

Course Requirements

1. Foundation Courses 30 credits

Students must complete 30 credits of the following foundation courses.

1.1 Keeping up with Current Worlds and Social Affairs

AS287 Contemporary Issues in ASEAN (Compulsory)
CIS106 Leadership and Influence
TU233 Business Opportunities in Thailand
TU122 Law in Everyday Life
TU399 Professional Internship
AS201 Korean Culture and Innovation
SA240 Gender and Sexuality in Contemporary World
SA242 Love and intimacy in contemporary societies
CIS103 Contemporary Thai Society in the Modern World

1.2 Aesthetic and Communication Skills

LAS101 Critical Thinking, Reading and Writing (Compulsory)
LAS102 Thailand in Historical, Social and Cultural Perspective
FR171 French 1
FR172 French 2
GR171 Elementary German 1
GR172 Elementary German 2
GR111 German 1
GR112 German 2
AS187 Portuguese 1
AS188 Portuguese 2
TU116 Man Arts: Visual Art, Music and Performing Arts
MU200 Introduction to Music
AP167 Design and Innovation
CF301 Aesthetics and Philosophy of Art

1.3 Mathematics, Sciences, and Technology

TU107 Digital Skills and Problem Solving (Compulsory)
TU103 Life and Sustainability
DX100 Digital Innovation
CIS104 Programing for data analysis
CIS107 Innovation and Entrepreneurship

1.4 Wellness and Skills of Future

TU201 Financial Literacy for Individuals(Compulsory)
TU234 Investing for Beginners
TU236 Basic 3D Production & Animation and World of Virtual Reality VR AR and MR

TU238 Basis AI & IoT
TU301 Investment in the Stock Market
TU207 Basic Personalized Health Design

1.5 Social services and Learning from Practicing

TU100 Civic Engagement(Compulsory)
TU200 Self Design Civic Engagement
TU221 Learning through National Competition
TU222 Learning through International Competition
TU431 Learning through Own Startup

2. Specialized Courses 90 credits

2.1 Core Courses 30 credits

Students must complete 30 credits of the following foundation courses.

EB100 Business English Listening and Speaking
EB101 International Business English Reading
EB102 Business English Writing 1
EB103 Strategic Marketing
EB104 International Economics
EB200 Project Management
EB201 Financial Accounting
EB202 Workplace Management and Diversity
EB300 International Management and Entrepreneurship
EB301 Operations Management and Control

2.2 Major Area Core Courses 60 credits

2.2.1 Business English Communication

1) Compulsory courses 42 credits

EB150 Business English Writing 2
EB230 Professional Business Presentations
EB250 Academic Writing
EB260 Intercultural Business Communication
EB350 Technical Business Writing
EB351 Creative Content Writing in the Digital World
EB360 Aesthetics and Soft Power
EB361 Corporate Communication
EB390 Current World Affairs and Economic Situations
EB391 Business Project for Global Competitiveness
EB470 Introduction to Business Law
EB480 Internship
EB490 Business Research

2) Elective courses 18 credits

EB266	Digital Marketing Communication
EB267	Communication in Medical Tourism and Health
EB276	Innovative Start-ups and Entrepreneurship
EB286	Business English Translation 1
EB287	Business English Translation 2
EB366	Design Thinking and Communication for Business Innovation
EB367	Data Visualization and Stakeholder Communication
EB368	Communication in Brand Management
EB376	Financial Literacy and Value Investment
EB386	English Translation of Selected Topics
EB387	Introduction to Interpreting in Business
EB466	Strategic Communication
EB467	Communication in Corporate Image Building and Personal Branding
EB496	Selected Topics in Business Communication 1
EB497	Selected Topics in Business Communication 2

222 Business Chinese Communication

1) Compulsory courses 42 credits

CB110	Chinese 1
CB111	Chinese 2
CB130	Chinese Communication 1
CB131	Chinese Communication 2
CB210	Chinese 3
CB211	Chinese 4
CB270	Doing Business in China
CB271	Introduction to China
CB310	Chinese 5
CB311	Chinese 6
CB312	Chinese Business
CB350	Chinese Business Writing
CB480	Internship

2) Elective courses 18 credits

CB316	Chinese for Health Service Sector
CB366	Chinese Business Etiquette and Culture
CB367	Media and Entertainment Industry in China
CB376	Enterprise Development in China
CB377	China in the Global Context
CB416	Chinese in the Technology Industry
CB476	Domestic Politics and Foreign Policy in China
CB477	Chinese Society and Media
CB478	Chinese International Trade
CB486	Chinese Translation
CB496	Selected Topics in Business

223 Business Japanese Communication

1) Compulsory courses 42 credits

JB110	Japanese 1
JB111	Japanese 2
JB130	Japanese Communication 1
JB131	Japanese Communication 2
JB210	Japanese 3
JB211	Japanese 4
JB230	Japanese Communication 3
JB231	Japanese Business Communication 1
JB310	Japanese 5
JB311	Japanese 6
JB330	Japanese Business Communication 2
JB370	Multidimensional Japan
JB480	Internship

2) Elective courses 18 credits

JB356	Japanese Business Writing
JB366	Japanese Business Culture for Internship
JB376	Ever-changing Japan
JB416	Japanese 7
JB417	Japanese 8
JB426	Japanese for Proficiency Testing
JB436	Japanese for Business Presentations
JB476	Current Japanese Business
JB486	Japanese Translation
JB487	Practical Japanese for Administration Purposes
JB496	Selected Topics in Business

