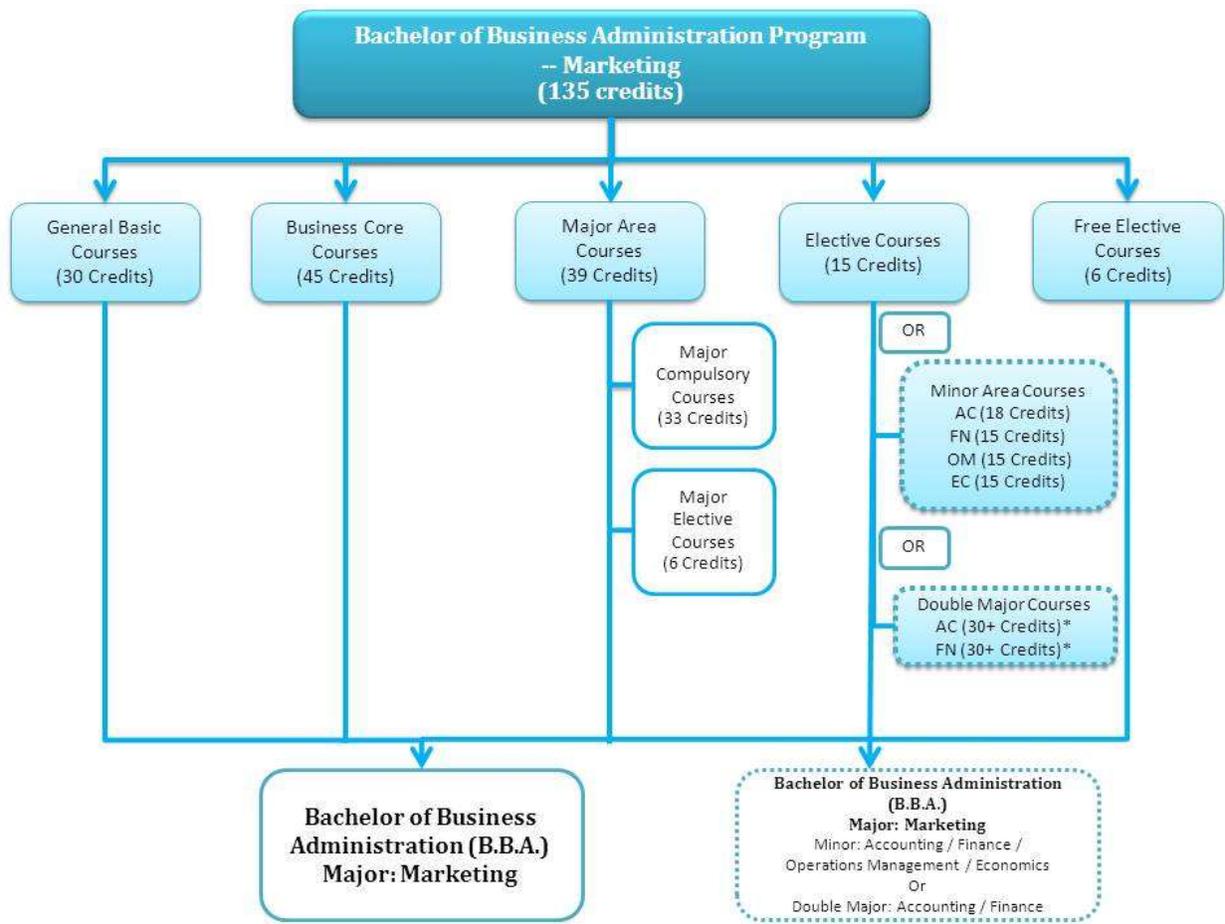


**BBA INTERNATIONAL PROGRAM
THAMMASAT BUSINESS SCHOOL
THAMMASAT UNIVERSITY**

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
General Basic Courses (30 credits)			
TU 100	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
BA 202	Taxation	3	2nd-year student status
Business Core Courses (45 credits)			
BA 201	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 Compulsory Courses (33 credits)			
MK 311	Consumer Behavior	3	MK 201
MK 312	Marketing Planning	3	MK 311
MK 313	Creativity and Communication in Marketing Profession	3	MK Major and MK 201
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 Elective 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

Elective Courses (15 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
FN 311	Financial Management	3	FN 201 and BA 204
FN 312	Investments	3	FN 201 and MA 216 and BA 204
FN 313	International Financial Management	3	FN 311
FN 323	Credit Management	3	FN 201
FN 421	Financial Statement and Reporting Analysis	3	FN 311
IS 314	Database Systems	3	IS 201
IS 315	Information Systems Analysis	3	IS 201 and IS 314
IS 351	Applications of ERP on Organizations	3	IS 201
IS 352	Electronic Business	3	IS 201
IS 356	Enterprise Information System Management	3	IS 201
IS 415	Information Systems Design	3	IS 311 and IS 315
IS 417	Intelligent Information Systems	3	IS 201
IS 418	Decision Support and Business Intelligence System	3	IS 201
HR 211	Human Resource Management	3	HR 201
HR 311	Organizational Behavior	3	HR 201
HR 312	Performance Management System	3	HR 211
HR 313	Human Resource Planning and Selection	3	HR 211
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	3	HR 201
HR 325	Human Resource Information System	3	HR 201 and IS 201
HR 326	Corporate Human Resource Performance Measurement	3	HR 211

Code	Course Title	Credits	Prerequisite
Elective Courses (15 credits) (Cont.)			
ER 313	Development of Creativity and Creation of Innovation	3	-
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 Operations 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
AC 315	Tax Accounting	3	AC 201 and BA 202
AC 317	Internal Control and Enterprise Risk Management	3	AC 201
AC 318	Accounting Information Systems	3	AC 201 and IS 201
AC 331	Accounting for Environmental and Social Responsibility	3	AC 313 or AC 202
AC 413	Financial Reporting and Statement Analysis	3	AC 311 and AC 312
AC 422	International Accounting	3	AC 201 and 4th-year student status
AC 423	Tax Problem	3	AC 315

MINOR AREA COURSES

Code	Course Title	Credits	Prerequisite
Accounting 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	Accounting Information Systems	3	AC 201 and IS 201
and select 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 select 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 take at least 15 credits for EE course levels 3xx or higher			