BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

(Non-EE)

(Tentative) Course Syllabus
for
Semester 1/2026

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

AC201: Fundamental Accounting

Semester 1/2026

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.

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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.	-

Expected Learning Outcomes:

	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	**Course Overview** **Class Rules & Policies**
	Business & Financial Reporting ▪ 56-1 One Report ▪ Report of Management Responsibilities ▪ Report of Certified Public Accountants ▪ MD&A ▪ Financial Statements
Session #3 Session #4	**Basic Knowledge on Financial Statements** ▪ Statement of financial position ▪ Statement of comprehensive income ▪ Statement of changes in equity ▪ Statement of cash flows
Session #5 Session #6 Session #7	**Accounting Cycle** ▪ 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** ▪ 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** ▪ 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** ▪ 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** ▪ Future value & present value Concepts **Debt Financing** ▪ 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** ▪ Accounting for equity ▪ Share capital: Ordinary shares & Preferred shares ▪ Retained earnings: Appropritated & Unappropriated ▪ Other components in equity ▪ Dividend declaration and allocation ▪ Presentation of equity
Session #14	**Financial Assets** ▪ 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** ▪ 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

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

BA291: Introduction to Business
Semester 1/2026

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 analyse business priorities
3. Students will be able to choose appropriate method to analyse 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	Date	Topic	Chapter
		Part I: THE ENVIRONMENT OF BUSINESS	
1	8 August	Exploring the World of Business and Economics	1
2	15 August	Ethics and Social Responsibility in Business	2
3	22 August	Global Business	3
		Part II: BUSINESS OWNERSHIP AND ENTREPRENEURSHIP	
4	29 August	Choosing a Form of Business Ownership	4
5	5 September	Small Business, Entrepreneurship, and Franchises	5
		Part III: MANAGEMENT AND ORGANIZATION	
6	12 September	Understanding the Management Process	6
7	19 September	Creating a Flexible Organization	7
	26 September	*Mid Term Examination Week – NO MIDTERM*	
9	3 October	Producing Quality Goods and Services	8
		Part IV: HUMAN RESOURCES	
10	10 October	Attracting and Retaining the Best Employees	9
11	17 October	Motivating and Satisfying Employees	10
		Part V: MARKETING	
12	*Holiday - no class Makeup TBA*	Building Customer Relationships Through Effective Marketing	11
13	31 October	Creating and Pricing Products That Satisfy Customers	12
14	7 November	Distributing and Promoting Products	13
		Part VI: INFORMATION, ACCOUNTING, AND FINANCE	
15	14 November	Exploring Social Media and e-Business	14
16	21 November	Using Management and Accounting Information	15
	28 November	*Final Exam*	

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.

BACHELOR OF ECONOMICS THAMMASAT UNIVERSITY

ER211: Introduction to Entrepreneurship

Semester 1 / 2025

Course Description:

The course introduces students to basic concepts and topics in entrepreneurship through classroom discussion and real-life case studies. It focuses on key elements and processes in the creation and growth of new ventures, providing a whirlwind tour of issues related to conceptualizing, developing and managing successful new ventures as well as an in-depth, hands-on look into the processes of real-world ventures.

It is also designed as an experiential learning journey that includes readings, lectures, case discussions and interaction with real world start-up companies. Readings and lectures will provide you with a framework to analyze and highlight key points of entrepreneurship issues. Case discussions and interaction with real world start-up companies will provide you with opportunities to apply what you have learned to understand and address real world problems.

Course Objectives:

This course is designed for students who wish to develop themselves to be a passion-driven entrepreneur in the future. Given full participation in the course students will:

1. investigate concepts, tools and practices associated with identifying or creating new venture opportunities;
2. shape and evaluate the viability of the business opportunities by understanding key industry factors, market, competitive factors and customer needs; and
3. gain a better understanding of personal entrepreneurial capacity and management

Suggested Textbook:

Kuratko, D.F. (2020). *Entrepreneurship: Theory, Process, Practice*, 11th Edition, Cengage Learning.

Course Outline:

Session	Dates	Topics	Instructor
1		Introduction to entrepreneurship	TBA
2		Design thinking for entrepreneurship	TBA
3		Innovation and business model	TBA
4		Rocket pitch and the art of pitching	TBA
5		Project supervision I	TBA
6		Customer journey and insight	TBA
7		Digital marketing for entrepreneurs	TBA
8		Project supervision II (via Zoom)	TBA
9		Milestone project check (Morning)	TBA
10		Cases in entrepreneurship (Afternoon)	TBA
11		Entrepreneurial insights - I	TBA
12		Venture capital	TBA
13		Project supervision III	TBA
14		Entrepreneurship insights - II	TBA
15		Final team project presentation	TBA

Course Evaluation:

1. In-class participation
2. Learning contribution
3. Project supervision
4. Milestone project check
5. Final team project report
6. Final team project presentation
7. Project peer review
8. Final examination

10%
10%
15%
15%
15%
10%
10%
15%
100%

Total

Note: A minimum pass requirement of the course is 50%.

Descriptions of the Course Evaluation:

1. **In-class participation (10%)** provides students with the opportunity to share their ideas and analyses with their classmates. Students are **NOT** expected to have the "right" answers, yet logical views on issues being discussed. Nor are you expected to dominate the discussion in every class. Students are, however, required to be prepared and contribute ***regularly*** to the classroom discussion. The evaluation scheme is designed to encourage participation by judging both the **quality** and **quantity** of participation.

2. **Learning contribution (10%)** is a way for students to share interesting thoughts / perspectives in a form of the written work on Facebook Group. An entrepreneurship-related topic will be posted periodically whereby the students pick an article or a VDO clip of the interview or Ted Talk of their choice and then summarize the entire content into 3 key learning points maximum. A brief description for each respective key learning point is required. Paraphrasing the content of the learning points is encouraged. Also, an URL of the article / VDO clip has to be provided. Learning contribution is optional, not considered as an assignment. Therefore, it is up to the students to make an effort to share their learning perspectives with other classmates. Marks are thereafter rewarded, accordingly.

3. **Project supervision (15%)** serves as a playground for each team to extensively discuss the initial business idea and, at the same time, seek practical advice on how to improve it. Some of the design thinking steps can be applied to craft out the business idea. Each team member is expected to engage in a short presentation, followed by Q&A. It is normally a collective team effort by which the scores are equally distributed among the team members, unless otherwise the least participating team member being clearly identified.

4. **Milestone project check (15%)** is literally regarded as an official project progress presentation in which each team has intensively discussed and, thereafter, crystalized the business idea for the next stage. The students should embrace contextual changes and incorporate the contents of the lectures and project supervisions into the project. It mainly focuses on some of, but not limited to, the following aspects, what is the ultimate purpose of the business idea? Who are the target customers? Why does the world need such a business idea? What are the identified pain points? What is the qualitative market research result gained from either interviews, focus groups, observations, or a combination thereof? What is the total addressable market or the market demand? And there are more of the other relevant aspects that each team wishes to address to help justify the business idea.

5. Final team project report (15%) is a no-more-than-20-page report reflecting a story of the business idea being pitched. The 20-page report excludes the appendices. The report write-up requirements are as follows: Font Calibri, Font size 12, Paragraph 1.5 and Normal Page Margin = 1 inch all sides. **The PDF file of the report** is to be submitted via e-mail

6. Final team project presentation (10%) assimilates the real-life startup pitching practice in which each team is given a specified time period to deliver the articulated pitch presentation to prospective seed / angel investors. The format of the pitch presentation is to be announced when time approaches.

7. Project peer review (10%) allows all team members to electronically evaluate one another's individual performance and contribution to the project on a basis of meritocracy. A concept of individual anonymity applies.

8. Final examination (15%) is an open-book, proctored, on-campus exam which aims to examine each student's understanding in the application of the concepts of entrepreneurship and experiences learnt throughout the course.

Zoom Etiquette

In order to bolster a sense of learning professionalism among the students before/while attending the Virtual Classroom (VC), The students have a full responsibility to co-create the best learning experiences possible by following the instructions below.

1) Settle yourself well in a quiet space / room where background noise / interruptions are minimized
2) Appear on screen in an appropriate dress and sit straight – avoid lying down on the bed, slouching on the couch or setting yourself in excessively relaxing postures
3) Log in to Zoom prior to the class time, if possible, to leave enough time for troubleshooting any unforeseen issues that may arise
4) Register your account, after successfully logging in, with your first name, not nickname, in English
5) Ideally have your camera on at all time, if the speed of the Internet connection allows, and position it to be at the eye level, if possible
6) Prepare adequate lighting which enables the instructor to see your face clearly and, thus, communicate with you more properly

a) Use a plain / virtual background – avoid backlight from bright windows and motion background which may distract our class attention

7) Mute your microphone when not speaking or until you are required to talk

8) Press the raise-hand icon in Zoom, if you wish to participate, and wait for being notified by the instructor – avoid interrupting / talking over others

9) Engage yourself in discussions in the chat box with a proper use of language –avoid using colloquial / impolite words, which carry any negative connotation or offensive attempt, under any circumstances at all time

10) Only post chat messages relevant to the lessons or topics being discussed

11) Limit any distractions, e.g., playing on-line games, taking photos, using social media, watching Netflix, talking on the phone and chatting with friends, while attending class

Note: Though this is a 101-basic course, it requires tremendous efforts in carrying out team projects and pursing an extensive self-study to gain a better understanding about the subject with unclear guidelines. This assimilates a real-life of an entrepreneur which allows the students to get a glimpse of how self-made entrepreneurs take on a challenging, yet rewarding, journey of starting up a business.

Self-assessment

Below is the self-assessment test to check whether you are suitable to take this course or not**.**

Statements	**Yes**	**No**
I actively participate in class and interact with classmates.		
I take action against my teammate who is a free-rider.		
I enjoy taking new initiatives with limited guidance.		
I always contribute my best to the team and the class.		
I am disciplined enough to take an extra reading on my own.		
I am fully committed to class attendance & class engagement.		

If your answers are all “Yes,” welcome on board. If there is even a single “No” in the test, you may wish to consider taking some other courses, instead.

Course Outline

FN201: Business Finance

Semester 1/2026

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

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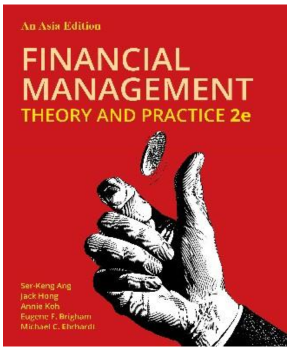
Course Objectives:

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
O	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:	**(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; pre-emptive rights; warrants: key characteristics and types; retained earnings	- A lecture, a discussion, video clips, and an assignment **Required reading** **FM** 5, 7, 18, 20; **LN** #6 * This is mainly a self-study. Please review topic # (4).
#9:	**(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	- A lecture, a discussion, video clips, and an assignment **Required reading** **FM** 14; **LN** #7 * Theories on cash dividends and stock repurchases are covered in FN 311 Financial Management.
#10: #11: #12: (first half)	**(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)	- A lecture, a discussion, video clips, an assignment, and Excel **Required reading** **FM** 9, 15; **LN** #8 * The CAPM approach is covered in FN311 Financial Management.
#12: (second half) #13: #14:	**(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	- A lecture, a discussion, assignments, and Excel **Required reading** **FM** 10; **LN** #9 * Cash flow estimation and risk analysis are discussed fully in FN311 Financial Management.

Session; Date & Time (2021)	Topics	Activities/ Text & Materials/ Media
#15:	**(10) <u>Analysis of Financial Reports</u>*** 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	- A lecture, a discussion, video clips, an assignment, and Excel **Required reading** **FM** 2, 3; **LN** #10 * This is mainly a self-study. ** Please review AC 201 Financial Accounting. *** Optional
	Optional topics	
	(11) <u>Cost-Volume-Profit (CVP) and Leverage Analyses</u>* 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	- A lecture, a discussion, an assignment, and Excel **Required reading** **FM** 15; **LN** #11 * Optional
	(12) <u>Financial Forecasting</u>* 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	- A lecture, a discussion, and an assignment **Required reading** **FM** 12; **LN** #12 * Optional. Please review AC 201 Financial Accounting.
	(13) <u>Supply Chains and Working Capital Management</u>* 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	- A lecture, a discussion, an assignment, and Excel Required reading **FM** 16; **LN** #13 * Optional. This topic is fully covered in FN 311 Financial Management.

