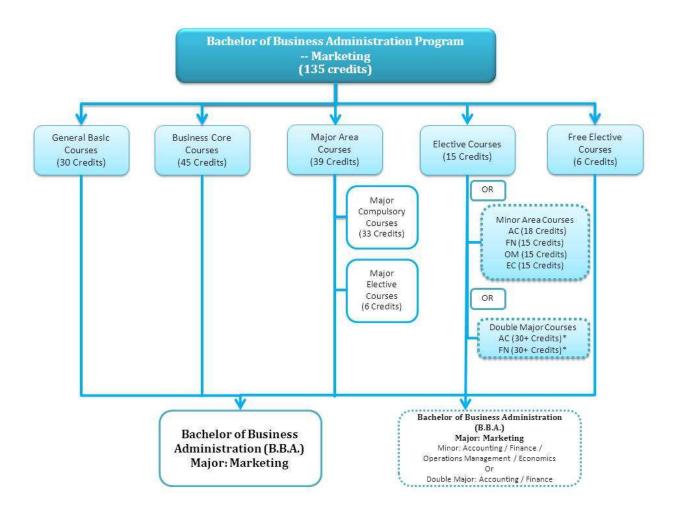


BBA INTERNATIONAL PROGRAM THAMMASAT BUSINESS SCHOOL THAMMASAT UNIVERSITY

BBA CURRICULUM

CURRICULUM STRUCTURE - MARKETING



^{*}Students who would like to have double majors must study the courses required in Major #2 for no less than 30 credits (not including the courses that are overlapping in Major #1 and Major #2) and the total number of credits studied must be 150 credits or more.

BBA CURRICULUM 2013 (with General Basic Course (Revised 2015)) MARKETING MAJOR			
Code	Course Title	Credits	Prerequisite
	Basic Courses (30 credits)	Credits	rierequisite
	Civic Education	3	-
TU 101	Thailand, ASEAN, and the World	3	-
TU 102	Socials Life Skills	3	_
TU 103	Life and Sustainability	3	-
TU 104	Critical Thinking, Reading, and Writing	3	-
TU 105	Communication Skills in English	3	_
TU 106	Creativity and Communication	3	-
EG 221	Reading for Information	3	TU105 or Exemption
EG 241	Listening - Speaking 1	3	TU105 or Exemption
	Taxation	3	2nd-year student status
	Core Courses (45 credits)		
	Business Law	3	2nd-year student status
BA 203	Business Quantitative Analysis	3	-
BA 204	Business Statistics	3	-
BA 401	Strategic Management	3	4th-year student status
AC 201	Fundamental Accounting	3	-
AC 202	Management Accounting	3	AC 201
FN 201	Business Finance	3	AC 201
MK 201	Principles of Marketing	3	-
HR 201	Principles of Management	3	-
OM 201	Principles of Operations Management	3	-
IS 201	Management Information Systems	3	-
EC 213	Introductory Microeconomics	3	-
EC 214	Introductory Macroeconomics	3	-
EL 221	Communicative Business English 1	3	TU105 or Exemption
EL 321	Communicative Business English 2	3	EL 221
Major Co	ompulsory Courses (33 credits)		
MK 311	Consumer Behavior	3	MK 201
MK 312	Marketing Planning	3	MK 311
MK 313	Creativity and Communication in Marketing	3	MK Major and MK 201
	Profession		
MK 314	Qualitative Research in Marketing	3	MK 311
MK 315	Quantitative Research in Marketing	3	BA 204 and MK 314
MK 316	Product and Brand Management	3	MK 311
MK 317	Pricing Management	3	MK 201 and FN 201
MK 318	Distribution Channel Management	3	MK 201
MK 319	Integrated Marketing Communications	3	MK 311
MK 411	Marketing Analysis and Decision-Making	3	MK 311 and BA 204
MK 412	Marketing Strategy	3	MK Major and 4th-year student status
			and MK 312

