

Khon Kaen University International College (KKUIC)

Academic year 2017

**Admission process for Exchange students**

1. Fill in the application form. No application fee needed.
2. Scan and send the documents to [saksni@kku.ac.th](mailto:saksni@kku.ac.th) at least 2 months prior to the semester starts
3. Acceptance letter will be sent to you approximately 14 days after the documents are approved
4. Students are responsible for their own visa



# KKUIC

KHON KAEN UNIVERSITY  
INTERNATIONAL COLLEGE

Only completed form will be accepted

## Incoming Exchange Student Form

### A. Major

Bachelor of Arts

- International Affairs
- Tourism Management
- Communication Arts

Bachelor of Business Administration

- Global Business
- International Marketing

Attach Recent  
Photo 3X4 cm

### B. Personal Information

First Name (Given Name)

Male

Middle Name

Female

Last Name (Family Name)

Thai National ID number /Passport Number

Nationality

Destination Country

### C. Contact Information

Address

Town/City

State/Province

Country

Post Number

Telephone No.

E-mail Address

### D. Grade

GPA

Japanese

Critical Reading and writing

Chinese

Academic English

Other



Khon Kaen University International College (KKUIC)

Total Enrollment Cost for Exchange Students

Program A: Full Time KKU Student (With or without MOU)		Program B: Adjunct Student (With or without MOU)	
Fee	Cost (Thai Baht)	Fee	Cost (Thai Baht)
Tuition fee*	50,000 per semester (without MOU)	Tuition fee	4,500-7,500 per subject
Admission fee*	10,000 (without MOU)	Admission fee	-
<b>Service</b>			
<b>Service</b>	<b>Availability</b>	<b>Service</b>	<b>Availability</b>
Student ID Card	Yes	Student ID Card	Not provided
Shuttle bus	Full service	Shuttle bus	Full service
Campus Library	Full service	Campus Library	No book search off-campus
Campus wifi	Full service	Campus wifi	Not provided
Campus Fitness	Full service	Campus Fitness	Not provided
Accommodation**	Not provided	Accommodation**	Not provided
KKU transcript	University official transcript available upon request	KKU transcript	Not available
Health Insurance	Not provided and student must show a prove of insurance	Health Insurance	Not provided

Note: 1 Thai Baht is approximately 0.03 USD.

\*Students with MOU are charged accordingly to agreement in the MOU.

\*\*Living cost in Khon Kaen is approximately 15,000-30,000 Baht per month. Private apartments within walking distance to the campus are available.

**List of Subjects available for Exchange Students**  
**Khon Kaen University International College (KKUIC)**  
**Academic Year 2017**

1. All courses are taught in English
2. All subjects are 3 credit hours; meaning 3 hours of lecture per week for approximately 15 weeks
3. First semester: 7 August – 19 December 2017
4. Second semester: 8 January – 29 May 2018
5. Elective subjects are announced about 2 months prior to the start of semester
6. Please contact the International College for additional information at [kkuic@kku.ac.th](mailto:kkuic@kku.ac.th) or [saksni@kku.ac.th](mailto:saksni@kku.ac.th)

## Subjects for KKUIC by study programs

### ■ Major of Global Business

Year	First semester	Second semester
<b>Year 1</b>	049 xxx Second Foreign Language (Thai, Chinese or Japanese) 049 004 Critical Reading and Writing 049 021 Aesthetics for Life 049 022 Wellness Dimensions 049 041 Information Literacy 049 101 Principle of Management	049 xxx Second Foreign Language (Thai, Chinese or Japanese) 049 003 Academic English 049 032 Globalization Studies 049 031 Multiculturalism 049 042 Research Application for Problem Solving 050 241 Mathematics and Statistics
<b>Year 2</b>	049 204 Organizational Behavior 049 205 Management Information Systems 050 110 Introduction to Accounting 050 111 Business Economics 050 121 Principle of Marketing 050 140 Business Computing	050 212 Accounting for Management 050 221 Business Ethics 050 231 Business Law 050 243 Business Quantitative Analysis 050 353 Global Marketing Management xxx xxx Free Elective
<b>Year 3</b>	050 322 Business Strategy 050 310 Business Finance 050 321 Production and Operation Management 050 323 Applied Project Management 050 352 Global Business for Import and Export Management 050 358 International Economics	052 318 Entrepreneurship 050 351 Global Business Management 050 354 Global Financial Management 050 356 Global Money and Capital Markets 050 357 Legal Issues in Global Business 050 xxx Major Elective Course
<b>Year 4</b>	<b>Track 1</b> 050 495 Cooperative Education in Global Business Management <b>Track 2</b> 050 497 Study Project in Global Business 050 498 Internship in Global Business xxx xxx Major Elective Course	<b>Track 1</b> 050 454 Business in Asia-Pacific Regions 050 491 Seminar in Global Business Management xxx xxx Major Elective Course xxx xxx Free Elective Course <b>Track 2</b> 050 454 Business in Asia-Pacific Regions 050 491 Seminar in Global Business Management xxx xxx Major Elective Course xxx xxx Free Elective Course

■ Major of International Affairs

Year	First semester	Second semester
<b>Year 1</b>	049 xxx Second Foreign Language (Thai, Chinese or Japanese) 049 004 Critical Reading and Writing 049 021 Aesthetics for Life 049 022 Wellness Dimensions 049 041 Information Literacy 049 101 Principles of Management	049 xxx Second Foreign Language (Thai, Chinese or Japanese) 049 003 Academic English 049 032 Globalization Studies 049 031 Multiculturalism 049 042 Research Application for Problem Solving 051 160 Introduction to Sociology
<b>Year 2</b>	049 200 Principles of Economics 049 204 Organizational Behavior 051 140 World Geography 051 110 Contemporary World History 051 230 Introduction to Political Science 051 222 Introduction to Law	051 120 Introduction to International Affairs 051 210 ASEAN Studies 051 220 International Relations Theories and Ethics 051 221 International Diplomacy 051 260 Sustainable Development 051 311 World Societies
<b>Year 3</b>	050 323 Applied Project Management 051 310 History and Societies in Mekong Region 051 320 International Organizations 051 321 International Law 051 330 International Political Economy 050 355 Global Economic and Trade Policies	051 323 Thailand's Foreign Policy 051 331 Comparative Politics 051 332 Political Economy in the Mekong Region 051 360 Research Methodology in Social Science 051 322 International Security xxx xxx Free elective course 3 credits
<b>Year 4</b>	<b>Track 1</b> 051 495 Cooperative Education in International Affairs <b>Track 2</b> 051 497 Study Project in International Affairs 051 498 Internship in International Affairs 051 xxx International affairs elective courses xxx xxx Free elective courses	<b>Track 1</b> 051 xxx International Affairs elective courses xxx xxx Free elective courses <b>Track 2</b> 051 xxx International Affairs elective courses xxx xxx Free elective courses

■ Major of International Marketing

Year	First semester	Second semester
<b>Year 1</b>	049 xxx Second Foreign Language (Thai, Chinese or Japanese) 049 004 Critical Reading and Writing 049 021 Aesthetics for Life 049 022 Wellness Dimensions 049 041 Information Literacy 049 101 Principles of Management	049 xxx Second Foreign Language (Thai, Chinese or Japanese) 049 003 Academic English 049 032 Globalization Studies 049 031 Multiculturalism 049 042 Research Application for Problem Solving 050 241 Mathematics and Statistics
<b>Year 2</b>	049 205 Management Information Systems 049 204 Organizational Behavior 050 110 Introduction to Accounting 050 111 Business Economics 050 121 Principles of Marketing 050 140 Business Computing	050 212 Accounting for Management 050 221 Business Ethics 050 231 Business Law 050 243 Business Quantitative Analyses 050 353 Global Marketing Management 052 201 International Product and Pricing Strategy
<b>Year 3</b>	050 310 Business Finance 050 321 Production and Operations Management 050 322 Business Strategy 050 352 Global Business for Import & Export Management 052 220 Global Supply Chain Management 052 301 International Marketing Research	052 318 Entrepreneurship 052 200 Multicultural Consumer Behavior 052 330 Advanced Marketing Communications 052 315 Customer Relationship Management xxx xxx Major Elective Course xxx xxx Free Elective Course
<b>Year 4</b>	<b>Track 1</b> 052 495 Cooperative Education in International Marketing <b>Track 2</b> 050 497 Special Topic in International Marketing 050 498 Internship in International Marketing xxx xxx Major Elective Course	052 491 Seminar in International Marketing 052 401 Marketing Strategies for the AEC 052 410 Advertising and Promotion xxx xxx Major Elective Course xxx xxx Free Elective Course