Session; Date & Time (2021)	Topics	Activities/ Text & Materials/ Media
	(14) <u>Current Asset Management</u>* 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 **<u>Required reading</u>** **FM** 16, wc27, wc28; **LN** #14 * Optional
Final exam (Topics covered: 6 – 10, mainly and 11 - 14 if covered in the class)		

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

FN211: Financial Mathematics and Statistics

Semester 1/2026

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.

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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.

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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** - 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** - 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** - 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** - Asset Return and Risk - Introduction to VaR
10 – 11	**Basic Matrices** - Matrix Notation - Matrix Operations - Vector Spaces - Applications
12 – 13	**Regression Analyses** - Simple Regression - Multiple Regression - Applications
14 – 15	**Optimization** - Constrained Optimization - Unconstrained Optimization - Applications
	Final Exam: (TBA)

Note: Course content may be change as appropriate.

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

FN311: Financial Management

Semester 1/2026

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

Prerequisite:

Curriculum B.E.2558

FN201 Business Finance (which requires AC201 Financial Accounting or AC291 Essentials of Accounting) and BA204 Business Statistics or (ST211 Statistics 1 and ST212 Statistics 2) or (ST216 Statistics for Social Science 1 and ST217 Statistics for Social Science 2) or (ST218 Statistics for Psychology 1 and ST319 Statistics for Psychology 2)

Curriculum B.E.2561

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

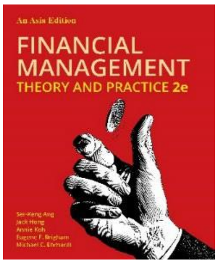
Course Objectives:

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
O	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.
O	4.2 Students are creative and constructively criticize to solve problem of the team.	4.2 Students show no signs of unconstructive comments.
O	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.
O	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:	**(1) Financial Management and Firm's Value** Course overview; financial managers' responsibilities; the primary objectives of business enterprises; firm's value model	- A lecture, a discussion, an assignment, and Excel **Required reading** **FM** 1; **LN** #1 **Optional reading** **FM** 2, 3
#2: August 19 #3: August 26	**(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	- A lecture, a discussion, and assignments **Required reading** **FM** 6; **LN** #2 **Optional reading** **FM** 25
#4: September 2 #5: September 9	**(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	- A lecture, a discussion, video clips, assignments, and Excel **Required reading** **FM** 5, 6, 7, 9, 20; **LN** #3 **Optional reading** **FM** 18
#6: September 16	**(4) Financial Forecasting** Overview of financial forecasting; forecasting operations; projecting financial statements; additional funds needed (AFN); forecasting when the ratio changes	- A lecture, a discussion, an assignment, and Excel **Required reading** **FM** 2, 12; **LN** #4 **Optional reading** **FM** 2, 3

Session; Date & Time (2021)	Topics	Activities/ Text & Materials/ Media
#7: September 23	**(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	- A lecture, a discussion, an assignment, and Excel **Required reading** **FM** 2, 7; **LN** #5 **Optional reading** **FM** 2, 3, 4, 7, 9
Mid-term exam (Topics covered: 1 - 5)		
#8: October 7 #9: October 14	**(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	- A lecture, a discussion, video clips, and an assignment **Required reading** **FM** 13, 15**,** 26; **LN** #6 **Optional reading** **FM** 4
#10: October 21	**(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	- A lecture, a discussion, video clips, an assignment, and Excel **Required reading** **FM** 14; **LN** #7 **Optional reading** None

Session; Date & Time (2021)	Topics	Activities/ Text & Materials/ Media
#11: October 28 #12: November 4	**(8) <u>Capital Budgeting: Cash Flow Estimation and Risk Analysis</u>** 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)	- A lecture, a discussion, video clips, an assignment, and Excel **Required reading** **FM** 11, 19; **LN** #8 **Optional reading** **FM** 4, 10
#13: November 11 #14: November 18 (first half)	**(9) <u>Supply Chain and Working Management</u>** 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	- A lecture, a discussion, video clips, an assignment, and Excel **Required reading** **FM** 16; **LN** #9 **Optional reading** **FM** 2, 3
#14: November 18 (second half) #15: November 25	**(10) <u>Providing Trade Credit</u>** 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	- A lecture, a discussion, video clips, an assignment, and Excel **Required reading** **FM** 16, WC27; **LN** #10 **Optional reading** **FM** 2, 3
	(11) <u>Financing with Long-term Loans and Bonds</u> (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.	- A lecture, a discussion, an assignment, and Excel **Required reading** **FM** 5, 18; **LN** #11

Session; Date & Time (2021)	Topics	Activities/ Text & Materials/ Media
	(12) <u>Equity and Hybrid Financing</u> (optional*) 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 *When time permits only. Not covered in the exam if not discussed in the class.	- A lecture, a discussion, an assignment, and Excel **Required reading** **FM** 7, 18, 20; **LN** #12
Final exam (Topics covered: 6 – 10, mainly, and 11 – 12 if discussed in the class)		

Course Outline

FN312: INVESTMENT

Semester 1/2026

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	-	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	

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Course Outline

FN313 International Finance

Semester 1/2026

Number of Credit: 3 credits

Prerequisite: (1) FN201, and (2) FN211, and (3) EE212 or EE214

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.

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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.	-

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.	-

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%
Projectpresentation	15%
Case study presentation	15%
Individual knowledge sharing	5%
Midterm Exam	15%
Final Exam	15%
Total	100%

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	

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Course Outline

IS201: DIGITAL TECHNOLOGY FOR BUSINESS

Semester 1/2026

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	5%
Attendance, Quizzes, Assignment	15%
Group Presentations	20%
Total	**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.	
●	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**
●	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
●	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**
●	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.	
●	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	13/08/2021	Introduction to the course	**1**
2	20/08/2021	Innovation in Digital Technologies and Impacts on Business	**1**
3	27/08/2021	Strategies and Digital Technologies	**1**
4	03/09/2021	Strategies and Digital Technologies (2)	**1**
5	10/09/2021	Business Analytics	**1**
6	17/09/2021	Cybersecurity	**1**
7	24/09/2021	Ethics, Security, and Social Issues	**1**
8	08/10/2021	Using Microsoft EXCEL for fundamental information management (1) - Set up a workbook - Manipulate workbooks - Manipulate worksheets	**1**
9	15/10/2021	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	22/10/2021	Using Microsoft EXCEL for fundamental data analysis (3) Create charts and graphic - Format worksheet, cells, and define styles - Print worksheets and charts	**2**
11	29/10/2021	Using Microsoft EXCEL for fundamental data analysis (4)- -Goal seek -PivotTable -SUMPRODUCT -SUMIF	**2**
12	05/11/2021	Advanced Features Vlookup, Hlookup, Breakeven point analysis	**2**
13	12/11/2021	Excel Wrap up	**2**
14	19/11/2021	Excel Quiz	
15	26/11/2021	Group Presentation	

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Course Outline

MA216: CALCULUS FOR SOCIAL SCIENCE I

Semester 1/2026

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

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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 - Limits (An Intuitive Approach) - Computing Limits	Lecture Discussion Practice
2	Limits and Continuity - Techniques for computing limits - Limits at Infinity	Lecture Discussion Practice
3	Limits and Continuity - Limits of Trigonometric Functions - Continuity	Lecture Discussion Practice Quiz

Week	Topic	Activities/Text & Materials/Media
4	Differentiation - The Derivative - Techniques of Differentiation	Lecture Discussion Practice Quiz
5	Differentiation - The Chain Rule - Implicit Differentiation	Lecture Discussion Practice Quiz
6	Differentiation - Derivatives of Logarithmic and Exponential Functions - Higher Derivatives	Lecture Discussion Practice Quiz
7	Applications of Differentiation - Linear Approximations and Differentials - L'Hospital's Rule; Indeterminate Forms	Lecture Discussion Practice Quiz
	Midterm Exam	
8	Applications of Differentiation - Related Rates - Rolle's Theorem; Mean Value Theorem	Lecture Discussion Practice Quiz
9	Applications of Differentiation - Interval of Increase and Decrease; Concavity - Relative Extreme; First and Second Derivative Tests - Curve Sketching	Lecture Discussion Practice Quiz
10	- Maximum and Minimum Values of a Function and applications Integration - Antiderivatives; The Indefinite Integral	Lecture Discussion Practice Quiz
11	Integration - The Definite Integral - The Fundamental Theorem of Calculus - Evaluating Definite Integrals by Substitution	Lecture Discussion Practice Quiz
12	Techniques of Integration - 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	

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Course Outline

MA217: Calculus for Social Science 2

Semester 1/2026

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

Prerequisite: MA 216

Course Description: Matrices, determinants, solutions of system of linear equations, higher order partial derivatives, application of maximum and minimum of several variables functions with unconstraint and constraint, techniques of integration for one variable functions, polar coordinates and area in polar coordinates, multiple integration and its applications.

Course Objectives:

Calculus has influenced nearly every branch of natural and social sciences, since its invention about three hundred years ago. Calculus is not only one of the most beautiful ideas in the history of human thought, but also one of the most useful and influential. This course is designed to train students to understand and appreciate both theory and calculation. In each topic, students will not only learn how to solve the problem but also learn the concepts, the hypotheses behind and how to apply them correctly. The student should be able to understand and apply the topics covered in the course which are: higher order partial derivatives, application of maximum and minimum of several variables functions with unconstraint and constraint, matrices, determinants, solutions of system of linear equations, techniques of integration for one variable functions, multiple integration and its applications.

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Although, lecture handouts cover all the topic required, students are recommended to consult textbooks for further examples and alternative explanations. The class discussion will follow Hoffman and Bradley (2009) and Klein (2002) which give many economic examples and other fields. Other books are also suitable. If you already have a similar book, it is not absolutely necessary to acquire another one.

1. Hoffman, L.D. and Bradley, G.L., Calculus for Business, Economics, and the Social and Life Sciences, 10th edition, McGraw Hill, 2009. (Recommended)

2. Klein, M., Mathematical Methods for Economics, 2nd Edition, Pearson Education, 2002. (Recommended)

3. Chiang, A. and Wainwright, K., Fundamental Methods of Mathematical Economics, 4th Edition, McGraw-Hill, 2005.

4. Barnett, R., Zeigler, M. and Byleen, College Mathematics for Business and Economics, Life Science, and Social Science, 10th edition, Pearson Education, 2005.

5. Haeussler, E.F.Jr., Paul, R.S., and Wood, R., Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, 11th edition, Prentice Hall, 2006.

6. Sydsaeter, K. and Hammond, P.J., Mathematics for Economic Analysis, Prentice Hall, 2002.

7. Simon, C., and Blume L., Mathematics for Economists, Norton & Company, 1994.

Grading Criteria:

There will be 2 quizzes during classes which will be announced beforehand, a midterm examination and a final examination. The course grades will be determined as following:

Quizzes	10%
Midterm	40%
Final	50%

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Tentative Class Schedule:

Section	Date	Topic
1		Application of maximum and minimum of several variables functions with unconstraint
2		Application of maximum and minimum of several variables functions with equality constraints
3		Application of maximum and minimum of several variables functions with equality constraints (cont.)
4		Application of maximum and minimum of several variables functions with equality constraints (cont.)
5		Application of maximum and minimum of several variables functions with inequality constraints
6		Application of maximum and minimum of several variables functions with inequality constraints (cont.)
7		Application of maximum and minimum of several variables functions with mixed constraints
8		***Midterm examination***
9		Matrices, Algebra of Matrices, Elementary Operations
10		Solutions of system of linear equations
11		Solutions of system of linear equations (cont.)
12		The inverse of a matrix, Determinants, Some Properties
13		Techniques of integration for one variable functions
14		Techniques of integration for one variable functions (cont.)
15		Multiple integration and its applications
		Final examination

Course Outline
MK201: PRINCIPLES OF MARKETING
Semester 1/2026

Number of Credit: 3
Prerequisite: None
Course Description: A study of marketing as one of the core business functions. This course provides an overview of modern marketing with an emphasis on concept of marketing and its economic and social impact, consumer behavior, and process of fundamental marketing mix management. This course concludes with discussion on responsibility and ethics of marketers.

