



The Leading International College  
for Sustainability Transformation

**STUDENT** | **2024**  
Handbook

## Table of Contents

<b>INTRODUCTION</b>	<b>1</b>
Welcome Message from Dean Sirimonbhorn to New Kkuic Students:	1
HISTORY	2
VISION	3
MISSION	3
VALUES	3
IDENTITY (CHARACTERISTICS) OF STUDENTS	3
ORGANIZATIONAL STRUCTURE OF KHON KAEN UNIVERSITY INTERNATIONAL COLLEGE	4
FACULTY MEMBERS, ADMINISTRATORS, LECTURERS AND SUPPORTIVE STAFF	5
<b>ACADEMIC AFFAIRS</b>	<b>12</b>
ENGLISH FOR SPECIFIC ACADEMIC PURPOSE (ESAP) PROGRAM	12
UNDERGRADUATE PROGRAMS	14
Global Business Management Major	14
International Marketing Major	20
International Entrepreneurship Major	26
International Relations and Diplomacy Major	32
International Development Major	38
Bachelor of Arts in Tourism Management	44
Creative Media Technology Major	49
International Journalism Major	55
ACADEMIC SYSTEM	61
COURSE REGISTRATION	61
STUDENT ID CARDS	61
TUITION AND FEES (in Thai Baht)	61
MAXIMUM ALLOWABLE COURSE LOADS	62
LATE REGISTRATION AND ADD/DROP PERIOD	62
COURSE WITHDRAWAL	63
EXAMINATION REGULATIONS	63
CREDIT TRANSFER	64
CHANGE OF MAJOR	64
RETIREMENT	64
RESIGNATION	65
GRADES AND HONORS	65
GRADUATION	66
TRANSCRIPTS AND OTHER DOCUMENTS	66
ACADEMIC ADVISORS	67
INTERNSHIP AND COOPERATIVE EDUCATION	68

STUDENT EXCHANGE PROGRAM	69
GRADE VERIFICATION PROCEDURE	69
TEACHER/COURSE EVALUATION	69
E-LEARNING	70
COMPUTER EXIT TEST	70
ENGLISH PROFICIENCY TEST	70
LEAVES OF ABSENCE (LOA)	70
<b>STUDENT AFFAIRS</b>	<b>71</b>
FINANCIAL SUPPORT, SCHOLARSHIPS & STUDENT LOANS	71
VISA EXTENSION, 90-DAY REPORT & RE-ENTRY PERMIT	72
ACADEMIC MENTORING SYSTEM	73
COUNSELING SERVICES	74
STUDENT UNIFORMS	74
MILITARY STUDENTS	76
STUDENT UNION	76
CLUBS	77
INTEGRATED LEARNING PROGRAM (ILP)	77
<b>RUGULATIONS OF KHON KAEN UNIVERSITY ON UNDERGRADUATE EDUCATION LEVEL, A.D. 2022</b>	<b>79</b>
<b>PLAGIARISM</b>	<b>96</b>
<b>ON-CAMPUS FACILITIES</b>	<b>103</b>
STUDENT DORMITORIES	103
KKU LIBRARY	103
COMPUTER CENTER AND INTERNET	104
PHOTOCOPY AND PRINTING SERVICES	104
POST OFFICE	104
HEALTH SERVICES	104
FOOD AND SERVICE CENTER (COMPLEX)	105
TRANSPORTATION	105
SPORTS AND RECREATION	107
<b>APPENDICES</b>	<b>108</b>
KKUIC COURSE DESCRIPTIONS	108
KKU MAP	143

## INTRODUCTION

### Welcome Message from Dean Sirimonbhorn to New KUIIC Students:

First of all, I would like to take this opportunity to warmly welcome you to Khon Kaen University International College (KUIIC).

This handbook was designed to introduce you to and familiarize you with the KUIIC programs, services, activities, and academic matters. If you are currently studying in one of our academic programs, I encourage you to thoroughly review this handbook to ensure that you are aware of all the requirements you must meet to succeed.

This student handbook includes information on various academic matters and extracurricular activities, including the academic and disciplinary rules that apply to all Khon Kaen University students. You should carefully familiarize yourself with this material and refer to it wherever you have questions relating to your program of study at KUIIC.

Furthermore, I encourage you to engage in student activities and clubs at KUIIC. Consider our student exchange programs with overseas universities, which offer valuable opportunities to build your future network. Additionally, it is a great idea to pursue an internship and participate in our cooperative education program, where you will learn how to translate your skills and degree into a fulfilling career.

I am closing this message with my warmest wishes for a happy and successful academic experience at KUIIC.

Asst. Prof. Sirimonbhorn Thipsingh  
Dean, Khon Kaen University International College

## HISTORY

Changes in society and culture, in addition to economic changes such as increased competition and globalization, have motivated the leadership of Khon Kaen University (KKU) to implement strategic initiatives designed to enhance KKU's visibility and standing, both nationally and internationally. The improvement in the quality of graduates that possess knowledge that will allow them to compete successfully by fulfilling the needs of society and providing world-class quality labor and talent is especially important.

Khon Kaen University International College (KKUIC) was established as a component of a strategic initiative designed to develop KKU and strengthen its position as one of Thailand's leading research universities and a leading university in the ASEAN region. KKUIC's educational model interweaves theory and practice and gives students from Asia, Africa, Europe, Australasia, Scandinavia, and South America opportunities to experience new cultures and share new experiences. In addition, KKUIC offers education, field studies, internships, and exchange programs, both in-country and abroad.

On the 27th of July, 2007, KKU announced, through KKU announcement 907/2550, the founding of KKUIC. On the 10th of August 2007, the establishment of the Project Management Committee for the Establishment of KKUIC was formalized through the passage and announcement of Act 3209/2550. The establishment of KKUIC received approval from the KKU Council during KKU Council Meeting 3/2008 on the 5th of March, 2008. The KKU Council issued an announcement declaring the establishment of the KKUIC on the 13th of March, 2008.

KKUIC was established in 2008 and is located in the Academic Center and Fundamentals Learning Building on the 2nd and 3rd floors.

In 2008, two study programs were offered:

1. Bachelor of Business Administration Program in Global Business
2. Bachelor of Arts Program in International Affairs

In 2009, the college started offering the Bachelor of Business Administration Program in International Marketing

In 2011, KKUIC began offering a Bachelor of Arts Program in Tourism Management.

In 2016, the Bachelor of Arts Program in Communication Arts was offered.

In 2018, the Bachelor of Business Administration Program in International Entrepreneurship was offered.

In 2020, the Bachelor of Arts Program in Communication Arts was revised to be Bachelor of Communication Arts Program. The curriculum is divided into two majors:

1. Bachelor of Communication Arts Program in Creative Media Technology
2. Bachelor of Communication Arts Program in International Journalism

In 2023, the college has revised two curricula as follows:

1. Bachelor of Business Administration Program, which has three majors:
  - (1) Global Business Management
  - (2) International Marketing
  - (3) International Entrepreneurship
2. Bachelor of Arts Program in International Affairs is divided into two majors:
  - (1) International Relations and Diplomacy Major
  - (2) International Development Major

### **VISION**

The Leading International College for Sustainability Transformation

### **MISSION**

KKUIC's Mission is to Empower Global Citizens and Promote Sustainability Transformation Through Quality Education, Research and Innovation, and Community Development.

### **VALUES**

MOVE

M: Modern Technology and Innovation

O: Openness Environment

V: Volunteer and Social Responsibility

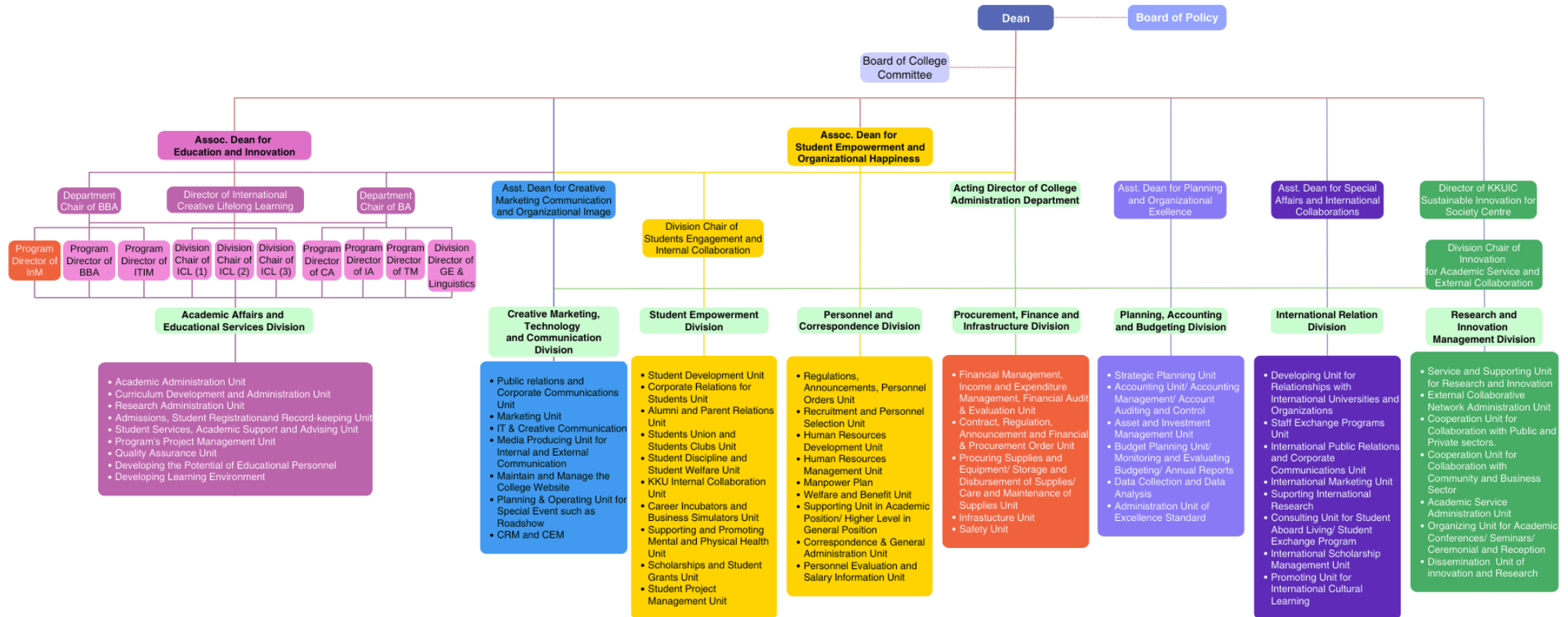
E: Enthusiasm with Flexibility

### **IDENTITY (CHARACTERISTICS) OF STUDENTS**

Global Citizens of Sustainable Society



## ORGANIZATIONAL STRUCTURE OF KHON KAEN UNIVERSITY INTERNATIONAL COLLEGE



**FACULTY MEMBERS, ADMINISTRATORS, LECTURERS AND SUPPORTIVE STAFF****1. Administrators**

No.	Name	Position	Email Address
1	Asst. Prof. Sirimonporn Thipsingh	Dean, Khon Kaen University International College	sirithi@kku.ac.th
2	Asst. Prof. Dr. Wuttiwat Jitjak	Assoc. Dean for Education and Innovation	wuttiji@kku.ac.th
3	Dr. Wanwisa Wannapipat	Assoc. Dean for Student Empowerment and Organizational Happiness	wanwwa@kku.ac.th
4	Mr. Benoit Nadeau	Asst. Dean for Special Affairs and International Collaboration	benoit@kku.ac.th
5	Ms. Rapeepan Phittayadilok	Asst. Dean for Planning and Organizational Excellence	rapeph@kku.ac.th
6	Asst. Prof. Khwanjira Ponsree	Asst. Dean for Creative Marketing Communication and Organizational Image	khwanpo@kku.ac.th
7	Assoc. Prof. Dr. Phaninee Naruetharadhol	Director of KKIIC Sustainable Innovation for Society Center	phaninee@kku.ac.th
8	Asst. Prof. Dr. Pattamol Kanjanakan Thawornlamlert	Department Chair of Arts, Social Sciences, and Linguistics	pattaka@kku.ac.th
9	Asst. Prof. Dr. Nathatenee Gebsoombut	Department Chair of Business Administration, Innovation and Applied Sciences	nathge@kku.ac.th
10	Ms. Lakkhana Butudom	Acting Director of KKIIC Administration Division	blakkhana@kku.ac.th

**2. Lecturers****2.1 Business Administration, Innovation and Applied Science Department****2.1.1 Business Administration Division**

No.	Name	Education	Email Address
Global Business Management Major (GB)			
1	Asst. Prof. Dr. Nathatenee Gebsoombut (Program Chair & Coordinator of GB)	Doctor of Philosophy in Technology Management, National Chung Hsing University, Taiwan	nathge@kku.ac.th
2	Mr. Johannes Schrank	Master of Science in Finance, Chulalongkorn University, Thailand	johasc@kku.ac.th
3	Mr. Wutthiya Srisathan	Master of Science in International Technology and Innovation Management, Khon Kaen University, Thailand	wutsri@kku.ac.th
International Marketing Major (IM)			
4	Mr. Teerapong Pienwisetkaew (Coordinator of IM)	Master of Science in International Technology and Innovation Management,	teerpi@kku.ac.th



No.	Name	Education	Email Address
		Khon Kaen University, Thailand	
5	Asst. Prof. Sirimonporn Thipsingh	Master of Science in Business Administration, Strayer University, USA	sirithi@kku.ac.th
6	Asst. Prof. Dr. Lakkana Hengboriboon	Doctor of Philosophy in Management, Asian Institutes of Technology, Thailand	lakkhe@kku.ac.th
7	Dr. Supakanya Khangrang	Doctor of Laws, University of Panthéon- Assas Paris 2, France	supakanya@kku.ac.th
International Entrepreneurship Major (IE)			
8	Ms. Sasichakorn Wongsachia (Coordinator of IE)	Master of Science in International Technology and Innovation Management, Khon Kaen University, Thailand	saswon@kku.ac.th
9	Asst. Prof. Dr. Thammasak Senamitr	Doctor of Law, Sripatum University, Thailand	thamse@kku.ac.th
10	Asst. Prof. Khwanjira Ponsree	Master of Science in Entrepreneurship (Leadership) with Merit, Henley Business School, University of Reading, UK	khwanpo@kku.ac.th
11	Mr. Benoit Nadeau	Master of Business Administration in Marketing, McGill University, Canada	benoit@kku.ac.th