## ■ Major of Tourism Management

Year	First semester	Second semester
Year 1	049 xxx Second Foreign Language (Thai, Chinese or Japanese) 049 004 Critical Reading and Writing 049 021 Aesthetics for Life 049 022 Wellness Dimension 049 041 Information Literacy 049 101 Principles of Management	049 xxx Second Foreign Language (Thai, Chinese or Japanese) 049 003 Academic English 049 031 Multiculturalism 049 032 Globalization Studies 049 042 Research Application for Problem Solving 050 241 Mathematics and Statistics
Year 2	050 110 Introduction to Accounting 050 111 Business Economics 050 121 Principles of Marketing 054 100 Introduction to Tourism Business Administration 054 231 Tourist Behavior 054 141 International Communication Arts for Tourism	054 201 Logistics for Tourism 054 211 Tourist Guide Principles and Practice 054 212 Sustainable Tourism Management 054 232 Professional Ethics and Laws for Tourism 054 241 Information Communication Technology for Tourism Businesses xxx xxx Free Elective Course
Year 3	054 301 Strategic Marketing for International Tourism 054 302 Financial Management for Tourism 054 351 Research Methodology for Tourism Studies 054 xxx Major Elective Course xxx xxx Free Elective Course	054 303 Technology Innovation and Operation Management in Tourism 054 304 Tourism Destination Planning and Development 054 305 Human Resources Management for Tourism Businesses 054 xxx Major Elective Course
Year 4	054 491 Seminar of Internship and Cooperative Education 054 xxx Major Elective Course	054 495 Cooperative Education in Tourism
	049 xxx Second Foreign Language 049 004 Critical Reading and Writing 049 021 Aesthetics for Life 049 022 Wellness Dimension 049 041 Information Literacy 049 101 Principles of Management	049 xxx Second Foreign Language 049 003 Academic English 049 031 Multiculturalism 049 032 Globalization Studies 049 042 Research Application for Problem Solving 050 241 Mathematics and Statistics

■ Major of Communication Arts

Year	First semester	Second semester
<b>Year 1</b>	049 004 Critical Reading and Writing 049 021 Aesthetics of Life 049 022 Wellness Dimension 049 041 Information Literacy 049 xxx Second Foreign Language (Thai, Chinese or Japanese) 055 110 English for Communication Arts	049 003 Academic English 049 032 Globalization Studies 049 xxx Second Foreign Language (Thai, Chinese or Japanese) 049 031 Multiculturalism 049 042 Research Applications for Problem Solving 055 120 History of Communications
<b>Year 2</b>	055 121 Multimedia Communications 055 221 Music for Communications 055 230 Radio Journalism and Broadcasting 055 240 Multimedia Production 055 321 Technology in Communications 055 330 Communication Theory	055 122 Ethics in Communications 055 123 Spoken Communications 055 241 Photography for Communication Arts 055 242 Web Design and Development 055 231 Television Journalism and Broadcasting 055 210 Creative Writing 055 222 Professional Image Management
<b>Year 3 Starts year 2018</b>	055 130 Newspaper and Magazine Journal 055 220 Research for Communications 055 322 Mass Communications 055 340 Theater and Film 055 310 Phonetics, Diction and Linguistics 055 320 Persuasion and Argumentation	055 311 Semantics 055 312 Document Analysis and Criticism 055 323 Communications in Public Relations 055 324 Strategic Communications 055 341 Professional Presentations xxx xxx Free Elective
<b>Year 4 Starts year 2019</b>	<b>Track 1</b> 055 495 Cooperative Education in Communication Arts <b>Track 2</b> 055 498 Internship in Communication Arts xxx xxx Major elective course	055 491 Seminar in Communication Arts xxx xxx Major Elective xxx xxx Free Elective

## **KKUIC Course Descriptions**

- 049 001 **English for Communication in Multicultural Societies** 3 (3-0-6)  
Prerequisites: None  
Development of English communication skills for participation in social interactions, with an emphasis on strategies for extending communicative competence and understanding multicultural differences in societies underlying intercultural communication
- 049 003 **Academic English** 3 (3-0-6)  
Prerequisites: None  
Development of English speaking, listening, reading and writing skills for academic that are essential for undergraduate study
- 049 004 **Critical Reading and Writing** 3 (3-0-6)  
Prerequisites: None  
Development of English reading and writing skills through practices of reading that emphasizes evaluating and systematically analyzing and criticizing multiple texts, and writing that emphasizes researching, organizing, creating texts for different purposes
- 049 005 **Thai for Foreigners I** 3 (3-0-6)  
Prerequisites: Non Thai students  
Understanding of Thai culture at basic level; listening and speaking skills for communication in various situations in everyday life
- 049 006 **Japanese for Communication I** 3 (3-0-6)  
Prerequisites: Non Japanese native students  
Simple Japanese vocabularies, expressions, and sentences used in everyday conversations; introduction to general Japanese culture
- 049 007 **Chinese for Communication I** 3 (3-0-6)  
Prerequisites: Non Chinese students  
Simple Chinese vocabularies of 280 words, expressions, sentences used in everyday conversations; Chinese phonetics (Pinyin) and pronunciation, 40 grammar points, practice in Chinese communication in various situations
- 049 008 **University Study Skills in English I** 3 (3-0-6)  
Prerequisites: None  
General development of university study skills in English, understanding and answering questions, knowledge and use of English in listening, speaking, reading and writing and basic English for presentations
- 049 009 **University Study Skills in English II** 3 (3-0-6)  
Prerequisites: 049 008  
Intermediate development of university study skills in English, understanding and answering questions, knowledge and use of and business English in listening, speaking, reading and writing and English for presentations

- 049 010 **University Study Skills in English III** 3 (3-0-6)  
 Prerequisites: 049 009  
 Advanced development of university study skills in English, Understanding and answering questions, Knowledge and use of and business English in listening, speaking, reading and writing and English for presentations
- 049 012 **Public Speaking** 3 (3-0-6)  
 Prerequisites: None  
 The experience of taking part in a range of different public speaking environments, various types of presentations, debates and public speaking engagements
- 049 013 **Thai for Foreigners II** 3 (3-0-6)  
 Prerequisites: 049 005  
 Basic reading and writing in everyday life, listening and speaking skills with complicated content in different situations, expression of ideas and feelings on various topics
- 049 014 **Japanese for Communication II** 3 (3-0-6)  
 Prerequisites: 049 006  
 Intermediate Japanese vocabularies, expression and sentences used in business and several situations, introduction to Kanji
- 049 015 **Chinese for Communication II** 3 (3-0-6)  
 Prerequisites: 049 007  
 Chinese vocabularies of 500 words, expressions, 600 sentences used in conversations, Chinese phonetics (Pinyin) and pronunciation, 80 grammar points, practice in Chinese communication in various situations
- 049 021 **Aesthetics for Life** 3 (3-0-6)  
 Prerequisites: None  
 Knowledge and appreciation of aesthetics for life; aesthetics in the natural, art and cultural diversities; experiences on aesthetics; analysis of the values of aesthetics
- 049 022 **Wellness Dimensions** 3 (3-0-6)  
 Prerequisites: None  
 Development of knowledge and skills to achieve both physical and mental wellness of personal living, covering the aspects of physical, emotional, intellectual, social, spiritual, environmental and occupational wellness dimensions
- 049 031 **Multiculturalism** 3 (3-0-6)  
 Prerequisites: None  
 Cultures and cultural diversity, cultures and globalization, study and analysis of multiculturalism including western, eastern, Thai and Isaan cultures, impact of cultural changes on society and human way of life, field study in local Isaan community

**049 032 Globalization Studies**

3 (3-0-6)

Prerequisites: None

Definition and development of globalization, globalization and global social change, relationship and impacts of globalization on the world society and human, cultures, technology, economics, politics, nature and environments, responsibility of the global citizens on changes, impacts of globalization

**049 035 Interpersonal Communications**

3 (3-0-6)

Prerequisites: None

The dynamics and complex interaction of the social and psychological forces operating in interpersonal communications; foundation in the principal tools and skills required for successful initiating, developing, modifying, maintaining, and terminating relationships during the communication process ; the complex dynamics of personal and professional intimacy, communication climates, and interpersonal conflict; and, student participation in writing and verbal activities designed to develop an understanding and effective use of interpersonal communication skills

**049 041 Information Literacy**

3 (3-0-6)

Prerequisites: None

Introduction to information literacy, development of students' information literacy competencies according to the standards for higher education including: determining the nature and extent of the information needed, accessing needed information effectively and efficiently, evaluating information and

**049 042 Research Applications for Problem Solving**

3 (3-0-6)

Prerequisites: None

Introduction to the research and higher education, basic knowledge of research and research methodology, development of students' problem solving skills by using the appropriate research approaches on the topics or issues according to the students' interests by emphasizing on the processes of problem recognition and identification, investigation of the related information for problem interpretation, information analysis and synthesis for problem solving, and the knowledge sharing and research findings communication

**049 101 Principles of Management**

3 (3-0-6)

Prerequisites: None

Overview of management, core management functions: planning, organizing, leading, and controlling and supporting activities to management process: decision making, strategic management, human resources management, and team management

**049 204 Organizational Behavior**

3 (3-0-6)

Prerequisites: None

Concepts of individual behavior, interactions within the organization, organizational culture, teamwork or group work ,human resources management functions and responsibilities, recruitment of qualified personnel and human resources development