Course Objectives:
1. To understand the importance and roles of marketing in the society; and how socially responsible marketers should be;
2. To understand and to be able to explicate the relevant concepts and elements of marketing principles;
3. To be able to analyze basic marketing practices of real-world companies;
4. To be able to apply and integrate the concepts of marketing in the forthcoming courses.

Main Text: Principles of Marketing (2016), Sixteenth Edition (Global Edition) by Phillip Kotler and Gary Armstrong, Pearson Education Limited. (Excluding chapter 2, 4, 6, 16-20) (optional: no need to buy...up to you)

Suggested Readings: Marketing/Business Magazines and Marketing/Business Newspapers
Up-to-date Issues in Marketing on the Internet

Grading Criteria:

Class Participation and discussion	10%
Assignments	20%
Midterm Examination	30%
Final Examination	40%
Total	100%

Midterm Exam:
Date: TBA

Final Exam:
Date: TBA

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.	
●	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Understand about intellectual property rights. Be punctual in attending classes and sending assignments.
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**
●	2.1 Acquire knowledge on and understand the important concepts in business management.	Understand marketing concepts and disciplines and be able to link with related fields of business management.
N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	
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
●	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.	Be able to cite references properly and use various references. Use the proper information in analysis.
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.	
●	4.2 Be creative and constructively criticize to solve problem of the team.	Show creativity through assignments and presentation. Be able to ask questions and discuss in class creatively.
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.	
●	5.4 Be able to utilize the information technologies or others to support the business operations.	Use technology in searching information and communication effectively.

Class Participation and Discussion
Participation in both in class and your team is essential. Class attendance is required and it will be counted as participation. For in class participation, you can ask questions; offer an idea, experience or perspective. You can challenge what the text says, what I say, what your classmates say, or what "conventional wisdom" says. You may share what you have read, seen, watch, experienced, which are relevant to the topics teaching in class.

Assignments Details:
There are 3 main assignments for this course. All assignments have to be turned in electronically to lecturer's e-mail according to scheduled due date.
Students have to form 7 groups in class. Every groups need to have equal number of students, only 1 person difference is allowed.

<u>Assignment 1</u>: Marketing Concepts (10 Scores) – skip and give free scores
Each team will get a topic from the list by lucky draw. Then, you have to read the topic from the PPT slides and other sources from Internet. You have 10 minutes to present in class as schedule starting at 9.30 a.m. The presentation includes explanation **briefly** about the concepts (no need to go deep in details and cover all topics in the chapter. Just pick some interesting tipics.) and demonstration to make friends understand more and see clear picture about the assigned topic. Demonstration may include role play, game show, reality show, whatever that makes your friends understand the concepts with creative and fun atmosphere. You can make VDO clip and open in class if you'd like to.
The e-mail subject and file name should be named as following format: (for any files that you have, if any. Ex. PPT slides, VDO clip)
MK201_ Group No (2 digits)_A1_ Mon. e.g. MK201_01_A1_Mon. (MK201 assignment 1 of group 01, Monday Class)

ID	Topics	Scheduled presentation week
1.1	Customer Need and Wants & Value proposition	3
1.2	Segmentation, Targeting, and Positioning	6
1.3	Product Assortment	7
1.4	New Product Development	8

1.5	Pricing Strategy (Chapter 11)	10
1.6	Marketing Channel	11
1.7	Integrated Marketing Communication (IMC)	13

<u>Assignment 2</u>: Marketing Minutes (5 Scores)
Each team has to search and select an article from public sources e. g. newspaper, magazine, Internet, etc. The article should be not older than two months before your scheduled presentation date. Please choose the one that you think is interesting and has marketing implications. Then, you have to analyze the case stated in the article and discuss by linking with marketing concept. There is no fix format for presentation. The objective for this assignment is to enable student to use marketing concept to explain marketing phenomena happening in the real world. You may provide recommendation to solve the problem or present logical thinking in term of explaining why the case happen or else. You have 10 minutes to present **<u>after the break</u>** of each class (7 classes). You have to scan or send the link of the selected article with your power point before midnight of your scheduled presentation date. The presentation dates are the same as Assignment 1, but different groups will present in order to have variety of presentation style. The e-mail subject and file name should be named as following format:

MK201_Group No (2 digits)_A2_Mon. e.g. MK201_01_A2_Mon. (MK201 assignment 2 of group 1, Monday Class)

<u>Assignment 3</u>: Marketing Questions (5 Scores) – skip and give free scores
Each team will be assigned two chapters/group. Then, you have to write 20 questions in 5 multiple choices format and specify the answer (20 questions for both chapters).

Please do 7 concept questions and 13 applied questions for each group.

Group No.	Assigned Chapters
1	1,3
2	5,7
3	8-9
4	8-9
5	10-11
6	12-13
7	14-15

Pls send in word file by email. Pls type separately between two chapters and put chapter numbers up top of each part. For example:

Chapter 1
1....
2.....
Chapter 2
1....
2.....

This assignment has to be turned in electronically by 9.00 a.m. on class no.14 (week 14). The e-mail subject and file name should be named as following format:
MK201_ Group No (2 digits)_A3_Mon. e.g. MK201_01_A3_Mon. (MK201 assignment 3 of group 01, Monday Class)

Remark: Students participating in group assigned work is a key ingredient in student learning. When students are able to verbalize their ideas, listen to one another, share authentic discussion, and create common products, they are much more actively engaged in the learning process. So all members within the group should be equally contribute to work. Student who unequally share workload call free- rider. Students who contribute money or food or unrelated with the assigned work also refers to free-rider. Free-rider can make group work unpleasant experience for every members in the group. In addition, the grade would be misleading and unfair for hard working students in the group. There are numerous ways to solve this problem e.g. "*Groups can (Pfaff, E., and Huddleston, P., 2003)*

- *Partition the task early on, assigning various parts and tasks to individual group members. The group can generate a list of who's doing what, distribute the list to all group members, and then include a copy with the final project indicating if and when group members delivered.*
- *Put intermediate deadlines on tasks, like when the research will be done or when the first drafts will be completed. Then if a member doesn't deliver, the group discovers they've got a problem while there is still time to do something about it.*
- *Not confirm free-riding behaviors by accepting excuses offered by the group member who arrives unprepared. Group members should listen to the excuse but not respond by saying, "not a problem" or 'it's okay." They should discuss as a group what needs to happen and give the member clear instructions as to what needs to be delivered and when.*
- *Group members can partner on tasks, especially if the tasks are related. They don't do the work jointly; but they look out after each other, emailing about progress or problems, meeting to talk about how the work is progressing, or sharing early versions of the material. Peer pressure can be a potent motivator, and if it doesn't work, again, the group finds out before the project is due."*

However, if groups cannot solve free rider by yourselves, you can report lecturer. Your name will be kept confidential. Lecturer will take responsibility in assigning individual assignment for free rider.

Source:

1) Pfaff, E., and Huddleston, P. (2003). Does it matter if I hate teamwork? What impacts student attitudes toward teamwork. Journal of Marketing Education, 25 (2), 37-45.
2) Weimer, Maryellen (2009), Dealing with Free Riders. Retrieved on July 21, 2016. From : http://www.facultyfocus.com/articles/teaching-and-learning/dealing-with-free-riders/

Examinations:
There will be a mid-term and a final exam in this course. Study guides will be provided for both exams. **There will be no makeup exam.** You have to attend as scheduled by the program. Exams are not compulsory. You may decide not to attend the exams, but your final grade will be evaluated base on your final raw score at the end of the semester.

Participation Scores and Some Guidelines

1. I'll open songs for you to build atmosphere. Class will start at 9.05 a.m. and have a break during 10.30-10.45 a.m. The class will finish at 11.50 a.m. I give 10 min. for you to ask the questions after class. If you want more time, please feel free to talk after class as well.

2. Class participation and discussion scores (10%) are divided into 3 parts.
   2.1 Attendance (2%). I know you have to sign your names in front of the class, but I also would like to call your nicknames and see your face so I get familiar with each of you. If you come for 80% which is 12 out of 15 times, you'll get 2% full. If less, scores will be deducted proportionally.
   2.2 Individual participation (4%). You have to ask or answer the questions in class. One answer counts for 1 mark. You'll get only 1 mark per session (3 hrs.). Pls feel free to answer more than once. Maximum scores that you'll get from answering in this course is 8 marks. In class, sometimes I'll ask you to have a discussion in a group of 2-4 persons then answer me the questions. This is the individual participation scores included in 8 marks total. No need for the whole group to get score at the same time. You can take turn. One or more person from the same group can answer. At the end, everyone will get scores. If you don't get scores that the beginning period of the course, please make sure that you have time to answer for 8 consecutive sessions.
   2.3 Group scores (4%) including group discussion and presentation/answering questions in class. This is the group that you register to do group assignments. When you present the assignment in class, I count this as group scores. I will also assign some group activities to do in class. When you hand in paper, you'll get group scores. I may select only a few groups to present in class or ask all groups to present or answer a bit for each group because time is so limited. This is just participation scores. You just participate to get scores. For assignment scores, I look at work quality. you have to attend the class in order to get the group scores.

3. I'll check attendance at 9.30 a.m., then each group presents Marketing Concepts (Assignment 1: within 10 min.) and Marketing Minutes (Assignment 2: within 10 min.) after the break on the assigned date. You don't have to read all details of what you've done. Just present main/important ideas that are easy for friends to understand plus examples/situations to make it clear. After each presentation, one audience has to ask one question about the presentation and another audience has to give

comments about the concepts and style of the presentation (individual participation scores) . If no one volunteers, presenters will call friends randomly. Please email me the files of your presentation too. It can be PowerPoint, word, VDO clip, etc.

4. Please turn off mobile phone or keep it silence and do not use it in the class unless I assign you to do assignment in class and you need to search more info to answer questions in class. Feel free to use it during the break.

Tentative Class Schedule:

ession/Date & Time	Topics	Activities/Text & Materials/ Media
1.	**Course Introduction** **Marketing: Creating Customer Value and Engagement** • What Is Marketing? • Understanding Customer Needs • Customer Value-Driven Marketing Strategy • Creating Customer Value and Engagement	Course Outline brief Chapter 1 Class Discussion Read Chapter 3
2.	**Analyzing the Marketing Environment** • The Microenvironment • The Macroenvironment	Chapter 3 Class Discussion Read Chapter 5
3.	**Analyzing the Marketing Environment (cont.)** • The Macroenvironment	Chapter 3 Class Discussion Read Chapter 5
4. **Present 1**	**Consumer Markets and Buyer Behavior** • Model of Consumer Behavior • Characteristics Affecting Consumer Behavior	Chapter 5 Class Discussion Read Chapter 5 cont.
5. **Present 2**	**Consumer Markets and Buyer Behavior (cont.)** • The Buyer Decision Process • The Buyer Decision Process for New Products	Chapter 5 cont. Class Discussion Read Chapter 7
6. **Present 3**	**Customer-Driven Marketing Strategy** • Market Segmentation • Market Targeting • Differentiation and Positioning	Chapter 7 Class Discussion Read Chapter 8
7.	**Products, Services, and Brands** • Product and Service Decisions • Branding Strategy	Chapter 8 Class Discussion Read Chapter 9
	Midterm Exam Period: (No class)	Our midterm: Monday, September 27, 2021 during 1.00-2.30 p.m.

ession/Date & Time	Topics	Activities/Text & Materials/ Media
8.	**New Product Development and Product Life-Cycle Strategies** • New Product Development Strategy • The New Product Development Process • Product Life-Cycle Strategies • Additional Product and Service Considerations (Social Responsibility)	Chapter 9 Class Discussion Read Chapter 10
9. **Present 4**	**Pricing** • Major Pricing Strategies Other Internal and External Considerations Affecting Price Decisions	Chapter 10 Class Discussion Read Chapter 11
10. **Present 5**	**Pricing Strategies** • New Product Pricing Strategies • Product Mix Pricing Strategies • Price Adjustment Strategies	Chapter 11 Class Discussion Read Chapter 12
11. **Present 6**	**Marketing Channels** • Channel Behavior and Organization • Channel Design Decisions • Marketing Logistics and Supply Chain Management	Chapter 12 Class Discussion Read Chapter 13
12. **Present 7**	**Retailing and Wholesaling** • Retailing • Wholesaling	Chapter 13 Class Discussion Read Chapter 14
13.	**Engaging Customers and Communicating Customer Value** • The Promotion Mix • Integrated Marketing Communications • Communication Process • Promotion Budget and Promotion Mix • Socially Responsible Marketing Communication	Chapter 14 Class Discussion Read Chapter 15
14.	**Guest speaker 1.5 hrs+ wrap up (The date and time will be changed.)**	
15.	**Advertising and Public Relations** • Advertising • Public Relations	Chapter 15 Class Discussion
	Final Exam	Our final

Note: *Session 14 M.15/11/21 Guest speaker is from Loreal USA. Her time is 11-12 hours behind us. Therefore, I'd like to discuss with you in class about the new date and time that you're available. She'd be able to come at 9.00 a.m.

