Europe, Africa, and the Middle East 7.3 The Asia Pacific Region	9,10,11	Group Work: Project Mini-Presentation 4
Midterm Exam			
8	8.GLOBAL TRADING SIMULATION		In Class Activity/ Group Work: Project Mini-Presentation 5
9	DEVELOPING GLOBAL MARKETING STRATEGIES 9.Global Marketing Management: Planning and Organization	12	Group Work: Project Mini-Presentation 6

10	DEVELOPING GLOBAL MARKETING STRATEGIES 10. Products and Services for Consumers	13	Group Work: Project Mini-Presentation 7
11	DEVELOPING GLOBAL MARKETING STRATEGIES 11. International Marketing Channels	15	Group Work: Project Mini-Presentation 8
12	DEVELOPING GLOBAL MARKETING STRATEGIES 12. Integrated Communications and International Advertising	16	Group Work: Project Mini-Presentation 9
13	DEVELOPING GLOBAL MARKETING STRATEGIES 13.1 Personal Selling and Sales Management 13.2 Pricing for International Markets	18	Group Work: Project Mini-Presentation 10
14	14. Group Consultation Session		Group Consultation for Project Work
15	15. Final Project Presentation	All groups presentation	Final Project Presentations
Final Exam			

Course Outline MK322

Retail Management

Semester 2/2025

Number of Credit: 3 credits

Prerequisite: MK311

Course Description:

The course is designed to provide students a comprehensive understanding of retail management concepts and theories. This course will offer students the opportunity to develop and strengthen their retailing strategies as they will be required to formulate new retail business that will prepare them to become successful marketing managers in the future. Students will also be exploring retail marketing problems and apply concepts to real life cases as this course enhances both a strategic marketing perspective combined with the actual implementation of the retailing process. Student participation is one of the key learning success factors since this course will allow students to create and share ideas with one another either being in group or individual work.

Course Objectives:

1. To provide students an in-depth understanding of Retail Businesses and its elements.
2. To explain retailing and the concept of retail marketing on a strategic level for both on local & international platforms.
3. To identify, explore and work on practical marketing cases and apply retail marketing concepts in business and non-business enterprises to further strengthen the understanding of retail management.
4. To prepare students to become effective marketing managers by developing, apart from in-depth understanding of the strategic retail management process, but also in the area of analytical thinking, creativity, innovation and presentation, skills needed to succeed in the corporate world.

Expected Learning Outcomes **MK322**

1. Morality and Ethics

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Possess honesty, sacrifice, self-social, and environmental responsibility.	
N/A	2. Value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
●	3. Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Students will understand and comply with rules and regulations and practice good work ethics in both team projects and individual class participation to achieve quality results.
N/A	4. Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	

2. Knowledge

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Acquire knowledge on and understand the important concepts in business management.	
●	2. Acquire knowledge on and understand the S important social and science concepts related to business management.	students can understand, adapt and apply all concepts, frameworks and theories into signing the global marketing strategy in tail and create impactful project sensations and reports.
N/A	3. Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	
N/A	4. Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	

3. Intellectual Development

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	
N/A	2. Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	
●	3. Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	Ongoing Group Project work will allow students to showcase "Plan, do, check act" by synergizing prior knowledge to various global business concepts in order to propose sound marketing strategies and solutions.

4. Interpersonal Skills and Responsibilities

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	
●	2. Be creative and constructively criticize to solve problem of the team.	Intensive group project weekly assignments will give students' opportunity to create strong teamwork and provide the opportunity to brainstorm, analyze retail market situations and create different retail projects at satisfactory level.
N/A	3. Be responsible in lifelong learning to develop self and professional career.	

5. Quantitative Analysis, Communication and Information Technology

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	
N/A	2. Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
●	3. Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	<p>Students will be creating impactful retail presentations and reports by achieving the following</p> <p>Assessment Criteria</p> <ul style="list-style-type: none"> • thorough, focused and thoughtful analysis • strategic thinking • creative solutions • effective use of tools, techniques and concepts from the course • realism; and • communication and persuasion
N/A	4. Be able to utilize the information technologies or others to support the business operations.	

Main Text:

Levy, Weitz, and Grewal (2019) Retailing Management, 10th Edition, McGraw-Hill International Edition, New York, ISBN: 978-1-259-06066-3

Supplementary Reading:

All current International and local news from all sources, particularly on the Internet.

Grading:

Group Project Presentations and Report:	35%
Individual Attendance, participation & Assignments:	15%
Midterm Exam	20%
Final Exam	30%
Total	100%

Details of Assessment:

Midterm **20%**

Final Exam **30%**

Group Project Presentation and Report: 35%

Note: The Project begins on the first day of class with the formation of the project team. The team is required incorporate theories, concepts, models, and other relevant information (ex. Facts, figures, external source data) into the analysis for the project term paper as group work progress will be gradually developed throughout the semester via project mini presentations. The final presentation of approximately 15 mins. (TBC) will take place on the last day of class. All students must attend final project presentation. The booklet will be due on the day of the final exam.

Important Notice: Each student's individual and team participation scores including the final project grade will be reflected from the Peer Evaluation. Students who do not submit peer evaluation on time will automatically receive zero points for team participation. In addition, scores for Individual performance either in class or outside in group work will be taken seriously when computing the grades.

Individual Attendance, Participation & Assignments: 15%

Attendance and class participation (individual and group) will contribute to 15% of your grade. Participation includes class discussions (including assigned group work) and assignments. There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues.

Important Notice: The 15% will cover your individual attendance, class participation and group project participation. Due to the intensity of the group projects, the peer evaluation will be seriously taken in consideration when scoring your individual performance.

Student Rules and Responsibilities: -

- Student is expected to do the reading of the Text Book to enhance understanding after lessons covered by instructor.
- Every class assignment (both individual and group) needs to be turned in on time. Late turn-in will be accepted with no score assigned to it.
- The instructor may not, sometimes, cover the whole chapter in detail; however, if those missing details are stated in the course syllabus, it is therefore students' responsibility to review the material.
- **Important notice: Attendance is very important, therefore 3 late equals 1 absent and 3 absents you are not allowed to take the final exam. To be awarded full points, you are encouraged to come on time and attend class.**

Academic Honesty: You are expected to be honest in all of your academic work. Copying is plagiarism and will be treated as an honor code violation. Potential sanctions include failure in the course: "F" and suspension from the university.