**049 205 Management Information Systems**

3 (3-0-6)

Prerequisites: None

Definition and importance of information system for business decision making, information system for business management, applications of information technology for business information management, organizational roles and functions in business information management

**049 402 Leadership and Change Management**

3 (3-0-6)

Prerequisites: 049 101

Knowledge and understanding of leadership, leadership function and styles, management of change, link between leadership and change management, factors affecting organization change and change person management

**050 110 Introduction to Accounting**

3 (3-0-6)

Prerequisites: None

Introduction to recording processes of accounting, preparation of working papers, adjusting of accounting transactions, closing of accounts, establishing of financial statements for trading, manufacturing, servicing businesses, preparation of specific journals, accounts for controlling transactions and subsidiary accounts

**050 111 Business Economics**

3 (3-0-6)

Prerequisites: None

The supply and demand paradigm; the competitive equilibrium; firms in competitive and non-competitive market structures, including oligopoly, monopolistic competition and monopoly; the macroeconomic environment in which firms operate, where fiscal and monetary policies are designed to affect such variables as the interest rate, the unemployment rate and inflation

**050 121 Principles of Marketing**

3 (3-0-6)

Prerequisites: None

Basic concepts of marketing, marketing functions and related activities, understanding customers and consumer behaviors, making strategic marketing decisions, environment affecting marketing system and control, and composition of marketing plan

**050 140 Business Computing**

3 (3-0-6)

Prerequisites: None

Knowledge of business computing, computer hardware and software, applications of computer programs for business supporting: document management, spreadsheet, database management, and reporting and presentation, study project and discussion on the current issues relating to applications of computer technology in business field

**050 212 Accounting for Management**

3 (3-0-6)

Prerequisites: 050 110

Concepts of accounting for management, cost classification, cost-volume-profit analysis, budgeting, standard costing, analysis of variance; pricing decisions and cost analysis for decision making and performance measurement

- 050 221 **Business Ethics** 3 (3-0-6)  
Prerequisites: None  
Concepts of business ethics, ethical relationships in business and social responsibility, theories of business ethics, implementation of business ethics, contemporary issues related to business ethics
- 050 231 **Business Law** 3 (3-0-6)  
Prerequisites: None  
Thorough and deep understanding of the most important elements of business law, an overview of civil law, criminal law and other important legal topics, including local laws
- 050 241 **Mathematics and Statistics** 3 (3-0-6)  
Prerequisites: None  
Basic mathematical skills needed to understand, analyze, and solve mathematical problems encountered in business and finance, and in investment decision making; descriptive statistics, measuring central tendency, variability and position; bi-variate data, categorical data, and probability theory
- 050 243 **Business Quantitative Analysis** 3 (3-0-6)  
Prerequisites: 050 241  
The binomial and normal probability distributions; the Central Limit Theorem; time series, regressions, confidence intervals and hypothesis testing
- 050 310 **Business Finance** 3 (3-0-6)  
Prerequisites: 050 110  
Financial accounting as the basis for financial analysis and reporting; balance sheet, income statement and statement of cash flows; sources and uses of debt and equity capital
- 050 321 **Production and Operations Management** 3 (3-0-6)  
Prerequisites: 050 243  
Concepts of production and operation management, issues related to transformation processes of the firm in production and operation, system and techniques for operation management, production and operation planning, monitoring and evaluation of the efficiency and effectiveness of the firm's production and operation
- 050 322 **Business Strategy** 3 (3-0-6)  
Prerequisites: None  
Concepts of strategic management, business strategy and its development, analysis of corporate external and internal environments, formulation of business strategy, case studies of business strategies of the successful organizations and companies at national, regional and international levels

- 050 323 **Applied Project Management** 3 (3-0-6)  
 Prerequisites: 050 140  
 Project objectives and participants; PERT and CPM; tasks, resources and costs; task scheduling, monitoring and revising; applied computer-based projects using project management application software
- 050 350 **International Business Research** 3 (3-0-6)  
 Prerequisites: None  
 To supply a solid foundation in international business research, emphasis devoted to a research techniques and technical skills (problem formulation, research design, quantitative analytical methods – MS Excel) and b) international management analysis (practical applications). A research project investigating international management related issues (problem formulation, research design, data collection, data analysis, research reporting) required
- 050 351 **Global Business Management** 3 (3-0-6)  
 Prerequisites: 049 101  
 Comprehensive, realistic, participatory advanced course on all aspects of management for global companies, working through lifecycles of domestic & global companies ranging from start-up, HR, private and public equity, and all other relevant topics today's global managers' face
- 050 352 **Global Business for Import and Export Management** 3 (3-0-6)  
 Prerequisites: 049 101  
 Basic concept of starting-up a global import and export business, management of global import and export business in various aspects; business opportunities, related laws and regulations, import and export procedures, export credibility, business investment, tax exemption, business documentation, goods insurance
- 050 353 **Global Marketing Management** 3 (3-0-6)  
 Prerequisites: 050 121  
 Concepts and understanding of global marketing management, global marketing planning, global integrated marketing strategies, global marketing mix, global new market entry, global consumer behavior
- 050 354 **Global Financial Management** 3 (3-0-6)  
 Prerequisites: 050 310  
 Time value of money; cost of capital; investment, financing, and dividend policies, transaction, translation, and economic foreign exchange exposure; hedging strategies
- 050 356 **Global Money and Capital Markets** 3 (3-0-6)  
 Prerequisites: 050 111  
 Concepts of monetary policy and global money markets; global equities, bonds, and derivative markets; investing and hedging strategies



- 050 357 **Legal Issues in Global Business** 3 (3-0-6)  
 Prerequisites: 049 101, 050 231  
 The study and analysis of core legal issues related to the global business management topics; trading, marketing, investment, copyright, patents, security standards, taxation and employment
- 050 358 **International Economy** 3 (3-0-6)  
 Prerequisites: 050 111  
 Concept of international economics, effects of trade on international market, mercantilism, absolute advantage, comparative advantage, gains from trade, terms of trade, Heckcher-Ohlin model, imperfect competition, economic growth and international trade, international factor movements, trade policy, economic integration, foreign exchange and government policies, and global debt crisis
- 050 360 **Integrated Marketing Communication** 3 (3-0-6)  
 Prerequisites: None  
 Develop integrated marketing communication strategies involving planning, implementing and measurement, of a variety of promotions including advertising, online and social media, public relations, direct marketing, and sales-force
- 050 453 **Global Human Resources Management** 3 (3-0-6)  
 Prerequisites: 049 204  
 Scope, nature, and principles of, and factors related to global human resources management, effective management of global human resources, major issues related to global human resources management and human resource development to as global business manager
- 050 454 **Business in Asia-Pacific Regions** 3 (3-0-6)  
 Prerequisites: 049 101, 050 351, 050 357  
 In-depth examination of all the aspects of doing business throughout the Asia-Pacific region, making contacts, forming and nurturing relationships, and doing business selling, negotiating contracts, exporting, dealing with governmental authorities etc. in all the important countries of Asia-Pacific and other regions, including the ASEAN Economic Community
- 050 456 **Global Supply Chain Management** 3 (3-0-6)  
 Prerequisites: 050 321  
 Advanced course in Global Supply Chain Management, including procurement and supply management, demand management and forecasting, inventory and warehouse flows, transportation and management the movement of goods, distribution networks, customer service and reverse flows in supply chains & comprehensive treatment of all other elements
- 050 457 **Special Topics in Global Business** 3 (3-0-6)  
 Prerequisites: None  
 Introduction to history, society and culture of the specific country, international business strategy formulation, marketing to the consumer and branding, international operations, organization structure and control system, HR management, economic development,

government and business environment, local adaptation, entrepreneurship and partnership in the specific country, negotiating with the government, corporate and people and contemporary issues and challenges

**050 491 Seminar in Global Business Management** 3 (3-0-6)

Prerequisites: 4<sup>th</sup> year students

Focusing on tying together the disciplines of finance, marketing, management and operations in a practical and applied way, understanding the impact of international business and the implications of a global economy, identifying and being able to critically analyze and synthesize issues of global concern, students develop and express views on International Business topics including international trade, ethical and social issues, cultural, political, and legal issues, course Methods: lectures/discussions, case studies

**050 495 Cooperative Education in Global Business Management** 9 (02-7-14)

Prerequisites: 4<sup>th</sup> year students

Practical learning experience and working in the private or public organizations, or private company, or international organization in the areas of international or global business under the approval of program management committee

**050 497 Study Project in Global Business** 3 (3-0-6)

Prerequisites: 4<sup>th</sup> year students

Proposing the study project on the topic in global business according to students' interests, study implementation, analysis of the results, reporting and presentation of the results of the study under the supervision of course teaching staff

**050 498 Internship in Global Business Management** 3 (0-9-5)

Prerequisites: 3<sup>rd</sup> year students

Internship in the private or public business organizations, or private company, or international organization in the areas of international or global business under the approval of program management committee

