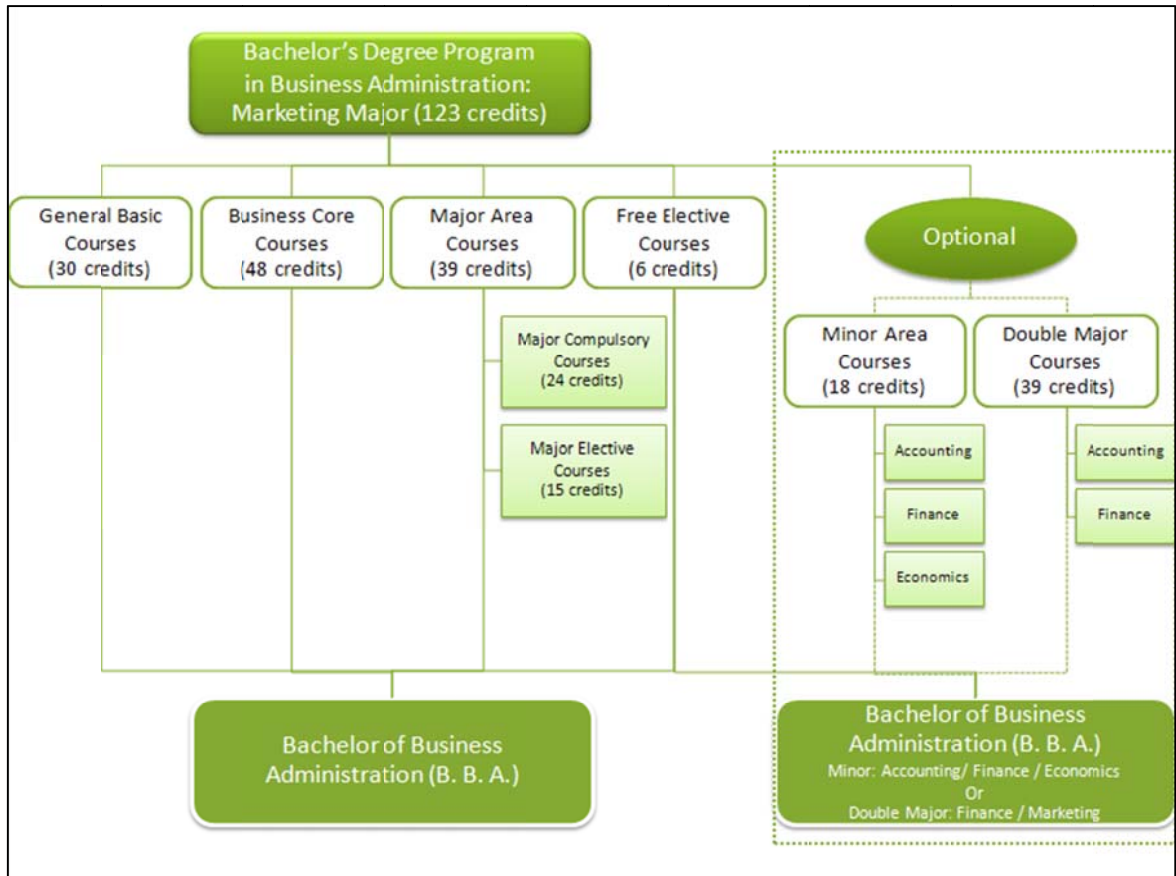


**BBA INTERNATIONAL PROGRAM
THAMMASAT BUSINESS SCHOOL
THAMMASAT UNIVERSITY**

BBA CURRICULUM

CURRICULUM STRUCTURE – MARKETING



BBA CURRICULUM (Revised 2009)

