Program Structure

Total credit hour   **124 Credit hours**

1. General Education   31 Credit hours
    - 1.1. Social Sciences   6   Credit hours
    - 1.2. Humanities   3   Credit hours
    - 1.3. Languages   15   Credit hours
    - 1.4. Mathematic and Sciences   6   Credit hours
    - 1.5. Physical Education   1   Credit hours
2. Core Course   45 Credit hours
3. Major Course   30 Credit hours
4. Major Elective Course   12 Credit hours
5. Free Elective Courses   6 Credit hours

1. General Education   34 Credit hours

    1.1. Social Science 6 Credit hours

Credit hours (Lecture – Lab - Self-study)

IGE107	Living in Modern Society	3(3-0-6)
IGE108	Psychology for Living	3(3-0-6)
IGE109	Sufficient Economy and Quality of Life	3(3-0-6)
IGE110	Communication and Human Relations	3(3-0-6)

    1.2 Humanities 3 Credit hours

IGE231	Art of Life Development	3(3-0-6)
IGE232	Thai Heritage and Wisdom	3(3-0-6)
IGE233	Ethics and Human Development	3(3-0-6)
IGE234	Thinking and The New Generation	3(3-0-6)

    1.3 Languages 15 Credit hours

IGE101	English for Communication I	3(3-0-6)
IGE102	English for Communication II	3(3-0-6)
IGE103	English for Communication III	3(3-0-6)
IGE104	English for Communication V	3(3-0-6)
IGE105	Thai Language for International Students	3(2-2-6)
IGE106	Thai for Thai Students	3(2-2-6)
IGE107	English for Business Communication	3(3-0-6)

1.4 Mathematics and Science 6 Credit hours

IGE115	Contemporary Mathematics	3(3-0-6)
IGE116	Environmental Science for Sustainable World	3(3-0-6)
IGE117	Information Technologies in Digital Age	3(2-2-6)
IGE118	Green Environment for Sustainable Life	3(3-0-6)

1.5 Physical Education 1 Credit hours

IGE419	Physical Fitness	1(0-2-2)
IGE420	Art of Self Defense	1(0-2-2)
IGE421	Rhythmic Activities and Ballroom Dancing	1(0-2-2

2. Core Courses 45 Credit hours

IAC200	Financial Accounting	3(3-0-6)
IBA106	International Business	3(3-0-6)
IBA300	Quantitative Business Analysis	3(3-0-6)
ICP205	Computer Applications in Business	3(3-0-6)
ICP405	Management Information System	3(3-0-6)
IEC200	Principles of Economics	3(3-0-6)
IFB301	Business Finance	3(3-0-6)
ILA214	Business Law	3(3-0-6)
ILA315	Taxation	3(3-0-6)
IMA201	Business Statistics	3(3-0-6)

IMG200	Principles of Management	3(3-0-6)
IMG204	Production and Operation Management	3(3-0-6)
IMG303	Strategic Management	3(3-0-6)
IMG313	Cross-cultural Studies for Management	3(3-0-6)
IMK201	Principles of Marketing	3(3-0-6)

3. Major Courses 30 Credit hours

IMG210	Entrepreneurship	3(3-0-6)
IMG319	Business Plan Writing for Entrepreneur	3(3-0-6)
IMG203	Human Resource Management	3(3-0-6)
IMG315	Change Management	3(3-0-6)
IMG204	Value Chain Management	3(3-0-6)
IMG310	Creativity and Innovation Management	3(3-0-6)
IMG316	Business Research Methods in Management	3(3-0-6)
IMG311	Project Management	3(3-0-6)
IMG318	E- Commerce for Entrepreneur	3(3-0-6)
IMG481	Seminar in Entrepreneurial Management	2(2-0-4)
IMG482	Special Project in Entrepreneurial Management	1(0-2-6)

4. Major Elective Courses 12 Credit hours

IMG305	Stakeholder Relations Management	3(3-0-6)
IMG 317	Risk Management	3(3-0-6)

IMG422	Planning and Controlling	3(3-0-6
IMG429	Knowledge Management	3(3-0-6)
IMG432	Negotiation and Conflict Management	3(3-0-6)
IMG434	Leadership	3(3-0-6)
IBA451	Principles of Hotel Lodging Management	3(3-0-6)
IBA452	Room Division Management	3(2-2-5)
IBA453	Food and Beverage Management	3(2-2-5)
IBA454	Hotel Marketing and Sales	3(3-0-6)
IBA455	Service Quality Management in Hotel	3(3-0-6)
IMG490	Cooperative Education for Entrepreneurial Management	6(0-0-40)
IBA490	Pre-Cooperative Education	1(1-0-2)

5. Free elective **6** Credit hours

IEN434	Public Speaking	3(3-0-6)
IEN439	English for Standardized Tests	3(3-0-6)
IBA400	Selected Topics in Business	3(3-0-6)
IBA401	Doing Business in ASEAN Countries	3(3-0-6)
IBA402	Customer Relationship Management	3(3-0-6)
IBA403	Business Ethics and Corporate Social Responsibility	3(3-0-6)
ICP422	Web Design and Development	3(2-2-4)

or any other undergraduates courses at Kasem Bundit University