**050 355 Global Economic and Trade Policies** 3 (3-0-6)

Prerequisites: 049 200

Concepts of global economic and trade policies, international trade theories, World Trade rules and regulations, economic integration, factors effecting international business and contemporary issues related to global economy and trade

**051 110 Contemporary World History** 3 (3-0-6)

Prerequisites: None

Analytical study of the contemporary world history from the past to present covering the Modern World, 1500 to 1800; political and economic revolutions in the Atlantic world, the world in the age of western dominance, 1800 to 1914; and global crisis and transformations, 1914 to 2000, a relatively strong focus on the Asia-Pacific, China discovered the world according to Gavin Minzies, the Mongols, colonial era in Southeast Asia, the battle of Leyte Gulf, and the Vietnam War

- 051 120 **Introduction to International Affairs** 3 (3-0-6)  
 Prerequisites: None  
 Concepts of international affairs, development of the current international system, contemporary challenges to the international system: nationalism, conflict and conflict resolution, nuclear proliferation, global development, human rights, international trade and globalization, cultural “clashes,” and terrorism; the future of international affairs
- 051 140 **World Geography** 3 (3-0-6)  
 Prerequisites: None  
 Introduction to map and atlas reading and navigation, overview of major countries, cities, infrastructural works, rivers, oceans, location of the world’s most precious and vital natural resources, explanation of human geographical concepts such as space, place, scale, border, population density, urbanisation, overview of major global flows and connectivity: travel, trade, energy, money and cyberspace
- 051 160 **Introduction to Sociology** 3 (3-0-6)  
 Prerequisites: None  
 Concepts and development of sociology, comparative sociological perspective, case studies of modern social relations, culture and identities, understanding the effects of global processes and experiences which bring about for current social change
- 051 210 **ASEAN Studies** 3 (3-0-6)  
 Prerequisites: 050120  
 Knowledge and understanding of the history, development and aspirations of the countries of Southeast Asia; the political, economic, security, environmental and social dimensions of Southeast Asian regional integration the mechanisms of ASEAN regional cooperation and coordination, including the role of the ASEAN Secretariat, ASEAN summits and other ASEAN for a, external influences and internal resistances linked to the current status and future of ASEAN in world politics, the special status of Cambodia, Laos, Myanmar and Vietnam in ASEAN
- 051 220 **International Relations Theories and Ethics** 3 (3-0-6)  
 Prerequisites: 051 120  
 Concepts of international relations theories and ethics, foreign policy and decision making, moral and ethical philosophers and sages, ethical issues in international affairs: moral arguments, the politics of reconciliation, justice and the world economy
- 051 221 **International Diplomacy** 3 (3-0-6)  
 Prerequisites: 051 120  
 The definition, origins and history of diplomacy, diplomatic mission, diplomatic rank, diplomatic strategy, diplomatic immunity, diplomats as a guarantee, diplomacy and espionage, diplomatic resolution of problems, diplomatic recognition, public diplomacy, informal diplomacy (Track II diplomacy), cultural diplomacy, and transformational diplomacy

051 222 **Introduction to Law**

3 (3-0-6)

Prerequisites: None

An introduction to basic legal concepts, principles and procedures; to the main types of legal system in place around the world including Common Law, Civil Law and theocratic law; to the distinctive roles of the judicial, legislative and executive branches; to the basic categories of law; to the role of courts, of law enforcement agencies and of lawyers; to alternative dispute resolution mechanisms; and to legal ethics – the concepts of fairness, equality and rule of law

051 230 **Introduction to Political Sciences**

3 (3-0-6)

Prerequisites: None

Understanding the rationale of politics and political science, history, sources, and major political concepts, the nature of political rules, forms of government and relations between citizens, peoples and government, concepts and theories of political science and government, issue on promoting liberal democracy/zones of freedom versus the global democratic deficit, a study of the discipline of political science, including political philosophy and ideology, democratic and non-democratic governments, international relations

051 260 **Sustainable Development**

3 (3-0-6)

Prerequisites: None

Concepts of development and sustainable development, economic growth versus sustainable development, implications of China's and India's growth and other large emerging countries relating to the effects on global sustainability in the aspects of environment, pollution, biodiversity, energy and food security, understanding the development issues on social inequity, vulnerable rural and urban livelihoods, emerging problems of sustainable development at the national and global levels

051 310 **History and Societies in Mekong Region**

3 (3-0-6)

Prerequisites: None

History, geography, ethnic origins, backgrounds, languages, and cultures of the countries of the Greater Mekong Sub-region (GMS), preparing students for subsequent courses on the GMS and its member countries, the Indianization of Southeast Asia, the Khmer empire based at Angkor, the Thai kingdoms of Sukhothai and Ayutthaya, the influence of the British in Burma and the French in Indochina, the Cold War, more recent efforts to strengthen regional cooperation and coordination based on the shared resources of the Mekong watershe

051 311 **World Societies**

3 (3-0-6)

Prerequisites: 051 160

An overview of theoretical and empirical topics regarding the social organization of contemporary world societies; macro-level characteristics which follow modernization and globalization; the processes which drive social change; the systematic study of behavior and cognition; the structure of human societies, cultures, and institutions; the processes that individuals, groups, and societies require to interact and communicate in the contemporary world

**051 312 International Communications**

3 (3-0-6)

Prerequisites: None

Overview of international communication, theory international communication, global communication networks, global underseas, satellite, an wireless communications, espionage, counter-intelligence, and signal intelligence, leaked communications or compromised networks

**051 313 Gender Issues in International Context**

3 (3-0-6)

Prerequisites: None

Understanding and awareness of gender issues on economic globalization, social security and social welfare programs, international cooperation and 'aid' programs, analytical study of gender issues on environment and resources, education, human rights, political freedoms, organized labor, roles of social workers and other social welfare professionals in gender issues

**051 314 Trans-national Migration**

3 (3-0-6)

Prerequisites: None

Knowledge and understanding of the concepts and theories of migration and citizenship, modes of immigration, immigration policies, racism associated with immigration, and consequences of migration, modes of citizenship, practice of citizenship, and citizenship policies, politics of immigration and citizenship

**051 315 ASEAN Community**

3 (3-0-6)

Prerequisites: 051 210

Evolution and prospects of ASEAN following the signing of the ASEAN Charter, the characteristics and elements of the three pillars of the ASEAN Community – the ASEAN Economic Community, the ASEAN Political/Social Community and the ASEAN Security Community, review of the progress towards achieving the blueprints for these three pillars and the obstacles to full integration, particularly from the perspective of Cambodia, Laos, Myanmar and Vietnam

**051 316 Human Rights**

3 (3-0-6)

Prerequisites: None

Overview of the history of human rights, human rights as a universal value (the universal declaration of human rights), cultural relativism: non-western thinking about human rights (e.g advocacy of distinctive Asian values), application of human rights to specific topics such as refugees, torture, privacy , minorities, the death penalty, humanitarian intervention and the responsibility to protect, the roles of the UN's Human Rights Council, the Asian Human Rights Commission and the ASEAN Commission on Human Rights

**051 317 Non –State Actors in International Affairs**

3 (3-0-6)

Prerequisites: 051 120

Role of social movements, introduction to International Affairs and of business in international affairs, social change, collective action, political opportunities for social movements, relations between social movements and business and governmental organizations, the increasing influence of non-state actors in international affairs

- 051 321 **International Law** 3 (3-0-6)  
 Prerequisites: 051 222  
 Subjects and sources of international law, state recognition and territory, state sovereignty and international law, the role of international organizations (the UN and WTO) and international courts (the ICT and the ICC) in international law
- 051 320 **International Organizations** 3 (3-0-6)  
 Prerequisites: 051 120  
 The concepts, legal nature, historical development and types of international organizations, study of the United Nations and major regional, and specific international organizations and their powers, roles, and effectiveness as part of international regimes that address issues including international security, international political economy and human rights
- 051 322 **International Security** 3 (3-0-6)  
 Prerequisite: 051 120  
 Historical overview of international security, international security threats, kinds of security arrangements, concepts of traditional security versus human security, security system of the nations, future scenarios for international security
- 051 323 **Thailand's Foreign Policy** 3 (3-0-6)  
 Prerequisites: 051 221  
 Main themes and issues in contemporary Thai foreign policy, the domestic and international forces shaping Thailand's international outlook, formulated and implemented of foreign policy, Thailand's role as a regional actor and as a player in the globalized world including its relationships with existing and aspiring regional powers
- 051 330 **International Political Economy** 3 (3-0-6)  
 Prerequisites: 049 200  
 Concepts of international political economy, meaning, concepts and methods of comparing, economies, economic growth and development; theoretical perspectives, realism, liberalism, dependency, institutional infrastructure in the post World War II, the links between domestic politics and international economic relations
- 051 331 **Comparative Politics** 3 (3-0-6)  
 Prerequisites: 051 230  
 Selected countries' political systems, comparisons on how power is exercised, industrial policies and approach to development, attitudes towards interactions with the world, individualism vs. collectivism, social ethics and religious influences
- 051 332 **Political Economy in the Mekong Region** 3 (3-0-6)  
 Prerequisites: 051 330  
 Concepts of political economy, perspectives of international trade, international investment and international finance of the countries in Mekong region, economic and social cooperation in the region, factors and challenges in unifying the Mekong regional community