### 2.1.2 International Technology and Innovation Management Division

No.	Name	Education	Email Address
1	Assoc. Prof. Dr. Chavis Ketkaew (Program Chair)	Doctor of Philosophy in Applied Economics, University of Antwerp, Belgium	chaket@kku.ac.th
2	Assoc. Prof. Dr. Phaninee Naruetharadhol	Doctor of Philosophy in Business Studies, Munster Technological University, Ireland	phaninee@kku.ac.th
3	Asst. Prof. Dr. Wuttiwat Jitjak	Doctor of Philosophy in Plant Pathology, Khon Kaen University, Thailand	wuttiji@kku.ac.th
4	Asst. Prof. Dr. Jesper Knijnenburg	Doctor of Philosophy in Health Sciences, ETH Zurich, Switzerland	jespth@kku.ac.th
5	M.L. Dr. Manida Suksawat	Doctor of Philosophy in Molecular Biochemistry and Molecular Biology, Faculty of Medicine, Khon Kaen University, Thailand	manisuk@kku.ac.th
6	Dr. Weetara Boontham	Doctor of Engineering in Transdisciplinary Science and Engineering, Tokyo Institute of Technology, Japan	weetabo@kku.ac.th

## 2.2 Art, Social Sciences, and Linguistics Department

### 2.2.1 International Affairs Division

No.	Name	Education	Email Address
International Relations and Diplomacy Major (IRD)			
1	Asst. Prof. Thapiporn Suporn (Program Chair & Coordinator of IRD)	Master of Arts in International Relations, Chulalongkorn University, Thailand	thapsu@kku.ac.th
2	Dr. Thawatchai Worrakittimalee	Doctor of Philosophy in Southeast Asian Area Studies, Kyoto University, Japan	thawatc@kku.ac.th
3	Mr. Martin Baier	Master of Arts in International Relations (International Program), Thammasat University, Thailand	martin@kku.ac.th
International Development Major (ID)			
5	Ms. Rapeepan Phittayadilok (Coordinator of ID)	Master of Public Policy and Management, University of Melbourne, Australia	rapeph@kku.ac.th
6	Dr. Nguyen Tu Anh Thi	Doctor of Philosophy in Social Sciences, Chiang Mai University, Thailand	nguyenthi@kku.ac.th
7	Ms. Kanokon Rattanapon	Master of Arts in International Relations (International Program), Thammasat University, Thailand	kanora@kku.ac.th
8	Mr. Thanakorn Sayut (Study Leave)	Master of Science in International Politics, University of Southampton, UK	thanasay@kku.ac.th
9	Ms. Thapanee Wasaratchawet (Study Leave)	Master of Arts in International Relations, King's College London, UK	thapwas@kku.ac.th

### 2.2.2 Tourism Management Division

No.	Name	Education	Email Address
1	Asst. Prof. Dr. Pattamol Kanjanakan Thawornlamlert (Program Chair)	Doctor of Philosophy in Hospitality Management, Auckland University of Technology, New Zealand	pattaka@kku.ac.th
2	Asst. Prof. Chanidapa Sookcharoen	Master of Arts in Applied Linguistics Research, Newcastle University, UK	chanid@kku.ac.th
3	Dr. Nat Chaijaroen	Doctor of Philosophy in Educational Technology, Khon kaen University, Thailand	natchai@kku.ac.th
4	Dr. Wei Yang	Doctor of Philosophy in Public Administration, Khon Kaen University, Thailand	weiya@kku.ac.th
5	Mr. Poori Chitladaporn	Master of Business Administration, University of Northampton, UK	poorich@kku.ac.th

No.	Name	Education	Email Address
6	Mr. Thanatat Chitpipat	Master of Science in Strategic Hotel Management, School of Hospitality and Tourism Management, University of Surrey, UK	thanchi@kku.ac.th

### 2.2.3 Communication Arts Division

No.	Name	Education	Email Address
Creative Media Technology Major (CMT)			
1	Asst. Prof. Dr. Pitipong Pimpiset (Program Chair & Coordinator of CMT)	Doctor of Philosophy in Art and Cultural Research, Khon Kaen University, Thailand	pitpi@kku.ac.th
2	Dr. Wanwisa Wannapipat	Doctor of Philosophy in Educational Technology, Khon Kaen University, Thailand	wanwwa@kku.ac.th
3	Dr. Anders Kolle	Doctor of Philosophy in Media and Communications, The European Graduate School, Switzerland	anders@kku.ac.th
4	Mr. William Hamilton Bicksler	Master of Arts in Communication Studies, Texas Tech University, USA	willbi@kku.ac.th
International Journalism Major (IJ)			
6	Ms. Jintana Rattanakhemakorn (Coordinator of IJ)	Master of Arts in English, Khon Kaen University, Thailand	jindra@kku.ac.th
7	Ms. Patchanan Sarootyanapat	Master of Arts in Teaching English as a Foreign Language, Thammasat University, Thailand	patchasa@kku.ac.th
8	Ms. Pornphan Sureeyatanapas	Master of Arts in Teaching English as a Foreign Language, Manchester Metropolitan University, UK	pornpsu@kku.ac.th

### 2.2.4 General Education Division

No.	Name	Education	Email Address
1	Dr. Paul Fairclough (Chair of General Education Division)	Doctor of Philosophy in Applied Linguistics and TESOL, The University of Hull, UK	paul@kku.ac.th
2	Asst. Prof. Kevin P. Jones (Coordinator of General Education Division)	Master of Business Administration, University of Nevada, USA	kevinjo@kku.ac.th
3	Dr. Noppawan Nounjan	Doctor of Philosophy in Biology, Khon Kaen University, Thailand	noppaano@kku.ac.th
4	Dr. Sarawut Chandeewanta	Doctor of Philosophy in Curriculum and Instruction, Khon Kaen University, Thailand	sarawutc@kku.ac.th

No.	Name	Education	Email Address
5	Ms. Chadarat Lertponprasopchok	Master of Education in Curriculum and Instruction, Mahasarakham University, Thailand	chadle@kku.ac.th
6	Ms. Chanadda Manoonyarath	Master of Arts in Educational Technology, Khon Kaen University, Thailand	chanman@kku.ac.th
7	Mr. Erich Roby Sysak	Master of Arts in English, Florida State University, USA	ericsy@kku.ac.th
8	Ms. Jittima Kraisiwattana	Master of Arts in English, Khon Kaen University, Thailand	jittkr@kku.ac.th
9	Mr. Joshua Reed Macknick	Bachelor of Arts in Linguistics, University of Wisconsin-Eau Claire, USA	joshma@kku.ac.th
10	Ms. Nithikarn Sanoamuang	Master of Arts in Applied Linguistic, University of New South Wales, Australia	nithsa@kku.ac.th
11	Ms. Taraa Mothuratana	Master of Arts in Education–TESOL, California State University, San Bernardino, USA	taraa@kku.ac.th
12	Ms. Thitiwun Thuannadee	Master of Arts in Career English for International Communication, Language Institute, Thammasat University, Thailand	thitthu@kku.ac.th

#### 4. Support Staff

No.	Name	Position	Email Address
1	Ms. Lakkhana Butudom	Acting Director of Kkuic Administration Division, Academic Officer	blakkhana@kku.ac.th
2	Ms. Rawiporn Nonting	Academic Officer	nrawiporn@kku.ac.th
3	Ms. Patcharin Srisulert	Academic Officer	patcsr@kku.ac.th
4	Ms. Khwanruedee Mhoktaisai	Academic Officer	khwamh@kku.ac.th
5	Ms. Chanakant Wuttisiri boon	Academic Officer	chanwu@kku.ac.th
6	Ms. Yanawadee Phokharatsiri	Academic Officer	yanaph@kku.ac.th
7	Ms. Patcharaphan Buakumtum	Academic Officer	patcbua@kku.ac.th
8	Ms. Nicharee Thiamprasert	Academic Officer	nichath@kku.ac.th
9	Mr. Thanakrit Phantanu	Student Affairs Officer	thphan@kku.ac.th
10	Ms. Nichakorn Nipornram	International Relations Officer	nichni@kku.ac.th
11	Ms. Sutthida Sesthamat	International Relations Officer	suttse@kku.ac.th
12	Mr. Khosit Jumruslap	Information Technology Officer	khosit@kku.ac.th
13	Mr. Thanasak Kabsoi	Audio-Visual Technical Officer	thaka@kku.ac.th
14	Mr. Nuttapat Waiyaprasit	Marketing Officer	nuttwa@kku.ac.th
15	Ms. Warattaya Laojoom	Marketing Officer	waratla@kku.ac.th

No.	Name	Position	Email Address
16	Ms. Samaporn Manmart	Human Resources Officer	samama@kku.ac.th
17	Ms. Natthawipha Jannoi	Correspondence and Administration Officer	natthaja@kku.ac.th
18	Ms. Napassorn Sripradit	General Administration Officer	napassri@kku.ac.th
19	Ms. Sirinapha Phonsiri	General Administration Officer	sirinph@kku.ac.th
20	Ms. Pornsawan Phansanee	General Administration Officer	porpha@kku.ac.th
21	Ms. Kulpreeya Sricharoen	General Administration Officer	kulpsr@kku.ac.th
22	Ms. Chonticha Phulakorn	Plan and Information Officer	chonpoo@kku.ac.th
23	Ms. Omchai Apaiso	Financial and Accounting Officer	omchaiap@kku.ac.th
24	Ms. Wanwisa Anusri	Financial and Accounting Officer	wanwan@kku.ac.th
25	Mr. Wirat Wanjing	Procurement Officer	wiratwa@kku.ac.th
26	Ms. Jaruwat Thong-in	Procurement Officer	jarutho@kku.ac.th
27	Mr. Suthisak Kriwongsa	Driver	sutkai@kku.ac.th

# SCAN TO DISCOVER OUR ROLES! KKUIC STAFF



P' Grace



ACTING  
DIRECTOR  
OF COLLEGE  
ADMINISTRA-  
TION DIVISION



P' Pook



ACADEMIC  
OFFICER



P' Pul



ACADEMIC  
OFFICER



P' Nich



ACADEMIC  
OFFICER



P' Fali



ACADEMIC  
OFFICER



P' Gerng



ACADEMIC  
OFFICER



P' Jayda



ACADEMIC  
OFFICER



P' LookPeer



ACADEMIC  
OFFICER



P' Kong



STUDENT  
AFFAIRS  
OFFICER



P' Magood



AUDIO-VISUAL  
TECHNICAL  
OFFICER



P' Kho



INFORMATION  
TECHNOLOGY  
OFFICER



P' Bird



MARKETING  
OFFICER



P' Nurse



INTERNATIONAL  
RELATIONS  
OFFICER



P' Arin



INTERNATIONAL  
RELATIONS  
OFFICER



P' Farn



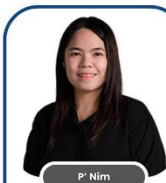
MARKETING  
OFFICER



P' Pla



HUMAN  
RESOURCES  
OFFICER



P' Nim



CORRESPON-  
DENCE AND  
ADMINISTRA-  
TION OFFICER



P' Keaw



GENERAL  
ADMINISTRA-  
TION OFFICER



P' Esther



GENERAL  
ADMINISTRA-  
TION OFFICER



P' Nhoy



FINANCE &  
ACCOUNTING  
OFFICER



P' Omchai



FINANCE &  
ACCOUNTING  
OFFICER



P' Wirat



PROCUREMENT  
OFFICER



P' Mookmai



PROCUREMENT  
OFFICER



P' Sak



DRIVER



P' Cindy



GENERAL  
ADMINISTRA-  
TION OFFICER



P' Beam



PLANNING AND  
INFORMATION  
OFFICER



P' Claire



GENERAL  
ADMINISTRA-  
TION OFFICER

## Contact us

095-663-2001  
043-202-424  
043-202-173



<https://www.ic.kku.ac.th/>



<https://www.ic.kku.ac.th/>



[kkuic@kku.ac.th](mailto:kkuic@kku.ac.th)



## ACADEMIC AFFAIRS

### ENGLISH FOR SPECIFIC ACADEMIC PURPOSE (ESAP) PROGRAM

#### **Course Description:**

The English for specific Academic Purpose, or ESAP, is designed for students who need to improve their English-language skills and plan to continue their study at a university level.

#### **Course Objectives:**

The aim of the course is to improve the English language proficiency in higher level and be able to study their interested international majors effectively. The students who have been identified as having a low level of English attainment, so that by the end of the course, they can actively participate in mainstream university courses to an international standard.

Students are to successfully demonstrate the following English language and study skills:

- Academic Skills: summarizing, paraphrasing, making predictions, identifying gist, and using graphs to aid comprehension
- Critical thinking skills: analyzing, synthesizing, making inferences, understanding organization, and drawing conclusions
- Understanding and answering questions
- Skimming reading and listening texts
- Scanning reading and listening texts
- Writing paragraphs

#### **ESAP Courses:**

##### **1. English for Specific Academic Purpose 1 (ESAP1)**

- 1.1. Students who finish ESAP in the summer and have an Exit Test score from 0% - 49%, will study ESAP1 course for 135 hours during the first semester. (The class schedule will be announced later on [www.ic.kku.ac.th](http://www.ic.kku.ac.th))
- 1.2. This course provides General English for the first 70 hours, and the proceeding 65 hours is Academic English. All four skills will be covered in each class, as following the Communicative Language Teaching style.
- 1.3. After the 135 hours of study, the students will take the ESAP 1 Exit test, and the criteria of the test results are:

Criteria	Result
0% – 49%	Study <b>ESAP1</b> course in the next semester and register for three KKUIC General Education courses, which will be suggested in the announcement of the exit test results.
50% – 79%	Study <b>ESAP2</b> course in the next semester and register for three KKUIC General Education

Criteria	Result
	courses, which will be suggested in the announcement of the exit test results.
80% – 100%	<b>Exit ESAP</b> and register for the regular courses of the next semester listed in their programs.