224 Business Korean Communication

1) Compulsory courses 42 credits

KB110	Korean 1
KB111	Korean 2
KB130	Korean Communication 1
KB131	Korean Communication 2
KB210	Korean 3
KB211	Korean 4
KB230	Korean Communication 3
KB231	Korean Business Communication 1
KB310	Korean 5
KB311	Korean 6
KB330	Korean Business Communication 2
KB410	Korean 7
KB480	Internship

2) Elective courses 18 credits

KB336	Korean for Specific Industries
KB316	Korean in Media
KB356	Korean Business Writing 1
KB357	Korean Business Writing 2
KB376	Introduction to Korean Business Culture
KB416	Korean 8
KB417	Korean for Business Research and Presentation
KB486	Korean-Thai Translation
KB487	Thai-Korean Translation
KB496	Selected Topics in Business
KB497	Seminar in the Thai-Korean Business Environment

3. Free Elective Courses 12 credits

Students may choose 12 credits of Free Electives from any courses offered in English by Thammasat University or choose from courses specified by the Program as free-electives. Students are unable to choose Foundation Courses with “TU” level 100, i.e. TU 100 as free-electives.

Course Requirements

Business English Communication Major

Year 1

Semester 1	Credits
4 Courses from Foundation Courses	12
EB100 Business English Listening and Speaking	3
EB102 Business English Writing 1	3
EB103 Strategic Marketing	3
Total	21
Semester 2	
3 Courses from Foundation Courses	9
EB101 International Business English Reading	3
EB104 International Economics	3
EB150 Business English Writing 2	3
Total	18

Year 2

Semester 1	Credits
2 Courses from Foundation Courses	6
EB200 Project Management	3
EB230 Business Presentations and Meetings	3
EB250 Academic Writing	3
1 course from Electives	3
Total	18

Semester 2	Credits
1 Courses from Foundation Courses	3
EB201 Financial Accounting	3
EB202 Workplace Management and Diversity	3
EB260 Intercultural Business Communication	3
1 course from Electives	3
1 course from Free Electives	3
Total	18

Year 3

Semester 1	Credits
EB300 International Management and Entrepreneurship	3
EB350 Technical Business Writing	3
EB360 Aesthetics and Soft Power	3
EB361 Corporate Communication	3
1 course from Electives	3
1 course from Free Electives	3
Total	18

Semester 2

EB301 Operations Management and Control	3
EB351 Creative Content Writing in the Digital World	3
EB390 Current World Affairs and Economic Situations	3
EB490 Business Project for Global Competitiveness	3
1 course from Electives	3
1 course from Free Electives	3
Total	18

Year 4

Semester 1	Credits
EB470 Introduction to Business Law	3
EB491 Business Research	3
2 courses from Electives	6
1 course from Free Electives	3
Total	15
Semester 2	
EB480 Internship	6
Total	6

*Business English Major students can be eligible for exemption from EB100, EB101, EB102 registration, subject to the conditions specified in the curriculum announcement. Consult with the relevant academic staff for accurate and up-to-date information regarding exemption eligibility.

Business Chinese Communication Major

Year 1

Semester 1	Credits
1 Course from Foundation Courses	3
EB100 Business English Listening and Speaking	3
EB102 Business English Writing 1	3
EB103 Strategic Marketing	3
CB110 Chinese 1	3
CB130 Chinese Communication 1	3
Total	18

Semester 2

2 Courses from Foundation Courses	9
EB101 International Business English Reading	3
EB104 International Economics	3
CB111 Chinese 2	3
CB131 Chinese Communication 2	3
Total	18

Year 2

Semester 1

3 Courses from Foundation Courses	9
EB200 Project Management	3
CB210 Chinese 3	3
CB260 Doing Business in China	3
Total	18

Semester 2

2 Courses from Foundation Courses	6
EB201 Financial Accounting	3
EB202 Workplace Management and Diversity	3
CB211 Chinese 4	3
CB261 Introduction to China	3
Total	18

Year 3

Semester 1

2 Courses from Foundation Courses	6
EB300 International Management and Entrepreneurship	3
CB310 Chinese 5	3
CB312 Chinese Business	3
1 course from CB Electives	3
Total	18

Semester 2

EB301 Operations Management and Control	3
CB311 Chinese 6	3

CB350 Chinese Business Writing	3
1 course from CB Electives	3
2 courses from Free Electives	6
Total	18

Year 4

Semester 1

4 courses from CB Electives	12
2 courses from Free Electives	6
Total	18

Semester 2

CB480 Internship	6
Total	6

* Business Chinese Major students can be eligible for exemption from EB100, EB101, EB102, CB110, CB111, CB130, CB131 registration, subject to the conditions specified in the curriculum announcement. Consult with the relevant academic staff for accurate and up-to-date information regarding exemption eligibility.