051 333 **International Conflict**

3 (3-0-6)

Prerequisites: 051 120

Theories of international conflicts and the breakdown of political dialogue, wars of aggression, war as legitimate self-defense, cyber-warfare and new security threats in the 21st century, alliances and security blocs, NATO and regime change, terrorism and the challenge of weapons of mass destruction

051 360 **Research Methodology in Social Sciences**

3 (3-0-6)

Prerequisites: None

Introduction to social science research, research methods in social sciences; quantitative and qualitative, case study research, and field research, research design, data collection and analysis, research conclusions and discussion, case studies and discussions on the selected research papers in international affairs

051 440 **American Studies and International Affairs**

3 (3-0-6)

Prerequisites: None

Knowledge and understanding of the American society, American national and international identities, foundations of American politics, domestic policy and system of government, development of American economics and trade strategies, and American foreign policy and international relations

051 441 **European Studies and International Affairs**

3 (3-0-6)

Prerequisites: None

Knowledge and understanding of the history and development of the European union (EU), the European society and culture, foundations of EU politics, domestic policy and systems of government, development of EU economics and trade strategies, EU foreign policy and international relations, and the roles of EU as a global actor

051 442 **South Asian Studies and International Affairs**

3 (3-0-6)

Prerequisites: None

Knowledge and understanding of history, development, and countries united in South Asia, cultural development and interaction, conflict and cooperation in the region, South Asia regionalism, nationalism, social framework, and the internationalization of the region, South Asia regional politics, domestic policy and system of government, economic and trade strategies, foreign policy and international relations of the nations of South Asia

051 443 **Chinese Studies**

3 (3-0-6)

Prerequisites: None

An introduction to the transformation of China from a largely rural traditional society to a modern industrial, the roles of the Communist Party, globalization and state capitalism in this process; the challenges the Chinese government, sustainable development with particular reference to religious and ethnic minorities, human rights and the environment; growing economic, political and security influence in East Asia affairs and world

051 444 **Vietnamese Studies**

3 (3-0-6)

Prerequisites: None

A review of Vietnam's history and development, with particular focus on how conflict and colonial heritage have shaped modern Vietnam's society, government and economy; the legacy of a divided country and the emergence of state capitalism; the impact of regional and sub-regional integration; the challenges the country faces in areas such as poverty alleviation, ensuring equal opportunities for ethnic minorities, infrastructure development, managing the country's natural resources and environment, and meeting its ASEAN Community commitments

051 445 **Laotian Studies**

3 (3-0-6)

Prerequisites: None

A review of the history of Laos and the forces which have shaped its politics, economy and status as a least developed country; the constraints it faces as geography, the impact of regional and sub-regional integration and the challenges the country faces in sustainable economic development, resource utilization, environmental protection and capturing the benefits of its strategic location between north and southeast Asia

051 446 **Cambodian Studies**

3 (3-0-6)

Prerequisites: None

A review of Cambodian history, society, government, economy and development; the legacy of Khmer Rouge rule, the impact of regional and sub-regional integration, the challenges the country faces in areas such as equitable economic development and poverty alleviation, the rule of law, management of natural resources and the environment, meeting its ASEAN Economic Community commitments, immigration and emigration, and the preservation of Cambodia's cultural and political identity in the face of influence from powerful neighbors

051 447 **Myanmar Studies**

3 (3-0-6)

Prerequisites: None

A comprehensive introduction to the history, society, economy and contemporary politics of Myanmar issues in contemporary Myanmar, including the role of the military in government, ethnic insurgency, refugees and human rights, the drugs trade, the environment; the role of external powers in its political evolution and economic development, including the influence of ASEAN, China and India

051 491 **Seminar in International Affairs**

3 (3-0-6)

Prerequisites: 4th year students

Review of the literature and researches, presentation, discussion and reporting writing on the contemporary issues in international relations and affairs

051 495 **Cooperative Education in International Affairs**

9 (0-27-14)

Prerequisites: 4th year students

Practical learning experience and working in the private or public organizations, or private company, or international organization in the areas of international affairs under the approval of program management committee



- 051 497 **Study Project in International Affairs** 3 (3-0-6)  
 Prerequisites: 4th year students  
 Proposing the study project on the topic in international affairs according to students' interests, study implementation, analysis of the results, reporting and presentation of the results of the study under the supervision of course teaching staff
- 051 498 **Internship in International Affairs** 3 (0-9-5)  
 Prerequisites: 3rd year students  
 Internship in the private or public business organizations, or private company, or international organization in the areas of international affairs under the approval of program management committee
- 052 200 **Multicultural Consumer Behavior** 3 (3-0-6)  
 Prerequisite: 050 121  
 Concepts and important roles of multicultural consumer behavior; factors influencing consumer behavior and consumer decisions; stages of buying decision process; and, analysis of consumer behaviors and applications
- 052 201 **International Product and Pricing Strategy** 3 (3-0-6)  
 Prerequisite: 050 121  
 Product levels; product hierarchy; product classifications and product mix; making product-line decision; brand decisions for international markets; trademarks; product life cycle; packaging and labeling for international market; setting the price which is composed of selecting the pricing objective; determining demand; estimating costs; analyzing competition costs, pricing, and offers; breakeven analysis; selecting a pricing method; selecting the final price; adapting the price; initiating and responding to competitor's price changes; and, international pricing
- 052 220 **Global Supply Chain Management** 3 (3-0-6)  
 Prerequisite: 050 121  
 General knowledge of international marketing channels; key functions and flows of marketing channels; channel levels; service sector channels; alternative channel arrangements; steps of channel design decisions; international channels; channel management decisions involving the selection, training, motivation, and evaluation of channel members; corporate conflict and competition; managing channel conflict; and, ethical issues in channel relations and logistics management
- 052 300 **International Sales Management** 3 (3-0-6)  
 Prerequisite: 050 121  
 Introduction to sales management and its evolving roles; defining the strategic role of the sales function; managing ethics in the sales environment & practicing good ethics within the sales force; customer relationship management and building partnerships; and, salesmanship

**052 301 International Marketing Research**

3 (3-0-6)

Prerequisite: 050 121

Basic knowledge about components of a modern marketing information system; internal record system; the marketing intelligence system; roles and importance of marketing research on business; the marketing research process; defining the problem; planning research project; collecting data; analyzing data; presenting findings; making decisions; and, barriers of marketing

**052 302 International Retailing**

3 (3-0-6)

Prerequisite: 050 121

The scope of retailer internationalization; introduction to the retailer; the motivation of international expansion retail logistics; the anatomy of procurement; retail store design; marketing strategy for retailing; and, cross-cultural differences in consumer service-quality expectations

**052 310 Professionalism and Cultural Etiquette**

3 (3-0-6)

Prerequisite: 050 121

Discussion of the skills needed to be more professional on the job and in various international cultural settings. Emphasis on the positive results when an employee possesses courtesy, work organization, time management skills, effective interpersonal communication skills, knowledge of the organizational culture, and flexibility for change

**052 311 Small and Family Business Management**

3 (3-0-6)

Prerequisite: 050 121

Introduction to Small Business Management; business ownership; forms of business organization; the content of business plan and marketing plan; leadership; management; compensation; operations; succession; retiring-transfer ownership; small business financials; and, decision making in financing

**052 312 Negotiation Strategy**

3 (3-0-6)

Prerequisite: 050 121

Fundamentals and strategies in negotiation, negotiation sub-processes, ethics in negotiation, negotiation contexts, and managing difficult negotiations

**052 313 Contemporary Marketing Issues and Concepts**

3 (3-0-6)

Prerequisite: 050 121

Investigation, discussion, and evaluation of current marketing trends, their effectiveness, their long-term viability, ethical challenges and ramifications, and cross-cultural viability, comparison of current trends to orthodox marketing principles and discussion of where trends are likely to go in the future

**052 314 Sales Forecasting**

3 (3-0-6)

Prerequisite: 050 121

Scope and effect on forecasting, product life cycle as a planning and forecasting unit, market and sales forecasting, collection of data for forecasting, basic forecasting considerations, sales forecasting for new products, application of forecasting