Course Plan

Week	Topic	Chapter	Assignments & Activities
1	Class Introduction Review Syllabus Expectations Ch.1 Introduction to the World of Retailing The Importance of Retailing Types of Retailers	1	Group Work: Group Formation, Introduction, Retail Exercise
2	Ch.1 Introduction to the World of Retailing Retailing Exercise Successful Retail Businesses Ch.2 Types of Retailers Different Characteristics that Define Retail Different Retail Types	1, 2	Group Work: Project Mini-Presentation 1: Chosen Retail Business
3	Ch.3 Multichannel Retailing Importance of Multichannel Opportunities and Challenges Experiential Shopping	3	Group Work: Project Mini-Presentation 1: Chosen Retail Business

4	Ch. 4 Customer Buying Behavior Process in Making Retail - Patronage/ Buying Decisions Different Types of Buying Process Social & Economical Influences Benefits of Market Segmentation	4	Group Work: Project Mini-Presentation 2
5	In Class Presentations & Review Assignments		Group Work: Project Mini-Presentation 3
6	Ch. 5 Retail Market Strategy Building sustainable Competitive Advantage Strategic Growth Opportunities Steps in Developing Strategic Plan	5	Group Work: Project Mini-Presentation 4
7	Ch. 6 Financial Strategy Strategic Objectives of a Retail Firm Strategic Profit Model Analyzing Growth Analyzing Financial Risks Performance Measures	6	Group Work: Project Mini-Presentation 5
Midterm Exam			
8	Ch. 7 Retail Locations Types of Retail Locations Characteristics of Different Retailers Match Locations to Retailer's Strategy	7	Group Work: Project Mini-Presentation 6
9	Ch. 8 Retail Site Location Factors Considered to Locating a Number of Stores Characteristics and Analyzing Trade Area/Site Site Selection Process Ch. 9 Human Resource Management Objectives of HRM	8,9	Group Work: Project Mini-Presentation 7

	<p>Activities Retail Employees Undertake</p> <p>Legal Issues to HRM</p>		
10	<p>Ch.12 Managing the Merchandise Planning Process Successful Merchandising Practices Organization & Performance Measures Merchandise Management Decisions</p> <p>Ch.13 Buying Merchandise Branding Options Building Strategic Relationships with Vendors</p>	12, 13	<p>Group Work: Project Mini-Presentation 8</p>
11	<p>Ch. 17 Store Layout, Design and Visual Merchandising Criteria for Designing a Store Best Technique for Merchandise Presentation</p> <p>Creating Customer Shopping Experience</p>	17	<p>Group Work: Project Mini-Presentation 9</p>
12	<p>Ch. 10 Information Systems and Supply Chain Management Strategic Advantage Generated by the Supply Chain Information/Merchandising Flow Retailer & Vendor Collaboration</p> <p>Ch. 11 Customer Relationship Management CRM Processes Consumer Shopping Data and Analysis Implementation of Successful CRM Programs</p>	10,11	<p>Group Work & Project Consultation Session Project Mini-Presentations 10: Store Layout, Design & Visual Merchandising</p>
13	<p>Ch. 14 Retail Pricing Retailer Price Setting Pricing Techniques to Increase Sales & Profits Legal & Ethical Issues</p> <p>Ch. 15 Retail Communications Mix</p>	14,15	<p>Project Consultation Session</p>

	New & Traditional Media Elements Building Brand Image and Customer Loyalty Developing Retail Communications Program		
14	Ch. 16 Managing the Store Recruiting, Socializing, & Training Managing Workers Store Manager Leadership Ch. 18 Customer Service Building Competitive Advantage via Customer Service Methods of Providing High-quality Service	16, 18	Project Consultation Session
15	Final Project Presentation	All groups presentations	Final Project Presentations
Final Exam			

MK319 Course Outline Semester 2/2025

Prerequisite: MK312

Course Description:

Digital marketing strategy course is to educate students to understand how to apply digital technologies to craft marketing strategies in responding to consumer and business markets in the digital era. The content of this course contains four parts that are issues and challenges of digital technologies in marketing competitive landscape, leveraging digital technologies to gain competitive advantage, digital marketing strategy formulation, and designing metrics to measure the success of digital marketing strategy.

Course Objectives:

- a) Students can analyze digital technologies' impact on the competitive landscape, driving to digital transformation.
- b) Students understand digital technologies as tools to craft a digital marketing strategy
- c) Students can apply digital technologies as part of a digital marketing strategy in developing an organization's competitive advantage.
- d) Students can determine key performance indicators to align with digital marketing strategy

Grading:

EVALUATION CRITERIA		Percentage
a)	Class Participation [Individual] [Morality and Ethics+ Knowledge + Intellectual Development] - In-class discussion - Student self-reporting method	10 + 5
b)	Class Attendance [Individual] [Morality and Ethics + Responsibility]	5
c)	Individual Assignments [Individual] page 5 [Morality and Ethics + Responsibility + Knowledge + Intellectual Development]	35
d)	Digital Marketing Strategy Group Report and Presentation [Group] page 3 [Interpersonal Skills and Responsibilities + Knowledge + Intellectual Development + Morality and Ethics]	45