COURSE OUTLINE
MK312: Brand Management
Semester 1/2026

Prerequisite: MK 311

Course Objectives:

By understanding the concept of brand equity, marketers can gain valuable perspective that will allow them to interpret effectiveness and tradeoffs for various strategies and tactics. The Brand Management course will provide students the tools necessary to segment the market and eventually to well understand the behavioral insights of the target audience. From such target customer perspectives, students will learn how to develop competitive brand positioning and design the brand concept, identity and image. Students also learn how to construct brand associations and brand elements well designed to communicate brand positioning with target customers. This course will combine the most current brand management theory with practical applications, covering such topics as creating brand equity and positioning, measuring brand equity, using brand equity to expand a business, understanding the functions of brand management to deliver sustained consumer and customer value and brand loyalty, as well as practical management of strategic planning, product management, consumer research decision tools and evaluating of marketing mix elements.

Required Text:
Strategic Brand Management by Kevin Lane Keller

Supplementary Reading:
All marketing and branding news from all sources, particularly on the Internet.

Assessment:

Midterm Exam	**20%**
Final Exam	**30%**

Project Term Paper & Presentation: **35%**

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 final presentation and project term paper. There will be a series of mini presentations and group assignments that require detail data analysis aimed to enhance students' understanding of the branding concepts and frameworks. Students are required to fill the individual and team assessment (peer evaluation) at the end of the semester as individual participation will be seriously considered when computing the project grade.

Student Individual Participation **15%**

Participation includes attendance, discussions, mini presentations and assignments and group consultations. There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues. During the entire online zoom session, students are required to turn on cameras and participate by answering in class via chat or live. The participation scores will be counted from students' individual participation.

Student Responsibility:

- Student is expected to do the reading of the chapter in the text book to enhance understanding after lessons covered by the instructor.
- Every class assignment 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 lates equals 1 absent and 4 absents you are not allowed to take the final exam. Before class, you are to sign in the chat box for your attendance scores.
- Individual and Team Assessment (Peer Evaluation) will be seriously taken in consideration when computing each student's final grades.

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.

Expected Learning Outcomes:

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

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.	Ongoing Group Project work will allow students to showcase "Plan, do, check act" by synergizing prior knowledge to various branding concepts in order to propose sound business strategies and solutions.
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	**Expected Learning Outcomes**
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 assignments and case analysis will provide students' opportunity to create strong teamwork and provide the opportunity to brainstorm, analyze market situations and create different business 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	**Expected Learning Outcomes**
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 business presentations and reports by achieving the following **Assessment Criteria** • 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.	

Class Schedule:

Week	Date	Topic	Activities
		BRANDING AND BUSINESS PLAN OVERVIEW	
1	TBA	**Course Introduction** Group Formation Group Discussion - Learning from Experience: Favorite Brand Discussion **Business Model Canvas** SWOT, Situational Analysis, Competitive Analysis	In-Class Activities Group Assignment
2	TBA	**Introduction to Brand Management-** **4 STEPS TO BRAND BUIDLING** Brand Analysis **Final Project Briefing**	Group Assignment
3	TBA	**Segment, Targeting and Positioning (STP)** Lesson and Workshop	In-class activity Group Assignment
4	TBA	**CONSUMER INSIGHTS-** Focus Group Simulation	In-class activity

Week	Date	Topic	Activities
		IDENTIFYING AND DEVELOPING BRAND PLANS	
5	TBA	**Identifying and Developing Brand Plans** Brand Mental Map, PODs and POPs, Brand Mantras, Core Brand Associations	Group Assignment
6	TBA	**Brand Plans Mini – Presentation**	In-class Presentation
		DESIGNING AND IMPLEMENTING BRAND POSITIONING AND VALUES	
7	TBA	**Designing and Implementing Brand Marketing Programs** Brand Elements Integrating Brand Marketing Activities **Brand Activation and PR Strategies**	Group Assignment
	TBA	**MIDTERM EXAMINATION**	**9:00-11:00 hrs.**
8	TBA	**Brand Equity** Define Brand Equity • Awareness and Image • Brand Persona • Pyramid of Brand Equity (CBBE Model)	Group Assignment
9	TBA	**Brand Equity Mini-Presentation**	In-class presentation
10	TBA	**Customer /BRAND** Journey, Story, Touchpoints, Lovemarks **BRAND CANVAS**	Group Assignment
11	TBA	**Competitive Analysis Strategy-** SWOT Strategies	Group Assignment
12	TBA	**Competitive Analysis Strategy Mini-presentation**	Sharing and Consultation Session
		MEASURING AND GROWING BRAND EQUITY	
13	TBA	**Measuring Brand Equity** Brand Value Chain Brand Tracking	Sharing and Consultation Session

Week	Date	Topic	Activities
14	TBA	**Growing and Sustaining Brand Equity** Brand Architecture Brand Portfolio and Hierarchies Brand Expansion Strategies	Sharing and Consultation Session
15	**TBA**	**Final Project Presentation**	**Final Presentation**
	TBA	**FINAL EXAMINATION – Booklet due**	**9:00 am-11:30 hrs.**

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Course Outline

MK314: PRODUCT AND SERVICE MANAGEMENT

Semester 1/2026

Number of Credit: 3

Prerequisite: MK311 Consumer Behavior

Course Description:

A central theme of the course is that studying theoretical foundations and practical application of product & service management. The course starts by understanding unique differences between product & service that require distinctive marketing strategies. Business's relevant environment (e.g., customer behavior, government policy, and advanced technology) is also examined to gain an in-depth understanding of opportunities and challenges for creating business model, developing product & service, establishing creative marketing strategies and activities, as well as sustaining product & service excellence. The course provides broad issues in product & service value creation in businesses. Also essential is the course to study key tools and elements (e.g., business canvas and service blueprint) for product & service quality improvement that leads to customer's satisfied experience, loyalty, and value. Topics focus on product & service theory, strategy, practical implementation, control, and ethics.

Course Objectives:

1. To comprehend fundamental concepts and theories with relation to product and service management and apply such concepts and theories in the business setting

2. To develop a systematic and holistic thinking in product and service management, and integrate with other relevant fields, such as marketing, management, operations, and information technology

3. To accumulate and employ necessary skills and appropriate business tools to develop product and service quality and experience

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Expected Learning Outcomes

ELO(s)	Major Emphasis	Minor Emphasis	Evaluation Method
1. Moral & virtue			
(1)	1.3) Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	-	Class attendance and exams
(2)	-	-	-
(3)	-	-	-
(4)	-	-	-
(5)	-	-	-
2. Knowledge			
(1)	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.		Case study discussion, term project
(2)	-	-	-
(3)	-	-	-
(4)	-	-	-
(5)	-	-	-
3. Intellectual skills			
(1)	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in		In-class discussion, workshop, term project and exams.

	business and other settings.		
(2)	-	-	-
(3)	-	-	-
4. Interpersonal skills & responsibility			
(1)	4.2) Be creative and constructively criticize to solve problem of the team.		In-class discussion, case study discussion, class activities e.g. packaging practice, service blueprint, workshop on design thinking, and exams
(2)	-	-	-
(3)	-	-	-
(4)	-	-	-
(5)	-	-	-
5. Numeral analytic, communication, and information technology skills			
(1)	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.		Written term project, term project presentation
(2)	-	-	-
(3)	-	-	-

*** Major Emphasis: ●, Minor Emphasis: ○**

Main Text:

Baker, M., Hart, S. (2007). Product Strategy and Management. Edinburgh: Prentice-Hall.

Lovelock, C., & Jochen, W. (2012). Services Marketing: People, Technology, Strategy. Eighth Edition. Pearson.

Recommended Texts & Materials

Lewrick, M. (2018). The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Business and Ecosystems. Wiley.

Suggested Readings:

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2013). Services Marketing: Integrating Customer Focus across the Firm. Sixth Edition. New York, NY: McGraw-Hill.

Grading Criteria:

85-100 A

80-84 B+

70-79 B

65-69 C+

60-64 C

55-59 D+

50-54 D

<50 F

Score Proportion

Attendance & participation	10%
Mid-term examination	25%
Term project and presentation #New Service from Design Thinking + 7P Analysis	30%
Final examination	35%
Total	**100%**

Expected Learning Outcomes:

	1. Morality and Ethics	**Expected Learning Outcomes**
N/A	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	Students are expected to embrace honesty and responsibility into their study, daily life and future career.
N/A	1.2 Value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	Students comprehend and apply the tenets of sufficiency theory.
●	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Students are expected to adhere to class regulations and rules, such as attending class on time and following other general university regulations.

N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	Students are capable to realize the important of business integrity and apply the relevant ethical concepts to analyze business.
	2. Knowledge	**Expected Learning Outcomes**
N/A	2.1 Acquire knowledge on and understand the important concepts in business management.	Students are expected to acquire knowledge in business and management continuously.
N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	Students are expected to comprehend the holistic concept and importance of social science on business management.
●	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.	Students can understand the overview of doing a business (i.e., business process, business planning, organizational structure, performance management etc.) and able to analyze and use in business settings appropriately.
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.	Students are able to acquire an advanced level of academic knowledge and flexibly reflect in the case studies within the class
	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 can search and process information related to different business concepts and theories that best fit with the firm's characteristic and 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.	Students are expected to show a systematic, logical and creative way of thinking in the class discussion, assignments, groupworks, and exams.
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.	Students are able to propose solutions that most enable the firms to gain a competitive advantage to the business case problems within the class.

	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 demonstrate teamwork, interpersonal and leadership skills with professionalism in the class's groupworks.
●	4.2 Be creative and constructively criticize to solve problem of the team.	Students are encouraged to think outside the box to the questions and/or case studies raised in the class.
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	Students can do self-study in their class activities, assignments and group works to promote a sense of lifelong learning.
	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.	Students can demonstrate both mathematics and statistical knowledge (if applicable) in their business decisions and daily life.
N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	Students are able to well communicate their ideas related to marketing and business to their classmates in Thai and foreign languages.
●	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.	Students are expected to describe business concept in writings and present the business ideas verbally in an efficient manner.
N/A	5.4 Be able to utilize the information technologies or others to support the business operations.	Students use a wide array of information technologies to support groupworks, assignment and future career.