- 052 315 Customer Relationship Management** 3 (3-0-6)  
 Prerequisite: 050 121  
 Customer relationship management, customer experience management which composes of taking customer seriously, overview of CEM framework; analyzing the experiential world of the customer; building experiential platforms; designing the brand experience; structuring the customer interface; engaging in continuous innovation; delivering an integrated customer experience; and, organizing for customer experience management
- 052 317 Industry Sector Marketing** 3 (3-0-6)  
 Prerequisite: 050 121  
 Focusing on the industry sector or sectors selected, regardless of sector of focus, the following aspects will be evaluated and discussed: consumer decision process, strategic planning, development planning of the marketing mix, measurement and quality improvement, characteristics specific to that industry buying behavior, market segmentation, target marketing and positioning, marketing mix, strategic planning and implementation, and international marketing
- 052318 Entrepreneurship** 3 (3-0-6)  
 Prerequisites: all other core courses  
 All aspects of practical entrepreneurship studied, ranging from formation of business ideas, building business cases, constructing business and marketing plans, in-depth pro-forma financial statement construction, company formation, bootstrap and venture financing of start-up companies, study of incubators, and other facilities available to budding entrepreneurs
- 052 320 Events Marketing** 3 (3-0-6)  
 Prerequisite: 050 121  
 The role of marketing and selling in the convention and business events sector, the marketing environment for destination, the marketing environment for venues, marketing planning for destinations and venues, marketing communications for destinations and venues, sales strategies for destination and venues, building effective marketing partnerships, current initiatives in conferences, conventions and business events sector, future trends and challenges for the conferences, conventions, and business events sector
- 052 321 Marketing for Hotel and Tourism** 3 (3-0-6)  
 Prerequisite: 050 121  
 Characteristics of the hotel and tourism business and its related marketing concepts; marketing research and analysis; marketing strategy and planning; and, implementation and evaluation of the marketing plan
- 052 323 Marketing for Specialized Products** 3 (3-0-6)  
 Prerequisite: 050 121  
 Focus on evaluation of the characteristics of the specialized products being marketed, the business environment, and the specific aspects and challenges germane to the specialized products upon which the course is focused

- 052 330 **Advanced Marketing Communications** 3 (3-0-6)  
 Prerequisite: 050 121  
 Exposing of the tools, techniques, and strategies which are necessary to write and present a range of professional marketing communications, including advertising, special events, media releases, and public presentations, developing of skills in identifying target audiences and methods to successfully deliver key messages.
- 052 400 **International Marketing: Country or Regional Focus** 3 (3-0-6)  
 Prerequisite: 050 121  
 Economic structure of the specified country or region, business environmental factors, international marketing mix strategies, marketing strategies and their implementations, and case studies relating to the country or region upon which the course is focused.
- 052 401 **Marketing Strategies for the AEC** 3 (3-0-6)  
 Prerequisite: 050 121  
 Economic structure, business environment, and cultural variances of the ASEAN Economic Community (AEC) and AEC participant countries; international marketing mix strategies, possible implications; and comparative reflections using European Union (EU) case studies as guidance
- 052 410 **Advertising and Promotion** 3 (3-0-6)  
 Prerequisite: 050 121  
 The design and development of advertising and promotional strategies within the context of branding, the creation of differentiation for organizations by trying to develop competitive advantage
- 052 411 **Advertising Media** 3 (3-0-6)  
 Prerequisite: 050 121  
 Creation of original advertising copy, want ads, signage, logos, catch phrases, business names and product descriptions, editing of existing copy to ensure language and semantic accuracy of message, evaluation of the process of media buying, budgeting, and the evaluation of different media channels for the appropriateness of an advertising campaign
- 052 412 **Retail Merchandising** 3 (3-0-6)  
 Prerequisite: 050 121  
 A survey of the field of retail merchandising and the principles of retailing, emphasis on the activities, operations, coordination of buyers' activities, pricing, problems involved in mark-downs, methods of inventory, and trends
- 052 491 **Seminar in International Marketing** 3 (3-0-6)  
 Prerequisites: 4th year students  
 Review of the literature and researches, presentation, discussion and report writing on the contemporary issues and case studies in International Marketing

- 052 495 **Cooperative Education in International Marketing** 9 (0-27-14)  
 Prerequisites: 4th year students  
 Practical learning experience and working in the private or public organizations, or private company, or international organization in the areas of international marketing under the approval of program management committee.
- 052 497 **Special Topic in International Marketing** 3 (3-0-6)  
 Prerequisites: 4th year students  
 Special-topic-in-marketing in terms of study and analyze current business situation, collecting the company information and its competitors, analyzing according to marketing process, proposing marketing plan, conclusion, presenting the plan
- 052 498 **Internship in International Marketing** 3 (0-9-5)  
 Prerequisites: 3rd year students  
 Internship in the private or public business organizations, or private company, or international organization in the areas of international marketing under the approval of program management committee
- 054 100 **Introduction to Tourism Business Administration** 3 (3-0-6)  
 Prerequisites: None  
 Basic skills of the organizational structure within the tourism industries, understand the nature and the management in tourism businesses
- 054 101 **Marketing for Tourism Businesses** 3 (3-0-6)  
 Prerequisites: None  
 Basic management in marketing, environment, and marketing mix for tourism businesses
- 054 110 **Special Interest Tourism** 3 (3-0-6)  
 Prerequisites: None  
 The processes of developing special interest (alternative) tourism opportunities, the basic of niche leisure and tourism sectors, to develop a market for special interest leisure and tourism, understanding the small tourism businesses and presentation of special interest tourism opportunities
- 054 130 **Greater Mekong Sub-region Societies and Cultures** 3 (3-0-6)  
 Prerequisites: None  
 Understanding greater Mekong Sub-region, cultural relationship among main ethnic group, connection in culture and ethnic, social development, economic and tourism in Mekong region countries
- 054 131 **International Communication Arts for Tourism** 3 (3-0-6)  
 Prerequisites: None  
 Multi-cultural communication skills, understanding in cultural differences in terms of attitudes, values, religions, customs, education, and languages; developing of non-verbal communication skills, the effects of intercultural relations on human resource management

- 054 203 **Human Resources Management for Tourism Businesses** 3 (3-0-6)  
 Prerequisites: None  
 Significance and process of human resources management in a business organization, policy and manpower planning, job analysis and job designs recruitment, placement, training and development, leadership and team work development, motivation and morale, performance appraisal, wage and welfare management, relation management, and labor law
- 054 211 **Tourist Behavior** 3 (3-0-6)  
 Prerequisites: None  
 The decision making process in tourists, tourists behavior analysis, tourists behavior model, and tourists typology
- 054 212 **International Tourism** 3 (3-0-6)  
 Prerequisites: None  
 International situations, trends, and problems, push and pull factors, development and international tourism management
- 054 214 **Sustainable Tourism Management** 3 (3-0-6)  
 Prerequisites: None  
 Concepts of sustainable development, sustainable tourism planning and management, tourism resources management, environmental management in destinations, tourism business management, tourism marketing, and local communities' participation.
- 054 215 **Tourism Geography** 3 (3-0-6)  
 Prerequisites: None  
 The study of physical geography, economic, social, population, tourism destinations, each region traffic, and tourism in environmental conservation
- 054 216 **Community-Based Tourism** 3 (3-0-6)  
 Prerequisites: None  
 Understanding the community based tourism, resource, potentiality, development, and cooperation in community based tourism, and case studies
- 054 305 **Financial and Budgeting Management for Tourism Businesses** 3 (3-0-6)  
 Prerequisites: None  
 Financial management, analysis, planning and control, assets management, liabilities and capital management, capital budgeting, debt management for tourism businesses
- 054 306 **Lodging Management** 3 (3-0-6)  
 Prerequisites: None  
 The history of Lodging, types of lodging, operational structure and internal control in the hotel activities, line of operations, job descriptions in order to perform the task of divisions and departments; front office, housekeeping, food and beverage, human resources management and interrelationships with chain and non-chain hotels, to deal with the relevant agencies relate to the lodging management

- 054 307 **Transportation Management for Tourism Businesses** 3 (3-0-6)  
 Prerequisites: None  
 Passenger transportation management, system, control, laws, and government policy and types of passenger transportation in tourism
- 054 308 **Event Organization, Exhibitions and Good Practice Tourism** 3 (3-0-6)  
 Prerequisites: None  
 Event organization, exhibitions and good practice tourism, event planning, knowing different requirements for marketing of events, coordination with relevant organization including planning presentation for the bidding processes
- 054 317 **Legal and Ethical Issues in Tourism** 3 (3-0-6)  
 Prerequisites: None  
 Role and importance of legal and ethics in running tourism business, the ethics for entrepreneur and tourist guides, regulation for tourism business and tourist guides, the tourism and tourist guides acts, ethics issues in tourism
- 054 318 **Tour Business Management** 3 (3-0-6)  
 Prerequisites: None  
 The components of tour business, itinerary development, pricing in transportation, accommodation, tourism activities and other related components for tour packaging business
- 054 319 **Tourist Guide Principles** 3 (3-0-6)  
 Prerequisites: None  
 Meanings and importance of the tourist guides, role and status of tourist guides in the tourism industry, guides ethics, leadership of tourist guides, necessary regulations related to tourist guides
- 054 340 **Information Communication Technology for Tourism Businesses** 3 (3-0-6)  
 Prerequisites: None  
 Introduction to information technologies; telecommunication technologies; the Internet; E-Commerce and e-Service concepts; information communication technology (ICT) in tourism organization; ICT and business strategy; ICT as competitive advantage; access and use of electronic sources; ethical, legal and moral constraints on ICT, introduction of ICT to the tourism industries
- 054 350 **Tourism Destinations Planning and Development** 3 (3-0-6)  
 Prerequisites: None  
 Planning, policy and tourism resource management in relation to and balanced with the tourist needs, the capacity of tourism areas and mechanisms of tourism management in the specified areas, taking the participation of all stakeholders into account