Tentative class schedule

Week	Topic	Content
Module I: Issues and challenges of digital technologies in marketing competitive landscape		
1	MK319 Class Introduction Session	<ul style="list-style-type: none"> • Course Outline • Review of marketing strategy formulation process • Digital Marketing Strategy Landscape
2	Digital Transformation	<ul style="list-style-type: none"> • Process, People, and Technology • Business Model Development
3	Consumers in the Digital Era: Customer Decision Journey	<ul style="list-style-type: none"> • Customer decision journey [Moment of truth] • Customer centricity and insight
4	Consumers in the Digital Era: Customer Decision Journey	<ul style="list-style-type: none"> • Segmentation, Targeting, Positioning Review • Marketing funnel
Module II: Designing Objectives and Metrics to measure the success of the digital marketing strategy		
5	Digital Marketing Objectives and Digital Marketing Metrics	<ul style="list-style-type: none"> • Digital marketing objectives development • Marketing funnel review • Volume Metrics • Value Metrics • Cost Metrics
6	Online Value Proposition (OVP) Development	<ul style="list-style-type: none"> • Online value proposition development
7	Online Value Proposition (OVP) Development	<ul style="list-style-type: none"> • Service blueprint • Go to Market Strategy
Module III: Digital Marketing Strategy Formulation		
8	Digital Marketing Channels: Delivering the digital customer experience	<ul style="list-style-type: none"> • Omni Channel • O2O Channel • E-Marketplace
9	Digital Marketing Communication: Campaign Planning	<ul style="list-style-type: none"> • Digital Advertising
10	Digital Marketing Communication: Campaign Planning	<ul style="list-style-type: none"> • Content Marketing • Campaign planning
Module IV: Leveraging Digital Technologies to Gain a Competitive Advantage		
11	Chat Marketing	<ul style="list-style-type: none"> • Line OA + Line MyShop • Chatbot
12	Website Marketing and Search Marketing	<ul style="list-style-type: none"> • Website Marketing • Search Engine Optimization (SEO) • Search Engine Marketing (SEM)
13	Social Media Marketing	<ul style="list-style-type: none"> • Facebook Marketing
14	Project Consultation	
15	Student presentation	<ul style="list-style-type: none"> • Digital marketing strategy project presentation

Digital Marketing Strategy Project Report and Presentation (Group)

This class requires five teams for the project and presentation.

Objectives: a) students understand the process to develop digital marketing strategy
b) students can apply digital technologies and knowledge study throughout this course in generating a digital marketing strategy

Setting: Students can choose the project based on their preferences. The requirement is that the project shows students' ability to adopt digital technologies as part of marketing strategy. The examples of the project topic describe below. But this is not the specific project topic to follow.

Alternative #1: Develop new products or services with digital technologies as a core component. For example, Grab is the application developed from the gain/pain of the consumer in getting a taxi service. Multiple features have been created to provide convenience to the user, such as food delivery service, convenience store shopping, etc. Thus, alternative #1, students assume that your team is the start-up team, which present their project to get funding from venture capital firm.

Alternative #2: Your team adopts digital technologies to create a competitive advantage to solve the problem (or crisis) or seize the opportunity based on existing products and services. The technology can be part of any element of 4Ps or 7Ps.

Example 1: Value communication and delivery

During the Covid-19 lockdown, The Penguin Eat Shabu restaurant offered a shabu set with free shabu pot and distributed it through the Eventpop website. And the company keep partnering with existing digital technology provide in creating a channel to deliver the product to their customer. Thus, the company can survive during the crisis.

Example 2: Integrated Marketing Communication Campaign

Coke in Hong Kong would like to increase awareness of the TVC advertisement. Chok Chok campaign was developed by incorporating a mobile application app, combining gamification with point redemption. The campaign is one of the most successful campaigns in Hong Kong, both performance and brand impact.

Example 3: Business Diversification to match with the new shopper behavior.

Central is one of the big retail businesses in Thailand. The immigrating of consumers from offline to online channels challenge Central to join the e-commerce platform. The launching of central online cannot generate impact to the market. In 2018, Central joint venture with JD, China's largest retailer under JD Central's name.

Thus, alternative #2, students assume that your team is the company's marketing department, which presents their project to get budget approval in implementing the project.

Report and Presentation Content

Students can adjust the heading to match the content and storyline you want to deliver. However, you have to ensure that the content covers the following topics

- **INTRODUCTION**

This section includes the rationale for utilizing digital technology in creating a competitive advantage in this digital marketing strategy report and presentation

- **DIGITAL MARKETING STRATEGY: TOWS MATRIX**

This section includes the marketing landscape analysis, which provides essential SWOT analysis, used to create strategic alternatives based on the TOWS matrix.

- **DIGITAL MARKETING OBJECTIVE**

This section includes the SMART digital marketing objective. The marketing objective should lead to a financial objective, consisting of short-term, middle-term, or long-term depending on the topic selection.

- **TARGETING**

This section explains the characteristics of the target market for the online value proposition. It should consist of the justification in terms of financial and marketing benefits in penetrating this market.

- **POSITIONING STATEMENT**

Besides the position statement, this section should include a complete explanation for the online value proposition.

- **DIGITAL MARKETING STRATEGY**

This section answers the strategic direction to deliver the online value proposition to the targeting, which enables the organization to succeed, as stated in the objective.

- **DIGITAL MARKETING TACTICAL PLAN**

This section includes the proposal of a tactical plan, which dictates how the digital marketing strategy will implement. The section can be organized based on 4Ps or 7Ps marketing mix, which is developed based on the market landscape.

- **DIGITAL MARKETING METRICS**

This section includes all marketing metrics, which assign to be key performance index (KPI) for each tactical plan. This section has to align with the digital marketing strategy objective section, which is the end goal for this report.

- **BIBLIOGRAPHIES**

All the information from secondary sources has to be cited in APA format. You can download the EndNote program from this link <https://library.tu.ac.th/academic-support/endnote>. Or you can use online "citationmachine" to generate citation <https://www.citationmachine.net/apa/cite-a-book>

Report Style Instruction

- Page size : A4 size
- Font size : Heading Level 1 – Arial Font 12 pt. and Bold, left align
Heading Level 2 – Arial Font 10 pt. and Bold, left align
Body Text – Arial Font 10 pt. and Regular,
For new paragraph indent by 0.5 cm and 1.5 line spacing
- Line spacing : Single Space
- Margin : 1" for all 4 sides
- Bibliographies : APA style
-
- Page Limitation : Report Proposal - *no more than 5 pages inclusive**
Final Written Report - *no more than 30 pages inclusive**
**Title page (member namelist) + Appendix are excluded.*

Grading on Written Report and Oral Presentation

The marks will assign for written clarity based on the following evaluations

- Did you communicate ideas, data, and conclusions?
- Did you write with precision, clarity, and economy?
- Did you do extraordinarily well or do more of it than is expected? (This is the realm of not just doing the research report but doing something extra. I will know it when I read it.
- If elements are missing from the paper, it is subject to mark deduction.