Business Japanese Communication Major

Year 1

Semester 1	Credits
1 Course from Foundation Courses	3
EB100 Business English Listening and Speaking	3
EB102 Business English Writing 1	3
EB103 Strategic Marketing	3
JB110 Japanese 1	3
JB130 Japanese Communication 1	3
Total	18

Semester 2

2 Courses from Foundation Courses	9
EB101 International Business English Reading	3
EB104 International Economics	3
JB111 Japanese 2	3
JB131 Japanese Communication 2	3
Total	18

Year 2

Semester 1

3 Courses from Foundation Courses	9
EB200 Project Management	3
JB210 Japanese 3	3
JB230 Japanese Communication 3	3
Total	18

Semester 2	Credits
2 Courses from Foundation Courses	6
EB201 Financial Accounting	3
EB202 Workplace Management and Diversity	3
JB211 Japanese 4	3
JB231 Japanese Business Communication 1	3
Total	18

Year 3

Semester 1	
2 Courses from Foundation Courses	6
EB300 International Management and Entrepreneurship	3
JB310 Japanese 5	3
JB330 Japanese Business Communication 2	3
JB370 Multi-dimensional Japan	3
Total	18

Semester 2	
EB301 Operations Management and Control	3
JB311 Japanese 6	3
2 courses from JB Electives	6
2 courses from Free Electives	6
Total	18

Year 4

Semester 1	
4 courses from JB Electives	12
2 courses from Free Electives	6
Total	18

Semester 2	
JB480 Internship	6
Total	6

* Business Japanese Major students can be eligible for exemption from EB100, EB101, EB102, JB110, JB111, JB210, JB211 registration, subject to the conditions specified in the curriculum announcement. Consult with the relevant academic staff for accurate and up-to-date information regarding exemption eligibility.

** The curriculum encourages students to participate in an educational exchange program in Japan for either one academic semester or one academic year. In that case, degree plan adjustments will be made based on appropriateness and feasibility in accordance with credit transfer.

Business Korean Communication Major

Year 1

Semester 1	Credits
1 Course from Foundation Courses	3
EB100 Business English Listening and Speaking	3
EB102 Business English Writing 1	3
EB103 Strategic Marketing	3
KB110 Korean 1	3
KB130 Korean Communication 1	3
Total	18

Semester 2

2 Courses from Foundation Courses	9
EB101 International Business English Reading	3
EB104 International Economics	3
KB111 Korean 2	3
KB131 Korean Communication 2	3
Total	18

Year 2

Semester 1	
3 Courses from Foundation Courses	9
EB200 Project Management	3
KB210 Korean 3	3
KB230 Korean Communication 3	3
Total	18

Semester 2

2 Courses from Foundation Courses	6
EB201 Financial Accounting	3
EB202 Workplace Management and Diversity	3
KB211 Korean 4	3
KB231 Korean Business Communication 1	3
Total	18

Year 3

Semester 1	
2 Courses from Foundation Courses	6
EB300 International Management and Entrepreneurship	3
KB310 Korean 5	3
KB330 Korean Business Communication 2	3
1 course from KB Electives	3
Total	18

Semester 2	Credits
EB301 Operations Management and Control	3
KB311 Korean 6	3
2 courses from KB Electives	6
2 courses from Free Electives	6
Total	18

Year 4

Semester 1	Credits
KB410 Korean 7	3
3 courses from KB Electives	9
2 courses from Free Electives	6
Total	18

Semester 2	Credits
KB480 Internship	6
Total	6

* Business Korean Major students can be eligible for exemption from EB100, EB101, EB102, KB110, KB111, KB210, KB211 registration, subject to the conditions specified in the curriculum announcement. Consult with the relevant academic staff for accurate and up-to-date information regarding exemption eligibility.

** The curriculum encourages students to participate in an educational exchange program in the Republic of Korea for either one academic semester or one academic year. In that case, degree plan adjustments will be made based on appropriateness and feasibility in accordance with credit transfer.

Course Descriptions

Foundation Courses

1.1 Keeping up with Current World and Social Affairs

AS287 Contemporary Issues in ASEAN (Compulsory)

Contemporary issues reflecting current affairs of ASEAN such as popular culture, conflicts, economic development, political issues, and social problems.

CIS106 Leadership and Influence

Create leadership for major change. Develop abilities to lead and influence through collaboration, coalition building, thinking strategically and conflict.

TU233 Business Opportunities in Thailand

Business landscape, consumer behavior, culture and history, business laws, business management, and emerging business trends in Thailand.

TU122 Law in Everyday Life

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, dispute settlement, Thai Justice Procedures, the usage and interpretation of law principles, with an emphasis on case studies in our daily lives.

TU399 Professional Internship

Students will learn about and practice professional work in an organization approved by the faculty under the supervision of the advisory committee. There will be clear stipulation of the internship duties and responsibilities, duration and appraisal criteria. The focus will be on learning via application of knowledge and skills gained during the programme to a real professional situation in preparation for entry into the world of work after graduation.

AS201 Korean Culture and Innovation

Important cultural identity of Korean civilization from past until present; innovative advancement in science and technology of Korea; the integration of knowledge in various fields of today's Korean society

SA240 Gender and Sexuality in Contemporary World

Understanding gender and sexuality; their meanings, relation to everyday lives, construction and change in contemporary world. Studying through contemporary social events and phenomena in various cultures and societies, in association with Thai cultures and society. Using various perspectives from anthropology, sociology, and feminism

SA242 Love and intimacy in contemporary societies

The continuity and changes of meanings and practices of love and intimacy in contemporary societies. The impact of economic changes, globalization, individualism, capitalism, mass media, technology, and government policies on intimate relationship. The complexity of love, sex, gender, and sexuality in structuring family and intimate relationships.