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Tentative Class Schedule:

Week	Topics	Activities/Text & Materials/Media
1	**-Course introduction** **-Fundamental knowledge on products and services** -Differences between products & services -Product level, hierarchy & product types -Business environment factors -Business model & its relationship with product and service	**In-class activities:** -Break the ice session -Group forming session *For case discussion and term project assignment, students are required to form 5-6 students per group and submit the list of their team members to lecturer.
2	**Product decisions for products** -Decisions at product types, product mix, and product line level -Product screening tool: BCG Matrix	**Video:** BCG Matrix: How it Works **Example:** Callaway Golf, USA Apple
3	**Product life cycle and product strategy** -Product life cycle -Marketing strategy for market leaders and followers in each cycle	**Case Discussion:** Heinz Salad Cream
4	**Managing product entities & new product development** -Basic principles of product& packaging -Types of new products -New product development stages -Product Innovation	**In-class activity:** branding & packaging design for your own brand
5	**Design thinking Workshop – Part I**	Class workshop
6	**Design thinking Workshop – Part II**	Class workshop Group mini-presentation
7	**Management of weak products** -Audit criteria of weak products -The weak product revitalization process and services -Alternative elimination strategies for weak products	Video: Product Failure Museum, Sweden Discussion of weak products that students had found and the reasons why they failed
Mid-Term Exam Date: TBA		

8	**Introduction of Service Concept & The Gaps Model of Service Quality** -Service decisions: the flower of services -7P Marketing: the foundations of service marketing -Service quality (SERVQUAL) -Customer and provider gap	**In-class activity** -SERVQUAL (service quality) from the service sector
9	**Managing Marketing Promises: Pricing strategy** -Costs and pricing strategy in service	**Case discussion:** Amazon and Airbnb
10	**Managing Marketing Promises: Distribution strategy** - Distribution strategy in service	**In-class activity:** Discussion of omni-channel in service **Case discussion:** Thailand Post Distribution Co., Ltd.
11	**Managing Service Promises: Integrated Service Marketing Communications** -Key service communication challenges -Five categories of strategies to match service promises with delivery	**In-class activity**: Discussion of communications approach (Advanced Info Service: AIS)
12	**Delivering and Performing Service** Physical Evidence and Servicescape People performing service: The Employee-Profit Chain Process: Service blueprinting	**In-class activity**: practice doing a service blueprinting design Case discussion: Narai Pizzaria
13	**Relationship Marketing and Customer Relationship Management (CRM)** -Loyalty bonds -Marketing technology in RM & CRM	**Video:** Starbucks **Class discussion**: Identify a business that you use a service/buy product from on a regular basis
14	**Balancing demand and supply in services** -Balancing demand &supply in services -Queue configuration pattern -Class wrap-up	**Video**: Virtual queueing in the period of Covid outbreak in Europe
15	**Term project presentation # #New Service from Design Thinking + 7P Analysis** *(Deadline for students to submit the group's term project report and PPT file to instructor's e-mail within November 18, 2022 before 5 p.m.)*	**Presentation**: 20 minutes per group (including Q&A)
Final Exam Date: TBA		

Course Outline

MK317: INTEGRATED MARKETING COMMUNICATIONS

Semester 1/2026

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

Prerequisite: Curriculum 2018: MK312

Course Description:

With an increasingly diverse consumer lifestyle and advanced communication technology, this course is designed to develop concepts, principles, and approach of integrated marketing communications in order to answer the marketing challenge. The content covers integrated marketing communications plan in terms of message and contact point (digital and physical) integration, and evaluation, based on the understanding of consumer and brand, especially brand positioning.

Course Objectives:

1. For the students to understand the concept and process of Integrated Marketing Communications (IMC.)
2. For the students to determine the IMC strategy.
3. For the students to put the strategy into implementation.
4. For the students to analyze the real-world IMC strategy and implementation.

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Recommended Texts & Materials

1. Class handout
2. The new marketing paradigm. By Don E. Schultz, Stanley I. Tannenbaum and Robert F. Lauterborn
3. Advertising and Promotion : An Integrated Marketing Communication Perspective, Eighth edition. By George E.Belech& Michael A.Belch

Suggested Readings:

1. Integrated Advertising, Promotion, and Marketing Communications, seventh edition. By Kenneth E. Clow and Donald Baack
2. IMC : The Next Generation by Don E.Schultz, Heidi F.Schultz, McGraw-Hill.
3. Marketing Communications. By Lynne Eagle, Stephan Dahl, Barbara Czarnecka and Jenny Lloyd
4. Strategic Integrated Marketing Communications. By Larry Percy
5. Integrated Marketing Communication. By David Pickton& Amanda Brodericky, Prentice Hall.
6. Marketing Management, 13th Edition. By Phillip Kotler& Kevin L. Keller
7. Other resources such as www.adage.com, www.adweek.com

Grading Criteria:

1	Participation	10%
2	Assignment and Workshop (See detail at the end of this document)	30%
3	Term Project and Presentation • Client presentation: 10 points • Agency presentation: 10 points	20%
4	Final Exam	40%

Important notes from the instructor

1. The instructor expects each student to contribute to his/her group work . Additionally, the instructor encourages each student in the group to take turn to present on behalf of the group.
2. Those who do not contribute to the group work or contribute at a low level, their assignment/workshop and term project score will be calculated based on their group participation level .The group participation level will be determined by the average score given by other group members.
3. Students are expected to pay attention to class, participate in the class discussion, check class facebook group, and submit their work throughout the class .There will not be additional assignment given to these students.
4. Please observe the withdrawal period.

How we live and learn together: Online Class

1. In case of on-site class, display your name tag "Classs ID_Name". In case of on line class, rename your name to be "Classs ID_Name". Turn on your camera and mute your voice when not participating.
2. When participating in our facebook group, please mention your name "your number in the registration sheet_first name (nick name)".
3. Do not share any part of the class (including slide and VDO) outside our class.
4. Learn and have fun together!

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.	
●	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity .	Understand the importance and knowledge of practicing IMC with moral, ethic, and integrity.
	2. Knowledge	**Expected Learning Outcomes**
N/A	2.1 Acquire knowledge on and understand the important concepts in business management .	
N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management .	
●	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 .	Understand the essence of Integrated Marketing Communications planning process
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**
●	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	Understand how to search and evaluate information from multiple sources, so that the students would earn information that is beneficial for the Integrated Marketing Communications planning
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 .	
●	4.2 Be creative and constructively criticize to solve problem of the team .	Able to constructively criticize the IMC work.
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 .	
●	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 .	Able to identify IMC issue, and communicate the issue and the objective in writing; and understand how to use the appropriate message and channel to fit the audience.
N/A	5.4 Be able to utilize the information technologies or others to support the business operations.	

Tentative Class Schedule:

Session/ Date & Time	Topics	Activities/Text & Materials/ Media
#1	IMC Overview IMC Concept	- Explain course overview - Schultz ch 1, Belch ch 1, - Class discussion - Class handout
#2	Starting IMC	- Schultz ch 2, Belch ch 2 - Class discussion - Class handout
#3	Starting IMC (Cont.) Random assignment administration The communication process	- Schultz ch 2, Belch ch 2 - Belch chapter 7, 5, 6 - Class discussion and workshop - Class handout
#4:	Objective Setting	- Belch ch 7 - Class discussion and workshop - Class handout
#5	Message	- Belch ch 8, - Class discussion and workshop - Class handout
#6	Creative	- Belch ch 9 - Class discussion and workshop - Class handout
#7	Term Project Clinic	- Class discussion and workshop - Class handout
#8	Term Project: Client Presentation	- Group presentation - Class discussion
	Mid-term exam	
#9	Media terminology, strategy, and planning	- Belch ch 10 - Class discussion and workshop - Class handout
#10	Digital Advertisement	- Student Presentation
#11	IMC Platform – 1	- Belch ch 14, 16, 17 - Class discussion and workshop - Class handout

Session/ Date & Time	Topics	Activities/Text & Materials/ Media
#12	IMC Platform – 2	- Belch ch 14, 16, 17 - Class discussion and workshop - Class handout
#13	Term Project: Agency Presentation	- Group presentation - Class discussion
#14	IMC Research: Exploring – Measuring - Optimizing	- Belch ch 19 - Class discussion and workshop - Class handout
#15	Q&A Exam (Each student to bring laptop.) Connecting today and in the future Consumer signaling Closing	

Note: The schedule above could be adjusted as appropriate.

Assignment/workshop (30%)

	Assignment	Class	Type	Points (%)
1	Message: Find examples of message type	Message	Assignment	1
2	Creative		Workshop	3
3	Digital Ad -- Classification and best practice of digital advertisement: Imagine you are an online advertisement expert. You have to coach the new recruites to understand the followings: • Classification/types of advertisement • Techniques and good examples • Other observation e.g. how media is adjusting to be competitive (lucky draw) • Google Ads : Youtube, search, display • Facebook, Facebook Messenger, Instagram • Line, Pinterest • Twitter, Tiktok (15-20 minutes/group)	Digital advertising	Assignment	7
4	2021 IMC (Luck draw) • Examples of Trend in modern marketing e.g. pop-up store • Examples of how technology can be applied in marketing e.g. chatbot, visual search • Definition and food example in doing Digital PR (Digital Public Relations) • 'Advertisement Avoidance' of consumers and how marketers are working on this. (8 minutes/group)	Platform 1	Assignment	5
5.1	(Lucky draw: Two groups to do this assignment. Another 2 groups to do the next assignment.) 'Content/Creative' customization across 'media/platforms': Find an example and analyze a brand that customize the content and/or creative implementation across media and different IMC platforms	Platform 1	Assignment	5

	(7 minutes/group)			
5.2	Personalized Marketing: Find a real example of how a brand personalizes the message/offering to the different consumer segments (e.g. those who are different in terms of demographic, psychographic, lifestyle, and behavioral responses). Each group member with different consumer profile could try search the same brand, and capture the screen of the different messages/offerings you receive. You can also present how a brand can send different messages and different promotional offer to different consumers (with different profile) at a different time (depending on consumer behavior). (7 minutes/group)	Platform 1	Assignment	5
6	Public Relations (PR) Challenge	Platform 2	Workshop	2
7	DM creative work	Platform 2	Workshop	2
8	The 'Why – What – When – Where – How' IMC Research framework	IMC Research: Exploring - Measuring - Optimizing	Workshop	2
9	Others (Open assignment. To be announced.)			3

Outline/requirement for Term Project: Client Presentation (10%)

From your situational analysis including

- Environment/ situational analysis (Macro, Micro environment -- only what's relevant to this project): Including desk research (e.g. consumer review) from the internet
- Brand positioning Key competitor analysis (focus on their positioning, IMC)

Each group is to present

- Brand positioning (Target, USP, RTB); (Please follow template. See Mountain Dew example in class#2)
- Consumer behavior input for IMC (qualitative research with minimum 10 targeted consumers –Make it deep and insightful!
  - Insight (please see 3-slide question check list from class#2)
  - A day in life
- AVATAR model (quantitative research
- SMART IMC objective
- Key message

Note1: Each client (group) is expected to reflect the revision of the above (based on the comment from the client presentation session) in the creative brief (deadline to be determined). Each group is expected to verbally brief their agency and hand in the brief by that day too.

Outline/requirement for Term Project: Agency Presentation (10%)

Guideline for agency presentation (creative, media, and platform plan):

My suggestion is

1) Quick recap of the client brief. (so that we would know if the implementation answer the brief)
1.1) Positioning
1.2) Challenge and objective
1.3) Key message

2) Overview: using gantt chart
1.1) The top row is the time line from Jan - Dec (You can make it weekly under the monthly head)
1.2) The second row is the key activities e.g. launch/ relaunch, other activities that relates to the brand e.g. Valentine's, Summer, Back-to-school, Mother's Day, etc. (depending on the nature of your brand)
1.3) The First colum is the media and platform

3) Creative work in different media; detail of each platform

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BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

OM201: OPERATIONS MANAGEMENT

Semester 1/2026

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.	- 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.	- 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.	- 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.	- 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.	- 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.	- Accomplish group assignments and group presentations with reasonable effort. - Human relations and other social skills shall be gradually improved.

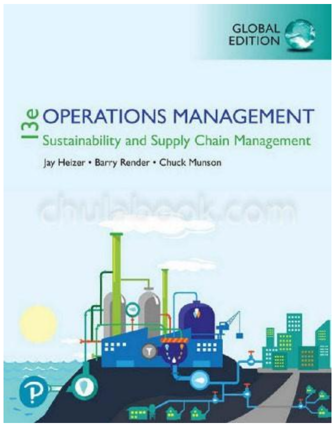
N/A	4.2 Be creative and constructively criticize to solve problem of the team.	
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	
	5. Quantitative Analysis, Communication and Information Technology:	**Expected Learning Outcomes**:
○	5.1 Be able to apply mathematics, 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.