Each group will have 15 minutes to present and 10 minutes for Q & A. And your Oral Presentation

- | | |
|--|-----------|
| a) Clarity: Does the presentation easy to understand and adequately motivated by material? | 30 Points |
| b) Coherence: Did the presenter provide information in an ordered, logical, professional manner? | 30 Points |
| c) Creativity: Did the presenter generate something extra? (I cannot identify, but I will know it when I see it) | 20 Points |
| d) Use of graphic aids: Were the figures, table, or other media aid easy to read and effectively illustrate the presenter's points? | 20 Points |

Submission Instruction

Report and presentation files have to submit via MS team assignment as scheduled. The file should include

- Report file
- PowerPoint file
- Other filetypes that use in the presentation

All file name should structure as **MK319-BE-ProjectName-FileContent**

Ex. MK319-BE-Coke-Report.docx, MK319-BE-Coke-Presentation.ppt, MK319-BE-Coke-Clip.mp4

Individual Assignment: Digital Marketing Skill Development

Part I: The proposal's content (1 page+appendix) should include the following info.

The main objective of this assignment is to allow students to develop digital marketing skills based on their preferences. There is no fixed format for this assignment.

- Specify the selected skill (s) - This should be part of your personal branding, which will benefit your internship or career path, especially digital-related professional
- Explain how the selected skill (s) link with digital marketing
- The current level of the chosen skill
- The expected level or outcome after pass through the practicing process. You need to ensure that it's a challenging level.
- Timeline of the practicing/learning/implementing process
- 1 A4-size page. + Appendix (no limit)
- Rubrics for proposal are relevant, challenging, communicable, coherent

Part II: The content of the final report (2 pages+appendix) should include the following info.

There is no fixed format for this assignment. The final report's main objective is to conclude what you have learned for 2 months and 15 days as part of students' digital marketing skills. The final report content should include the following info.

- Output skills (+Outcome) that you have learned or developed - Weblink, Fan page, IG, etc.
- Key Takeaways: What were the key takeaways for yourself. Students have to summarize what you have learned during the learning process. As indicated in your proposal, you can use this section to identify factors that make you cannot succeed.
- 2 A4-size page. + Appendix (no limit)
- Your write-up should be conclusive, communicable, understandable, and persuasive.
- Rubric for the final report are effort & output, report content, coherent/communicable/persuasive writing style

Submission Instruction

Microsoft team

Course Outline
OM201: OPERATIONS MANAGEMENT
Semester 2/2025

Number of Credit: 3 credits.

Prerequisite: none

Course Description:

Study of concepts, techniques and tools to design, analyze, and improve core operational capabilities, and their application to a broad range of industries. Topics include operations strategy, productivity, product/service design, process design, quality management, inventory management, project management, supply chain management, operational performance measurement, and operations for sustainability.

Course Objectives:

The objective of this course is to provide students with basic concepts and techniques in managing the operations of a production unit and/or a service organization, which leads to achieve excellent and sustainable operation and supply chain.

Main Text:

“Operations Management: Sustainability and Supply Chain Management” Global edition, 13th Edition, By Jay Heizer, Barry Render, Chuck Munson, Pearson, Published: 2020.

Recommended Texts & Materials:

Teaching notes and coursework from lecturer will be uploaded to MS Team.

Suggested Readings:

Business newspapers and magazines

Grading Criteria:

Grades	Percentage
A	85-100
B+	75-84
B	70-74
C+	65-69
C	60-64
D+	50-59
D	40-49
F	0-39

Evaluation Methods:

Methods/Activities	Week	Weighted score
Individual in-class assignments (3 x 5%)	3, 12, 14	15%
Group reports and presentations (2 x 10%)	6, 15	20%
Class participation		5%
Class attendance		5%
Midterm exam		25%
Final exam		30%
Total		100%

Expected Learning Outcomes:

	1. Morality and Ethics:	Expected Learning Outcomes:
□	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	<ul style="list-style-type: none"> - Attend classes with good manners and punctuality. - Plagiarism and wrong grammar in reports or assignments shall be not apparent. - Submit assignments and reports on time. - Corporate social responsibility, social enterprise and other sustainability concepts shall be integrated in reports.
N/A	1.2 Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
N/A	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	
	2. Knowledge:	Expected Learning Outcomes:
N/A	2.1 Acquire knowledge on and understand the important concepts in business management.	
□	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	<ul style="list-style-type: none"> - Major social and science concepts related to business management shall be applied in reports or assignments.
□	2.3 Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	<ul style="list-style-type: none"> - Major operations management concepts shall be tested in midterm and final examinations.
□	2.4 Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	<ul style="list-style-type: none"> - Analysis of real cases with poor operations shall be done in reports.
	3. Intellectual Development:	Expected Learning Outcomes:
N/A	3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	
□	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	<ul style="list-style-type: none"> - Analysis of real cases with poor operations shall be done in reports.
N/A	3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	
	4. Interpersonal Skills and Responsibilities:	Expected Learning Outcomes:
□	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	<ul style="list-style-type: none"> - Accomplish group assignments and group presentations with reasonable effort. - Human relations and other social skills shall be gradually improved.

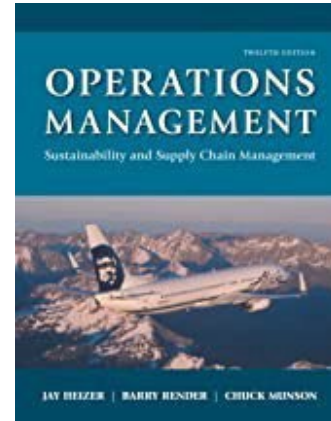
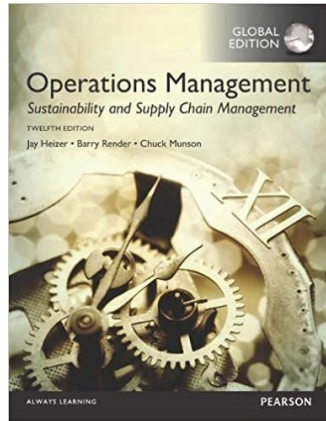
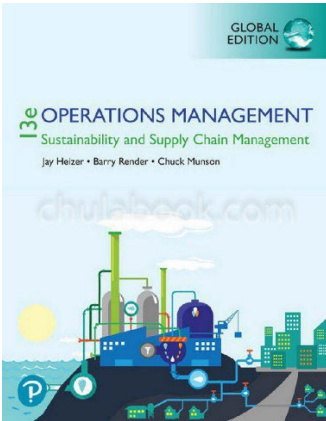
N/A	4.2	Be creative and constructively criticize to solve problem of the team.	
N/A	4.3	Be responsible in lifelong learning to develop self and professional career.	
	5. Quantitative Analysis, Communication and Information Technology:		Expected Learning Outcomes:
□	5.1	Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	- Statistical and quantitative analysis shall take part in midterm and final examinations.
N/A	5.2	Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
□	5.3	Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	- Well-organized structure of written reports or assignments shall be apparent. - Professional presentation shall be proven and competitive in reports.
□	5.4	Be able to utilize the information technologies or others to support the business operations.	- Solutions and recommendations based on recent technologies shall be proposed in reports.