CIS103 Contemporary Thai Society in the Modern World

Social transformations of Thai society undergoing the process of globalization, and Thailand's political and economic transformation. Current social issues relating to poverty, inequality, and well-being. Contemporary social phenomena occurring in rural and urban areas, rural-urban linkages, including changes in livelihoods and pattern of living, consumption, everyday life in modern cities and rural areas in digital age.

12 Aesthetic and Communication Skills

LAS101 Critical Thinking, Reading and Writing (Compulsory)

Development of critical thinking through questioning, analytical, synthetic and evaluation skills. Students learn how to read without necessarily accepting all the information presented in the text, but rather consider the content in depth, taking into

account the objectives, perspectives, assumptions, bias and supporting evidence, as well as logic or strategies leading to the author's conclusion. The purpose is to apply these methods to students' own persuasive writing based on information researched from various sources, using effective presentation techniques.

LAS102 Thailand in Historical, Social and Cultural Perspective

To explore Thai social, cultural and intellectual backgrounds from the old days (known as the Kingdom of Siam) until today. To emphasize the formation of the Thai identity as well as directions towards the development of Thai culture and society in the globalization context. (Field trips are obligatory)

FR171 French 1

Listening, speaking, reading and writing in contexts and settings relating to communication for information exchange and inquiry, with a focus on interaction with others. (Lecture and practice 6 hours per week)

FR172 French 2

Listening, speaking, reading and writing for communication and exchange of information and ideas and describing emotions with a focus on fluency in communication and response. (Lecture and practice 6 hours per week)

GR171 Elementary German 1

Basic skills in listening, speaking, reading and writing German. Basic German grammar. Vocabulary and expressions for beginners. Simple everyday conversations

GR172 Elementary German 2

Basic skills in listening, speaking, reading and writing German. Basic German grammar. Vocabulary and expressions for beginners in the higher level. Simple everyday conversations. Basic knowledge of lifestyles and attitude of the Germans
Prerequisite: have earned credits of GR171 or Placement Test or approved by German Department.

GR111 German 1

Fundamental grammar and structure of the German language. Vocabulary for everyday life. Everyday conversations. Reading short and non-complex texts. Writing grammatically correct sentences and short paragraphs.

Prerequisite: have earned credits of GR172 or a pass in German final exam from secondary school or Permission of the Department.

GR112 German 2

Fundamental grammar and structure of the German language. Vocabulary for everyday life. Conversations in different situations. Reading more complex short texts. Writing grammatically correct sentences and paragraphs using a wider range of vocabulary.

Prerequisite: have earned credits of GR111 or Placement Test or Permission of the Department.

AS187 Portuguese 1

Fundamental structures of Portuguese language; basic listening, speaking, reading, and writing skills.

AS188 Portuguese 2

A continuation of AS187; fundamental Portuguese at a higher level with the emphasis on four communication skills of listening, speaking, reading, and writing for daily-life communication.

TU116 Man Arts: Visual Art, Music and Performing Arts

This course is a study of art in relation to its function and the development of people, society and environment by focusing on various creative works, such as visual arts, music and performing arts, depicting the culture and perception of mankind. The course also aims to instill learners with real awareness of art values through personal experience, and also the appreciation of the aesthetic values of creative works. An emphasis is placed upon the influence of art on Thai values and the Thai way of life.

MU200 Introduction to Music

This subject explores music focusing on the aspects of its theories, structure development and relation to society in each period. The students will be trained in the knowledge of major musical categories and styles, as well as exercises for listening and aesthetics appreciation.

AP167 Design and Innovation

Fundamental capabilities in design thinking process used for creative problem-solving, emphasizing on the executing experiment to enable innovation

CF301 Aesthetics and Philosophy of Art

Aesthetic principles of fine arts, philosophy of art, the development of the concept of beauty, the components of aesthetics and their value and background, the relevant theories and the effort to convey the complete appreciation and understanding of the range of skills employed from past to present. The analysis of relevant topics of aesthetics and contemporary arts are also included.

13 Mathematics, Sciences, and Technology

TU107 Digital Skills and Problem Solving (Compulsory)

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

TU103 Life and Sustainability

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

DX100 Digital Innovation

State of the Arts Digital Technology. Digital Driving Forces. Digital Business and Society. Digital Consumers. Digital Economy. Impacts of Digital Innovation on Business and Society.

CIS104 Programing for data analysis

Python programming and essential modules for data analytics from data loading to knowledge extraction and understanding. Students are able to use programming languages and understand data structure, algorithms for data ingress, data analytics, data manipulation and visualization

CIS107 Innovation and Entrepreneurship

Data Science and Innovation Capability. Strategy for building innovation capacity. Barriers to innovation. Innovation Readiness. Manage Organization Change resulting from Innovation. Organization structure, cultures, and leadership for innovation. Sustaining Innovation. Fundamental concepts and analytical tools that help assess opportunities and develop entrepreneurial ventures, and how these concepts and tools may be applied to real world business situations and opportunities. Develop, define and clearly communicate a new business concept or initiative in an efficient, effective and compelling manner.

14 Wellness and Skills of Future

TU201 Financial Literacy for Individuals (Compulsory)

To learn the foundations, principles, importance and guidelines of financial planning for life goals, the uses of financial instruments, together with self-discovery techniques, financial planning techniques including how to earn, collect, use and invest money, savings allocation and DCA investment techniques, debt management techniques, savings increase techniques, personal income tax saving planning techniques as well as the principles and importance of the Sufficiency Economy Philosophy in Thai society in order to be applied in living.

