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

IMK220	Consumer Behavior Insight	3(3-0-6)
IMK225	Product Innovation and Management	3(3-0-6)
IMK226	Pricing Strategy	3(3-0-6)
IMK304	Marketing Management	3(3-0-6)
IMK308	Integrated Marketing Communication	3(3-0-6)
IMK310	Marketing Channels	3(3-0-6)
IMK325	Service Marketing	3(3-0-6)
IMK326	Digital Marketing	3(3-0-6)
IMK403	Marketing Research	3(3-0-6)
IMK481	Seminar in Marketing	2(2-0-4)
IMK482	Special Project in Business Marketing	1(0-2-6)

4. Major Elective Courses 12 Credit hours

IMK210	Sales Management	3(3-0-6)
IMK414	Distribution and Logistics Management	3(3-0-6)

IMK420	Import-Export Management	3(3-0-6)
IMK421	Public Relations	3(3-0-6)
IMK423	International Marketing	3(3-0-6)
IMK424	Business-To-Business Marketing	3(3-0-6)
IMK427	Direct and Database Marketing	3(3-0-6)
IMK428	Event and Experience Marketing	3(3-0-6)
IMK429	Advertising	3(3-0-6)
IMK430	Retailing Management	3(3-0-6)
IMK431	Brand Management	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)
IMK490	Cooperative Education for Marketing	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