Tentative Class Schedule:

Week	Date	Topic	Material and Activities
1		Course Introduction <ul style="list-style-type: none"> • Course Syllabus • Learning Expectation • Class Networking Operations and Productivity (1/2) <ul style="list-style-type: none"> • What is Operations Management? • Characteristics of Goods and Services 	Lecture & Discussion Chapter 1
2		Operations and Productivity (2/2) <ul style="list-style-type: none"> • Single Factor and Multi-Factor Productivities • Ethics, Social Responsibility, and Sustainability in OM • Exercises on Productivity Calculation 	Lecture & Exercise Chapter 1
3		Product and Service Design (1/2) <ul style="list-style-type: none"> • Design Thinking • Product Development Process Group Report #1: Product & Service Design- Instruction Individual Assignment on Productivity Calculation	Lecture & Discussion Chapter 5 Individual Assignment #1 (5%)
4		Product and Service Design (2/2) <ul style="list-style-type: none"> • Service Blueprinting • Elements of Good Design • Product Life Cycle 	Lecture & Discussion Chapter 5
5		Process Design (2/2) <ul style="list-style-type: none"> • Process Type Selection and Strategies • Facility Layout • Process Analysis and Design • Seven Wastes • Process Tools and Improvement • Service Process Design 	Lecture & Discussion Chapter 7

Week	Date	Topic	Material and Activities
6		Presentation of Group Report #1 on Product & Service Design	Presentation Group Report #1 (10%)
7		Supply Chain Management <ul style="list-style-type: none"> • Definition and Importance of Supply Chain • Sourcing Strategies • Performance of Supply Chain Wrap up for Midterm Examination	Lecture & Discussion Chapter 11
Midterm Examination (25%)			
8		Operations Strategies for Sustainability <ul style="list-style-type: none"> • Mission and Vision • Core Competencies, Competitive Advantage, and Outsourcing • Low Cost, Differentiation, and Response Strategies • Global Operations Strategies Group Report #2: Strategy Formulation-Instruction	Lecture & Discussion Chapter 2
9		Quality Management (1/2) <ul style="list-style-type: none"> • Definition and Importance of Quality • Determinants of Product Quality & Service Quality • Cost of Quality • Total Quality Management Concepts 	Lecture & Discussion Chapter 6
10		Quality Management (2/2) <ul style="list-style-type: none"> • ISO 9001 • Basic 7 QC Tools 	Lecture & Discussion Chapter 6 ISO 9001 Publications
11		Inventory Management (1/2) <ul style="list-style-type: none"> • Definition and Importance of Inventory • ABC Model 	Lecture & Exercise Chapter 12
12		Inventory Management (2/2) <ul style="list-style-type: none"> • Basic EOQ Model • Inventory Control & Management Individual Assignment on Inventory Calculation	Lecture & Exercise Chapter 12 Individual Assignment #2 (5%)
13		Project Management (1/2) <ul style="list-style-type: none"> • Importance of Project Management • Project Planning, Scheduling, and Controlling • Roles of Project Manager • Project Network Drawing • Critical Path Method: CPM 	Lecture & Exercise Chapter 3
14		Project Management (2/2) <ul style="list-style-type: none"> • Cost-Time Trade-Offs and Project Crashing Individual Assignment on Projection Management Calculation	Lecture & Exercise Chapter 3 Individual Assignment #3 (5%)
15		Presentation of Group Report #2 on Strategy Formulation Wrap up for Final Examination	Presentation Group Report #2 (10%)
Final Examination (30%)			

Suggested Texts: Recent Editions



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Course Outline

ST216: STATISTICS FOR SOCIAL SCIENCE I

Semester 2/2025

Number of credits: 3 credits (3-0-6)

General Information:

This course provides an introduction to the concept and applications of Statistics for Economics. As a practicing economist, you would have come across a tremendous amount of information that is contained in data. Statistics helps you extract and understand this information. It answers questions such as, how should we summarize this mountain of data? And, to what extent should you really believe these numbers and their implications? It thus helps complement your economics knowledge, experience and intuition with the knowledge that is contained in the numbers that you come across, which ultimately leads to better decision-making.

The course does not require advanced math knowledge, and your performance in this course will depend on conceptual skills that you develop through assignments, exercises, and class lectures. Some of you might have taken statistics from high school. These courses do not necessarily promise your success in this class because statistics courses vary in terms of content and approach.

Course Description:

Introduction to descriptive statistics; index numbers; unconditional and conditional probability; random variables and probability distribution; unconditional and conditional expectations; elementary sampling and sampling distribution; estimation and hypotheses testing for one population; statistical package results interpretation.

Prerequisites: -



Course Syllabus

TU103 Life and Sustainability

Semester 2/2025

Number of credits: 3 credits (3-0-6)

Course Description

This course provides an introduction to the importance of life-cycle systems perspectives in understanding major challenges and solutions to achieving more sustainable societies in this changing world. Students will learn about the relationship between mankind and the environment in the context of energy and resource use, consumption and development, and environmental constraints. Furthermore, an examination of social conflict and change from the life-cycle perspective will be used to develop an understanding of potential solution pathways for sustainable lifestyle modifications.