Code	Course Title	Prerequisite
General Basic Courses (30 credits)		
TU 110	Integrated Humanities	
TU 120	Integrated Social Sciences	
TU 130	Integrated Sciences and Technology	
TU 152	Fundamental Mathematics	
TH 161	Thai Usage	
EL 171	English Course 2	
EL 172	English Course 3	EL 171
EG 221	Reading for Information	EL 172
EG 241	Listening - Speaking 1	EL 172
TU 124	Society and Economy	
Business Core Courses (48 credits)		
BA 201	Business Law	2nd year student
BA 202	Taxation	2nd year student
BA 203	Business Quantitative Analysis	
BA 204	Business Statistics	
BA 401	Strategic Management	4th year student
AC 201	Fundamental Accounting	
AC 202	Management Accounting	AC 201
FN 201	Business Finance	AC 201
MK 201	Principles of Marketing	
HO 201	Principles of Management	
OM 201	Principles of Operations Management	
IS 201	Management Information Systems	
EC 213	Introductory Microeconomics	
EC 214	Introductory Macroeconomics	
EL 221	Communicative Business English 1	EL 172
EL 321	Communicative Business English 2	EL 221

MARKETING MAJOR

Code	Course Title	Prerequisite
Major Compulsory Courses (24 credits)		
MK 311	Consumer Behavior	MK 201
MK 312	Marketing Management	MK 311
MK 313	Creativity and Communication in Marketing Profession	
MK 314	Quantitative Research in Marketing	MK 311 and BA 204
MK 315	Qualitative Research in Marketing	MK 311
MK 411	Marketing Analysis and Decision-Making	MK 311 and BA 204
MK 412	Marketing Strategy and Policy	Marketing-majored student and MK 312
MK 413	Seminar in Marketing	4th year student majoring in marketing
Major Elective Courses (15 credits)		
1. select 6 credits from MK courses (Code MK)		
2. select 9 credits from the courses listed below		
MK 321	Product and Brand Management	MK 311
MK 322	Pricing Management and Marketing Profitability	MK 201 and FN 201 and AC 201
MK 331	Integrated Marketing Communications	MK 311
MK 332	Sales Promotion and Event Marketing	MK 311
MK 341	Marketing Channel Management	MK 201
MK 342	Retail Management	MK 201
MK 343	Sales Management	MK 201
MK 351	Business - to - Business Marketing	MK 201
MK 352	Services Marketing	MK 201
MK 361	International Marketing	MK 201
MK 391	Special Topics in Marketing 1	3rd year student majoring in marketing or permission from instructor
MK 392	Special Topics in Marketing 2	3rd year student majoring in marketing or permission from instructor
MK 393	Special Topics in Marketing 3	3rd year student majoring in marketing or permission from instructor
MK 421	Socially Responsible Marketing	MK 312
MK 422	Marketing Strategy for Entrepreneurs	MK 201
MK 423	Global Marketing Strategy	MK 361
MK 431	Marketing Strategy for Agricultural Products	MK 311
MK 432	Food Marketing Strategy	MK 311
MK 433	Tourism Marketing Strategy	MK 311
MK 434	Hotel Marketing Strategy	MK 311
MK 435	Health - Care Marketing Strategy	MK 311
MK 491	Special Topics in Marketing 4	4th year student majoring in marketing or permission from instructor
MK 499	Individual Research	4th year student majoring in marketing or permission from instructor