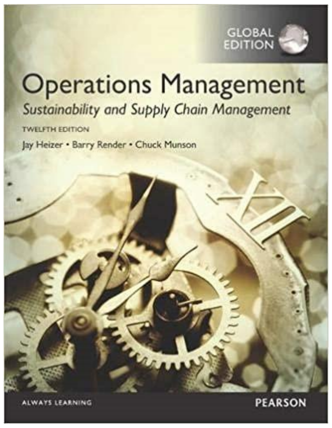
Tentative Class Schedule:

Week	Date	Topic	Material and Activities
1		**Course Introduction** • Course Syllabus • Learning Expectation • Class Networking **Operations and Productivity (1/2)** • What is Operations Management? • Characteristics of Goods and Services	Lecture & Discussion **Chapter 1**
2		**Operations and Productivity (2/2)** • 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)** • 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)** • Service Blueprinting • Elements of Good Design • Product Life Cycle	Lecture & Discussion **Chapter 5**
5		**Process Design (2/2)** • 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** • 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** • 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)** • 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)** • ISO 9001 • Basic 7 QC Tools	Lecture & Discussion **Chapter 6** ISO 9001 Publications
11		**Inventory Management (1/2)** • Definition and Importance of Inventory • ABC Model	Lecture & Exercise **Chapter 12**
12		**Inventory Management (2/2)** • Basic EOQ Model • Inventory Control & Management Individual Assignment on Inventory Calculation	Lecture & Exercise **Chapter 12** Individual Assignment #2 (5%)
13		**Project Management (1/2)** • 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)** • 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





Course Outline

ST216: STATISTICS FOR SOCIAL SCIENCE 1

Semester 1/2026

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 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 Krehbielm 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 PopulationVariance
	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)**

TQF3

Course Syllabus

TU100: Civic Engagement (1/2024) วิชาพลเมืองกับการลงมือแก้ปัญหา
Program BBA / BE / BAS / SPD – Thammasat University Thaprachan

1. Lecturers and course administrator

Room	Instructor	Affiliation	MS Teams	Email
L1	Dr. Supreedee Rittironk	BBA	-	sdr@tu.ac.th
L2	Dr. Napapatch Piyachaiyakul	BBA	-	napapatch14@gmail.com
L3	Dr. Boonanan Natakul	BBA	-	boonanan@ap.tu.ac.th
L4	Dr. Rick Levinthal	BE	-	ricklev@hotmail.com
L5	Aj. Hiranya Sritart	BE	-	hiranyasritart@gmail.com
L6	Dr. Suparchoek Wangmanapituk	BE	-	suparchoek@staff.tu.ac.th
L7	Dr. Amnart Thamrongmas	BAS	-	armsiit@gmail.com
L8	Dr. Anne Coulon-Rana	SPD	-	anne.coulon.rana@gmail.com

2. Class Date and Time: (TBA)

3. Course Objective

This class aims learners to instill the social conscience and awareness of one's role and duties as a good global citizen. Students will understand the basic role and properties of a civic citizen in a democratic society. The teaching approach is expected to be via a variety of methods such as lecturing, group discussion, analyzing case studies, field work, and project implementation. However, with the COVID-19 situation, they are adjusted to have minimal human contact and in-person interactions, but yet remain in similar learning outcome. This is to follow the measure and protocol of University and Faculty. Online learning may not be the most effective way, but learners are encouraged to be self-motivated and assisting themselves to find knowledge. The learning outcomes are expected to have learners understanding roles of civic properties and social contribution. Students are still required to organize a campaign/project to raise awareness, solving social problems or bring about positive changes in an area of their interest.

4. Expected Learning Outcomes

Knowledge

1. Basic principles in Democratic system
2. Sustainable Development Goals (SDGs)

Skills

1. Brainstorming
2. Communication and Presentation
3. Critical thinking and Conflict resolution
4. Problem-solving and Creativity
5. Team working and Project planning

Attitude

1. Respect Rules and Respect other's right
2. Respect Differences and Respect Equality
3. Self-Dependence and Social Responsibility

Morals and Ethics						Knowledge				Cognitive skills				Interpersonal skills & responsibilities Numerical					Communication and IT skills			
1	2	3	4	5	6	1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4
●	●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●	●	○			

5. **Course Rule & Grading Criteria:**
   - Course rules are set together in class on the first day of class.
   - Letter grade is assigned based on both individual and group performances.
   - Course evaluation is considered per follow categories:
     - Class Activities (40%)

Participation & Quizzes	20%
Worksheet & Assignment	20%

     - Project (50%)

Project Proposal	10%
Final Project round1	20%
Final Project round2	15%
Peer evaluation	5%

     - Final exam (10%)

6. **Reference Materials:**

Required reading	TU100 study guide (https://bit.ly/2LTwDfB**)**
Supplemental reading	Additional books will also be suggested for extra learning, but not required for class's reading. Instructors will inform the list in class.
Lecturing materials	PowerPoint presentations are intended as Medias to conduct class and moderate the discussion in class. They are not designed to give to students. On other hand, it is suggested for students to take notes for their own understanding.

7. Course schedule

Week	Date	Topic	Note
1	14-Aug	Class Overview Democratic system and Civic properties,	Online
2	21-Aug	SDG and Global & Local issues, Community Introduction, Finding issues of interest	Online
3	28-Aug	Self-dependence, Project proposal development 1, Problem Analysis	Online
4	4-Sep	Student's online conferences to refine the project	Students' choice
5	11-Sep	Project Proposal Development 2 Stakeholder Analysis, Goal setting, Project planning	Online
6	18-Sep	Project Proposal Presentation Round 1, Project revising and planning	Online
7	25-Sep	Project Proposal Presentation Round 2, Room crossing presentation for comments	Online
8	2-Oct	Midterm Exam Week	No class
9	9-Oct	Social media & citizenship, Anti-corruption, Conflict resolution	Online
10	16-Oct	Project progress updates	Online
11	23-Oct	King Chulalongkorn's day (National Holiday)	No class
12	30-Oct	Project Progress updates, Thai Democracy	Online
13	6-Nov	Final Project Presentation Round 1, by class instructor	Online
14	13-Nov	Final Project Presentation Round 2, by similar subjects	Online
15	20-Nov	Course Reflection, Conclusion, Peer Evaluation	Online
16	11-Dec	Final Exam (1 hour, 1-2PM)	Online

Note: Due to the irregularity of the current situation, schedule may subject to change with short advance notice. However, instructor team is doing their best to keep the original plan.

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

TU101: Thailand, ASEAN and the world
Semester 1/2026

Prerequisite: None

Course Description:
Study of significant phenomena around the world, in the ASEAN region and in Thailand in terms of their political, economic and sociocultural dimensions. This is done through approaches, theories and principles of social science research via discussion and raising examples of situations or people of interest. The purpose of this is to create a perspective of diversity, to understand the complexity of global interrelationships, to build a global mindset and to be able to challenge old paradigms and open up a new, broader worldview.

Course Objectives:
The purpose of this is to create a perspective of diversity, to understand the complexity of global interrelationships, to build a global mindset and to be able to challenge old paradigms and open up a new, broader worldview.

Grading:

Online Activities and group presentations	15%
Take-home	20%
Take home 1	10%
Take home 1	25%
Group Presentations	10%
Take home	20%
Attendance	0%
Total	**100%**

Academic Integrity and Honesty

Academic integrity and plagiarism are considered extremely important matters to the Faculty of Liberal Arts, Thammasat University and the ASEAN-China International (IAC) program. All work submitted in the IAC program must strictly be your own work. It cannot be reproduced from another source (copied, paraphrased or derivative without citations) or cannot be produced by another source (written by someone else).

What is considered plagiarism?

Plagiarism refers to, "the reproducing in, or submitting for assessment… by way of copying, paraphrasing or summarising, without acknowledgement and with the intention to deceive, any work of another person as the student's own work…"[1] In simple terms, this means that if you are committing plagiarism if you submit for an assessment an essay which you, without citation:

a. directly copy-and-paste,
b. change around or paraphrase some of the words of another author,
c. directly translate from another language,
d. resubmit your own work or that of another student,
e. or, summarise the main points of someone else's work as it is your own.

Punishments for plagiarism in IAC – 2 Strike Policy

Any acts of plagiarism will be dealt with seriously by the IAC program and lecturers. IAC has a 2-strike policy for plagiarism. On the first offense, if a lecturer finds that a student has committed plagiarism, may be given the opportunity to learn from their errors, remove any instances of plagiarised text and resubmit their paper to be graded again at the lecturer's discretion. However, on the second and any subsequent offenses, a student found to have committed by what the lecturer considers an egregious act of plagiarism will have her/his score reduced to zero and will be reported to the Director of the program.

How can plagiarism be avoided?

While plagiarism is a serious offence, it can be very easily avoided. First, in your research and essay and exam writing, students are encouraged to voice their own opinions, to think critically and should produce their own coherent and logical arguments. By using your own thoughts and ideas, you can be sure to avoid consciously committing plagiarism. Second, directly quoting an author or borrowing the ideas of another researcher is a legitimate form of academic writing, but only when it is used in conjunction with referencing.

Referencing

Referencing is a key part of academic writing. When using direct quotes or ideas from another author, the student must make sure they acknowledge their sources and credit the original authors' work.

IAC recommends use of two 'referencing styles', APA (in-text citations) and Chicago (footnote-endnote). Many useful guides for correct use of these styles can be found readily online, including on the Thammasat University library webpage. **Students ultimately have a responsibility to themselves learn how to and make sure they reference properly, and to submit assignments which are entirely their own work, in line with the IAC and Thammasat University Academic Integrity and Honesty guidelines.**

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[1] The Australian National University, "Plagiarism," ***Graduate Studies in International Affairs,*** **(2006)**

Tentative class schedule

Session/ Date & Time	Topics	Activities/ Text & Materials/ Media	Lecturer/ remark
#1: 10 Aug	Globalization	Chapter 1: Globalization Global Business Today 11e by Charles W.L. Hill and G. Tomas M. Hult	TBA
#2: 17 Aug	Economic Integration **Assignment#1**	-*No Readings* **Assignment#1 Online group activity (TBA) (15%)**	TBA
#3: 24 Aug	Global Economy	- Paul Collier and David Dollar (2002). Chapter 1: The New Wave of Globalization and Its Economic Effects in "Globalization, Growth, and Poverty", pp. 23-51, the World Bank and Oxford University Press: Washington, D.C.	TBA
#4: 31 Aug	Asian Economy	-Paul Collier and David Dollar (2002). Chapter 2: Improving the International Architecture for Integration in "Globalization, Growth, and Poverty", pp. 52-84, the World Bank and Oxford University Press: Washington, D.C.	TBA
#5: 7 Sept	National Differences in Economic Development **Assignment#2**	Chapter 3: National Differences in Economic Development Global Business Today 11e by Charles W.L. Hill and G. Tomas M. Hult **Assignment#2 Accessing the Economic-Geographic Environment (group assignment 20%)** **Learning Goals** 1. To identify economic and geographic factors on international business activities 2. To assess economic and geographic influences on proposed global business operations **Purpose** The natural infrastructure (such as rivers and seaports) and physical infrastructure (transportation and communication systems) of a nation provide the foundation for economic development. In this module, your goal is to gather information on various geographic and economic factors that include business opportunities in other countries. **Resources** Web links:	TBA

Session/ Date & Time	Topics	Activities/ Text & Materials/ Media	Lecturer/ remark
		·Global Edge CyberSite: http://globaledge.msu.edu/ ·World Bank DoingBusiness: https://www.doingbusiness.org/ **Conduct Research** Based on the country (or countries) you are analyzing for your global business enterprise, research information related to the following areas: 1. GEOGRAPHIC INFLUENCES Identify geographic factors (climate, terrain, waterways) that influence business activities in the country. (In some countries, mountains make movement of raw materials and production supplies difficult and expensive.) 2. MAJOR PRODUCTS AND INDUSTRIES Describe the country's : A. main natural resources and agricultural products, B. major industries, C. major imports, and D. major exports. (A country's natural resources and agricultural products are the basis for foreign investment and exporting activities.) 3. CURRENT ECONOMIC CONDITIONS Assess the country's recent economic conditions related to GDP, inflation, interest rates, currency value, personal income, and employment. Suggest how these economic factors may attract or deter foreign investment. 4. INFRASTRUCTURE Analyze the infrastructure of the country with regard to availability of transportation, communication, and utilities. Prepare Summary 1000 words and submit via MS TEAMS by **TBA** In a separate Word document, prepare a summary report consisting of the following components: 1.A synopsis of geographic factors, natural resources, major industries, imports, and exports for the country (or countries) being considered for the proposed global business enterprise.	