TU234 Investing for Beginners

Introduce students to basics of how money grows through saving and investing in Stock Market, Mutual Funds, and Financial Literacy concepts. Learning about money management includes knowing where to put savings and how to use online investment tools for new investor.

TU236 Basic 3D Production & Animation and World of Virtual Reality VR AR and MR

To learn the fundamentals of 3D programs for application in creating media to craft and convey ideas using Blender software. Students will learn the practical applications of 3D programs, create 3D works in the world of virtual reality, and develop models, styles, and color usage in 3D work to improve efficiency. Students will also learn to solve various issues to enhance the quality of work and create 2D games for application in both 2D and 3D game creation.

TU238 Basis AI & IoT

The process of managing and analyzing unstructured data into digital information, both qualitatively and quantitatively. In-depth data processing, artificial intelligence algorithms for data analysis. Utilizing analyzed data for development purposes and enabling data interconnectivity or transmission via the internet without manual input. To apply the Internet of Things (IoT) in more advanced aspects and understand the principles of IoT operation in conjunction with the environment and other devices and connecting devices through wireless networks. This course allows students to effectively implement these concepts in real-world scenarios and benefit them in their daily lives

TU301 Investment in the Stock Market

To learn the preparation guideline before trading stocks online, the uses of stock and derivatives trading program like Settrade Streaming to be investment helper. To learn the analytical principles of fundamental factors of the economy, industries and companies, reading and interpreting key information in financial statements techniques along with including sustainable investment (ESG) ideas and alternatives. To learn the investment foundation in different types of derivatives both futures and options together with trading mechanism of the derivatives market, collateral, investment strategies and cautions of investment in derivatives. To learn the basics of investment in bonds including return, risk, tax on investment as well as price analysis and bonds trading process in order to prepare before making investment decisions and learn investment foundations in DW (Derivative Warrant), price action mechanism and investment selection method and investment strategy in DW

AH207 Basic Personalized Health Design

The advancement of modern science and technology introduces determinants of health consisting individual genetic, biological and lifestyle factors. Innovations in health sciences have been applied to design the health that is suitable for each individual. Basic personalized health design can be used to encourage a good health promoting behavior, awareness of the risk factors and prognosis and solve the health problems appropriately and timely.

15 Social Services and Learning from Practicing

TU100 Civic Engagement (Compulsory)

Instillation of social conscience and awareness of one's role and duties as a good global citizen. This is done through a variety of methods such as lectures, discussion of various case studies and field study outings. Students are required to organise a campaign to raise awareness or bring about change in an area of their interest.

TU200 Self Design Civic Engagement

The development of citizenship attitudes in a self-reliant democracy in solving social problems; Learn how to take self action to solve problems in society by designing the learning process and evaluation in collaboration with instructor.

TU221 Learning through National Competition

To learn through individual or group practices by working together with an adviser or under supervision of an advisor; to join national competition stated in the University Announcement with the result of attending the final stage of that competition. However, an instructor must be qualified according to the criteria set by the University and register in "Learning through Practices and Experiences Course Instructor Lists" of University's Academic Division and the advisor must be approved by the instructor or be the instructor himself.

TU222 Learning through International Competition

To learn through individual or group practices by working together with an adviser or under supervision of an advisor; to join national competition stated in the University Announcement with the result of attending the final stage of that competition. However, an instructor must be qualified according to the criteria set by the University and register in “Learning through Practices and Experiences Course Instructor Lists” of University’s Academic Division and the advisor must be approved by the instructor or be the instructor himself.

TU431 Learning through Own Startup

To learn through individual or group practices by working together with an adviser or under supervision of an advisor in order to create a business with innovation with 2 main results, which are, 1) able to raise funds from state agencies, private sectors or international agencies and 2) able to make the substantial income approved by advisor that the business can continuously generate income in the future. However, an instructor must be qualified according to the criteria set by the University and register in “Learning through Practices and Experiences Course Instructor Lists” of University’s Academic Division and the advisor must be approved by the instructor or be the instructor himself.

2. Specialized Courses

90 credits

21 Core Courses

30 credits

Students must complete 30 credits of the following foundation courses.

EB100 Business English Listening and Speaking

Listening and speaking skills at an intermediate level; communication in formal contexts; analysis of language and the use of related vocabulary and expressions; cultural awareness; expressing opinions and group discussions.

EB101 International Business English Reading

Strategies used in reading informative texts in international business contexts, analysis of language, discriminating content and the writer’s presentation methods.

EB102 Business English Writing 1

Principles of expository compositions and the development of expository writing skills necessary for business.

EB103 Strategic Marketing

Transformation of marketing; digital channels for reaching target customers; successful management strategies for customer engagement; planning and execution of digital marketing strategies; the future of digital marketing.

EB104 International Economics

Fundamental principles of international economics; current trade patterns and policies, topical issues relating to international economic interdependence between countries.

EB200 Project Management

Context and scope of project management; key terminologies, processes, procedures, tools, and techniques; and the outcomes associated with developing and executing an integrated project plan.

EB201 Financial Accounting

Introduction to accounting procedures and practices from the accounting cycle to the presentation of financial statements.