1.4. In case students cannot pass the ESAP courses in a special semester (summer), they need to continually enroll the courses in regular semesters (the first or second semesters). The fee for this course is included in the regular semester tuition fee, so the students do not pay for the ESAP1 course.

## 2. English for Specific Academic Purpose 2 (ESAP 2)

2.1. Students who finish ESAP2 in the summer and have an Exit Test score from 50% – 79%, will study ESAP2 course in the first semester. (The class schedule will be announced later on [www.ic.kku.ac.th](http://www.ic.kku.ac.th))

2.2. This course will provide General English for the first 70 hours, and the proceeding 65 hours will be Academic English. All four skills will be covered in each class, as following the Communicative Language Teaching style.

2.3. After the 135 hours of study, the students will take the ESAP2 Exit test, and the criteria of the test results are:

Criteria	Result
0% – 49%	Study <b>ESAP1</b> course in the next semester and register for three KKUIC General Education courses, which will be suggested in the announcement of the exit test results.
50% – 79%	Study <b>ESAP2</b> course in the next semester and register for three KKUIC General Education courses, which will be suggested in the announcement of the exit test results.
80% – 100%	<b>Exit ESAP</b> and register for the regular courses of the next semester listed in their programs.

2.4. In case students cannot pass the ESAP courses in a special semester (summer), they need to continually enroll the courses in regular semesters (the first or second semesters). The fee for this course is included in the regular semester tuition fee, so the students do not pay for ESAP2 course.

## 3. To Exit ESAP

3.1. Students who study each ESAP course and have the Exit Test score from 80% - 100%, will exit the ESAP course.

3.2. Students who do not pass the exit test of the last ESAP course of the academic year need to contact KKUIC staff, where each student will be considered on an individual basis, and given suggestions on the options and what courses they may study next.

**UNDERGRADUATE PROGRAMS**

**Bachelor of Business Administration**  
**Global Business Management Major**  
**Revised Curriculum 2023**

**❑ Program Course Requirements**

The degree program requires the completion of a total of 129 credits undertaken over four years of full-time study.

Component	Credits
1. General Education Courses	24
1.1 Linguistics (12 credits)	
1.2 Soft Skills (12 credits)	
1.3 Computer and Information technology (uncounted credit)	
2. Core Courses	39
3. Major Required Courses	42
4. Minor Elective Courses	18
5. Free Elective Courses	6
<b>Total</b>	<b>129</b>

**1. General Education Course**

The list of General Education courses outlined below is for the international program.

The students are required to take the following course **no less than 24 credits**.

**1.1 Linguistics**

This cluster requires a total of 12 credits as follows.

IC 011 001	Critical Reading and Writing	3 (3-0-6)
IC 011 002	Academic English	3 (3-0-6)
IC 011 003	Thai for Foreigners I	3 (3-0-6)
IC 011 004	Japanese for Communication I	3 (3-0-6)
IC 011 005	Chinese for Communication I	3 (3-0-6)
IC 011 006	Thai for Foreigners II	3 (3-0-6)
IC 011 007	Japanese for Communication II	3 (3-0-6)
IC 011 008	Chinese for Communication II	3 (3-0-6)
IC 011 022	English for University Readiness	3 (3-0-6)
IC 011 023	English Language for International Communication	3 (3-0-6)
IC 011 024	Professional Presentation Skills in English	3 (3-0-6)

## 1.2 Soft Skills

This cluster requires a total of 12 credits.

IC 011 009	Wellness Dimension	3 (3-0-6)
IC 011 010	Globalization Studies in Digital Era	3 (3-0-6)
IC 011 011	Cultural Diversity	3 (3-0-6)
IC 011 012	Leadership and Change Management	3 (3-0-6)
IC 011 013	Local Wisdom and Communities	3 (3-0-6)
IC 011 014	Citizenship and Democratic Society	3 (3-0-6)
IC 011 015	Career Preparation and Professionalism	3 (3-0-6)
IC 011 016	Digital Information Literacy	3 (3-0-6)
IC 011 017	Science and Technology Application for Life	3 (3-0-6)
IC 011 018	Logical Thinking and Problem Solving	3 (3-0-6)
IC 011 019	Creative Entrepreneurship	3 (3-0-6)
IC 011 020	Basic Personal Financial Planning	3 (3-0-6)
IC 011 021	Mathematics in Everyday Life	3 (3-0-6)

Students must attend the KKUIC preparation training by enrolling in the subject IC011039 Internship and Career Preparation (Audit) with no less than 80% of participation before going to do Internship/Cooperative Education.

IC 011 039	Internship and Career Preparation (Audit)	2 (2-0-4)
------------	---	-----------

## 1.3 Computer and information technology skill (uncounted credit)

Students must engage in self-study for personal development in the areas of computer and technology by enrolling in the online course 000 160 Basic Computer and Technology via KKU e-Learning (<http://e-learning.kku.ac.th>) or attend computer training seminars offered by the university, other faculties or institutions. It is mandatory that all students must pass the online “standard basic level computer and technology test for undergraduate students at KKU” that is conducted via the e-testing platform in accordance with the university’s graduation requirements.

## 2. Core Courses

Students must complete 39 credits from the courses offered below.

IC 101 001	Principles of Management	3 (3-0-6)
IC 101 003	Business Statistics	3 (3-0-6)
IC 102 002	Introduction to Accounting	3 (3-0-6)
IC 102 003	Business Computing	3 (3-0-6)
IC 102 004	Organizational Behaviour	3 (3-0-6)
IC 102 005	Basic Marketing Concept	3 (3-0-6)

IC 102 008	Business Law	3 (3-0-6)
IC 102 009	Introduction to Business Research	3 (3-0-6)
IC 102 010	Business Ethics	3 (3-0-6)
IC 102 012	Business Economics	3 (3-0-6)
IC 102 013	Business Information System	3 (3-0-6)
IC 103 001	Fundamentals of Finance	3 (3-0-6)
IC 103 002	Operation Management	3 (3-0-6)

### 3. Major Required Courses

Students must complete 42 credits from the courses offered below.

IC 103 003	Business Strategy	3 (3-0-6)	
IC 103 004	International Business Management	3 (3-0-6)	
IC 103 005	International Human Resource Management	3 (3-0-6)	
IC 103 006	International Financial Management	3 (3-0-6)	
IC 103 008	Applied Project Management	3 (3-0-6)	
IC 103 009	Cross Cultural Management	3 (3-0-6)	
IC 103 010	Sustainable Business Management	3 (3-0-6)	
IC 103 011	Financial Technology Applications	3 (3-0-6)	
IC 103 012	Comparative Business Systems	3 (3-0-6)	
IC 104 761	Seminar in Global Business Management	6 (6-0-12)	
IC 103 013	International Experience in Business Management	} Exchange Student	6 (6-0-12)
IC 103 014	Issues in Business Management		3 (3-0-6)
IC 103 015	Current International Business Cases		3 (3-0-6)

#### 3.1 Track 1: Internship Track

IC 104 001	Project in Global Business Management	6 (6-0-12)
IC 104 796	Internship in Global Business Management	3 (0-9-5)

#### 3.2 Track 2: Cooperative Education Track

IC 104 785	Cooperative Education in Global Business Management	9 credits
------------	---	-----------

### 4. Minor Elective Courses

Students must complete 18 credits by selecting one Track (4.1), (4.2), (4.3), (4.4), (4.5), (4.6), or (4.7).

#### 4.1 International Marketing

IC 112 001	Consumer Behaviour	3 (3-0-6)
IC 113 002	Global Marketing	3 (3-0-6)
IC 113 003	Service Marketing	3 (3-0-6)

IC 113 004	Customer Relationship Management	3 (3-0-6)
IC 113 005	Pricing Strategy	3 (3-0-6)
IC 113 006	Logistics and Supply Chain Management	3 (3-0-6)
IC 113 007	Brand Management	3 (3-0-6)
IC 113 008	Digital Marketing	3 (3-0-6)
IC 113 009	Integrated Marketing Communications	3 (3-0-6)
IC 113 010	Marketing Analytics	3 (3-0-6)
IC 113 011	International Sales Management	3 (3-0-6)
IC 113 012	Luxury Brand Management	3 (3-0-6)
IC 113 013	Content Marketing	3 (3-0-6)

#### 4.2 International Entrepreneurship

IC 122 001	Introduction to Entrepreneurship	3 (3-0-6)
IC 122 002	Entrepreneurial Leadership	3 (3-0-6)
IC 123 001	New Venture Creation	3 (3-0-6)
IC 123 002	Marketing for International Entrepreneur	3 (3-0-6)
IC 123 003	Human Resource Management for SMEs	3 (3-0-6)
IC 123 005	Business Processes, Operations, and Product Development	3 (3-0-6)
IC 123 006	Business Retention and Expansion	3 (3-0-6)
IC 123 007	Technology and Innovation Management	3 (3-0-6)
IC 123 008	Family Business Management	3 (3-0-6)
IC 123 009	Management in Creative and Cultural Organization	3 (3-0-6)
IC 123 010	Social Entrepreneurship and Innovation	3 (3-0-6)
IC 123 011	Digital Marketing for Entrepreneur	3 (3-0-6)
IC 123 012	Business Model and Design Thinking	3 (3-0-6)

#### 4.3 International Affairs

IC 201 001	Introduction to Political Sciences	3 (3-0-6)
IC 201 003	World Geography	3 (3-0-6)
IC 201 004	Introduction to International Affairs	3 (3-0-6)
IC 202 002	Contemporary World History	3 (3-0-6)
IC 202 007	Introduction to Sociology	3 (3-0-6)
IC 202 009	Diplomacy	3 (3-0-6)
IC 202 011	International Organizations	3 (3-0-6)
IC 202 014	International Security	3 (3-0-6)
IC 203 005	Diplomacy and Foreign Policy in Thailand	3 (3-0-6)



IC 203 006	Comparative Politics	3 (3-0-6)
------------	----------------------	-----------

#### 4.4 Creative Media Technology

IC 222 006	Multimedia Production	3 (3-0-6)
IC 222 010	Photography for Communication Arts	3 (3-0-6)
IC 222 011	Professional Image Management	3 (3-0-6)
IC 223 003	Motion Graphics and Animation	3 (3-0-6)
IC 223 004	Theatre and Stage Production	3 (3-0-6)
IC 223 005	Strategic Communications	3 (3-0-6)
IC 223 006	Advanced Multimedia Production	3 (3-0-6)
IC 223 007	Documentary Film and Video	3 (3-0-6)
IC 223 008	Creative Audio Production	3 (3-0-6)

#### 4.5 International Journalism

IC 232 001	Mass Communications	3 (3-0-6)
IC 232 002	Negotiation and Conflict Resolution	3 (3-0-6)
IC 232 003	Crisis Management Communications	3 (3-0-6)
IC 233 001	Persuasion and Argumentation	3 (3-0-6)
IC 233 002	Document Analysis and Criticism	3 (3-0-6)
IC 233 003	Investigative Journalism	3 (3-0-6)
IC 233 004	Revolutionary Movements and Propaganda	3 (3-0-6)
IC 233 005	Communications in Public Relations	3 (3-0-6)

#### 4.6 Tourism Management

IC 211 001	Introduction to Tourism and Hotel Industry	3 (3-0-6)
IC 212 001	Tourist Behaviour	3 (3-0-6)
IC 212 002	International Communication Arts for Tourism	3 (3-0-6)
IC 212 003	Transportation in Tourism Industry	3 (3-0-6)
IC 212 004	Tour Guide Principles and Practices	3 (3-0-6)
IC 212 005	Sustainable Tourism Management	3 (3-0-6)
IC 212 006	Information Communication Technology for Tourism Business	3 (3-0-6)
IC 213 006	Innovative Tour Operation and Travel Agencies	3 (2-2-5)
IC 213 007	Tourism Destination Planning and Development	3 (3-0-6)

#### 4.7 Interdisciplinary

Students must complete 18 credits by selecting courses from Track (4.1), (4.2), (4.3), (4.4), (4.5), or (4.6).

## 5. Free Elective Courses

Students must complete 6 credits from courses available in KKU or courses to be opened later by KKU or other higher education institutes with approval from the curriculum management committee.

### ☐ Recommended Sequence

	First Semester	Second Semester
<b>Year 1</b>	IC 011 xxx General Education Course, Language Elective IC 011 001 Critical Reading and Writing IC 011 016 Information Literacy IC 011 021 Mathematics in Everyday Life IC 101 001 Principle of Management IC 102 003 Business Computing	IC 011 xxx General Education Course, Language Elective IC 011 002 Academic English IC 011 018 Logical Thinking and Problem Solving IC 011 012 Leadership and Change Management IC 101 003 Business Statistics xxx xxx Free Elective Course 3 credits
<b>Year 2</b>	IC 102 002 Introduction to Accounting IC 102 004 Organizational Behavior IC 102 005 Basic Marketing Concept IC 102 012 Business Economics IC 102 013 Business Information System IC 103 001 Fundamentals of Finance	IC 102 008 Business Law IC 102 009 Introduction to Business Research IC 102 010 Business Ethics IC 103 002 Operation Management IC 103 004 International Business Management IC 103 005 International Human Resource Management
<b>Year 3</b>	IC 011 039 Internship and Career Preparation (audit) IC 103 003 Business Strategy IC 103 006 International Financial Management IC 103 009 Cross Cultural Management IC 103 010 Sustainable Business Management IC xxx xxx Minor Elective Course 6 credits	IC 103 008 Applied Project Management IC 103 011 Financial Technology Applications IC 103 012 Comparative Business Systems IC xxx xxx Minor Elective Course 6 credits xxx xxx Free Elective Course 3 credits
<b>Year 4</b>	<b>Track 1: Internship Track</b> IC 104 001 Project in Global Business Management IC 104 796 Internship in Global Business Management (Interning during the summer of 3rd year) IC xxx xxx Minor Elective Course 3 credits <b>Track 2: Cooperative Education Track</b> IC 104 785 Cooperative Education in Global Business Management	<b>Track 1: Internship Track</b> IC 104 761 Seminar in Global Business Management IC xxx xxx Minor Elective Course 3 credits <b>Track 2: Cooperative Education Track</b> IC 104 761 Seminar in Global Business Management IC xxx xxx Minor Elective Course 6 credits

**Bachelor of Business Administration**  
**International Marketing Major**  
**Revised Curriculum 2023**

### **Program Course Requirements**

The degree program requires the completion of a total of 129 credits undertaken over four years of full-time study.