- 054 351 **Research Methodology for Tourism** 3 (3-0-6)  
 Prerequisites: None  
 Fundamental skills and knowledge required to undertake research in tourism, research principles and research methodology, research proposal and research methodology writing
- 054 390 **Special Topics in Tourism** 3 (3-0-3)  
 Prerequisites: None  
 Project proposal on students' topics of interest in the field of tourism, analysis of the results, reporting and presentation of the results of the study under the supervision of course teaching staff
- 054 402 **Recreation and Entertainment Management** 3 (3-0-6)  
 Prerequisites: None  
 Basic knowledge and introduction to terms and concepts in leisure and entertainment industry, investigating recreation and entertainment facilities, products and services, factors affecting tourist demand, marketing and promoting recreation and entertainment activities as tourism products, employment opportunities, affection customer service and running an event attraction, and utilizing field visits to community, outdoor and commercial recreation and entertainment sites
- 054 409 **Ecotourism Management** 3 (3-0-6)  
 Prerequisites: None  
 Concepts, elements, activities and management of ecotourism, the impacts of economy, society, culture and environment in community and the planning of ecotourism management
- 054 420 **Front Office Management** 3 (3-0-6)  
 Prerequisites: None  
 The structure of the hotel front office, the techniques used in making reservations, guest reception, registration, room booking, luggage handling, information services, foundations of accounting, guest accounts and accounting in all related departments
- 054 421 **Cookery and Kitchen Management** 3 (3-0-6)  
 Prerequisites: None  
 Study and practice in cooking, technical terms in cookery and kitchen, cookery principles and techniques, food and beverage preparation, storage, and services, the management of all units of food and drink production; purchasing; cost controlling; finance and accounting; administration, human resource management; and laying an efficient working system
- 054 422 **Restaurant Management** 3 (3-0-6)  
 Prerequisites: None  
 Types and various forms of restaurants , restaurant management, pre-opening preparations the functions, restaurant equipments for operating and service, marketing plans and the applications of the various promotional strategies for sales and services including problems in services and operations



- 054 423 **Housekeeping Management** 3 (3-0-6)  
 Prerequisites: None  
 Management of housekeeping matters including room preparation and decoration, event and banqueting management, preparation of cleaning equipment, hotel laundry and laundry service, making lists of supplies, and handling guest complaints
- 054 424 **Food and Beverage Management** 3 (3-0-6)  
 Prerequisites: None  
 Food and restaurant management, technical terms in food and beverage, duties and responsibilities of manager and food operator, quality control system, purchasing, food cost and operation cost, menu planning, food cost calculation, types of food and beverage services, characteristics and manners for the international services, practice of table service, service tools, and operating development and working relations among staff from each department
- 054 432 **Cultural Heritage Tourism Management** 3 (3-0-6)  
 Prerequisites: None  
 The study of cultural heritage tourism, cultural heritage destinations, the value of cultural heritage, the impacts of tourism on cultural heritage, planning and management for cultural heritage tourism
- 054 460 **Service Quality Management for Tourism** 3 (3-0-6)  
 Prerequisites: None  
 Concepts of theories of management, hospitality service quality, hospitality assurance, hospitality quality development, and quality control, monitoring and evaluation of tourism services
- 054 461 **Tourism in Developing Countries** 3 (3-0-6)  
 Prerequisites: None  
 Study situation, tourism resources, policy, planning, and management of tourism in developing countries, impacts, strategies and direction in tourism development of the developing countries in the future
- 054 491 **Seminar of Internship and Cooperative Education** 3 (3-0-6)  
 Prerequisites: None  
 Assess the student's experiences from internship or cooperative education, to prepare for future career
- 054 495 **Cooperative Education in Tourism** 9 (0-27-14)  
 Prerequisites: None  
 Practical learning experience and working in the public organizations, or private company, or international organization in the areas of international tourism management under the approval of program management committee of Khon Kaen University, International College

054 497 **Internship in Tourism**

6 (0-18-9)

Prerequisites: None

Internship learning experience and working in private/public organizations or a private company, or international organization in the areas of Tourism management under the approval of program management committee of Khon Kaen University, International College

055 110 **English for Communication Arts**

3 (3-0-6)

Prerequisites: None

Development of the use of the English language in the field of communication arts, to recognize, write and present the different genres of film, television, video, theatre, radio, newspapers and magazines with the use of associated multimedia technology

055 120 **History of Communications**

3 (3-0-6)

Prerequisites: None

The use of different types of communication genres through the passage of time, political, social and economic, political and technological influences, use of technology, their applications and effects from global society changes

055 121 **Multimedia Communications**

3 (3-0-6)

Prerequisites: None

Introduction to multimedia including acquisition, production, transmission, perception and presentation on trends in multimedia; basic animation including posing, staging, and caricature

055 122 **Ethics in Communications**

3 (3-0-6)

Prerequisites: None

The ethical framework defining media freedoms and constraints globally, including copyright and trademark issues, historical context and focus on the evolution of ethical standards

055 123 **Spoken Communications**

3 (3-0-6)

Prerequisites: None

Introduction to communication concepts, theories, and skills that people use in personal and professional settings; how culture affects communication patterns; self-disclosure; effective response styles; language choices and non-verbal cues and how they affect the projected image; verbal confrontation and how it produces intended result; effective ways to organize a message

055 130 **Newspaper and Magazine Journal**

3 (3-0-6)

Prerequisites: None

Introduction to the fundamentals of journalism for newspaper and magazine; news and information gathering, including constructing a story; using numbers and data to tell a story and assess information, editing and presentation; ethical issues of covering stories; and visual literacy

- 055 210 **Creative Writing** **3 (3-0-6)**  
Prerequisites: None  
Recognize and write creatively within the wider communication arts genre, production of general texts that have a more aesthetic purpose, rather than pragmatic, the use of poems and stories, letters and travelogues, as well as the use of cognitive and affective modes of thinking
- 055 220 **Research for Communications** **3 (3-0-6)**  
Prerequisites: None  
Design, implementation and presentation of a research project, to include how researchers conduct their work in the communications discipline, how to judge related research, literature review, research design, data collection, data analysis, written and spoken presentation
- 055 221 **Music for Communications** **3 (3-0-6)**  
Prerequisites: None  
Introduction to the medium of music as a form of both unintended and intended communication; focus given to motives and methods, as they relate to the creation and production of music for the intention of communicating a pre-established emotive message or theme; exploration of the history of music as a medium for communication, in addition to the psychological and sociological foundational theories and methodologies upon which this medium for communication was developed
- 055 222 **Professional Image Management** **3 (3-0-6)**  
Prerequisites: None  
Analysis of image-making in all forms of popular culture in film and television, shopping malls, supermarkets, car dealers, business offices and doctors' offices
- 055 230 **Radio Journalism and Broadcasting** **3 (3-0-6)**  
Prerequisites: None  
History of radio journalism and broadcasting and the art of writing and reporting for radio; practice pitching stories, arranging and conducting interviews, and mixing radio scripts; exploration of how writing in broadcast journalism differs from print; practice writing in a conversational style that works for "the ear"; requirement to research, write, and report and/or record several stories on deadline
- 055 231 **Television Journalism and Broadcasting** **3 (3-0-6)**  
Prerequisites: None  
History of television journalism and broadcasting and how to research and write television news stories for television broadcasting; giving news assignments to students to work individually and/or divided into groups to research, write, and edit for broadcasting; focus given to the methods and techniques of putting television news stories together from conception to final, on-air delivery

- 055 240 **Multimedia Production** 3 (3-0-6)  
Prerequisites: None  
Principles and basic practices in multimedia production, software, media selection, planning and production management
- 055 241 **Photography for Communication Arts** 3 (3-0-6)  
Prerequisites: None  
Introduction to camera handling skills and the aesthetics of photography; emphasis placed on how to use both film and digital cameras and equipment relating to each; development of compositional skills to create original images; exploration of the aesthetic, cultural, and communicative aspects of the photographic medium using either or both film and digital photography
- 055 242 **Web Design and Development** 3 (3-0-6)  
Prerequisites: None  
The development of internet, world wide web, website concept, HTML and its extensions, web based internet applications, graphics design applications, interactive website design, web content development, Adobe Flash & web animation, client-side/server-side scripting, introduction to PHP programming
- 055 310 **Phonetics, Diction and Linguistics** 3 (3-0-6)  
Prerequisites: None  
Training in transcription of English speech sounds; introduction to phonological analysis, dynamics of articulation, and dialect variations; training in and practice of principles underlying perception of pitch, loudness, auditory space, auditory patterns, and speech; Acoustic Phonetics theory of speech production and perception; emphasis on acoustic cues underlying speech sound identification and their physiologic correlates; intensive individual development and use of voice for performance
- 055 311 **Semantics** 3 (3-0-6)  
Prerequisites: None  
The understanding and use of words and their meanings, word formation, multiple meanings and relationships, set phrases, components of meaning and the relationship of semantics to the communication arts
- 055 312 **Document Analysis and Criticism** 3 (3-0-6)  
Prerequisites: None  
Introduction to criteria for objectively and subjectively determining social responsibilities, in addition to judging the performance of print media; history, analysis, and evaluation of technique and content of written documents and messages
- 055 313 **Short Story Writing** 3 (3-0-6)  
Prerequisites: None  
Conceive and write stories and short descriptive sketches; read respected short stories; learn techniques associated with the development of short story; participate in class discussions about all aspects of the process, to include student work produced by the students in this class