EB202 Workplace Management and Diversity

Potentials of inclusive leadership in navigating through the challenges and Opportunities of a shifting demographic in the workplace; leading diverse teams and multinational organizations; topical issues related to identity, bias and discrimination, and equality and equity.

EB300 International Management and Entrepreneurship

Changing roles and skills of managers; planning, organizing, leading, and controlling multinational organizations; managerial decision-making and ethics; analysis and evaluation of business opportunities through feasibility studies, business planning designs and business plan development for SMEs.

EB301 Operations Management and Control

Examination of the role of operations in both the manufacturing and service industries from a general management perspective; comprehensive overview of the concepts and techniques used in designing and managing operations; relevant factors related to the guidance of organizational compliance.

22 Major Area Core Courses

60 credits

221 Business English Communication

1) Compulsory courses

42 credits

EB150 Business English Writing 2

Principles of writing argumentative and persuasive texts, and the development of writing skills thereof.

EB230 Professional Business Presentations

Principles, processes and techniques of presenting business information, analyzing audiences, preparing information, writing presentation outlines, and simulation of business presentations.

EB250 Academic Writing

Elements of term papers and research papers; rationale and the “moves” of an academic paper; techniques and strategies involved in searching for, evaluating, and using relevant literature; avoiding plagiarism through appropriate referencing; stylistic and grammatical choices required for a writer to create clear, coherent, and logical academic papers.

EB260 Intercultural Business Communication

Principles of and approaches to intercultural communication; the role of culture in business communication; verbal and nonverbal communication; cultural diversity in a business context.

EB350 Technical Business Writing

Principles for different types of technical writing: user's manuals, standard operating procedures, business reports, proposals, and marketing material.

EB351 Creative Content Writing in the Digital World

Theories, concepts, and best practices for digital media writing; developing a writer's voice and style appropriate for specific content and platforms; designing and delivering content through various modes and platforms.

EB360 Aesthetics and Soft Power

Appreciation of literature and poetry; aesthetics in the contemporary and modern art; myths and fairytales as embedded in literature, films, media, performing arts, and graphic novels; practice in analysing, discussing, and criticizing contemporary issues to understand the relationship between aesthetics and soft power and their influence on society and the business sector.

EB361 Corporate Communication

Organizational concepts, strategies and tactics related to internal and external communication; communicating with stakeholders; promoting and protecting the organization's image; managing controlled and uncontrolled media.

EB390 Current World Affairs and Economic Situations

Organizational concepts, strategies and tactics related to internal and external communication; communicating with stakeholders; promoting and protecting the organization's image; managing controlled and uncontrolled media.

EB391 Business Project for Global Competitiveness

Development of the analytical, conceptual and oral skills necessary to generate, present and translate feasibility plans into comprehensive business plans for businesses in various stages; pitching new ventures to potential investors.

EB470 Introduction to Business Law

Development of the analytical, conceptual and oral skills necessary to generate, present and translate feasibility plans into comprehensive business plans for businesses in various stages; pitching new ventures to potential investors.

EB480 Internship

Application of knowledge and skills through the completion of a minimum of 400-hour internship in a workplace; a final written report reflecting on and evaluating the internship experience.

EB490 Business Research

Principles of business research: forming research hypotheses and purposes, research design, data collection, data analysis, reporting findings, and writing discussion.

2) Elective courses**18 credits****EB266 Digital Marketing Communication**

Basic concepts and principles of digital communication; types of digital media; channels of digital communication; process of presentation through digital media; planning for strategic digital marketing; application of digital media for marketing goals.

EB267 Communication in Medical Tourism and Health

Principles of medical tourism as an independent resource for patients and industry providers; stimulation of economic development through the quality of healthcare provided; verbal and written tactics to suggest and encourage individuals and communities to make healthier choices in the ever-changing global contexts.

EB276 Innovative Start-ups and Entrepreneurship

Development of ideas to launch start-up projects in the realm of globalization; critical steps to bring innovations to the marketplace; innovation strategies to establish and maintain a competitive advantage.

EB286 Business English Translation 1

English-Thai translation theories, processes, procedures, and strategies; analyses of English structure, grammar, and meanings essential for business translation; analyses of problems and solutions in translation of documents; use of translation tools.

EB287 Business English Translation 2

Vocabulary and expressions in business; analyses of elements and formats of business documents; processes and strategies of English-Thai business translation; translation of business correspondence, forms, notices, advertisements, brochure, product description and manuals.

EB366 Design Thinking and Communication for Business Innovation

Building inspiration; development of a thinking outside the box and positive thinking mindset, process of design thinking; application of design thinking for business innovation; content creation and storytelling for impactful communication.

EB367 Data Visualization and Stakeholder Communication

Introduction to data visualization and description; concepts of descriptive and referential statistics through case studies from real-world enterprises; application of computational algorithms to gather and analyze big data to improve communication efficiency; using data-based strategic communication to evaluate the needs, opinions, and attitudes of stakeholders.

EB368 Communication in Brand Management

Concepts and philosophy of brand management in strategic marketing and decision-making processes; design, development, and implementation of a brand strategy; measurement and interpretation of brand performance; growing and sustaining brand equity.

EB376 Financial Literacy and Value Investment

Concepts of financial literacy, health, and investment; personalities of successful investors, analysis of fundamental factors; sustainable investment; building and managing investment portfolios.