MARKETING MAJOR

Code	Course Title	Prerequisite
Major Elective Courses (15 credits) (Cont.)		
AC 311	Intermediate Accounting 1	AC 201
AC 312	Intermediate Accounting 2	AC 201
AC 321	Financial Reporting and Statement Analysis	AC 311 and AC 312
AC 341	Internal Control and Internal Audit	AC 201
FN 211	Financial Markets	2nd year student
FN 241	Risk Management and Insurance	2nd year student
FN 311	Financial Management	FN 201 and BA 204
FN 344	Insurance Business and Legal Environment	
FN 413	Strategic Financial Management	FN 311 and FN 312
FN 415	Financial Risk Analysis and Management	FN 311 and FN 312
IS 312	Enterprise Information Systems Management	IS 201
IS 313	Computer Network Technology for Business	
IS 314	Database Systems	IS 201
IS 315	Information System Analysis	IS 201 and IS 314
IS 316	Information System Design	IS 315 and IS 341 or IS 342 or permission from the lecturer
IS 361	Electronic Business	IS 201
IS 363	Applications of ERP in Organizations	IS 201 and AC 201
IS 411	Internet Application Development	IS 311 and IS 314
IS 432	Information Technology Project Management	IS 312
HO 310	Human Resource Management	HO 201
HO 318	Managerial Communication	HO 201
HO 321	New Venture Creation and Entrepreneurship	HO 201
HO 322	Small Business Management	HO 201
HO 323	Managing the Growing Business	HO 201
HO 324	Family Business Management	HO 201
HO 421	Innovation Management	HO 201
OM 313	Quality Management	BA 204 and OM 201
OM 316	Business Forecasting	BA 204 or equivalent
OM 323	Manufacturing Process and Technology Management	
OM 342	Industrial Investment Analysis	FN 201
OM 351	Management Decision Analysis	BA 204 or equivalent
OM 431	Service Management	OM 201
OM 432	Hotel Management	OM 201
OM 433	Hospital Management	OM 201
OM 434	Tourism Management	OM 201
OM 443	Strategic Organization Performance Measurement	3rd year student or permission from the lecturer

MARKETING MAJOR

Code	Course Title	Prerequisite
Major Elective Courses (15 credits) (Cont.)		
IB 311	Introduction to International Business	
IB 321	International Trade Operation	3rd year student
IB 421	International Business Management	IB 311
IB 432	Cross-cultural Management	
IT 211	Introduction to International Transport	
IT 212	Introduction to Logistics Management	
IT 341	International Logistics	IT 212
IT 342	Quantitative Tools for Logistics Management	IT 212 and BA 203
IT 442	Supply Chain Management	IT 212 and 4th year student
RB 211	Introduction to Real Estate Business	
RB 212	Introduction to Real Estate Valuation	
RB 313	Real Estate Finance and Investment	
RB 321	Real Estate Business Feasibility Studies	Enrolled in real estate subjects no less than 2 subjects
RB 332	Business Valuation	Enrolled in real estate subjects no less than 2 subjects
RB 411	Real Estate Marketing and Brokerage Management	MK 201
RB 422	Real Estate Project Management	RB 211

Minor Area or Free Elective Courses

<i>Accounting Minor</i>		
Code	Course Title	Prerequisite
Minor Compulsory Courses (18 credits)		
AC 311	Intermediate Accounting 1	AC 201
AC 312	Intermediate Accounting 2	AC 201
AC 313	Cost Accounting	AC 201
AC 314	Cost Management	AC 313
AC 413	Accounting Information Systems	AC 201 and IS 201
and select not less than 3 credits from AC courses (code AC)		
<i>Finance Minor</i>		
Code	Course Title	Prerequisite
Minor Compulsory Courses (18 credits)		
FN 211	Financial Markets	2nd year student
FN 311	Financial Management	FN 201 and BA 204
FN 312	Investments	FN 201 and MA 216 and BA 204
MA 216	Calculus for Social Science 1	
and select not less than 6 credits from FN courses (code FN)		
<i>Operations Management Minor</i>		
Code	Course Title	Prerequisite
Minor Compulsory Courses (18 credits)		
OM 313	Quality Management	BA 204 and OM 201
OM 314	Productivity and Process Management	OM 201
OM 411	Production and Operations Control	BA 203 and BA 201
and select not less than 9 credits from OM3XX or higher courses		
<i>Economics Minor</i>		
Select not less than 24 credits from EC courses (courses must include EC 213 and EC 214)		
<i>Double Major</i>		
Students have an option to do double major by selecting the majors that are offered by		
<i>Free Elective Courses</i>		
Select not less than 6 credits from courses offered in Thammasat University,		