Course Contents: The course teaching is divided into three modules (each module five 3-hrs session) as follows

Week	Date	Topic	Content
<i>Module 1: Environmental Science</i>			
1		Concept of Life and Sustainability	Scope and definition, various types of sustainability, World population
2		Science related to sustainability	Ozone depletion, Climate change and global connectivity, Electricity, Thermodynamics
3		Personal Consumption: measurement and its environmental effect	Material life cycle (Story of stuff Clip), ecological footprint, carbon foot print
4		Environmental Protection Engagement	Zero-waste life (Green consumerism), Public campaign, Change and inspiration, Fishing game
5		Project Module 1: Presentation	Thai footprint & Inspiration project and module reflection
<i>Module 2: Built Environment and Sustainability</i>			
6		Built Environment and its Effect	
7		Built Environment: Personal Level	
8		Built Environment: Landscape & City	
9		Built Environment toward Sustainability	
10		Project Module 2: Presentation	Eco-Design competition: rapid prototype, 3-D Prototype
<i>Module 3: Economics and Environment for Sustainability</i>			
11		Global economic development and sustainability	Overview, class activity
12		Thai economic development and sustainability	Overview, class activity
13		Sustainable Solutions	Polluter pay principle, payment for ecosystem service, tax policy, green society
14		Key Success Factor toward Life-long Sustainability	Case study and discussion
15		Project Module 3: Presentation	Policy competition

Evaluation:

Items	Module 1
1. Class participation & Attendance	10%
2. Project result and presentation	15%
3. Final Exam (9:00-11:00 on 2 June 2018)	25%
Total	100%



Course Outline
TU107 Digital Skill and Problem Solving
Semester 2/2025

Number of Credit: 3 credits

Prerequisite: None

Course Description:

Basic computational thinking skill for solving problems and developing new social and economic opportunities. Efficient access and search for information. Information reliability evaluation. Filtering and managing information systematically. Ethical digital usage and professional online communication.

Course Objectives:

This course covers the standard methods of descriptive statistics and some statistical inference needed for economics. The purpose of the course is to provide students in the economic sciences with enough understanding of statistical ideas and methodology to communicate knowledgeably and effectively with specialists in these technical areas. Upon successful completion of this course, students will be able to complete the following tasks:

1. Explain basic concepts of social statistics (e.g., population, sample, sampling distribution).
2. Summarize numeric data by computing descriptive statistics (e.g., mean, variance) and by creating tables and graphs. For each procedure, students will learn a hand calculation method (using calculators) and a computer method (using software called SPSS-computer outputs interpretation).
3. Compute various inferential statistics (e.g., z, t and chi-square statistics) using both hand calculation and computer method (computer outputs interpretation)
4. Parameter estimations and test hypotheses applying probability theory.
5. Explain the differences among various statistical techniques and identify an appropriate technique for a given set of variables and research questions.

The widespread availability of computer software packages is revolutionizing statistics education. Each year, more and more students enter statistics course with a good experience in computer technology and an expectation of using computer packages to solve problems in statistics. Because of this trend, this course will also focus on reading and interpreting the computer outputs. The computer software used in the course is SPSS for windows.

Main Text:

Anderson, David R., Sweeney, Dennis J., Williams, Thomas A., Camm, Jeffrey D., and Cochran, James J. **Statistics for Business and Economics**. Thirteenth Edition. Cengage Learning, 2017.

Other Recommended Book:

1. Berenson, Mark L., Levine, David M., and Krehbiel Timothy C. **Basic Recommended Business Statistics**. Eleventh Edition. Pearson/Prentice Hall, 2009.
2. Lind, Douglas A., Marchal, William G., and Wathen, Samuel A. **Basic Statistics for Business and Economics**. Seventh Edition. McGraw-Hill Irwin, 2011.
3. McClave, James T., Benson, P. George, and Sincich, Terry. **Statistics for Business and Economics**. Eleventh Edition. Student Edition. Prentice Hall, 2011.
4. Newbold, Paul, Carlson, William L., and Thorne, Betty. **Statistics for Business and Economics**. Fifth Edition. Pearson Education, Inc., 2003.

Grading Policy:

- | | |
|------------------------|-----|
| 1. Midterm Examination | 45% |
| 2. Final Examination | 50% |
| 3. Attendance | 5% |

The course grades will be based on two exams (individual performance) and homework or quizzes (individual performance). Grading scheme is as follows.

Teaching Plans:

Week	Topics
1-2	1. Data and Statistics
	1.1 What is Statistics?
	1.2 Types of Statistics
	1.2.1 Descriptive Statistics
	1.2.2 Statistical Inference
	1.3 Statistical Data
	1.3.1 Data, Element, Variable
	1.3.2 Types of Data
	1.4 Scales of Measurement
	1.4.1 Nominal Scale
	1.4.2 Ordinal Scale
	1.4.3 Interval Scale
	1.4.4 Ratio Scale
2-3	2. Describing Data: Frequency Tables, Frequency Distributions and Graphic Presentation
	2.1 Summarizing Qualitative Data (Categorical Data)
	2.1.1 Frequency Distribution
	2.1.2 Relative Frequency Distribution
	2.1.3 Bar Charts and Pie Charts
	2.2 Summarizing Quantitative Data (Numerical Data)
	2.2.1 Frequency Distribution
	2.2.2 Relative Frequency Distribution
	2.2.3 Histogram and Frequency Polygon
	2.2.4 Cumulative Frequency Distributions
	2.2.5 Stem-and-Leaf Displays
4	3. Measures of Location
	3.1 Mean
	3.1.1 Population Mean
	3.1.2 Sample Mean
	3.2 Weighted Mean
	3.3 Median
	3.4 Mode
	3.5 Percentiles, Deciles and Quartiles
5-6	4. 4.1 Measures of Dispersion (Measures of Variability)
	4.1.1 Range
	4.1.2 Interquartile Range
	4.1.3 Mean Deviation
	4.1.4 Variance and Standard Deviation
	4.1.5 Coefficient of Variation
	4.2 Exploratory Data Analysis: Box-Plot