EB386 English Translation of Selected Topics

Processes and strategies of English-Thai and Thai-English translation; analyses of elements and formats of more complicated business documents, and legal-related business documents.

EB387 Introduction to Interpreting in Business

Principles and theories of interpreting; important strategies and techniques for interpreting; interpreting practices in business contexts; challenges in interpreting and solutions.

EB466 Strategic Communication

Principles and practices of effective communication related to: approaches and processes of creative communication; strategic communication for collaboration; diminishing conflicts; making over output; developing relationships and establishing business; discretion in listening; analyses and improvement of errors in communication; and strategic communication in business contexts, services and the hospitality industry.

EB467 Communication in Corporate Image Building and Personal Branding

Concepts and theories of communication relating to corporate image building and personal branding; application of image building; factors contributing to brand image building; creating an original identity as an individual or business organization through marketing and storytelling strategies to elevate credibility and influence public perception in the media.

EB496 Selected Topics in Business Communication 1

Current topics and issues in business communication.

EB497 Selected Topics in Business Communication 2

Current topics and issues in business communication.

222 Business Chinese Communication**1) Compulsory courses****42 credits****CB110 Chinese 1**

Chinese vocabulary, grammar, listening, speaking, reading, and writing skills for everyday life at the beginner's level.

CB111 Chinese 2

Chinese vocabulary, grammar, listening, speaking, reading, and writing skills on topics related to common situations at the upper beginner's level.

CB130 Chinese Communication 1

Chinese listening and speaking skills at the beginner's level for everyday communication, introducing yourself, and asking for and giving personal information.

CB131 Chinese Communication 2

Chinese listening and speaking skills at the middle beginner's level for various types of communicative situations.

CB210 Chinese 3

Chinese vocabulary, grammar, listening, speaking, reading, and writing skills for conversational patterns, and idiomatic expressions used in everyday life and in business contexts at the lower intermediate level.

CB211 Chinese 4

Chinese vocabulary, grammar, listening, speaking, reading, and writing skills for writing with more complex grammatical structures in business contexts, and reading short passages at the lower intermediate level.

CB270 Doing Business in China

Concepts, theories, and frameworks of entrepreneurship and their application within the context of China.

CB271 Introduction to China

An overview of political, social, economic, and cultural developments in China.

CB310 Chinese 5

Chinese vocabulary, grammar, listening, speaking, reading, and writing skills; describing experiences, expressing feelings and ideas about familiar issues as a basis for communication in the workplace at the upper intermediate level.

CB311 Chinese 6

Chinese vocabulary, grammar, listening, speaking, reading, and writing skills; ability to explain various topics and reflect their views in their own words as a basis for communication in the workplace at the upper intermediate level.

CB312 Chinese Business

Chinese listening, speaking, reading, and writing skills for business communication and work at the upper intermediate level.

CB350 Chinese Business Writing

Chinese writing skills in business situations and business correspondence—quotations; negotiations, and contracts.

CB480 Internship

Application of knowledge and skills through the completion of a minimum of 400-hour internship in a workplace; a final written report reflecting and evaluating the internship experience.

1) Compulsory courses

42 credits

CB316 Chinese for Health Service Sector

Chinese language used in health services and medical tourism.

CB366 Chinese Business Etiquette and Culture

Chinese social etiquettes and business culture of various regions.

CB367 Media and Entertainment Industry in China

Knowledge about the entertainment industry in China-film, television, printing and publishing, music, sports, gaming, and new media.

CB376 Enterprise Development in China

Evolution of China's enterprise development since the Reform and Opening-up in 1978.

CB377 China in the Global Context

An overview of China's past and present, and her relationship with the world.

CB416 Chinese in the Technology Industry

A study of Chinese language used in the technology industry, artificial intelligence (AI), and IT services.

CB476 Domestic Politics and Foreign Policy in China

The government systems and foreign policy of the People's Republic of China.

CB477 Chinese Society and Media

Changes in Chinese media practices and coverage; treatment of social issues in China.

CB478 Chinese International Trade

China's structures, strategies and networks in international trade.

CB486 Chinese Translation

Essential translation skills for Chinese-Thai texts under a variety of work-related contexts.

CB496 Selected Topics in Business

Discussions of issues related to business development in China, and Chinese forward-thinking companies.

223 Business Japanese Communication

1) Compulsory courses

42 credits

JB110 Japanese 1

Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for everyday life at the middle beginner's level.

JB111 Japanese 2

Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for explanation of familiar topics in everyday life at the upper beginner's level.

JB130 Japanese Communication 1

Japanese listening and speaking skills for everyday communication-introducing yourself, asking and giving information concerning yourself, at the middle beginner's level.

JB131 Japanese Communication 2

Japanese listening and speaking skills for interaction and information exchange in everyday life at the upper beginner's level.

JB210 Japanese 3

Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for development of storytelling and explaining skills on topics related to yourself and common situations at the lower intermediate level.

JB211 Japanese 4

Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for giving information, giving reasons, and giving opinions on any interesting topics at the middle intermediate level.

JB230 Japanese Communication 3

Japanese listening and speaking skills for summarizing, telling stories, and having conversations on familiar topics at the lower intermediate level.

JB231 Japanese Business Communication 1

Japanese listening and speaking skills for using simple language structures to communicate in general work contexts, at the middle intermediate level.