Component	Credits
1. General Education Courses	24
1.1 Linguistics (12 credits)	
1.2 Soft Skills (12 credits)	
1.3 Computer and Information technology (uncounted credit)	
2. Core Courses	39
3. Major Required Courses	42
4. Minor Elective Courses	18
5. Free Elective Courses	6
<b>Total</b>	<b>129</b>

#### **1. General Education Course**

The list of General Education courses outlined below is for the international program. The students are required to take the following course **no less than 24 credits**.

##### **1.1 Linguistics**

This cluster requires a total of 12 credits as follows.

IC 011 001	Critical Reading and Writing	3 (3-0-6)
IC 011 002	Academic English	3 (3-0-6)
IC 011 003	Thai for Foreigners I	3 (3-0-6)
IC 011 004	Japanese for Communication I	3 (3-0-6)
IC 011 005	Chinese for Communication I	3 (3-0-6)
IC 011 006	Thai for Foreigners II	3 (3-0-6)
IC 011 007	Japanese for Communication II	3 (3-0-6)
IC 011 008	Chinese for Communication II	3 (3-0-6)
IC 011 022	English for University Readiness	3 (3-0-6)
IC 011 023	English Language for International Communication	3 (3-0-6)
IC 011 024	Professional Presentation Skills in English	3 (3-0-6)

## 1.2 Soft Skills

This cluster requires a total of 12 credits.

IC 011 009	Wellness Dimension	3 (3-0-6)
IC 011 010	Globalization Studies in Digital Era	3 (3-0-6)
IC 011 011	Cultural Diversity	3 (3-0-6)
IC 011 012	Leadership and Change Management	3 (3-0-6)
IC 011 013	Local Wisdom and Communities	3 (3-0-6)
IC 011 014	Citizenship and Democratic Society	3 (3-0-6)
IC 011 015	Career Preparation and Professionalism	3 (3-0-6)
IC 011 016	Digital Information Literacy	3 (3-0-6)
IC 011 017	Science and Technology Application for Life	3 (3-0-6)
IC 011 018	Logical Thinking and Problem Solving	3 (3-0-6)
IC 011 019	Creative Entrepreneurship	3 (3-0-6)
IC 011 020	Basic Personal Financial Planning	3 (3-0-6)
IC 011 021	Mathematics in Everyday Life	3 (3-0-6)

Students must attend the KKUIC preparation training by enrolling in the subject IC011039 Internship and Career Preparation (Audit) with no less than 80% of participation before going to do Internship/Cooperative Education.

IC 011 039	Internship and Career Preparation (Audit)	2 (2-0-4)
------------	---	-----------

## 1.3 Computer and information technology skill (uncounted credit)

Students must engage in self-study for personal development in the areas of computer and technology by enrolling in the online course 000 160 Basic Computer and Technology via KKU e-Learning (<http://e-learning.kku.ac.th>) or attend computer training seminars offered by the university, other faculties or institutions. It is mandatory that all students must pass the online “standard basic level computer and technology test for undergraduate students at KKU” that is conducted via the e-testing platform in accordance with the university’s graduation requirements.

## 2. Core Courses

Students must complete 39 credits from the courses offered below.

IC 101 001	Principles of Management	3 (3-0-6)
IC 101 003	Business Statistics	3 (3-0-6)
IC 102 002	Introduction to Accounting	3 (3-0-6)
IC 102 003	Business Computing	3 (3-0-6)
IC 102 004	Organizational Behaviour	3 (3-0-6)
IC 102 005	Basic Marketing Concept	3 (3-0-6)

IC 102 008	Business Law	3 (3-0-6)
IC 102 009	Introduction to Business Research	3 (3-0-6)
IC 102 010	Business Ethics	3 (3-0-6)
IC 102 012	Business Economics	3 (3-0-6)
IC 102 013	Business Information System	3 (3-0-6)
IC 103 001	Fundamentals of Finance	3 (3-0-6)
IC 103 002	Operation Management	3 (3-0-6)

### 3. Major Required Courses

Students must complete 42 credits from the courses offered below.

IC 112 001	Consumer Behaviour	3 (3-0-6)	
IC 113 002	Global Marketing	3 (3-0-6)	
IC 113 004	Customer Relationship Management	3 (3-0-6)	
IC 113 005	Pricing Strategy	3 (3-0-6)	
IC 113 006	Logistics and Supply Chain Management	3 (3-0-6)	
IC 113 007	Brand Management	3 (3-0-6)	
IC 113 008	Digital Marketing	3 (3-0-6)	
IC 113 009	Integrated Marketing Communications	3 (3-0-6)	
IC 113 010	Marketing Analytics	3 (3-0-6)	
IC 114 761	Seminar in International Marketing	6 (6-0-12)	
IC 103 013	International Experience in Business Management	} Exchange Student	6 (6-0-12)
IC 103 014	Issues in Business Management		3 (3-0-6)
IC 103 015	Current International Business Cases		3 (3-0-6)

#### 3.1 Track 1: Internship Track

IC 114 001	Project in International Marketing	6 (6-0-12)
IC 114 796	Internship in International Marketing	3 (0-9-5)

#### 3.2 Track 2: Cooperative Education Track

IC 114 785	Cooperative Education in International Marketing	9 credits
------------	--	-----------

### 4. Minor Elective Courses

Students must complete 18 credits by selecting one Track (4.1), (4.2), (4.3), (4.4), (4.5), (4.6), or (4.7).

#### 4.1 Global Business Management

IC 103 003	Business Strategy	3 (3-0-6)
IC 103 004	International Business Management	3 (3-0-6)
IC 103 005	International Human Resource Management	3 (3-0-6)

IC 103 006	International Financial Management	3 (3-0-6)
IC 103 007	International Business Collaboration	3 (3-0-6)
IC 103 008	Applied Project Management	3 (3-0-6)
IC 103 009	Cross Cultural Management	3 (3-0-6)
IC 103 010	Sustainable Business Management	3 (3-0-6)
IC 103 011	Financial Technology Applications	3 (3-0-6)
IC 103 012	Comparative Business Systems	3 (3-0-6)
IC 103 016	Business Etiquette	3 (3-0-6)
IC 103 017	Entertainment Business Management	3 (3-0-6)

#### 4.2 International Entrepreneurship

IC 122 001	Introduction to Entrepreneurship	3 (3-0-6)
IC 122 002	Entrepreneurial Leadership	3 (3-0-6)
IC 123 001	New Venture Creation	3 (3-0-6)
IC 123 002	Marketing for International Entrepreneur	3 (3-0-6)
IC 123 003	Human Resource Management for SMEs	3 (3-0-6)
IC 123 005	Business Processes, Operations, and Product Development	3 (3-0-6)
IC 123 006	Business Retention and Expansion	3 (3-0-6)
IC 123 007	Technology and Innovation Management	3 (3-0-6)
IC 123 008	Family Business Management	3 (3-0-6)
IC 123 009	Management in Creative and Cultural Organization	3 (3-0-6)
IC 123 010	Social Entrepreneurship and Innovation	3 (3-0-6)
IC 123 011	Digital Marketing for Entrepreneur	3 (3-0-6)
IC 123 012	Business Model and Design Thinking	3 (3-0-6)

#### 4.3 International Affairs

IC 201 001	Introduction to Political Sciences	3 (3-0-6)
IC 201 003	World Geography	3 (3-0-6)
IC 201 004	Introduction to International Affairs	3 (3-0-6)
IC 202 002	Contemporary World History	3 (3-0-6)
IC 202 007	Introduction to Sociology	3 (3-0-6)
IC 202 009	Diplomacy	3 (3-0-6)
IC 202 011	International Organizations	3 (3-0-6)
IC 202 014	International Security	3 (3-0-6)
IC 203 005	Diplomacy and Foreign Policy in Thailand	3 (3-0-6)
IC 203 006	Comparative Politics	3 (3-0-6)



#### 4.4 Creative Media Technology

IC 222 006	Multimedia Production	3 (3-0-6)
IC 222 010	Photography for Communication Arts	3 (3-0-6)
IC 222 011	Professional Image Management	3 (3-0-6)
IC 223 003	Motion Graphics and Animation	3 (3-0-6)
IC 223 004	Theatre and Stage Production	3 (3-0-6)
IC 223 005	Strategic Communications	3 (3-0-6)
IC 223 006	Advanced Multimedia Production	3 (3-0-6)
IC 223 007	Documentary Film and Video	3 (3-0-6)
IC 223 008	Creative Audio Production	3 (3-0-6)

#### 4.5 International Journalism

IC 232 001	Mass Communications	3 (3-0-6)
IC 232 002	Negotiation and Conflict Resolution	3 (3-0-6)
IC 232 003	Crisis Management Communications	3 (3-0-6)
IC 233 001	Persuasion and Argumentation	3 (3-0-6)
IC 233 002	Document Analysis and Criticism	3 (3-0-6)
IC 233 003	Investigative Journalism	3 (3-0-6)
IC 233 004	Revolutionary Movements and Propaganda	3 (3-0-6)
IC 233 005	Communications in Public Relations	3 (3-0-6)

#### 4.6 Tourism Management

IC 211 001	Introduction to Tourism and Hotel Industry	3 (3-0-6)
IC 212 001	Tourist Behaviour	3 (3-0-6)
IC 212 002	International Communication Arts for Tourism	3 (3-0-6)
IC 212 003	Transportation in Tourism Industry	3 (3-0-6)
IC 212 004	Tour Guide Principles and Practices	3 (3-0-6)
IC 212 005	Sustainable Tourism Management	3 (3-0-6)
IC 212 006	Information Communication Technology for Tourism Business	3 (3-0-6)
IC 213 006	Innovative Tour Operation and Travel Agencies	3 (2-2-5)
IC 213 007	Tourism Destination Planning and Development	3 (3-0-6)

#### 4.7 Interdisciplinary

Students must complete 18 credits by selecting courses from Track (4.1), (4.2), (4.3), (4.4), (4.5), or (4.6).

## 5. Free Elective Courses

Students must complete 6 credits from courses available in KKU or courses to be opened later by KKU or other higher education institutes with approval from the curriculum management committee.

### Recommended Sequence

	First Semester	Second Semester
<b>Year 1</b>	IC 011 xxx General Education Course, Language Elective IC 011 001 Critical Reading and Writing IC 011 016 Information Literacy IC 011 021 Mathematics in Everyday Life IC 101 001 Principle of Management IC 102 003 Business Computing	IC 011 xxx General Education Course, Language Elective IC 011 002 Academic English IC 011 018 Logical Thinking and Problem Solving IC 011 012 Leadership and Change Management IC 101 003 Business Statistics xxx xxx Free Elective Course 3 credits
<b>Year 2</b>	IC 102 002 Introduction to Accounting IC 102 004 Organizational Behavior IC 102 005 Basic Marketing Concept IC 102 012 Business Economics IC 102 013 Business Information System IC 103 001 Fundamentals of Finance	IC 102 008 Business Law IC 102 009 Introduction to Business Research IC 102 010 Business Ethics IC 103 002 Operation Management IC 112 001 Consumer Behaviour IC 113 002 Global Marketing
<b>Year 3</b>	IC 011 039 Internship and Career Preparation (audit) IC 113 006 Logistics and Supply Chain Management IC 113 007 Brand Management IC 113 008 Digital Marketing IC 113 009 Integrated Marketing Communications IC xxx xxx Minor Elective Course 6 credits	IC 113 004 Customer Relationship Management IC 113 005 Pricing Strategy IC 113 010 Marketing Analytics IC xxx xxx Minor Elective Course 6 credits xxx xxx Free Elective Course 3 credits
<b>Year 4</b>	<b>Track 1: Internship Track</b> IC 114 001 Project in International Marketing IC 114 796 Internship in International Marketing (Interning during the summer of 3rd year) IC xxx xxx Minor Elective Course 3 credits <b>Track 2: Cooperative Education Track</b> IC 114 785 Cooperative Education in International Marketing	<b>Track 1: Internship Track</b> IC 114 761 Seminar in International Marketing IC xxx xxx Minor Elective Course 3 credits <b>Track 2: Cooperative Education Track</b> IC 114 761 Seminar in International Marketing IC xxx xxx Minor Elective Course 6 credits

**Bachelor of Business Administration**  
**International Entrepreneurship Major**  
**Revised Curriculum 2023**

## **❑ Program Course Requirements**

The degree program requires the completion of a total of 129 credits undertaken over four years of full-time study.

Component	Credits
1. General Education Courses	24
1.1 Linguistics (12 credits)	
1.2 Soft Skills (12 credits)	
1.3 Computer and Information technology (uncounted credit)	
2. Core Courses	39
3. Major Required Courses	42
4. Minor Elective Courses	18
5. Free Elective Courses	6
<b>Total</b>	<b>129</b>

### **1. General Education Course**

The list of General Education courses outlined below is for the international program. The students are required to take the following course **no less than 24 credits**.

#### **1.1 Linguistics**

This cluster requires a total of 12 credits as follows.

IC 011 001	Critical Reading and Writing	3 (3-0-6)
IC 011 002	Academic English	3 (3-0-6)
IC 011 003	Thai for Foreigners I	3 (3-0-6)
IC 011 004	Japanese for Communication I	3 (3-0-6)
IC 011 005	Chinese for Communication I	3 (3-0-6)
IC 011 006	Thai for Foreigners II	3 (3-0-6)
IC 011 007	Japanese for Communication II	3 (3-0-6)
IC 011 008	Chinese for Communication II	3 (3-0-6)
IC 011 022	English for University Readiness	3 (3-0-6)
IC 011 023	English Language for International Communication	3 (3-0-6)
IC 011 024	Professional Presentation Skills in English	3 (3-0-6)

## 1.2 Soft Skills

This cluster requires a total of 12 credits.

