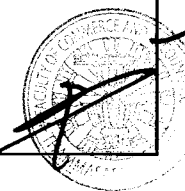


Course Equivalency - Curriculum 2552

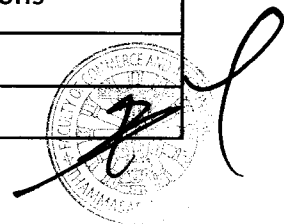
Wirtschaftsuniversitat Wien, Austria

Code	Exchange University	Code	Thammasat University
	International Accounting - Financial Reporting	AC 422	International Accounting
	Strategic Management <u>or</u>	BA 401	Strategic Management
	International Business Policy and Strategy <u>or</u>		
	International Strategic Management I		
	International Development and World Monetary System	EC 451	International Trade Theory and Policy
	English Business Communication 4: The Language of Marketing - Selected Issues	EL 221	Communicative Business English I
	Risk Management and Insurance	FN 241	Risk Management and Insurance
	Corporate Finance <u>or</u>	FN 311	Financial Management
	International Financial Management I		
	Portfolio Management, Capm and Cost of Capital	FN 312	Investments
	International Corporate Finance	FN 313	International Financial Management
	Principles of Strategic and Financial Controlling	FN 413	Strategic Financial Management
	Financial Risk Management <u>or</u>	FN 415	Financial Risk Analysis and Management
	Foreign Exchange and Financial Risk Management <u>or</u>		
	International Risk Management		
	Financial Statement Analysis	FN 421	Financial Statement and Reporting Analysis
	Computational Corporate Finance	FN 423	Seminar in Finance
	Financial Markets and Investment: Investment Terminology and Jargon <u>or</u>	FN 491	Seminar in Finance
	Financial Integration in an Enlarged EU <u>or</u>		
	International Mergers and Acquisitions <u>or</u>		
	The European Union and the World Economy (The EU in the Global Economy)		



Wirtschaftsuniversität Wien, Austria

Code	Exchange University	Code	Thammasat University
	International Human Resource Management and Organizational Behavior I	HO 310	Human Resource Management
	International Human Resource Management and Organizational Behavior II	HO 311	Organizational Behavior
	Human Resource Development – Leadership by Earning Fellowship or	HO 317	Leadership
	Global Leadership		
	Foundations of International Business or	IB 311	Introduction to International Business
	Scenarios of Globalization or		
	Electives Bloc Course I - International Business		
	International Management or	IB 421	International Business Management
	International Strategic Management II or		
	Transnational Strategic Management		
	Global Supply Chain Management or	IT 442	Supply Chain Management
	Supply Chain Management or		
	Specialisation in Business Administration Class IV: Supply Chain Management		
	Global Consumer Behavior A	MK 311	Consumer Behavior
	Global Marketing Research or	MK 314	Quantitative Research in Marketing
	Global Marketing Research B or		
	Global Marketing Research C		
	Brand Management or	MK 321	Product and Brand Management
	Global Branding		
	Marketing Communications: Persuasive Discourse in Action	MK 331	Integrated Marketing Communications
	Global B2B Marketing	MK 351	Business - to - Business Marketing
	International Service Marketing	MK 352	Services Marketing



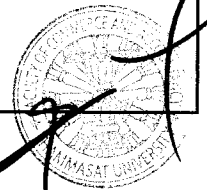
Wirtschaftsuniversität Wien, Austria

Code	Exchange University	Code	Thammasat University
	International Marketing <u>or</u>	MK 361	International Marketing
	Export Marketing Management		
	Analysis and Decision Making in Marketing	MK 411	Marketing Analysis and Decision-Making
	Advanced Marketing - Methods & Cases	MK 412	Marketing Strategy and Policy
	Developing and Implementing Marketing Strategies in a Global Marketplace	MK 423	Global Marketing Strategy
	International Tourism - Principles and Practice	MK 433	Tourism Marketing Strategy
	Empirical Research Project in International Marketing <u>or</u>	MK X9X*	Special Topics in Marketing X*
	Ethics in Global Marketing <u>or</u>		
	Global B2B Marketing Cases at McKinsey & Co <u>or</u>		
	Marketing in Emerging Markets <u>or</u>		
	Gender, Diversity and the Workplace		
	Operations Management	OM 201	Principles of Operations Management
	Methods for Project Management and Programme Management Methods <u>or</u>	OM 414	Project Management
	Project Organization and leadership in projects		

* MK 391 Special Topics in Marketing 1 or

MK 392 Special Topics in Marketing 2 and MK 393 Special Topics in Marketing 3 or

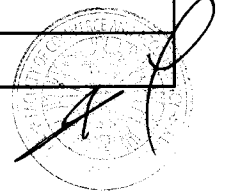
MK 491 Special Topics in Marketing 4



APPROVED
 By BBA at 2:15 pm, Aug 21, 2013

Wirtschaftsuniversitat Wien (Austria)

Code	Exchange University	Code	TU 2552 New
	Social Media Marketing	MK X9X*	Special Topics in Marketing X



* MK 391 Special Topics in Marketing 1 or
 MK 392 Special Topics in Marketing 2 and MK 393 Special Topics in Marketing 3 or
 MK 491 Special Topics in Marketing 4