JB310 Japanese 5

Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for describing experiences, and expressing feelings and ideas about familiar issues as a basis for communication in the workplace, at the upper intermediate level.

JB311 Japanese 6

Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for ability to explain various topics and reflect their views in their own words as a basis for communication in the workplace, at the upper intermediate level.

JB330 Japanese Business Communication 2

Japanese listening and speaking skills for business conversation practice in various situations, and networking skills, at the upper intermediate level.

JB370 Multidimensional Japan

Japanese listening and speaking skills for business conversation practice in various situations, and networking skills, at the upper intermediate level.

JB480 Internship

Japanese listening and speaking skills for business conversation practice in various situations, and networking skills, at the upper intermediate level.

2) Elective courses

18 credits

JB356 Japanese Business Writing

Japanese reading and writing skills using non-complex structures; communication in everyday life and basic work contexts.

JB366 Japanese Business Culture for Internship

Work culture, etiquette for work in a Japanese organization or with Japanese people; to prepare for internships and future a workplace in Japanese-based context.

JB376 Ever-changing Japan

Japanese social, economic, and cultural issues; ways of thinking and way of life of Japanese people; application of technology in today's ever-changing world.

JB416 Japanese 7

Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for usage of formal language, complicated expressions, and explaining key issues associated with the special topics, at the upper intermediate level.

JB417 Japanese 8

Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for the use of appropriate language application relevant to any given situation, at the advanced level.

JB426 Japanese for Proficiency Testing

Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for the use of appropriate language application relevant to any given situation, at the advanced level.

JB436 Japanese for Business Presentations

Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for the use of appropriate language application relevant to any given situation, at the advanced level.

JB476 Current Japanese Business

Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for the use of appropriate language application relevant to any given situation, at the advanced level.

JB486 Japanese Translation

Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for the use of appropriate language application relevant to any given situation, at the advanced level.

JB487 Practical Japanese for Administration Purposes

Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for the use of appropriate language application relevant to any given situation, at the advanced level.

JB496 Selected Topics in Business

Study and discussion of current issues related to business development in Japan, and Japanese forward-thinking companies.

224 Business Korean Communication

1) Compulsory courses

42 credits

KB110 Korean 1

Korean vocabulary, grammar, listening, speaking, reading, and writing skills for everyday life at the lower beginner's level.

KB111 Korean 2

Korean vocabulary, grammar, listening, speaking, reading, and writing skills for explaining experiences, situations, and places in everyday life at the upper beginner's level.

KB130 Korean Communication 1

Korean communicative skills for general contexts at the beginner's level.

KB131 Korean Communication 2

Korean communicative skills for work-related contexts at the middle beginner's level.

KB210 Korean 3

Korean vocabulary, grammar, listening, speaking, reading, and writing skills for explaining environments, appearances, personality, and mistakes; and giving advice to others in various situations, at the upper beginner's level.

KB211 Korean 4

Korean vocabulary, grammar, listening, speaking, reading, and writing skills for general contexts; development of skills in giving reported speech, restating, giving advice, predicting and expressing ideas about familiar issues, at the lower intermediate level.

KB230 Korean Communication 3

Korean communicative skills for various work-related contexts at the upper beginner's level in.

KB231 Korean Business Communication 1

Korean communicative skills for specific work-related contexts at the lower intermediate level.

KB310 Korean 5

Korean vocabulary, grammar, listening, speaking, reading, and writing skills for expressing feelings about an experienced event as a basis for communication in the workplace, at the lower intermediate level.

KB311 Korean 6

Korean vocabulary, grammar, listening, speaking, reading and writing skills for work-related contexts at the upper intermediate level.

KB330 Korean Business Communication 2

Korean communicative skills for specific work-related contexts at the upper intermediate level.

KB410 Korean 7

Korean communicative skills for specific work-related contexts at the upper intermediate level.

KB480 Internship

Application of knowledge and skills through completion of a minimum of 400-hour internship in a workplace; a final written report reflecting and evaluating the internship experience.

2) Elective courses**18 credits****KB336 Korean for Specific Industries**

Korean communicative skills necessary for specific industries.

KB316 Korean in Media

Listening, speaking, reading, and writing skills for understanding Korean language as used in various media.

KB356 Korean Business Writing 1

Basic writing skills for general purposes, writing emails, and expressing opinions through writing short articles.

KB357 Korean Business Writing 2

Writing skill for business purposes, writing resumes, meeting reports, daily reports, and business emails.

KB376 Introduction to Korean Business Culture

Knowledge of Korean society, culture and customs; understanding in general corporate culture in Korea.

KB416 Korean 8

Korean vocabulary, grammar, listening, speaking, reading, and writing skills for various kinds of unfamiliar topics at the advanced level.

KB417 Korean for Business Research and Presentation

Korean communicative skills used for business research and presentation.

KB486 Korean-Thai Translation

Korean to Thai translation skills for documents in daily life and the workplace.

KB487 Thai-Korean Translation

Thai to Korean translation skills for documents in daily life and the workplace.

KB496 Selected Topics in Business

Study and discussion of current issues related to business developments in Korea, and Korean forward-thinking companies.

KB497 Seminar in the Thai-Korean Business Environment

Knowledge and understanding about the Korean business environment through discussions on relevant corporate and organizational information in Thailand and the Republic of Korea as a basic foundation for entering an actual Korean-based workplace