Session/ Date & Time	Topics	Activities/ Text & Materials/ Media	Lecturer/ remark
		2.An overview of the economic environment and infrastructure. 3.Recommend actions that might be taken for existing or proposed businesses related to geographic and economic influences in this foreign market environment. Provide evidence to support your proposal.	
#6: 14 Sept	Basic concepts in international relations (*understanding what is the international system, what is a nation-state, and how they relate to each other in order to better understand Thailand's place in the world and ASEAN)*	**Required Reading:** Griffith, Martin. (2002) "Introduction" chapter in International Relations: The Key concepts. Routledge. Pp.vii to xiii Ringmar, Eric (2017), "The Making of the Modern World," in International Relations. (Bristol: E-IR)	TBA
#7: 21 Sept	Explaining World Affairs: Turning Points in International History; *(to better understand the international system, where it came from, how it developed and why states become very interdependent)* Group Assignment 1 (10%) Due today at 5 pm, Submit in Google Classroom Folder	**Required reading**: Buzan, Barry and Lawson, George (2012) "Rethinking benchmark dates in international relations," European journal of international relations, online . ISSN 1354-0661 ***Useful resources:*** Peace of Westphalia (Britannica) Turning Points (Coursera Video) Group Assignment 1 due today: Summarise the readings from Week1 and the reading by Barry Buzan. What are the most important points about the *origins and evolution of international relaitons* that are discussed in these readings? Why	TBA

Session/ Date & Time	Topics	Activities/ Text & Materials/ Media	Lecturer/ remark
		does Buzan say that we have to critique how IR is written about? Maximum 800 words	
		No Midterm Exam	
#8: 5 Oct	Explaining World Affairs: 3 Approaches to Analysis (Realism, Liberalism, Constructivism) *(Introduction to how Internaitonal Relations scholars explain the relaitons between States; explain "positivist" and "post-positivist" explanations of IR; critically engage with theories of IR; understand how and why Thailand relates to ASEAN and the rest of the world)*	**Required Readings**: Stephen McGlinchey et.al. (2017), International Relations. (Bristol: E-IR) - Chapter 1(Realism) - Chapter 2(liberalism) - Chapter 4 (Constructivism) ***Useful resource:*** Stephen M. Walt (1998) "International Relations: One World, Many Theories," Foreign Policy, No. 110, Special Edition: Frontiers of Knowledge. (Spring, 1998), pp. 29-32 +34-46.	TBA
#9: 12 Oct	Explaining World Affairs: Critical Theories *(Introduce "post-positivist", critical approaches to IR; introduction to international political economy; critical understanding of the (economic and political) dynamics of Thailand's*	**Required Readings:** Stephen McGlinchey et.al. (2017), International Relations. (Bristol: E-IR) - Chapter 5 (Marxism) - Chapter 6 (Critical Theory)	TBA

Session/ Date & Time	Topics	Activities/ Text & Materials/ Media	Lecturer/ remark
	relations with ASEAN and the world.		
#10: 19 Oct	Explaining World Affairs: *(Introduction to non-western IR; linkage to Buzan's critiques of IR; Asian and Global South Approach approaches to IR; Chinese, Indian and Japanese approaches to explaining IR.")* Group Assignment 2 (25%) Due today, 5pm in Google Classroom folder	Stephen McGlinchey et.al. (2017), International Relations.(Bristol: E-IR) Chapter 16 (Asian Perspectives) Chapter (Global South Perspectives) Group Assignment: Explain how realism and liberalism explain international relations and why these IR theories are considered "positivist". How are these positivist approaches different from "post-positivist" approaches like Constructivism, Marxism and Critical Theory and what do these theories say about relatins between States in the international system ? Maximum: 1000 words	TBA
#11: 26 Oct	Global Governance	Reading -Tim Dunne, New thinking on international society. British Journal of Politics and International Relations, Vol. 3, No. 2 (Jun., 2001), pp. 223–244	TBA
#12: 2 Nov	Regionalism	Reading Geovanni Capannelli, "Asian Regionalism: How does it compare to Europe's?", East Asia Forum, (2009) http://www.eastasiaforum.org/2009/04/21/asian-regionalism-how-does-it-compare-to-europes/	TBA
#13: 9 Nov	International Governmental Organization and Non-Governmental Organization	*No Readings*	TBA

Session/ Date & Time	Topics	Activities/ Text & Materials/ Media	Lecturer/ remark
	Assignment #1	**Assignment #1: Group Presentation** **Assignment Due Today TBA (10%)**	
#14: 16 Nov	International Traditional and Non-Traditional Security	Reading Caballero-Anthony, M. (2018). *Negotiating Governance on Non-Traditional Security in Southeast Asia and Beyond*. New York; Chichester, West Sussex: Columbia University Press.	TBA
#15: 23 Nov	Terrorism **Assignment #2**	Martha Crenshaw, "Today's Terrorists Want to Inspire", *The Atlantic,* https://www.theatlantic.com/international/archive/2015/09/history-terrorism-isis-9-11/405055/ **Assignment #2: Analyzing a Security Issue (group assignment 20%)** Pick an individual security issue that affects an individual country or region for your group to analyze (India vs. Pakistan, Terrorism in Thailand, US. vs. North Korea, Vietnam and the South China Sea etc.) and write a report with the following information. 1. Identify the actors involved in the security issue 2. The reason why the issue is significant (is it in a key region of the world? Is there potential for it to turn into a wider conflict? Is it in a resource rich area? etc.) 3. Whether it is a traditional or non-traditional issue and why 4. Strategies that have been done to try and address it and whether they have been successful or not. Maximum: 1200 words The Report is due **TBA** in the Google Classroom folder. Plagiarism software, Turn-it-in, will be used. -	TBA

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline
TU116 Man and Arts, Visual Art, Music and Performing Arts
Semester 1/2026

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.

โกวิทย ขันธศิริ. ดุริยางคศิลปตะวันตก (เบื้องตน) สำนักพิมพจุฬาลงกรณมหาวิทยาลัย.

รศ.ดร.ณรุทธ สุทธจิตต. สังคีตนิยม: ความซาบซึ้งในดนตรีตะวันตก.พิมพครั้งที่ 11. กรุงเทพ: สำนักพิมพจุฬาฯ, 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** - **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**

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					

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline
TU122 Law in Everyday Life
Semester 1/2026

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.

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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%**

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

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	

FN451 Equity Securities Analysis

Semester 1/2026

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

Prerequisite: FN312

Course Description:

The focus of this class is on the valuation of equities and the role of analysts as investment advisors. Course topics covers a broad spectrum of analytical tools that equity analysts require to carry out their jobs-- starting with economic and market analysis, sector and stock analysis, and investment management. Discussions will include the dynamism of capital markets, and interaction between equity analysts with mutual fund managers, investment bankers, and retail clients. The class also familiarizes students with computational tools in equity analysis and asset management.

Course Objective:

1. Acquaint students with the analytical tools that are necessary to become future equity analysts

   or investment advisors.

2. Develop understanding of the relationship between investment environment, market valuation,

   and intrinsic valuation.

3. Familiarize students with tools for evaluating stock prices.

4. Provide updates on current thinking and practice of securities investment and valuation.

5. Familiarize students with quantitative and computing tools for equity analysis and asset management.

Main Texts:

(R1) Damodaran, A., Investment valuation: Tools and techniques for determining the value of any asset, Wiley, 2012

Recommended Texts & Materials:

(R2) Jerald E. Pinto, CFA, Elaine Henry, CFA, Thomas R. Robinson, CFA, and John D. Stowe, CFA Equity Asset Valuation, Second Edition CFA Institute Investment Books

(R3) Beninga, S. Financial Modeling, MIT Press, 2008.

Local business newspapers, The Asian Wall Street Journal, BusinessWeek,

The Economist,

Forbes, Fortune, various financial and economic Websites, etc.

TV: CNBC, Money Channel

Details on Assignments:

Industry and stock report
Equity analysis report: Students will be assigned firms at the beginning of the semester. They are asked to submit a short industry report around mid-term not exceeding 5 pages and a final report including equity valuation. The final report should not exceed 15 pages (including all appendices figures, tables). The report must conform to professional equity analyst formats. Each group must deliver a 15-minute stock idea presentation on a stock selected, followed by 5-10 minutes of questions.
Evaluations
You will be evaluated mainly by, but not limited to, the following criteria: numerical analysis, concept and intuition, clear writing and communication of ideas.

Note

This project is a group assignment. **<u>You may discuss the project with your own group members only, but not with other groups or anybody else</u>**. You must provide proper citations in your report for reference sources. Plagiarism is considered cheating and will be subject to the university's policy.

Week/Date	Topics	Activities/ Text&Materials/ Media
#1	Role of equity analyst and market efficiency Fundamental analysis vs quantitative analysis for stock selection Instructor: Pantisa Pavabutr	Handouts, Chapters 1,2, 6 - R1
#2	Market microstructure Economic and industry analysis Instructor: Pantisa Pavabutr	
#3	Statistics and probability in equity analysis 1 Return and risk measurement Probability and distributions Instructor: Pantisa Pavabutr	Chapters 3, and 4, 5, R2
#4	Statistics and probability in equity analysis 2 Regressions Hurdle rates in practice Instructor: Pantisa Pavabutr	Chapter 8, R2
#5	Applying statistics and probability in equity analysis Sensitivity, scenario analysis and simulations Instructor: Pantisa Pavabutr	Handout, Chapter 7, 8, 11, - R1
#6	Real options in valuation Instructor: Pantisa Pavabutr	Handout,
#7	Portfolio performance and mutual funds evaluations Instructor: Pantisa Pavabutr	Handout
#8	Industry analysis presentations Instructor: Pantisa Pavabutr	
	Mid-term Exam	
#9	A wrap-up of market efficiency, intrinsic value, and cost of capital; Research writing technique (Instructor: Sirinattha Techasiriwan)	Handout, Chapter 1, 6, 7, 8 - R1
#10	Financial statement analysis and financial statement forecasting Instructor: Sirinattha Techasiriwan	Handout, Chapter 3 - R1

#11	Value Enhancement: MVA, EVA, NPV, RI; Using EVA and RI in Valuation; Competitive Advantage Analysis, Key Determinations of Growth Instructor: Sirinattha Techasiriwan	Handout, Chapter 32, 11 - R1
#12	Dividend Discount Model Instructor: Sirinattha Techasiriwan	Handout, Chapter 7, 8, 13 - R1
#13	Discounted Free Cash Flow Models Instructor: Sirinattha Techasiriwan	Handout, Chapter 13, 14, 15 - R1
#14	Relative Valuation Instructor: Sirinattha Techasiriwan	Handout, Chapter 17-20 - R1
#15	Student presentations	
	Final exam	

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

TU240 World Geopolitical Economy

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

Prerequisite: -

Course Description:

This course introduces students to geopolitics and geoeconomics by exploring their key conceptual foundations, evolution, and current debates. It demonstrates how geopolitical and geoeconomic considerations have transformed from the premodern to the modern era, covering the period from pre-colonial times through the post-Cold War. Additionally, the course will familiarize students with contemporary discussions in geopolitics and geoeconomics, including the global landscape under Trump 2.0, Thai foreign policy, migration and geopolitics, and the future of geopolitics.

However, theory differs from practice. Given that global politics involves uncertainties and information gaps, policymakers cannot rely solely on theoretical frameworks. Therefore, the decision-making process integrates objective information analysis with creativity. Policymaking does not have a definitive right or wrong; it relies on judgment based on sound reasoning. This course will introduce students to a simulated scenario designed to help them exercise their policy creativity under specific geopolitical conditions. The simulation bridges the gap between theoretical knowledge and real-world decision-making.

Learning Objectives

1. Students grasp the theoretical foundations of global geopolitics and geoeconomics, along with the various factors that influence them.

2. Students apply their global geopolitics and geoeconomics knowledge to explain real-world case studies or creatively design a policy course appropriate for a country.

Learning Outcomes

1. Students can appropriately apply their global geopolitics and geoeconomics knowledge.

2. Students can constructively engage in simulations and inter-group negotiations and participate in class activities civically.

3. Students properly cite sources and honor academic integrity and ethics.

Teaching Methods

This course employs a blended pedagogical approach that integrates short lectures, guided analytical exercises, and a semester-long geopolitical simulation. The simulation is designed to help students apply theoretical concepts to dynamic, real-world decision-making environments. Each weekly meeting lasts three hours and follows a consistent structure to support both conceptual learning and progressive diplomatic interaction.