IC 011 009	Wellness Dimension	3 (3-0-6)
IC 011 010	Globalization Studies in Digital Era	3 (3-0-6)
IC 011 011	Cultural Diversity	3 (3-0-6)
IC 011 012	Leadership and Change Management	3 (3-0-6)
IC 011 013	Local Wisdom and Communities	3 (3-0-6)
IC 011 014	Citizenship and Democratic Society	3 (3-0-6)
IC 011 015	Career Preparation and Professionalism	3 (3-0-6)
IC 011 016	Digital Information Literacy	3 (3-0-6)
IC 011 017	Science and Technology Application for Life	3 (3-0-6)
IC 011 018	Logical Thinking and Problem Solving	3 (3-0-6)
IC 011 019	Creative Entrepreneurship	3 (3-0-6)
IC 011 020	Basic Personal Financial Planning	3 (3-0-6)
IC 011 021	Mathematics in Everyday Life	3 (3-0-6)

Students must attend the KKUIC preparation training by enrolling in the subject IC011039 Internship and Career Preparation (Audit) with no less than 80% of participation before going to do Internship/Cooperative Education.

IC 011 039	Internship and Career Preparation (Audit)	2 (2-0-4)
------------	---	-----------

## 1.3 Computer and information technology skill (uncounted credit)

Students must engage in self-study for personal development in the areas of computer and technology by enrolling in the online course 000 160 Basic Computer and Technology via KKU e-Learning (<http://e-learning.kku.ac.th>) or attend computer training seminars offered by the university, other faculties or institutions. It is mandatory that all students must pass the online “standard basic level computer and technology test for undergraduate students at KKU” that is conducted via the e-testing platform in accordance with the university’s graduation requirements.

## 2. Core Courses

Students must complete 39 credits from the courses offered below.

IC 101 001	Principles of Management	3 (3-0-6)
IC 101 003	Business Statistics	3 (3-0-6)
IC 102 002	Introduction to Accounting	3 (3-0-6)
IC 102 003	Business Computing	3 (3-0-6)
IC 102 004	Organizational Behaviour	3 (3-0-6)
IC 102 005	Basic Marketing Concept	3 (3-0-6)

IC 102 008	Business Law	3 (3-0-6)
IC 102 009	Introduction to Business Research	3 (3-0-6)
IC 102 010	Business Ethics	3 (3-0-6)
IC 102 012	Business Economics	3 (3-0-6)
IC 102 013	Business Information System	3 (3-0-6)
IC 103 001	Fundamentals of Finance	3 (3-0-6)
IC 103 002	Operation Management	3 (3-0-6)

### 3. Major Required Courses

Students must complete 42 credits from courses offered below.

IC122001	Introduction to Entrepreneurship	3 (3-0-6)	
IC122002	Entrepreneurial Leadership	3 (3-0-6)	
IC123001	New Venture Creation	3 (3-0-6)	
IC123002	Marketing for International Entrepreneur	3 (3-0-6)	
IC123003	Human Resource Management for SMEs	3 (3-0-6)	
IC123005	Business Processes, Operations, and Product Development	3 (3-0-6)	
IC123006	Business Retention and Expansion	3 (3-0-6)	
IC123007	Technology and Innovation Management	3 (3-0-6)	
IC123008	Family Business Management	3 (3-0-6)	
IC124761	Seminar in International Entrepreneurship	6 (6-0-12)	
IC103013	International Experience in Business Management	} Exchange Student	6 (6-0-12)
IC103014	Issues in Business Management		3 (3-0-6)
IC103015	Current International Business Cases		3 (3-0-6)

#### 3.1 Track 1: Internship Track

IC124001	Project in International Entrepreneurship	6 (6-0-12)
IC124796	Internship in International Entrepreneurship	3 (0-9-5)

#### 3.2 Track 2: Cooperative Education Track

IC124785	Cooperative Education in International Entrepreneurship	9 credits
----------	---	-----------

### 4. Minor Elective Courses

Students must complete 18 credits by selecting one Track (4.1), (4.2), (4.3), (4.4), (4.5), (4.6), or (4.7).

#### 4.1 Global Business Management

IC103003	Business Strategy	3 (3-0-6)
IC103004	International Business Management	3 (3-0-6)
IC103005	International Human Resource Management	3 (3-0-6)

IC103006	International Financial Management	3 (3-0-6)
IC103007	International Business Collaboration	3 (3-0-6)
IC103008	Applied Project Management	3 (3-0-6)
IC103009	Cross Cultural Management	3 (3-0-6)
IC103010	Sustainable Business Management	3 (3-0-6)
IC103011	Financial Technology Applications	3 (3-0-6)
IC103012	Comparative Business Systems	3 (3-0-6)
IC103016	Business Etiquette	3 (3-0-6)
IC103017	Entertainment Business Management	3 (3-0-6)

## 4.2 International Marketing

IC112001	Consumer Behaviour	3 (3-0-6)
IC113002	Global Marketing	3 (3-0-6)
IC113003	Service Marketing	3 (3-0-6)
IC113004	Customer Relationship Management	3 (3-0-6)
IC113005	Pricing Strategy	3 (3-0-6)
IC113006	Logistics and Supply Chain Management	3 (3-0-6)
IC113007	Brand Management	3 (3-0-6)
IC113008	Digital Marketing	3 (3-0-6)
IC113009	Integrated Marketing Communications	3 (3-0-6)
IC113010	Marketing Analytics	3 (3-0-6)
IC113011	International Sales Management	3 (3-0-6)
IC113012	Luxury Brand Management	3 (3-0-6)
IC113013	Content Marketing	3 (3-0-6)

## 4.3 International Affairs

IC201001	Introduction to Political Sciences	3 (3-0-6)
IC201003	World Geography	3 (3-0-6)
IC201004	Introduction to International Affairs	3 (3-0-6)
IC202002	Contemporary World History	3 (3-0-6)
IC202007	Introduction to Sociology	3 (3-0-6)
IC202009	Diplomacy	3 (3-0-6)
IC202011	International Organizations	3 (3-0-6)
IC202014	International Security	3 (3-0-6)
IC203005	Diplomacy and Foreign Policy in Thailand	3 (3-0-6)
IC203006	Comparative Politics	3 (3-0-6)



**4.4 Creative Media Technology**

IC222006	Multimedia Production	3 (3-0-6)
IC222010	Photography for Communication Arts	3 (3-0-6)
IC222011	Professional Image Management	3 (3-0-6)
IC223003	Motion Graphics and Animation	3 (3-0-6)
IC223004	Theatre and Stage Production	3 (3-0-6)
IC223005	Strategic Communications	3 (3-0-6)
IC223006	Advanced Multimedia Production	3 (3-0-6)
IC223007	Documentary Film and Video	3 (3-0-6)
IC223008	Creative Audio Production	3 (3-0-6)

**4.5 International Journalism**

IC232001	Mass Communications	3 (3-0-6)
IC232002	Negotiation and Conflict Resolution	3 (3-0-6)
IC232003	Crisis Management Communications	3 (3-0-6)
IC233001	Persuasion and Argumentation	3 (3-0-6)
IC233002	Document Analysis and Criticism	3 (3-0-6)
IC233003	Investigative Journalism	3 (3-0-6)
IC233004	Revolutionary Movements and Propaganda	3 (3-0-6)
IC233005	Communications in Public Relations	3 (3-0-6)

**4.6 Tourism Management**

IC211001	Introduction to Tourism and Hotel Industry	3 (3-0-6)
IC212001	Tourist Behaviour	3 (3-0-6)
IC212002	International Communication Arts for Tourism	3 (3-0-6)
IC212003	Transportation in Tourism Industry	3 (3-0-6)
IC212004	Tour Guide Principles and Practices	3 (3-0-6)
IC212005	Sustainable Tourism Management	3 (3-0-6)
IC212006	Information Communication Technology for Tourism Business	3 (3-0-6)
IC213006	Innovative Tour Operation and Travel Agencies	3 (2-2-5)
IC213007	Tourism Destination Planning and Development	3 (3-0-6)

**4.7 Interdisciplinary**

Students must complete 18 credits by selecting courses from Track (4.1), (4.2), (4.3), (4.4), (4.5), or (4.6).

## 5. Free Elective Courses

Students must complete 6 credits from courses available in KKU or courses to be opened later by KKU or other higher education institutes with approval from the curriculum management committee.

### Recommended Sequence

	First Semester	Second Semester
<b>Year 1</b>	IC 011 xxx General Education Course, Language Elective IC 011 001 Critical Reading and Writing IC 011 016 Information Literacy IC 011 021 Mathematics in Everyday Life IC 101 001 Principle of Management IC 102 003 Business Computing	IC 011 xxx General Education Course, Language Elective IC 011 002 Academic English IC 011 018 Logical Thinking and Problem Solving IC 011 012 Leadership and Change Management IC 101 003 Business Statistics xxx xxx Free Elective Course 3 credits
<b>Year 2</b>	IC 102 002 Introduction to Accounting IC 102 004 Organizational Behavior IC 102 005 Basic Marketing Concept IC 102 012 Business Economics IC 102 013 Business Information System IC 103 001 Fundamentals of Finance	IC 102 008 Business Law IC 102 009 Introduction to Business Research IC 102 010 Business Ethics IC 103 002 Operation Management IC 122 001 Introduction to Entrepreneurship IC 122 002 Entrepreneurial Leadership
<b>Year 3</b>	IC 011 039 Internship and Career Preparation (audit) IC 123 002 Marketing for International Entrepreneur IC 123 003 Human Resource Management for SMEs IC 123 005 Business Processes, Operations, and Product Development IC 123 007 Technology and Innovation Management IC xxx xxx Minor Elective Course 6 credits	IC 123 001 New Venture Creation IC 123 006 Business Retention and Expansion IC 123 008 Family Business Management IC xxx xxx Minor Elective Course 6 credits xxx xxx Free Elective Course 3 credits
<b>Year 4</b>	<b>Track 1: Internship Track</b> IC 124 001 Project in International Entrepreneurship IC 124 796 Internship in International Entrepreneurship (Interning during the summer of 3rd year) IC xxx xxx Minor Elective Course 3 credits <b>Track 2: Cooperative Education Track</b> IC 124 785 Cooperative Education in International Entrepreneurship	<b>Track 1: Internship Track</b> IC 124 761 Seminar in International Entrepreneurship IC xxx xxx Minor Elective Course 3 credits  <b>Track 2: Cooperative Education Track</b> IC 124 761 Seminar in International Entrepreneurship IC xxx xxx Minor Elective Course 6 credits

**Bachelor of Arts in International Affairs**  
**International Relations and Diplomacy Major**  
**Revised Curriculum 2023**

### **Program Course Requirements**

The degree program requires the completion of a total of 126 credits undertaken over four years of full-time study.

Component	Credits
1. General Education Courses	24
1.1 Linguistics (12 credits)	
1.2 Soft Skills (12 credits)	
1.3 Computer and Information technology (uncounted credit)	
2. Core Courses	36
3. Major Required Courses	39
4. Minor Elective Courses	18
5. Free Elective Courses	9
<b>Total</b>	<b>126</b>

#### **1. General Education Course**

The list of General Education courses outlined below is for the international program. The students are required to take the following course **no less than 24 credits**.

##### **1.1 Linguistics**

This cluster requires a total of 12 credits as follows.

IC 011 001	Critical Reading and Writing	3 (3-0-6)
IC 011 002	Academic English	3 (3-0-6)
IC 011 003	Thai for Foreigners I	3 (3-0-6)
IC 011 004	Japanese for Communication I	3 (3-0-6)
IC 011 005	Chinese for Communication I	3 (3-0-6)
IC 011 006	Thai for Foreigners II	3 (3-0-6)
IC 011 007	Japanese for Communication II	3 (3-0-6)
IC 011 008	Chinese for Communication II	3 (3-0-6)
IC 011 022	English for University Readiness	3 (3-0-6)
IC 011 023	English Language for International Communication	3 (3-0-6)
IC 011 024	Professional Presentation Skills in English	3 (3-0-6)

## 1.2 Soft Skills

This cluster requires a total of 12 credits.

IC 011 009	Wellness Dimension	3 (3-0-6)
IC 011 010	Globalization Studies in Digital Era	3 (3-0-6)
IC 011 011	Cultural Diversity	3 (3-0-6)
IC 011 012	Leadership and Change Management	3 (3-0-6)
IC 011 013	Local Wisdom and Communities	3 (3-0-6)
IC 011 014	Citizenship and Democratic Society	3 (3-0-6)
IC 011 015	Career Preparation and Professionalism	3 (3-0-6)
IC 011 016	Digital Information Literacy	3 (3-0-6)
IC 011 017	Science and Technology Application for Life	3 (3-0-6)
IC 011 018	Logical Thinking and Problem Solving	3 (3-0-6)
IC 011 019	Creative Entrepreneurship	3 (3-0-6)
IC 011 020	Basic Personal Financial Planning	3 (3-0-6)
IC 011 021	Mathematics in Everyday Life	3 (3-0-6)

Students must attend the KKUIC preparation training by enrolling in the subject IC011039 Internship and Career Preparation (Audit) with no less than 80% of participation before going to do Internship/Cooperative Education.

IC011039	Internship and Career Preparation (Audit)	2 (2-0-4)
----------	---	-----------

## 1.3 Computer and information technology skill (uncounted credit)

Students must engage in self-study for personal development in the areas of computer and technology by enrolling in the online course 000 160 Basic Computer and Technology via KKU e-Learning (<http://e-learning.kku.ac.th>) or attend computer training seminars offered by the university, other faculties or institutions. It is mandatory that all students must pass the online “standard basic level computer and technology test for undergraduate students at KKU” that is conducted via the e-testing platform in accordance with the university’s graduation requirements.

## 2. Core Courses

Students must complete 36 credits from the courses offered below.