	BBA CURRICULUM 2013 (with General Basic Course (Revised 2015))			
	MARKETING MAJOR			
Code	Course Title	Credits	Prerequisite	
Major E	lective Courses (6 credits)			
MK 321	Sales Promotion and Event Marketing	3	MK 311	
MK 322	Retail Management	3	MK 201	
MK 323	Sales Management	3	MK 201	
MK 331	Business-to-Business Marketing	3	MK 201	
MK 332	Services Marketing	3	MK 201	
MK 333	International Marketing	3	MK 201	
MK 334	Agricultural Marketing	3	MK 201	
MK 335	Health-Care Marketing Strategy	3	MK 201	
MK 341	Special Topics in Marketing 1	3	MK Major and 3rd-year student status or approved by the instructor	
MK 342	Special Topics in Marketing 2	1.5	MK Major and 3rd-year student status or approved by the instructor	
MK 343	Special Topics in Marketing 3	1.5	MK Major and 3rd-year student status or approved by the instructor	
MK 421	Special Topics in Marketing 4	3	MK Major and 4th-year student status or approved by the instructor	
MK 422	Entrepreneurial Marketing	3	MK 201	
MK 423	Sustainability Marketing	3	MK 312	
MK 499	Independent Study in Marketing	3	MK Major and 4th-year student status or approved by the instructor	