- Lecture and conceptual foundations (60-75 minutes)
- Internal country work time (30-40 minutes)
- Diplomatic negotiation period (45-60 minutes)
- Weekly national log submission (final 10 minutes)

Description and Assessment of Assignments

Throughout the semester, students will participate in a geopolitical simulation set in the fictional world of Olympus, consisting of six countries with distinct geographical, economic, political, and cultural characteristics. Each country's delegation is represented by a team of six students, who collectively craft national strategies, negotiate with other states, manage domestic pressures, and respond to geopolitical crises.

All major written assignments are tied to this

simulation. <u>Country Roles</u>

Each Olympus country is represented by a delegation of 10-12 students, divided into four functional blocs. This structure mirrors real-world foreign policy environments while allowing all students to take on meaningful responsibilities.

1. **Executive Brance (4 students)**
   A. Head of Government (1)
      - Final authority when consensus fails
      - Represents country at summits
      - Handles crisis decisions

   B. Foreign Minister (1)
      - Oversees diplomacy
      - Manages treaties and alliances
      - Coordinates with diplomats

C. Defense Minister (1)
   - Oversees security strategy
   - Craft military posture and assess threat
   - Handles crisis management

D. Economic Minister (1)
   - Oversees economic strategy
   - Craft trade, sanctions, economic planning, and resource strategy
   - Works closely with the business and domestic coalition

2. **Diplomatic Corps (3 students)**

   A. Diplomats (3)
   - Manage backchannels
   - Prepare intelligence and diplomatic memos
   - Support Foreign Minister and Head of Government

3. **Domestic Coalition (4-5 students)**

   Choose your own role from the list below:
   - Business leader
   - Civil society/NGO leader
   - Labor/trade union representative
   - Media/communication officer
   - Opposition party leader
   - Energy/infrastructure

The next session will describe the assignments for this course.

1. **<u>Simulation Performance (40%)</u>**

   Simulation I: Orientation
   Summit – 10% Simulation II:
   Crisis Simulation – 15%
   Simulation III: Final Olympus World Summit – 15%

   Students are assessed individually on their performance during the three major simulations. Grade reflects how effectively each student fulfills the responsibilities of their assigned role. They will be evaluated on strategic coherence, clarity of communication, crisis response and adaptability, and role execution and teamwork.

2. **<u>National Strategy Report (10%)</u>**

   Due 2 February
   Length: 6 pages

   This report establishes your country's baseline strategy, which will guide decision-making during the Orientation Summit.

   Required Elements:

   - Geographic, political, economic, and identity-based profile
   - Three national objectives
   - Domestic pressure and constraints
   - Threat and opportunity assessment
   - Initial diplomatic, economic, and security

strategy Assessed on analytical depth,

coherence, realism, and clarity.

3. **<u>Midterm Strategy Update (10%)</u>**
Due 9 March
Length: 6 pages

After the Orientation Summit, the geopolitical map of Olympus should have shifted. This paper provides an updated strategic plan reflecting the new diplomatic landscape

Required Elements:

- Reflection on Simulation I: successes, failures, and miscalculations
- Revised threat analysis and strategic objectives
- Domestic coalition pressures and new constraints
- Crisis response planning and contingency strategies

Assessed on evidence of learning, strategic reasoning, and application of course concepts.

4. **<u>Final Country Report and Individual Assessment (20%)</u> Group Country Report (15%) + Individual Role Reflection (5%)**

Final Country Report (Group, 15%)
Due 19 May
Length: 10 pages

5. **National Strategy Report (10%)**
Due 2 February
Length: 6 pages

This report establishes your country's baseline strategy, which will guide decision-making during the Orientation Summit.

Required Elements:

- Geographic, political, economic, and identity-based profile
- Three national objectives
- Domestic pressure and constraints
- Threat and opportunity assessment
- Initial diplomatic, economic, and security

strategy Assessed on analytical depth,

coherence, realism, and clarity.

6. **Midterm Strategy Update (10%)**
Due 9 March
Length: 6 pages

After the Orientation Summit, the geopolitical map of Olympus should have shifted. This paper provides an updated strategic plan reflecting the new diplomatic landscape

Required Elements:

- Reflection on Simulation I: successes, failures, and miscalculations
- Revised threat analysis and strategic objectives
- Domestic coalition pressures and new constraints
- Crisis response planning and contingency strategies

Assessed on evidence of learning, strategic reasoning, and application of course concepts.

7. **Final Country Report and Individual Assessment (20%) Group Country Report (15%) + Individual Role Reflection (5%)**

Final Country Report (Group, 15%)
Due 19 May
Length: 10 pages

This capstone assignment analyzes your country's trajectory across all simulations and the semester-long diplomatic process.

Required Elements:

- Chronological narrative of key events
- Evaluation of major decisions and turning points
- Interaction between domestic politics and foreign policy
- Identification of mistakes and alternative strategies
- Application of geopolitical and geoeconomic theories

Assessed on analytical depth, accurate integration of course theories, coherent narrative and structure, quality of evidence and reasoning, and clarity of writing.

Individual Role Reflection (5%)
2 pages per student, submitted independently along with the group report

This reflection allows students to be evaluated separately based on their personal performance, learning, and insight.

Required Elements:

- Description of role and responsibilities
- Evaluation of personal decisions. What did you do well? What mistakes or miscalculations did you make?
- Reflection on learning about geopolitics and diplomacy
- What would you do differently if given another chance?

Assessed on honesty and depth of reflection, ability to identify mistakes and extract lessons, clear connection to course concepts, and self-awareness and critical thinking. A strong, honest reflection can offset earlier performance weaknesses. Students who made mistakes but demonstrate deep understanding and meaningful learning will receive higher marks.

8. Weekly National Log (10%)

During the final portion of class each week, teams work on internal planning and diplomatic interaction. At the end of each class, each country submits a Weekly National Log (150-250 words).

Required Elements:

- Internal developments: decisions made, emerging domestic pressures, strategy adjustments
- Diplomatic activity: negotiations, deals, alliances, disputes
- Shifts in strategic landscape: new threats or opportunities
- Plan for next week

Assessed on effort and completeness.

Grading Breakdown

Assessment Tool	Percent of Grade
Simulation Performance	40
National Strategy Report	20
Midterm Strategy Update	10
Final Country Report & Evaluation	20
Weekly National Log	10

Grading Scale

Course final grades will be determined using the following scale:

Letter grade	Corresponding numerical point range
A	90-100
B+	85-89
B	80-84
C+	75-79
C	70-74
D+	65-69
D	60-64
F	Below 60

Assignment Submission Policy
Assignments shall be submitted to MS Team by 11.59 pm on the deadline date indicated for each assignment. Late submissions without prior notice to the instructor will result in a one-grade deduction per day. For example, if your assignment would have received an A, submitting it one day late will result in a B+, and two days late will result in a B, and so on

Policy for the Use of AI Generators
You are allowed in this course to use ChatGPT and other LLMs as research tools to help you write your papers. However, keep in mind the following:

- AI tools are permitted to help you brainstorm topics or revise work you have already written.
- You will get low-quality results if you provide prompts requiring minimal effort. You will need to refine your prompts to achieve good outcomes, and this will take work.
- Proceed with caution when using AI tools, and do not assume the information provided is accurate or trustworthy. If it gives you a number or fact, assume it is incorrect unless you know the correct answer or can verify its accuracy with another source. You will be responsible for errors or omissions provided by the tool. It works best for topics you understand.

- **AI is a tool, but one that you need to acknowledge using. Please include a paragraph at the end of any assignment that uses AI explaining how (and why) you used AI and indicate/specify the prompts you used to obtain the results and what prompts you used to get the results. Failure to do so is a violation of academic integrity policies.**
  - Be thoughtful about when AI is beneficial. Consider its appropriateness for each assignment or circumstance. The use of AI tools requires attribution. You are expected to attribute any material generated by the tool used clearly.

Class Schedule:

Class	Date	Topics	Simulation Activities
Module I: Foundations of Geopolitics			
1		Course Introduction and Simulation Overview	Assign functional countries; distribute initial country briefs
2		What is Geopolitics?	Understand physical geography of their country
3		Constructing Geopolitical Images	Craft national narratives, origin myths, geopolitical identities; design flag, motto, and anthem
4		Grand Strategy and Negotiation Strategy	Articulate national interests, red lines, and long-term strategic goals
5		Simulation I: First Olympus World Summit	Opening speeches; alliance formation; negotiation rounds; minor crisis
Module II: Evolution of Geopolitical Systems			
6		The Emergence of Territorial States and Great Power Politics	Assess if your states seek primacy, balancing, or survival
Module III: Geopolitical Tools			
7		Geopolitics of Warfare, Technology, and Chokepoints	Identify military vulnerabilities; analyze chokepoints; draft a military posture brief

8		Geoeconomics and Sanctions	Assess trade dependencies, resource needs, sanction vulnerabilities; draft an economic strategy	
9		Simulation II: Crisis Simulation	High-intensity crisis scenario; emergency negotiations; escalation/de-escalation decisions	
Module IV: Issues in Geopolitics and Geoeconomics				
10		Thailand in Global Geopolitics	Map similarity between their fictional countries and Thailand	
11		Climate Change and Geopolitics	Identify climate vulnerabilities, potential climate-induced crises, and adaptation strategies	
12		Nationalism and Geopolitics	Examine whether their domestic politics strengthen or constrain foreign policy choices	
13		Cyber Geopolitics and Information Warfare	Draft information campaign	
14		Future Geopolitics	Finalize country's final preparation for the debate	Dr. Jittipat Poonkham
15		Simulation III: Olympus Grand Summit	Treaty negotiation, alliance restructuring, long-term settlement, major crisis inject, creation of a world order	Pongkwan & Thitirat

Required Textbook

- Klaus Dodds, *Geopolitics: A Very Short Introduction*, 2nd ed. (Oxford, 2014).
- Colin Flint, *Introduction to Geopolitics,* 4th ed. (Routledge, 2021).
- John Baylis, James J. Wirtz, and Colin S. Gray, *Strategy in the Contemporary World: An Introduction to Strategic Studies*, 6th ed. (Oxford, 2019).

Week 1: Course Introduction and Simulation Overview

- **Read** Course Syllabus
- **Read** the Olympus General Manual

Week 2: What is Geopolitics?

- **Read** Geopolitics: A Very Short Introduction, Chapters 1-2.
- **Read** Introduction to Geopolitics, Chapter 2.

Week 3: Constructing Geopolitical Images

- **Read** Geopolitics: A Very Short Introduction, Chapter 4-5.
- **Read** Introduction to Geopolitics, Chapter 3.

Week 4: Grand Strategy and Negotiation Strategy

- **Read** Strategy in the Contemporary World, Chapter 18.

Week 6: The Emergence of Territorial States and the Rise of Great Power Politics

- **Read** John Agnes, *Geopolitics: Re-visioning World Politics*, 2nd ed. (Routledge, 2003), Chapters 4-5.

Week 7: Geopolitics of Warfare, Technology, and Chokepoints

- **Read** Strategy in the Contemporary World, Chapters 8 & 14.

Week 8: Geoeconomics and Sanctions

- **Read** Henry Farrell and Abraham L. Newman, "Weaponized Interdependence: How Global Economic Networks Shape State Coercion," *International Security* 44, no. 1 (2019): 42-79.
- **Read** Daniel W. Drezner, "Sanctions Sometimes Smart: Targeted Sanctions in Theory and Practice 13, no. 1 (2011): 96-108.

Week 10: Thailand in Global Geopolitics

- **Read** Jittipat Poonkham, "Thailand's Bamboo Diplomacy in the Age of Geopolitical Rivalry: Bending or Gone with the Wind," *CSCAP Regional Security Outlook 2023* (Canberra: Council for Security Cooperation in Asia Pacific, 2023): 43-46.

Week 11: Climate Change and Geopolitics

- **Read** Introduction to Geopolitics, Chapter 9.

Week 12: Nationalism and Geopolitics

- **Read** Thomas Soehl and Sakeef M. Karim, "How Legacies of Geopolitical Trauma Shape Popular Nationalism Today," *American Sociological Review* 86, no. 3 (2021).

Week 13: Cyber Geopolitics and Information Warfare

- **Read** Strategy in the Contemporary World, Chapter 17.

Week 14: Future Geopolitics

- **Read** Ling S. Chen and Miles M. Evers, "Wars without Gun Smoke": Global Supply Chains, Power Transitions, and Economic Statecraft," *International Security* 48, no. 2 (Fall 2023): 164–204.