IC201001	Introduction to Political Science	3 (3-0-6)
IC201002	Principles of Economics	3 (3-0-6)
IC201003	World Geography	3 (3-0-6)
IC201004	Introduction to International Affairs	3 (3-0-6)
IC202002	Contemporary World History	3 (3-0-6)
IC202004	Introduction to Law	3 (3-0-6)

IC202010	Introduction to Public Policy and Administration	3 (3-0-6)
IC202011	International Organizations	3 (3-0-6)
IC202012	International Law	3 (3-0-6)
IC202013	Modern Thai Politics and Government	3 (3-0-6)
IC203003	International Political Economy in the Greater Mekong Subregion	3 (3-0-6)
IC203007	Research Methodology in Social Sciences	3 (3-0-6)

### 3. Major Required Courses

Students must complete 39 credits from the courses offered below.

IC202008	International Relations Theory	3 (3-0-6)
IC202009	Diplomacy	3 (3-0-6)
IC202014	International Security	3 (3-0-6)
IC202015	Foreign Policy Analysis	3 (3-0-6)
IC203005	Diplomacy and Foreign Policy in Thailand	3 (3-0-6)
IC203006	Comparative Politics	3 (3-0-6)
IC203009	Geopolitics in the Greater Mekong Subregion	3 (3-0-6)
IC203010	Diplomatic Protocol and Etiquette	3 (2-2-5)
IC203011	Contemporary Issues in International Relations	3 (3-0-6)
IC204476	International Relations and Diplomacy Study Project	3 (0-6-3)

#### 3.1 Track 1: Internship Track

IC204001	Research in International Relations and Diplomacy	6 (4-4-10)
IC204796	Internship in International Relations and Diplomacy	3 (0-6-3)

#### 3.2 Track 2: Cooperative Education Track

IC204785	Cooperative Education in International Relations and Diplomacy	9 (0-18-9)
----------	--	------------

### 4. Minor Elective Courses

Students must complete 18 credits by selecting one Track (4.1), (4.2), (4.3), or (4.4)

#### 4.1 Area Studies

IC204101	ASEAN Politics and Foreign Affairs	3 (3-0-6)
IC204102	East Asian Politics and Foreign Affairs	3 (3-0-6)
IC204103	Russian Politics and Foreign Affairs	3 (3-0-6)
IC204104	Politics and Foreign Affairs in Middle East	3 (3-0-6)
IC204105	Politics and Government of the US	3 (3-0-6)
IC204106	Foreign Policy of the US	3 (3-0-6)
IC204107	Conflict and Cooperation in Southeast Asia	3 (3-0-6)
IC204108	European and EU Studies	3 (3-0-6)

IC204109	Foreign Policy of China	3 (3-0-6)
IC204110	Non-state Actors in International Relations	3 (3-0-6)
IC204111	Politics and Government of China	3 (3-0-6)
IC204112	Japanese Politics and Foreign Affairs	3 (3-0-6)
IC204113	GMS Studies	3 (3-0-6)
IC204114	Selected Topics in Area Studies	3 (3-0-6)

#### 4.2 International Development

IC242001	Introduction to International Development	3 (3-0-6)
IC242002	Public Policy	3 (3-0-6)
IC242003	International Development: Theory and Practice	3 (3-0-6)
IC242004	World Societies	3 (3-0-6)
IC243001	Comparative Public Policy	3 (3-0-6)
IC243002	Global Economic Development	3 (3-0-6)
IC243003	Sustainable Development	3 (3-0-6)
IC243004	Fieldwork in International Development	3 (3-0-6)
IC243005	Contemporary Issues in International Development	3 (3-0-6)

#### 4.3 Business

IC102005	Basic Marketing Concept	3 (3-0-6)
IC102008	Business Law	3 (3-0-6)
IC103003	Business Strategy	3 (3-0-6)
IC103004	International Business Management	3 (3-0-6)
IC103005	International Human Resource Management	3 (3-0-6)
IC103008	Applied Project Management	3 (3-0-6)
IC113001	Strategic Marketing Management	3 (3-0-6)
IC113003	Service Marketing	3 (3-0-6)
IC113004	Customer Relation Management	3 (3-0-6)
IC113006	Logistics and Supply Chain Management	3 (3-0-6)
IC122001	Introduction to Entrepreneurship	3 (3-0-6)
IC123001	New Venture Creation	3 (3-0-6)
IC123004	Business Investment and Accounting for Small Business	3 (3-0-6)
IC123006	Business Retention and Expansion	3 (3-0-6)

#### 4.4 Communication Arts

IC222001	Introduction to Communications Theory	3 (3-0-6)
IC222009	Magazine and Newspapers Journalism	3 (3-0-6)

---

IC223001	Web Design	3 (3-0-6)
IC233001	Persuasion and Argumentation	3 (3-0-6)
IC233002	Document Analysis and Criticism	3 (3-0-6)
IC223005	Strategic Communications	3 (3-0-6)
IC232001	Mass Communication	3 (3-0-6)
IC233005	Communications in Public Relations	3 (3-0-6)

#### **4.5 Interdisciplinary**

Students must complete 18 credits by selecting courses from Track (4.1), (4.2), (4.3), or (4.4).

#### **5. Free Elective Courses**

Students must complete 9 credits from courses available in KKU or courses to be opened later by KKU or other higher education institutes with approval from the curriculum management committee.

### Recommended Sequence

	First Semester	Second Semester
<b>Year 1</b>	IC 011 xxx General Education Course, Language Elective IC 011 001 Critical Reading and Writing IC 011 016 Information Literacy IC 011 018 Logical Thinking and Problem Solving IC 011 014 Citizenship and Democratic Society IC 201 001 Introduction to Political Science	IC 011 xxx General Education Course, Language Elective IC 011 002 Academic English <b>IC 011 010 Globalization Studies or</b> <b>IC 011 012 Leadership and Change Management</b> IC 201 002 Principles of Economics IC 201 003 World Geography IC 201 004 Introduction to International Affairs
<b>Year 2</b>	IC 202 002 Contemporary World History IC 202 004 Introduction to Law IC 202 008 International Relations Theory IC 202 010 Introduction to Public Policy and Administration IC 202 011 International Organizations IC xxx xxx Free Elective Course 3 credits	IC 202 009 Diplomacy IC 202 012 International Law IC 202 013 Modern Thai Politics and Government IC 202 014 International Security IC 202 015 Foreign Policy Analysis IC xxx xxx Free Elective Course 3 credits
<b>Year 3</b>	IC 011 039 Internship and Career Preparation (audit) IC 203 003 International Political Economy in the Greater Mekong Subregion IC 203 005 Diplomacy and Foreign Policy in Thailand IC 203 006 Comparative Politics IC 203 009 Geopolitics in the Greater Mekong Subregion IC xxx xxx Minor Elective Course 3 credits	IC 203 007 Research Methodology in Social Sciences IC 203 010 Diplomatic Protocol and Etiquette IC 203 011 Contemporary Issues in International Relations IC xxx xxx Minor Elective Course 6 credits xxx xxx Free Elective Course 3 credits
<b>Year 4</b>	<b>Track 1: Internship Track</b> IC 204 001 Research in International Relations and Diplomacy IC 204 796 Internship in International Relations and Diplomacy (Interning during the summer of 3rd year) IC xxx xxx Minor Elective Course 3 credits <b>Track 2: Cooperative Education Track</b> IC 204 785 Cooperative Education in International Relations and Diplomacy	<b>Track 1: Internship Track</b> IC 204 476 International Relations and Diplomacy Study Project IC xxx xxx Minor Elective Course 6 credits  <b>Track 2: Cooperative Education Track</b> IC 204 476 International Relations and Diplomacy Study Project IC xxx xxx Minor Elective Course 9 credits



**Bachelor of Arts in International Affairs**  
**International Development Major**  
**Revised Curriculum 2023**

### **Program Course Requirements**

The degree program requires the completion of a total of 126 credits undertaken over four years of full-time study.

Component	Credits
1. General Education Courses	24
1.1 Linguistics (12 credits)	
1.2 Soft Skills (12 credits)	
1.3 Computer and Information technology (uncounted credit)	
2. Core Courses	36
3. Major Required Courses	39
4. Minor Elective Courses	18
5. Free Elective Courses	9
<b>Total</b>	<b>126</b>

#### **1. General Education Course**

The list of General Education courses outlined below is for the international program. The students are required to take the following course **no less than 24 credits**.

##### **1.1 Linguistics**

This cluster requires a total of 12 credits as follows.

IC 011 001	Critical Reading and Writing	3 (3-0-6)
IC 011 002	Academic English	3 (3-0-6)
IC 011 003	Thai for Foreigners I	3 (3-0-6)
IC 011 004	Japanese for Communication I	3 (3-0-6)
IC 011 005	Chinese for Communication I	3 (3-0-6)
IC 011 006	Thai for Foreigners II	3 (3-0-6)
IC 011 007	Japanese for Communication II	3 (3-0-6)
IC 011 008	Chinese for Communication II	3 (3-0-6)
IC 011 022	English for University Readiness	3 (3-0-6)
IC 011 023	English Language for International Communication	3 (3-0-6)
IC 011 024	Professional Presentation Skills in English	3 (3-0-6)

## 1.2 Soft Skills

This cluster requires a total of 12 credits.

IC 011 009	Wellness Dimension	3 (3-0-6)
IC 011 010	Globalization Studies in Digital Era	3 (3-0-6)
IC 011 011	Cultural Diversity	3 (3-0-6)
IC 011 012	Leadership and Change Management	3 (3-0-6)
IC 011 013	Local Wisdom and Communities	3 (3-0-6)
IC 011 014	Citizenship and Democratic Society	3 (3-0-6)
IC 011 015	Career Preparation and Professionalism	3 (3-0-6)
IC 011 016	Digital Information Literacy	3 (3-0-6)
IC 011 017	Science and Technology Application for Life	3 (3-0-6)
IC 011 018	Logical Thinking and Problem Solving	3 (3-0-6)
IC 011 019	Creative Entrepreneurship	3 (3-0-6)
IC 011 020	Basic Personal Financial Planning	3 (3-0-6)
IC 011 021	Mathematics in Everyday Life	3 (3-0-6)

Students must attend the KKUIC preparation training by enrolling in the subject IC011039 Internship and Career Preparation (Audit) with no less than 80% of participation before going to do Internship/Cooperative Education.

IC011039	Internship and Career Preparation (Audit)	2 (2-0-4)
----------	---	-----------

## 1.4 Computer and information technology skill (uncounted credit)

Students must engage in self-study for personal development in the areas of computer and technology by enrolling in the online course 000 160 Basic Computer and Technology via KKU e-Learning (<http://e-learning.kku.ac.th>) or attend computer training seminars offered by the university, other faculties or institutions. It is mandatory that all students must pass the online “standard basic level computer and technology test for undergraduate students at KKU” that is conducted via the e-testing platform in accordance with the university’s graduation requirements.

## 2. Core Courses

Students must complete 36 credits from the courses offered below.

IC201001	Introduction to Political Science	3 (3-0-6)
IC201002	Principles of Economics	3 (3-0-6)
IC201003	World Geography	3 (3-0-6)
IC201004	Introduction to International Affairs	3 (3-0-6)
IC202002	Contemporary World History	3 (3-0-6)
IC202004	Introduction to Law	3 (3-0-6)

IC202010	Introduction to Public Policy and Administration	3 (3-0-6)
IC202011	International Organizations	3 (3-0-6)
IC202012	International Law	3 (3-0-6)
IC202013	Modern Thai Politics and Government	3 (3-0-6)
IC203003	International Political Economy in the Greater Mekong Subregion	3 (3-0-6)
IC203007	Research Methodology in Social Sciences	3 (3-0-6)

### 3. Major Required Courses

Students must complete 39 credits from the courses offered below.

IC242001	Introduction to International Development	3 (3-0-6)
IC242002	Public Policy	3 (3-0-6)
IC242003	International Development: Theory and Practice	3 (3-0-6)
IC242004	World Societies	3 (3-0-6)
IC243001	Comparative Public Policy	3 (3-0-6)
IC243002	Global Economic Development	3 (3-0-6)
IC243003	Sustainable Development	3 (3-0-6)
IC243004	Fieldwork in International Development	3 (2-2-5)
IC243005	Contemporary Issues in International Development	3 (3-0-6)
IC244476	International Development Study Project	3 (0-6-3)

#### 3.1 Track 1: Internship Track

IC244001	Research in International Development	6 (4-4-10)
IC244796	Internship in International Development	3 (0-6-3)

#### 3.2 Track 2: Cooperative Education Track

IC244785	Cooperative Education in International Development	9 (0-18-9)
----------	--	------------

### 4. Minor Elective Courses

Students must complete 18 credits by selecting one Track (4.1), (4.2), (4.3), or (4.4)

#### 4.1 Area Studies

IC204101	ASEAN Politics and Foreign Affairs	3 (3-0-6)
IC204102	East Asian Politics and Foreign Affairs	3 (3-0-6)
IC204103	Russian Politics and Foreign Affairs	3 (3-0-6)
IC204104	Politics and Foreign Affairs in Middle East	3 (3-0-6)
IC204105	Politics and Government of the US	3 (3-0-6)
IC204106	Foreign Policy of the US	3 (3-0-6)
IC204107	Conflict and Cooperation in Southeast Asia	3 (3-0-6)
IC204108	European and EU Studies	3 (3-0-6)

IC204109	Foreign Policy of China	3 (3-0-6)
IC204110	Non-state Actors in International Relations	3 (3-0-6)
IC204111	Politics and Government of China	3 (3-0-6)
IC204112	Japanese Politics and Foreign Affairs	3 (3-0-6)
IC204113	GMS Studies	3 (3-0-6)
IC204114	Selected Topics in Area Studies	3 (3-0-6)

#### 4.2 International Relations and Diplomacy

IC202008	International Relations Theory	3 (3-0-6)
IC202009	Diplomacy	3 (3-0-6)
IC202014	International Security	3 (3-0-6)
IC202015	Foreign Policy Analysis	3 (3-0-6)
IC203005	Diplomacy and Foreign Policy in Thailand	3 (3-0-6)
IC203006	Comparative Politics	3 (3-0-6)
IC203009	Geopolitics in the Greater Mekong Subregion	3 (3-0-6)
IC203010	Diplomatic Protocol and Etiquette	3 (3-0-6)
IC203011	Contemporary Issues in International Relations	3 (3-0-6)

#### 4.3 Business

IC102005	Basic Marketing Concept	3 (3-0-6)
IC102008	Business Law	3 (3-0-6)
IC103003	Business Strategy	3 (3-0-6)
IC103004	International Business Management	3 (3-0-6)
IC103005	International Human Resource Management	3 (3-0-6)
IC103008	Applied Project Management	3 (3-0-6)
IC113001	Strategic Marketing Management	3 (3-0-6)
IC113003	Service Marketing	3 (3-0-6)
IC113004	Customer Relation Management	3 (3-0-6)
IC113006	Logistics and Supply Chain Management	3 (3-0-6)
IC122001	Introduction to Entrepreneurship	3 (3-0-6)
IC123001	New Venture Creation	3 (3-0-6)
IC123004	Business Investment and Accounting for Small Business	3 (3-0-6)
IC123006	Business Retention and Expansion	3 (3-0-6)

#### 4.4 Communication Arts

IC222001	Introduction to Communications Theory	3 (3-0-6)
IC222009	Magazine and Newspapers Journalism	3 (3-0-6)

---

IC223001	Web Design	3 (3-0-6)
IC233001	Persuasion and Argumentation	3 (3-0-6)
IC233002	Document Analysis and Criticism	3 (3-0-6)
IC223005	Strategic Communications	3 (3-0-6)
IC232001	Mass Communication	3 (3-0-6)
IC233005	Communications in Public Relations	3 (3-0-6)

#### **4.5 Interdisciplinary**

Students must complete 18 credits by selecting courses from Track (4.1), (4.2), (4.3), or (4.4).