MX 321 Sales Promotion and Event Marketing 3 MK 311 MX 322 Retall Management 3 MK 201 MX 331 Business-to-Business Marketing 3 MK 201 MX 332 Sales Management 3 MK 201 MX 333 International Marketing 3 MK 201 MX 333 International Marketing 3 MK 201 MX 334 Agricultural Marketing Strategy 3 MK 201 MX 335 Health-Care Marketing Strategy 3 MK 201 MX 341 Special Topics in Marketing 1 3 MK Major and 3rd-year student status or approved by the instructor MX 432 Special Topics in Marketing 3 1.5 MK Major and 3rd-year student status or approved by the instructor MX 421 Special Topics in Marketing 4 3 MK Major and 3rd-year student status or approved by the instructor MX 422 Special Topics in Marketing 4 3 MK Major and 4th-year student status or approved by the instructor MX 423 Special Topics in Marketing 4 3 MK 80 MK 80 MX 424 Entrepreneurial Marketing 4	Elective	Courses (15 credits)		
MX 323 Retail Management 3 MK 201 MX 323 Sales Management 3 MK 201 MX 331 Business to-Business Marketing 3 MK 201 MX 332 Services Marketing 3 MK 201 MX 334 International Marketing 3 MK 201 MX 334 Health-Care Marketing Strategy 3 MK 201 MX 341 Special Topics in Marketing 1 3 MK Major and 3rd-year student status or approved by the instructor MX 342 Special Topics in Marketing 2 1.5 MK Major and 3rd-year student status or approved by the instructor MX 421 Special Topics in Marketing 3 1.5 MK Major and 3rd-year student status or approved by the instructor MK 422 Special Topics in Marketing 4 3 MK Major and 4rd-year student status or approved by the instructor MK 423 Sustainability Marketing 3 MK 801 MK 802 MK 423 Sustainability Marketing 3 MK 801 MK 801 MK 801 NN 311 Innext study in Marketing 3 MK 802 MK 802 MK 802 <			3	MK 311
MK 323 Sales Management 3 MK 201 MK 331 Business-to-Business Marketting 3 MK 201 MK 332 International Marketting 3 MK 201 MK 333 International Marketting 3 MK 201 MK 334 Agricultural Marketting Strategy 3 MK 201 MK 341 Special Topics in Marketting 1 3 MK 201 MK 342 Special Topics in Marketting 2 1.5 MK Major and 3rd-year student status or approved by the instructor MK 343 Special Topics in Marketting 3 1.5 MK Major and 3rd-year student status or approved by the instructor MK 421 Special Topics in Marketting 4 3 MK Major and 4th-year student status or approved by the instructor MK 422 Entrepreneurial Marketing 3 MK 201 MK 423 Sustainability Marketing 3 MK 312 MK 429 Independent Study in Marketing 3 MK 321 MK 429 Independent Study in Marketing 3 MK 312 MK 320 Investments 3 FN 201 and 4th-year student status or approved by the instr		-	3	MK 201
MK 331 MK 332 MK 333 MK 333 MK 333 MK 333 MK 334 MK 335 MK 334 MK 335 MK 336 MK 337 MK 337 MK 337 MK 338 MK 340 MK 341 MK 342 Special Topics in Marketing 3 MK 201 MK 342 MK 343 MK 343 MK 343 MK 344 Special Topics in Marketing 2 1.5 MK Major and 3rd-year student status or approved by the instructor MK 343 MK 343 MK 343 MK 344 Special Topics in Marketing 3 1.5 MK Major and 3rd-year student status or approved by the instructor MK 343 MK 343 Special Topics in Marketing 3 1.5 MK Major and 3rd-year student status or approved by the instructor MK 343 MK 343 MK 343 Special Topics in Marketing 3 1.5 MK Major and 3rd-year student status or approved by the instructor MK 343 MK 343 MK 343 MK 343 MK 344 MK 345 MK 345 MK 346 MK 347 MK 348 MK 348 MK 348 MK 349 MK 348 MK 349 MK 349 MK 340 MK 340 MK 341 MK 342 MK 343 MK 343 MK 343 MK 344 MK 345 MK 346 MK 347 MK 348 MK 348 MK 349 MK 340 MK 340 MK 341 MK 342 MK 343 MK 343 MK 343 MK 343 MK 343 MK 344 MK 345 MK 346 MK 347 MK 348 MK 348 MK 349 MK 349 MK 349 MK 340 MK 340 MK 340 MK 340 MK 341 MK 342 MK 343 MK	MK 323	_	3	MK 201
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MK 421 Special Topics in Marketing 3 MK 421 Special Topics in Marketing 4 MK 422 Entrepreneurial Marketing MK 423 Sustainability Marketing MK 429 Independent Study in Marketing MK 499 Independent Study in Marketing MK 490 Independent Study in Marketing MK 420 Independent Study in Mr 40 Independent Study	MK 342	Special Topics in Marketing 2	1.5	MK Major and 3rd-year student status or
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HR 311 Organizational Behavior HR 312 Performance Management System HR 313 Human Resource Planning and Selection HR 314 Human Resource Development HR 315 Managing Compensation and Rewards HR 316 Employee Relations HR 321 Leadership HR 322 Managerial Communication HR 323 Conflict Management and Negotiation HR 324 Organizational Development and Change Management HR 325 Human Resource Information System HR 326 Corporate Human Resource Performance 3 HR 201 HR 201 and IS 201 HR 211	IS 418	Decision Support and Business Intelligence System	3	IS 201