6-7	5. Introduction to Probability
	5.1 Random Experiment and Sample Space
	5.2 Approaches to Probability
	5.2.1 Classical Probability
	5.2.2 Relative Frequency Probability
	5.2.3 Subjective Probability
	5.3 Properties of Probabilities
	5.4 Rules of Addition
	5.5 Conditional Probability
	5.6 Rules of Multiplication
	5.7 The Bayes' Theorem
	5.8 The Multiplication Formula
	5.10 The Permutation Formula
	5.11 The Combination Formula
8	Midterm Exam Date: (TBA)
9	6. Discrete Probability Distributions
	6.1 Random Variables
	6.1.1 Discrete Random Variables
	6.1.2 Continuous Random Variables
	6.2 Expected Values and Variances of Random Variables
	6.3 The Binomial Probability Distribution
	6.4 The Poisson Probability Distribution
10	7. Continuous Probability Distributions
	7.1 General Probability Distributions for Continuous Random Variables
	7.2 Normal Probability Distribution
	7.3 Areas under the Normal Curve
	7.4 Normal Approximation to the Binomial Probability Distribution
11	8. 8.1 Bivariate Distributions
	8.2 Conditional Probability Function
	8.3 Conditional Expectation
11-12	9. Sampling and Sampling Distributions
	9.1 Methods of Probability Sampling
	9.2 Sampling Distribution of the Mean, Proportion
	9.3 Standard deviation of Sample Mean
	9.4 Central Limit Theorem
	9.5 Point Estimation
12-13	10. Interval Estimation
	10.1 Interval Estimation of a Population Mean: Known Population Standard Deviation
	10.2 Interval Estimation of a Population Mean: Unknown Population Standard Deviation
	10.3 Interval Estimation of a Population Proportion
	10.4 Determining the Sample Size

14-15	11. Hypothesis Testing
	11.1 Developing Null and Alternative Hypotheses
	11.2 Steps of Hypothesis Testing
	11.3 Type I and Type II Errors
	11.4 One-Tailed and Two-Tailed Tests of Significance
	11.5 Hypothesis Tests about a Population Mean
	11.5.1 Known Population Variance
	11.5.2 Unknown Population Variance
	11.6 Hypothesis Tests about a Population Proportion
	11.7 Hypothesis Tests about a Population Variance
16	12. Index Numbers
	12.1 The Meaning of Index Numbers
	12.2 Types of Index Numbers
	12.2.1 Price Indexes
	12.2.2 Quantity Indexes
	12.2.3 Value Indexes
17	Final Exam Date: (TBA)

Course Outline
TU122 Law in Everyday Life
Semester 2/2025

Number of Credit: 3 credits
Prerequisite: -

Course Description:

To study general aspects of law as correct patterns of human conduct in society. To equip learners with basic principles of public law (rules of law), and its values which are associated with citizens' moral core. To provide basic knowledge in public law and private law, involving the issues of rights and duties, the usage and interpretation of law principles, with an emphasis on case studies in our daily lives.

Course Objectives:

This course is aimed at providing students with basic knowledge of various areas of law, mainly private law, public law, and criminal law, which are involved in everyday life.

Expected Learning Outcomes:

The students are expected to acquire basic understanding of law and the legal system of Thailand, their rights and duties arising from the constitution, contracts, among others. They are also expected to be able to identify legal issues and understand legal arguments.

Main Text:

Raymond Wacks, *Law: A Very Short Introduction* (OUP 2008)

Michael Doyle, *Doyle's Practical Guide to Thailand's Business Law* (Seri, Manop & Dolye Ltd 2009)

Recommended Texts & Materials

Required reading will be uploaded to the platform on a weekly basis.

Suggested Readings:

Twekiat Menakanit, *General Principles of Criminal Law* (Faculty of Law Thammasat University 2014)

Andrew Harding and Peter Leyland, *Constitutional System of Thailand: A Contextual Analysis* (Hart Publishing 2011)

Grading Criteria:

Midterm Examination	30%
Final Examination	40%
Presentation	20%
Attendance	10%
Total	100%

Tentative Class Schedule:

Session/Date & Time	Topics	Activities/ Text & Materials/ Media
#1:	Introduction to Thai law and Sources of Law	Lecture / discussion
#2:	Sources of Law (cont.)	Lecture / discussion
#3:	Private Law Rights	Lecture / discussion
#4:	Formation of Contract, Validity of Contract, and Breach of Contract (1)	Lecture / discussion
#5:	Formation of Contract, Validity of Contract, and Breach of Contract (2)	Lecture / discussion
#6:	Formation of Contract, Validity of Contract, and Breach of Contract (3)	Lecture / discussion
#7:	Formation of Contract, Validity of Contract, and Breach of Contract (4)	Lecture / discussion
	Mid-Term Examination: TBA	
#8:	Juristic Persons (1)	Lecture / discussion
#9:	Tort Law (1)	Lecture / discussion
#10:	Tort Law (2)	Lecture / discussion
#11:	Criminal Law and Criminal Offences (1)	Lecture / discussion
#12:	Criminal Law and Criminal Offences (2)	Lecture / discussion
#13:	Environmental Law and Business (1)	Lecture / discussion
#14:	Environmental Law and Business (2)	Lecture / discussion
#15:	Review	Lecture / discussion
	Final Examination: TBA	

Course Outline
TU116 Man and Arts, Visual Art, Music and Performing Arts
Semester 2/2025

Number of Credit: 3 credits

Prerequisite: -

Course Description:

This course is a study of art in relations to its function and development of people, society and environment by focusing on, music, visual arts, and performing arts. It explores how socio-political and cultural context have an impact on global, local, and individual perceptions and philosophy, which in turn shape the creative works of arts. This course also aims to raise student's appreciation for the arts.

Expected Learning Outcomes:

- 1) Students acquire basic knowledge and awareness of how cultures, and socio-political context have an impact on global, local, and individual perceptions, which in turn shape the creative works of arts.
- 2) Students gain appreciation for various art forms (visual art, music, performing arts(theatre))
- 3) Students understand the essential roles of music, visual art, performing arts in the human experience.

Main Text:

For PDF Files of certain reading assignments, as told by specific instructor, please download from the MS Team (or MOODLE page).

Certain reading Packets might be available for copy making at the B.E. Xerox shop. If assigned, please make sure that you obtain the reading packet **before** attending class.