#### **5. Free Elective Courses**

Students must complete 9 credits from courses available in KKU or courses to be opened later by KKU or other higher education institutes with approval from the curriculum management committee.

### Recommended Sequence

	First Semester	Second Semester
<b>Year 1</b>	IC 011 xxx General Education Course, Language Elective IC 011 001 Critical Reading and Writing IC 011 016 Information Literacy IC 011 018 Logical Thinking and Problem Solving IC 011 014 Citizenship and Democratic Society IC 201 001 Introduction to Political Science	IC 011 xxx General Education Course, Language Elective IC 011 002 Academic English <b>IC 011 010 Globalization Studies or</b> <b>IC 011 012 Leadership and Change Management</b> IC 201 002 Principles of Economics IC 201 003 World Geography IC 201 004 Introduction to International Affairs
<b>Year 2</b>	IC 202 002 Contemporary World History IC 202 004 Introduction to Law IC 202 010 Introduction to Public Policy and Administration IC 202 011 International Organizations IC 242 001 Introduction to International Development IC xxx xxx Free Elective Course 3 credits	IC 202 012 International Law IC 202 013 Modern Thai Politics and Government IC 242 002 Public Policy IC 242 003 Development: Theory and Practice International Security IC 242 004 World Societies IC xxx xxx Free Elective Course 3 credits
<b>Year 3</b>	IC 011 039 Internship and Career Preparation (audit) IC 203 003 International Political Economy in the Greater Mekong Subregion IC 243 001 Comparative Public Policy IC 243 002 Global Economic Development IC 243 003 Sustainable Development IC xxx xxx Minor Elective Course 3 credits	IC 203 007 Research Methodology in Social Sciences IC 243 004 Fieldwork in International Development IC 243 005 Contemporary Issues in International Development IC xxx xxx Minor Elective Course 6 credits xxx xxx Free Elective Course 3 credits
<b>Year 4</b>	<b>Track 1: Internship Track</b> IC 244 001 Research in International Development IC 244 796 Internship in International Development (Interning during the summer of 3rd year) IC xxx xxx Minor Elective Course 3 credits <b>Track 2: Cooperative Education Track</b> IC 244 785 Cooperative Education in International Development	<b>Track 1: Internship Track</b> IC 244 476 International Development Study Project IC xxx xxx Minor Elective Course 6 credits <b>Track 2: Cooperative Education Track</b> IC 244 476 International Development Study Project IC xxx xxx Minor Elective Course 9 credits

## Bachelor of Arts in Tourism Management

### Revised Curriculum 2022

#### ❑ Program Course Requirements

The degree program requires the completion of a total of 129 credits undertaken over four years of full-time study.

Component	Credits
<b>1. General Education courses</b>	<b>30</b>
1.1 Linguistics	12
1.2 Humanity and Social Sciences and Mathematics and Sciences	18
1.3 Computer and Technology skills (uncounted credit)	
<b>2. Program-specific Courses</b>	<b>84</b>
2.1 Professional Foundation Courses	24
2.2 Program-specific Required Courses	30
2.3 Program-specific Elective Courses	30
- Professional Skill Elective Courses (15 credits)	
- Foreign Language Courses for Professional (15 credits)	
<b>3. Free elective courses</b>	<b>6</b>
<b>4. Field experience course</b>	<b>9</b>
<b>Total</b>	<b>129</b>

#### 1. General Education Courses

The list of General Education courses outlined below is for the international program.

The students are required to take the following course **no less than 30 credits**.

##### 1.1 Linguistics

This cluster requires a total of 12 credits as follows.

IC011001	Critical Reading and Writing	3 (3-0-6)
IC011002	Academic English	3 (3-0-6)
IC011003	Thai for Foreigners I	3 (3-0-6)
IC011004	Japanese for Communication I	3 (3-0-6)
IC011005	Chinese for Communication I	3 (3-0-6)
IC011006	Thai for Foreigners II	3 (3-0-6)
IC011007	Japanese for Communication II	3 (3-0-6)
IC011008	Chinese for Communication II	3 (3-0-6)

## 1.2 Humanity and Social Sciences and Mathematics and Sciences

This cluster requires a total of 18 credits.

### a. Humanity and Social Sciences *(Pick four courses from the list below)*

IC011009	Wellness Dimensions	3 (3-0-6)
IC011010	Globalization Studies	3 (3-0-6)
IC011011	Cultural Diversity	3 (3-0-6)
IC011012	Leadership and Change Management	3 (3-0-6)
IC011013	Local Wisdom and Communities	3 (3-0-6)
IC011014	Citizenship and Democratic Society	3 (3-0-6)
IC011015	Career Preparation and Professionalism	3 (3-0-6)

Students must attend the KKUIC preparation training by enrolling in the subject IC011039 Internship and Career Preparation (Audit) with no less than 80% of participation before going to do Internship/Cooperative Education.

IC011039	Internship and Career Preparation (Audit)	2 (2-0-4)
----------	---	-----------

### b. Mathematics and Sciences *(Pick two courses from the list below)*

IC011016	Information Literacy	3 (3-0-6)
IC011017	Science and Technology Application for Life	3 (3-0-6)
IC011018	Logical Thinking and Problem Solving	3 (3-0-6)
IC011019	Creative Entrepreneurship	3 (3-0-6)
IC011020	Basic Personal Financial Planning	3 (3-0-6)
IC011021	Mathematics in Everyday Life	3 (3-0-6)

## 1.3 Computer and information technology skill (uncounted credit)

Students must engage in self-study for personal development in the areas of computer and technology by enrolling in the online course 000 160 Basic Computer and Technology via KKU e-Learning (<http://e-learning.kku.ac.th>) or attend computer training seminars offered by the university, other faculties or institutions. It is mandatory that all students must pass the online “standard basic level computer and technology test for undergraduate students at KKU” that is conducted via the e-testing platform in accordance with the university’s graduation requirements.

## 2. Program-specific Courses

### 2.1. Professional Foundation Courses

Students must complete 24 credits from two categories listed below.

IC 101 001	Principles of Management	3 (3-0-6)
IC 211 001	Introduction to Tourism and Hotel Industry	3 (3-0-6)
IC 211 002	Service Psychology	3 (3-0-6)



IC 212 001	Tourist Behaviour	3 (3-0-6)
IC 212 002	International Communication Arts for Tourism	3 (3-0-6)
IC 212 006	Information Communication Technology for Tourism Industry	3 (3-0-6)
IC 212 007	Introduction to Financial Management for Tourism Business	3 (3-0-6)
IC 212 009	Professional Ethics and Laws for Tourism	3 (3-0-6)

## 2.2. Program-specific Required Courses

Students must complete 30 credits from the courses offered below.

IC 212 003	Transportation in Tourism Industry	3 (3-0-6)
IC 212 004	Tour Guide Principles and Practices	3 (3-0-6)
IC 212 005	Sustainable Tourism Management	3 (3-0-6)
IC 212 008	Principles of Marketing in Hospitality and Tourism Industry	3 (3-0-6)
IC 212 010	Fundamental of Economics for Tourism	3 (3-0-6)
IC 213 006	Innovative Tour Operation and Travel Agencies	3 (2-2-5)
IC 213 007	Tourism Destination Planning and Development	3 (3-0-6)
IC 213 008	Research Methodology for Tourism Studies	3 (3-0-6)
IC 213 009	Human Resources Management for Tourism Businesses	3 (3-0-6)
IC 214 761	Seminar in Tourism Management	3 (3-0-6)

## 2.3. Program-specific Elective Courses

### 2.3.1. Professional Skill Elective Courses

Students must complete 15 credits from the courses offered below.

IC 214 101	Cruise Line Management	3 (2-2-5)
IC 214 102	Small and Medium Entrepreneurs in Hospitality and Tourism Industry	3 (3-0-6)
IC 214 103	Introduction to Events and MICE Management	3 (3-0-6)
IC 214 104	Recreation and Entertainment Management	3 (2-2-5)
IC 214 105	Food and Beverage Management	3 (2-2-5)
IC 214 106	Introduction to Hospitality Management	3 (3-0-6)
IC 214 107	Front Office Management	3 (2-2-5)
IC 214 108	International Cuisine Management and Food Styling	3 (2-2-5)
IC 214 109	Community-based Tourism	3 (3-0-6)
IC 214 110	ASEAN Studies for Tourism	3 (3-0-6)
IC 214 111	Cultural Heritage Tourism Management	3 (2-2-5)
IC 214 112	Introduction to In-flight Service	3 (3-0-6)
IC 214 113	Introduction to Spa and Resort Management	3 (3-0-6)

IC 214 114	Introduction to Food and Agro-tourism	3 (3-0-6)
IC 214 115	Sport Marketing in Tourism Sector	3 (2-2-5)
IC 214 116	Special Topics in Wellness and Health Tourism	3 (3-0-6)
IC 214 117	Service Quality Management	3 (3-0-6)

### 2.3.2. Foreign Language Courses for Professional

Students must complete 15 credits by selecting one language cluster offered below.

#### 2.3.2.1 English Cluster

IC 214 201	English for Hotel and Restaurant	3 (3-0-6)
IC 214 202	English for Transportation and Aviation	3 (3-0-6)
IC 214 203	English for Current Issues in Tourism	3 (3-0-6)
IC 214 204	English Communication for Tourism Industry	3 (3-0-6)
IC 214 205	English for Career Preparation	3 (3-0-6)

#### 2.3.2.2 Chinese Cluster

IC 214 206	Chinese for Tourism Industry	3 (3-0-6)
IC 214 207	Chinese for Hospitality Industry	3 (3-0-6)
IC 214 208	Chinese for Tour Conducting	3 (3-0-6)
IC 214 209	Chinese for Transportation	3 (3-0-6)
IC 214 210	Chinese for Specific Tourism Activities	3 (3-0-6)

### 3. Field Experience Course

IC 214 785	Cooperative Education in Tourism Management	9 (0-27-14)
------------	---	-------------

### 4. Free Elective Courses

Students must achieve 6 credits of free elective courses either from the courses offered at KCU or other colleges or institutions that earned the approval from the program board of directors.

### Recommended Sequence

	First Semester	Second Semester
<b>Year 1</b>	IC 011 xxx General Education Course, Language Elective IC 011 001 Critical Reading and Writing IC 011 009 Wellness Dimensions IC 011 016 Information Literacy IC 011 018 Logical Thinking and Problem Solving IC 211 002 Service Psychology	IC 011 xxx General Education Course, Language Elective IC 011 002 Academic English IC 011 010 Globalization Studies IC 011 011 Cultural Diversity IC 011 013 Local Wisdom and Communities IC 211 001 Introduction to Tourism and Hotel Industry
<b>Year 2</b>	IC 101 001 Principles of Management IC 212 001 Tourist Behaviour IC 212 002 International Communication Arts for Tourism IC 212 007 Introduction to Financial Management for IC 212 008 Tourism Business Principles of Marketing in Tourism Industry IC 214 2xx Foreign Language Course for Professional 3 credits	IC 212 003 Transportations in Tourism Industry IC 212 004 Tour Guide Principles and Practices IC 212 005 Sustainable Tourism Management IC 212 009 Professional Ethics and Laws for Tourism IC 212 010 Fundamental of Economics for Tourism IC 214 2xx Foreign Language Course for Professional 3 credits
<b>Year 3</b>	IC 011 039 Internship and Career Preparation (audit) IC 213 006 Innovative Tour Operation and Travel Agencies IC 213 008 Research Methodology for Tourism Studies IC 214 1xx Professional Skill Elective Course 6 credits IC 214 2xx Foreign Language Course for Professional 3 credits xxx xxx Free Elective Course 3 credits	IC 212 006 Information Communication Technology for Tourism Industry IC 213 007 Tourism Destination Planning and Development IC 213 009 Human Resources Management for Tourism Businesses IC 214 1xx Professional Skill Elective Course 3 credits IC 214 2xx Foreign Language Course for Professional 3 credits xxx xxx Free Elective Course 3 credits
<b>Year 4</b>	IC 214 761 Seminar in Tourism Management IC 214 1xx Professional Skill Elective Course 6 credits IC 214 2xx Foreign Language Course for Professional 3 credits	IC 214 785 Cooperative Education in Tourism Management

**Bachelor of Communication Arts**  
**Creative Media Technology Major**  
**Revised Curriculum 2020**

### **Program Course Requirements**

The degree program requires the completion of a total of 129 credits undertaken over four years of full-time study.