HR 312 Performance Management System HR 313 Human Resource Planning and Selection HR 314 Human Resource Development HR 315 Managing Compensation and Rewards HR 316 Employee Relations HR 321 Leadership HR 322 Managerial Communication HR 323 Conflict Management and Negotiation HR 324 Organizational Development and Change Management HR 325 Human Resource Information System HR 326 Corporate Human Resource Performance 3 HR 211 3 HR 211 3 HR 211 3 HR 201 3 HR 311 4 HR 321 4 HR 323 HR 201 4 HR 324 5 HR 325 Human Resource Information System 3 HR 201 and IS 201 5 HR 321	HR 211	Human Resource Management	3	HR 201
HR 313 Human Resource Planning and Selection HR 314 Human Resource Development HR 315 Managing Compensation and Rewards HR 316 Employee Relations HR 321 Leadership HR 322 Managerial Communication HR 323 Conflict Management and Negotiation HR 324 Organizational Development and Change Management HR 325 Human Resource Information System HR 326 Corporate Human Resource Performance 3 HR 211 3 HR 211 3 HR 211 3 HR 201 3 HR 201 4 HR 201 4 HR 201 4 HR 201 5 HR 201 5 HR 201 6 HR 201 6 HR 201 7 HR 201 7 HR 201 8 HR 201	HR 311	Organizational Behavior	3	HR 201
HR 314 Human Resource Development 3 HR 211 HR 315 Managing Compensation and Rewards 3 HR 211 HR 316 Employee Relations 3 HR 211 HR 321 Leadership 3 HR 311 HR 322 Managerial Communication 3 HR 201 HR 323 Conflict Management and Negotiation 3 HR 311 HR 324 Organizational Development and Change Management HR 325 Human Resource Information System 3 HR 201 and IS 201 HR 326 Corporate Human Resource Performance 3 HR 211	HR 312	Performance Management System	3	HR 211
HR 315 Managing Compensation and Rewards HR 316 Employee Relations HR 321 Leadership HR 322 Managerial Communication HR 323 Conflict Management and Negotiation HR 324 Organizational Development and Change Management HR 325 Human Resource Information System HR 326 Corporate Human Resource Performance 3 HR 211 3 HR 211 3 HR 201 3 HR 201 4 HR 201 4 HR 201 5 HR 201 and IS 201 5 HR 211	HR 313	Human Resource Planning and Selection	3	HR 211
HR 316 Employee Relations HR 321 Leadership 3 HR 311 HR 322 Managerial Communication HR 323 Conflict Management and Negotiation HR 324 Organizational Development and Change Management HR 325 Human Resource Information System HR 326 Corporate Human Resource Performance 3 HR 211 HR 211 HR 201 HR 201 HR 201 and IS 201 HR 211	HR 314	Human Resource Development	3	HR 211
HR 321 Leadership HR 322 Managerial Communication HR 323 Conflict Management and Negotiation HR 324 Organizational Development and Change Management HR 325 Human Resource Information System HR 326 Corporate Human Resource Performance 3 HR 311 HR 311 HR 201 HR 201 HR 201 HR 201 HR 201 and IS 201 HR 211	HR 315	Managing Compensation and Rewards	3	HR 211
HR 322 Managerial Communication 3 HR 201 HR 323 Conflict Management and Negotiation 3 HR 311 HR 324 Organizational Development and Change Management HR 325 Human Resource Information System 3 HR 201 and IS 201 HR 326 Corporate Human Resource Performance 3 HR 211	HR 316	Employee Relations	3	HR 211
HR 323 Conflict Management and Negotiation 3 HR 311 HR 324 Organizational Development and Change Management HR 325 Human Resource Information System 3 HR 201 and IS 201 HR 326 Corporate Human Resource Performance 3 HR 211	HR 321	Leadership	3	HR 311
HR 324 Organizational Development and Change Management HR 325 Human Resource Information System HR 326 Corporate Human Resource Performance 3 HR 201 HR 201 and IS 201 HR 211	HR 322	Managerial Communication	3	HR 201
Management HR 325 Human Resource Information System 3 HR 201 and IS 201 HR 326 Corporate Human Resource Performance 3 HR 211	HR 323	Conflict Management and Negotiation	3	HR 311
HR 325 Human Resource Information System 3 HR 201 and IS 201 HR 326 Corporate Human Resource Performance 3 HR 211	HR 324	Organizational Development and Change	3	HR 201
HR 325 Human Resource Information System 3 HR 201 and IS 201 HR 326 Corporate Human Resource Performance 3 HR 211				
HR 326 Corporate Human Resource Performance 3 HR 211	HR 325		3	HR 201 and IS 201
Measurement	HR 326		3	HR 211
		Measurement		