Visual Arts:

Sachant, Pamela and Peggy Blood. **Introduction to Art: Design, Context, and Meaning**. University of North Georgia Press, 2016. (PDF)

Music: "Art of Modern Classical Music" (PDF)

Performing Arts: Arnold, Stephanie. **The Creative Spirit: An Introduction to Theatre**. Mountain View, Mayfield Publishing, 2001-2014, 6th Edition.

Recommended Texts & Materials: -

Suggested Readings: Suggested Readings: The AB Guide to Music Theory Part 1 by Eric Taylor (ABRSM)

30,000 Years of Art: The Story of Human Creativity across Time and Space.
London ; New York: Phaidon, 2007.

Gombrich, E. H. **The Story of Art**. New York: Phaidon Publishers; distributed by Oxford University Press,1966.

Kamien, Roger. **Music, An appreciation** 12th ed. McGraw-Hill Education, 2018.

Moretti, Dan & Matthew Nicholl & Oscar. **Essential Grooves**. Stagnaro Sher Music Co.

Fischer-Lichte, Erica. **The Routledge Introduction to Theatre and Performance Studies 1st Edition**.

Wilson, Edwin. **The Theatre Experience**. (14th Edition.) McGraw Hill, 2019.

โกวิทช์ ชันชศิริ. **ดุริยางคศิลป์ ตะวันตก (เบื้องต้น)** สำนักพิมพ์จุฬาลงกรณ์มหาวิทยาลัย.

รศ.ดร.ณรุทธ์ สุทธจิตต์. **สังคีตนิยม: ความซาบซึ้งในดนตรีตะวันตก**. พิมพ์ครั้งที่ 11. กรุงเทพฯ: สำนักพิมพ์จุฬาฯ, 2018.

Grading Criteria:

Part Evaluation	Percentage%	Attendance, Assignments, Quizzes, Exam
Music	30	
Visualarts	30	10+20 = 30
Performing Arts (Theatre)	40	10+10+20 = 40
Total	100	

Tentative Class Schedule:

Week	Date	Instructor	Content/Activity	Assignment Due	Sources
1		TBA	Music 1: Introduction to Modern Classical Music	-	
2		TBA	Music 2: The Orchestra & Musical Instruments		
3		TBA	Music 3: Pictures at an Exhibition	Quiz : Musical Instruments & Scales Part (30 pts)	
4		TBA	Music 4: Worlds		For Music Section PDF "Art of Modern Classical Music"
5		TBA	Visual Arts 1: Chapter 1 <ul style="list-style-type: none"> - What is Art? - Why do we need art? - Definitions of Art & Visual Art - History of Art: Hellenistic to Roman 	Final Essay : Two pages essay on the student's favorite music by using materials they learned from the class to support the paper. (60 pts)	

6		TBA	Visual Arts 2: Chapter 1 - History of Art (Cont): Medieval to Renaissance		Visual Arts PDF: Introduction to ART
7		TBA	Visual Arts 3: - 2-D, 3-D, 4-D Art - Modern and Contemporary Art	Reading Due: p. 32-49	
Midterm Exam: TBA					
8		TBA	Performing Arts1: - Impulse to Perform: from Personal, Community, Ritual, to Professional	Reading Due: The Creative Spirit : p.3-16	For Theatre Arts Section: PDF: The Creative Spirit
Midterm Exam: TBA					
9		TBA	Performing Arts2: - Theatre and Society: - Theatre as Social Force: Greek Theatre	Reading Due: Chapter 2: Theatre and Society, p.19 -46	(*TBC: Please watch 1 play performance by Week 15 and write one play critique. See Guidelines on how to write it)
10		TBA	Performing Arts 3: - Theatre as :Mirror to Society, and Social Change Special Topic: - Theatre /Film Criticism	Reading Due: Chapter 2: Theatre and Society, p.40-46	
11		TBA	Performing Arts 4: - Theatre as :Mirror to Society, and Social Change	Reading Due: p. 51-55, Chapter 11 p.349-368	
12		TBA	Performing Arts 5: - Modern Theatre: Crucible Contemporary Theatre in Thailand	Essay Play/Film Critique Due on MS Team Assignment Channel	
13		TBA	Quizz Play: The Crucible	Essay Play/Film Critique Due on MS Team Assignment Channel	
Final Exam Period: TBA					

Course Outline
TU106 Creativity and Communication
Semester 2/2025

Number of Credit: 3 credits

Prerequisite: None

Course Description:

Creative thought processes, with critical thinking as an important part, as well as communication of these thoughts that lead to suitable results in social, cultural and environmental contexts, at personal, organizational and social levels

Course Objectives:

The purpose of this course is for students to develop a coherent understanding in creativity and critical thinking. Students will also be able to communicate and interchange their ideas creatively.

Main Texts: None

Recommended Texts & Materials: None

Suggested readings:

1. Bono, E.D., *Creativity Workout: 62 Exercises to Unlock Your Most Creative Ideas*.
2. Pope, R., (2005), *Creativity: Theory, History, Practice*, Oxon: Routledge

Grading Criteria and Course Rule:

Attendance	10%
Class Activities	10%
Project Presentation #1	10%
Project Presentation #2	10%
Project Presentation #3	50%
Final Examination	10%

Course Plan

Session	Topics	Activities/Text & Materials/Media
1.	Introduction	Game/ Case Study/ Discussion
2.	Creativity Motivation	Game/ Case Study/ Discussion
3.	Design Thinking (I)	Game/ Case Study/ Discussion
4.	Design Thinking (II)	Game/ Case Study/ Discussion
5.	Project Presentation #1 (10%) (Design Thinking)	Presentation
6.	Story Telling: Six Thinking Hats Communication of Idea	Game/ Case Study/ Discussion
7.	Verbal VS Nonverbal Communication	Game/ Case Study/ Discussion
8.	Communication of Idea: Consulting Session	Game/ Case Study/ Discussion
9.	Communication of Idea: Consulting Session	Game/ Case Study/ Discussion
10.	Project Presentation #2 (10%) (Final Project Proposal)	Presentation
11.	Project Development	Game/ Case Study/ Discussion
12.	Project Development	Game/ Case Study/ Discussion
13.	Project Development	Game/ Case Study/ Discussion
14.	Project Presentation #3 (50%) (Final Project)	Presentation
15.	Reflection	Discussion