**055 314 Playwriting and Screenwriting**

**3 (3-0-6)**

Prerequisites: None

Fundamentals of writing plays and scripts for film and television; after receiving foundational instruction in both disciplines, student choose an area of focus and develop either a play or a screenplay; examination of writing tools and techniques and standard formats for both mediums; analysis of published plays and screenplays; development of character and story; presentation of student works for constructive comment and criticism

**055 320 Persuasion and Argumentation**

**3 (3-0-6)**

Prerequisites: None

Theories and fundamental principles of critical reasoning and public argumentation, with many opportunities for practice; survey of major theories that explain how to change another person's attitudes and behaviors; applications to persuasion within a variety of contexts, including interpersonal relationships, organizations, legal campaigns, and the mass culture

**055 321 Technology in Communications**

**3 (3-0-6)**

Prerequisites: None

Philosophical, critical, and scientific analysis of how the intensification of technology in cultural, professional, and recreational domains is affecting social communication; understanding human communication that takes place both with and through technology; design, creation, and evaluation of technologies to support such interactions; historical, sociological, and psychological analysis of how developments in information and communication technologies have altered our understanding of ourselves and our world

**055 322 Mass Communications**

**3 (3-0-6)**

Prerequisites: None

Examination of the history, structure, functions, and theories of mass media in contemporary society; major mass communication media, including: books, newspapers, magazines, radio, musical recordings, film, television, video games and the Internet, are explored with a focus on their impact on society and contemporary economic, technological and operational issues confronting each medium; examination of the complex relationship between mass media and society; development of personal tools to become more proficient observers, consumers, and practitioners of mass media by becoming media literate

**055 323 Communications in Public Relations**

**3 (3-0-6)**

Prerequisites: None

Development and execution of communications strategies and relationship building with employees, the news media, government, investors, and the public; outlets examined include traditional print and broadcast media and contemporary channels including blogs, social media platforms, and emerging technologies; exercises in written communications

- 055 324 **Strategic Communications** 3 (3-0-6)  
Prerequisites: None  
Components and principles of current thinking in strategic communication; current best practices used to research, design, implement and evaluate communication campaigns; discuss impact of the evolution of technology and the digital environment on delivery of campaigns, communication contexts, message strategy, media strategies, including social media, audience analysis, and communicator credibility; ways to use creative strategies and tactics to develop and manage strategic communication campaigns
- 055 325 **Interpersonal Communications** 3 (3-0-6)  
Prerequisites: None  
An overview of communication theories and research dealing with developing, sustaining, and terminating interpersonal relationships; direct application to friendship, work, and romantic relationships
- 055 326 **Globalization in Communications** 3 (3-0-6)  
Prerequisites: None  
Relationships between culture and media in an increasingly globalized world; analysis of ethnographic case studies and theoretical texts; patterns of language structures from each individual person's world views; the process of meaning formation; exploration theories of media's role in the globalization of cultures; examination of transnational production, marketing, and reception of film, television, and/or digital media
- 055 330 **Communication Theory** 3 (3-0-6)  
Prerequisites: None  
Introduction to communication as a field of study, models and frameworks presented and related to theories to enhance student understanding, theories investigated to show how they applied in a variety of contexts
- 055 340 **Theater and Film** 3 (3-0-6)  
Prerequisites: None  
Exploration and evaluation of the similarities and differences between theater and film; the histories of two genres, including methods of illumination, structures and contents of the two media, as well as their interrelationships, focusing on the theories used in the critical analysis of film and theater
- 055 341 **Professional Presentations** 3 (3-0-6)  
Prerequisites: None  
Planning, preparation and delivery of professional presentations, targeting the correct audience, use of body language, intonation, clear use of signpost language, persuasion techniques, coherence and fluidity, eye contact, multimedia technology and questioning techniques

- 055 342 **Radio Production** 3 (3-0-6)  
Prerequisites: None  
Microphone and voice management techniques; commercial and news production techniques; writing for radio; operational tasks of broadcast radio and recording studios; radio formats and program types; field recording and digital audio editing skills introduced and developed
- 055 343 **Television Production** 3 (3-0-6)  
Prerequisites: None  
Practice in the development of TV programs; TV equipment; camera operations; optics and lenses; set development and construction; audio equipment and reproduction
- 055 344 **Broadcasting Regulations in Mass Communication** 3 (3-0-6)  
Prerequisites: None  
Current issues, government regulations, self-regulation by the relevant industries and review of past perspectives and viewpoints; and their relevance to future policy and decision making
- 055 345 **Issues in Radio, Television and Film** 3 (3-0-6)  
Prerequisites: None  
Survey of historical and contemporary issues related to the production of radio, television and film; overview of programming in broadcast stations, networks, and cable in relation to audience, markets, coverage, policies, and facilities; news reporting special issues and topics in the analysis of radio, television, film, and popular media
- 055 346 **Studio Photography** 3 (3-0-6)  
Prerequisites: None  
Advanced production techniques and workflow management techniques associated with high-end digital studio image capture; advanced studio lighting techniques; subject positioning and stylization; development of a personal portfolio of work produced in the studio required by all students
- 055 420 **Campaign Planning and Management** 3 (3-0-6)  
Prerequisites: None  
Contemporary and historical studies of politics, mass media, and public opinion; impact of television on elections, press and politicians, political advertising, political debates, and opinion polling; fundamentals of communication campaigns, including public information and political campaigns; description and exploration of the role of political campaigns in shaping social, cultural, and political agendas; exploration of theoretical foundations of communication campaigns and campaign management techniques
- 055 421 **Signing for the Hearing Impaired Communication** 3 (3-0-6)  
Prerequisites: None  
The use of hand signs and facial expressions, body language and specific posture, the incorporation of different styles of signing for communication with the hearing impaired

- 055 422 **Crisis Management Communications** **3 (3-0-6)**  
 Prerequisites: None  
 Examination of the nature of issue and crisis management from a strategic communication perspective; study various issues, risk and crisis situations, as well as the current literature on strategic issue, risk, and crisis communication methods; development of a crisis communication plan for a chosen organization
- 055 423 **Negotiation and Conflict Resolution** **3 (3-0-6)**  
 Prerequisites: None  
 Overview, analysis and practice of communication in bargaining and negotiation in organizational settings; cognitive and motivational theories emphasizing bargaining, negotiation and resolution strategies emphasized
- 055 430 **Investigative Reporting** **3 (3-0-6)**  
 Prerequisites: None  
 Examines the methods and techniques of investigative reporting through hands-on practice; brainstorming, framing the reporting, digging through documents, analyzing numbers, tracking down sources, writing, and rewriting
- 055 440 **Student Newspapers and Websites** **3 (3-0-6)**  
 Prerequisites: None  
 Fundamentals of editing and online production of student newspapers, layout, design, photographs, graphics and the implementation of electronic tools for traditional and online newspapers
- 055 441 **Student Literary Magazine** **3 (3-0-6)**  
 Prerequisites: None  
 Literary distinction, exploration of genres and literary forms, production values, graphics, design, proofreading, editing, extent of originality, variety and ideas, effective use of language, clarity of prose, precision, sophistication and expressiveness, poetry, narrative fiction, drama, essays, translations and multimedia presentations, and effective layout and typography
- 055 442 **Documentary Film** **3 (3-0-6)**  
 Prerequisites: None  
 Contemporary work and issues in documentary film and video; students examining documentary practices and produce their own shorts
- 055 491 **Seminar in Communication Arts** **3 (3-0-6)**  
 Prerequisites: None  
 Small seminars on significant areas of communication arts: readings, research, discussions, critical thinking, civic responsibility; and report writing on all genres of the discipline with a final project and presentation



055 495 **Cooperative Education in Communication Arts**

**9 (0-27-14)**

Prerequisites: 3rd or 4th year students

Practical learning experience and working in the private or public organizations, or private company, or international organization in the areas of communication arts under the approval of program management committee

055 498 **Internship in Communication Arts**

**3 (0-9-5)**

Prerequisites: 3rd or 4th year students

Internship in the private or public business organizations, or private company, or international organization in the areas of communication arts under the approval of program management committee