Code	Course Title	Credits	Prerequisite
Elective (Courses (15 credits) (Cont.)		
ER 313	Development of Creativity and Creation of	3	-
	Innovation		
ER 314	New Product Development	3	ER 313
ER 321	Entrepreneurial Skills	3	ER 211
ER 322	Intrapreneurship	3	ER 211
ER 323	Social Entrepreneurship	3	ER 211
ER 324	Family Business Management	3	HR 201
ER 325	Managing the Growing Business	3	HR 201
ER 326	Managing the Service Business	3	MK 201
ER 327	Technology Management	3	HR 201
ER 328	Managing the High Technology Business	3	HR 201
ER 421	Managing Business in Asia	3	HR 201
OM 311	Data Analysis for Decision Making	3	BA 203
OM 313	Process Analysis and Improvement	3	OM 201
OM 321	Inventory Management	3	OM 201
OM 411	Operation Planning and Control	3	BA 203 and OM 201
OM 424	Organizational Performance Measurement	3	OM 201
OM 425	Sustainable Opearations Management	3	OM 201
OM 435	Small Business Consulting	3	4th-year student status
OM 444	Sport Operations Management	3	OM 201
OM 445	Hotel Management	3	4th-year student status
OM 446	Tourism Management	3	4th-year student status
OM 454	Healthcare Operations Management	3	OM 201
IT 211	Introduction to International Transport	3	-
LO 212	Introduction to Logistics Management	3	-
LO 341	International Logistics	3	LO 212
LO 342	Quantitative Tools for Logistics Management	3	LO 212 and BA 203
LO 442	Supply Chain Management	3	LO 212 and 4th-year student status
IB 311	Global Environment of International Business	3	-
IB 422	Comparative Business Systems	3	IB 311
RB 211	Introduction to Real Estate Business	3	-
RB 212	Introduction to Real Estate Valuation	3	-
RB 312	Real Estate Development Regulation	3	-
RB 314	Real Estate Business Feasibility Studies	3	Have taken real estate subjects no less
			than 2 subjects
RB 341	Property Management	3	RB 313
AC 311	Intermediate Accounting 1	3	AC 201
AC 313	Cost Accounting	3	AC 201
AC 314	Cost Management	3	AC 313
	Tax Accounting	3	AC 201 and BA 202
	Internal Control and Enterprise Risk Management	3	AC 201
	Accounting Information Systems	3	AC 201 and IS 201
	Accounting for Environmental and Social	3	AC 313 or AC 202
	Responsibility		
	Financial Reporting and Statement Analysis	3	AC 311 and AC 312
	International Accounting	3	AC 201 and 4th-year student status
	Tax Problem	3	AC 315

MINOR AREA COURSES			
Code	Course Title	Credits	Prerequisite
Account	ing Minor Area Courses (18 credits)		_
AC 311	Intermediate Accounting 1	3	AC 201
AC 312	Intermediate Accounting 2	3	AC 201
AC 313	Cost Accounting	3	AC 201
AC 314	Cost Management	3	AC 313
AC 318	Accounitng Information Systems	3	AC 201 and IS 201
and sele	ct not less than 3 credits from AC courses (code AC)		
Finance	Minor Area Courses (15 credits)		
FN 211	Financial Markets	3	2nd-year student status
FN 311	Financial Management	3	FN 201 and BA 204
FN 312	Investments	3	FN 201 and MA 216 and BA 204
and sele	ct not less than 6 credits from FN courses (code FN)		
Operations Management Minor Area Courses (15 credits)			
OM 311	Data Analysis for Decision Making	3	BA 203
OM 313	Process Analysis and Improvement	3	OM 201
OM 411	Operations Planning and Control	3	BA 203 and OM 201
and select not less than 6 credits from OM courses (code OM 3xx)			
Economics Minor Area Courses (15 credits)			
must tak	e at least 15 credits for EE course levels 3xx or higher		