Component	Credits
1. General Education Courses	30
1.1 Linguistics (12 credits)	
1.2 Humanity and Social Sciences and Mathematics and Sciences (18 credits)	
1.3 Computer and Information technology (uncounted credit)	
2. Core Courses	36
3. Major Required Courses	39
4. Minor Elective Courses	18
5. Free Elective Courses	6
<b>Total</b>	<b>129</b>

#### **1. General Education Course**

The list of General Education courses outlined below is for the international program. The students are required to take the following course **no less than 30 credits**.

##### **1.1 Linguistics**

This cluster requires a total of 12 credits as follows.

IC011001	Critical Reading and Writing	3 (3-0-6)
IC011002	Academic English	3 (3-0-6)
IC011003	Thai for Foreigners I	3 (3-0-6)
IC011004	Japanese for Communication I	3 (3-0-6)
IC011005	Chinese for Communication I	3 (3-0-6)
IC011006	Thai for Foreigners II	3 (3-0-6)
IC011007	Japanese for Communication II	3 (3-0-6)
IC011008	Chinese for Communication II	3 (3-0-6)

##### **1.2 Humanity and Social Sciences and Mathematics and Sciences**

This cluster requires a total of 18 credits.

##### **a. Humanity and Social Sciences** *(Pick four courses from the list below)*

IC011009	Wellness Dimensions	3 (3-0-6)
IC011010	Globalization Studies	3 (3-0-6)

IC011011	Cultural Diversity	3 (3-0-6)
IC011012	Leadership and Change Management	3 (3-0-6)
IC011013	Local Wisdom and Communities	3 (3-0-6)
IC011014	Citizenship and Democratic Society	3 (3-0-6)
IC011015	Career Preparation and Professionalism	3 (3-0-6)

Students must attend the KKUIC preparation training by enrolling in the subject IC011039 Internship and Career Preparation (Audit) with no less than 80% of participation before going to do Internship/Cooperative Education.

IC011039	Internship and Career Preparation (Audit)	2 (2-0-4)
----------	---	-----------

**b. Mathematics and Sciences** (*Pick two courses from the list below*)

IC011016	Information Literacy	3 (3-0-6)
IC011017	Science and Technology Application for Life	3 (3-0-6)
IC011018	Logical Thinking and Problem Solving	3 (3-0-6)
IC011019	Creative Entrepreneurship	3 (3-0-6)
IC011020	Basic Personal Financial Planning	3 (3-0-6)
IC011021	Mathematics in Everyday Life	3 (3-0-6)

**1.3 Computer and information technology skill (uncounted credit)**

Students must engage in self-study for personal development in the areas of computer and technology by enrolling in the online course 000 160 Basic Computer and Technology via KKU e-Learning (<http://e-learning.kku.ac.th>) or attend computer training seminars offered by the university, other faculties or institutions. It is mandatory that all students must pass the online “standard basic level computer and technology test for undergraduate students at KKU” that is conducted via the e-testing platform in accordance with the university’s graduation requirements.

**2. Core Courses**

Students must complete 36 credits from the courses offered below.

IC221001	Introduction to Communication Arts	3 (3-0-6)
IC221002	History of Communications	3 (3-0-6)
IC222001	Introduction to Communication Theory	3 (3-0-6)
IC222002	Technology in Communication	3 (3-0-6)
IC222003	Professional Presentations	3 (3-0-6)
IC222004	Narrative Film	3 (3-0-6)
IC222005	Radio Journalism and Broadcasting	3 (3-0-6)
IC222007	Ethics in Communications Arts	3 (3-0-6)
IC222008	Contemporary Issues in Communications Arts	3 (3-0-6)

IC222009	Magazine and Newspapers Journalism	3 (3-0-6)
IC223001	Web Design	3 (3-0-6)
IC223002	Research Methods for Communications Arts	3 (3-0-6)

### 3. Major Required Courses

Students must complete 39 credits from the courses offered below.

IC222006	Multimedia Production	3 (3-0-6)
IC222010	Photography for Communication Arts	3 (3-0-6)
IC222011	Professional Image Management	3 (3-0-6)
IC223003	Motion Graphics and Animation	3 (3-0-6)
IC223004	Theatre and Stage Production	3 (3-0-6)
IC223005	Strategic Communications	3 (3-0-6)
IC223006	Advanced Multimedia Production	3 (3-0-6)
IC223007	Documentary Film and Video	3 (3-0-6)
IC223008	Creative Audio Production	3 (3-0-6)
IC224761	Seminar in Creative Media Technology	3 (3-0-6)
IC223009	Advanced Topics in Communication Arts	3 (3-0-6)
IC223010	Special Topics in Communication Arts	3 (3-0-6)
IC223011	Creative Media Project	3 (3-0-6)
IC223012	Global Media Studies	3 (3-0-6)
IC223013	Global Issue in Communication Arts	3 (3-0-6)

Exchange  
Student

#### 3.1 Track 1: Internship Track

IC224001	Study Project in Creative Media Technology	6 (6-0-12)
IC224796	Internship in Creative Media Technology	3 (0-9-5)

#### 3.2 Track 2: Cooperative Education Track

IC224785	Cooperative Education in Creative Media Technology	9 (0-27-14)
----------	--	-------------

### 4. Minor Elective Courses

Students must complete 18 credits by selecting one Track (4.1), (4.2), (4.3), or (4.4)

#### 4.1 International Journalism

IC232001	Mass Communications	3 (3-0-6)
IC232002	Negotiation and Conflict Resolution	3 (3-0-6)
IC232003	Crisis Management Communications	3 (3-0-6)
IC233001	Persuasion and Argumentation	3 (3-0-6)
IC233002	Document Analysis and Criticism	3 (3-0-6)
IC233003	Investigative Journalism	3 (3-0-6)

IC233004	Revolutionary Movements and Propaganda	3 (3-0-6)
IC233005	Communications in Public Relations	3 (3-0-6)

#### 4.2 Business

IC102005	Basic Marketing Concept	3 (3-0-6)
IC102008	Business Law	3 (3-0-6)
IC103003	Business Strategy	3 (3-0-6)
IC103004	International Business Management	3 (3-0-6)
IC103006	International Human Resource Management	3 (3-0-6)
IC103008	Applied Project Management	3 (3-0-6)
IC113001	Strategic Marketing Management	3 (3-0-6)
IC113003	Business Service Marketing	3 (3-0-6)
IC113004	Customer Relation Management	3 (3-0-6)
IC113006	Logistics and Supply Chain Management	3 (3-0-6)
IC122001	Introduction to Entrepreneurship	3 (3-0-6)
IC123001	Business Plan Development and Business Strategy for International Entrepreneurship	3 (3-0-6)
IC123004	Business Investment and Accounting for Small Business	3 (3-0-6)
IC123006	Business Expansion and Franchise Development	3 (3-0-6)

#### 4.3 Tourism Management

IC102005	Basic Marketing Concept	3 (3-0-6)
IC211001	Introduction to Tourism and Hotel Industry	3 (3-0-6)
IC212001	Tourist Behaviour	3 (3-0-6)
IC212002	International Communication Arts for Tourism	3 (3-0-6)
IC212003	Transportation in Tourism Industry	3 (3-0-6)
IC212004	Tour Guide Principles and Practices	3 (3-0-6)
IC212005	Sustainable Tourism Management	3 (3-0-6)
IC212006	Information Communication Technology for Tourism	3 (3-0-6)
IC213004	Strategic Marketing for International Tourism Business	3 (3-0-6)
IC213005	Financial Management for Tourism Business	3 (3-0-6)
IC213006	Innovative Tour Operation and Travel Agencies	3 (2-2-5)
IC213007	Tourism Destination Planning and Development	3 (3-0-6)

#### 4.4 International Affairs

IC201001	Introduction to Political Sciences	3 (3-0-6)
IC202002	Contemporary World History	3 (3-0-6)

IC202003	Introduction to International Affairs	3 (3-0-6)
IC202005	World Geography	3 (3-0-6)
IC202007	Introduction to Sociology	3 (3-0-6)
IC202009	Diplomacy	3 (3-0-6)
IC203004	International Organizations	3 (3-0-6)
IC203005	Thailand's Foreign Policy	3 (3-0-6)
IC203006	Comparative Politics	3 (3-0-6)
IC203008	International Security	3 (3-0-6)

#### **4.5 Interdisciplinary**

Students must complete 18 credits by selecting courses from Track (4.1), (4.2), (4.3), or (4.4).

#### **5. Free Elective Courses**

Students must complete 6 credits from courses available in KKU or courses to be opened later by KKU or other higher education institutes with approval from the curriculum management committee.



### ☐ Recommended Sequence

	First Semester	Second Semester
<b>Year 1</b>	IC 011 xxx General Education Course, Language Elective IC 011 001 Critical Reading and Writing IC 011 009 Wellness Dimensions IC 011 016 Information Literacy IC 011 018 Logical Thinking and Problem Solving IC 221 001 Introduction to Communication Arts	IC 011 xxx General Education Course, Language Elective IC 011 002 Academic English IC 011 010 Globalization Studies IC 011 011 Cultural Diversity IC 011 013 Local Wisdom and Communities IC 221 002 History of Communications
<b>Year 2</b>	IC 222 001 Introduction to Communication Theory IC 222 002 Technology in Communication IC 222 003 Professional Presentations IC 222 004 Narrative Film IC 222 005 Radio Journalism and Broadcasting IC 222 006 Multimedia Production	IC 222 007 Ethics in Communications IC 222 008 Contemporary Issues in Communications IC 222 009 Magazine and New Paper Journalism IC 222 010 Photography for Communication Arts IC 222 011 Professional Image Management xxx xxx Free Elective Course 3 credits
<b>Year 3</b>	IC 011 039 Internship and Career Preparation (audit) IC 223 001 Web Design IC 223 002 Research Methods for Communications Arts IC 223 003 Motion Graphics and Animation IC 223 004 Theatre and Stage Production IC xxx xxx Minor Elective Course 3 credits xxx xxx Free Elective Course 3 credits	IC 223 005 Strategic Communications IC 223 006 Advanced Multimedia Production IC 223 007 Documentary Film and Video IC 223 008 Creative Audio Production IC xxx xxx Minor Elective Course 6 credits
<b>Year 4</b>	<b>Track 1: Internship Track</b> IC 224 001 Study Project in Creative Media Technology IC 224 796 Internship in Creative Media Technology (Interning during the summer of 3rd year) IC xxx xxx Minor Elective Course 3 credits <b>Track 2: Cooperative Education Track</b> IC 224 785 Cooperative Education in Creative Media Technology	<b>Track 1: Internship Track</b> IC 224 761 Seminar in Creative Media Technology IC xxx xxx Minor Elective Course 6 credits <b>Track 2: Cooperative Education Track</b> IC 224 761 Seminar in Creative Media Technology IC xxx xxx Minor Elective Course 9 credits

**Bachelor of Communication Arts**  
**International Journalism Major**  
**Revised Curriculum 2020**

### **Program Course Requirements**

The degree program requires the completion of a total of 129 credits undertaken over four years of full-time study.

Component	Credits
1. General Education Courses	30
1.1 Linguistics (12 credits)	
1.2 Humanity and Social Sciences and Mathematics and Sciences (18 credits)	
1.3 Computer and Information technology (uncounted credit)	
2. Core Courses	36
3. Major Required Courses	39
4. Minor Elective Courses	18
5. Free Elective Courses	6
<b>Total</b>	<b>129</b>

### **1. General Education Course**

The list of General Education courses outlined below is for the international program. The students are required to take the following course **no less than 30 credits**.

#### **1.1 Linguistics**

This cluster requires a total of 12 credits as follows.

IC011001	Critical Reading and Writing	3 (3-0-6)
IC011002	Academic English	3 (3-0-6)
IC011003	Thai for Foreigners I	3 (3-0-6)
IC011004	Japanese for Communication I	3 (3-0-6)
IC011005	Chinese for Communication I	3 (3-0-6)
IC011006	Thai for Foreigners II	3 (3-0-6)
IC011007	Japanese for Communication II	3 (3-0-6)
IC011008	Chinese for Communication II	3 (3-0-6)

#### **1.2 Humanity and Social Sciences and Mathematics and Sciences**

This cluster requires a total of 18 credits.

##### **a. Humanity and Social Sciences** *(Pick four courses from the list below)*

IC011009	Wellness Dimensions	3 (3-0-6)
IC011010	Globalization Studies	3 (3-0-6)

IC011011	Cultural Diversity	3 (3-0-6)
IC011012	Leadership and Change Management	3 (3-0-6)
IC011013	Local Wisdom and Communities	3 (3-0-6)
IC011014	Citizenship and Democratic Society	3 (3-0-6)
IC011015	Career Preparation and Professionalism	3 (3-0-6)

Students must attend the KKUIC preparation training by enrolling in the subject IC011039 Internship and Career Preparation (Audit) with no less than 80% of participation before going to do Internship/Cooperative Education.

IC011039	Internship and Career Preparation (Audit)	2 (2-0-4)
----------	---	-----------

**b. Mathematics and Sciences** (*Pick two courses from the list below*)

IC011016	Information Literacy	3 (3-0-6)
IC011017	Science and Technology Application for Life	3 (3-0-6)
IC011018	Logical Thinking and Problem Solving	3 (3-0-6)
IC011019	Creative Entrepreneurship	3 (3-0-6)
IC011020	Basic Personal Financial Planning	3 (3-0-6)
IC011021	Mathematics in Everyday Life	3 (3-0-6)

**1.3 Computer and information technology skill (uncounted credit)**

Students must engage in self-study for personal development in the areas of computer and technology by enrolling in the online course 000 160 Basic Computer and Technology via KKU e-Learning (<http://e-learning.kku.ac.th>) or attend computer training seminars offered by the university, other faculties or institutions. It is mandatory that all students must pass the online “standard basic level computer and technology test for undergraduate students at KKU” that is conducted via the e-testing platform in accordance with the university’s graduation requirements.

**2. Core Courses**

Students must complete 36 credits from the courses offered below.

IC221001	Introduction to Communication Arts	3 (3-0-6)
IC221002	History of Communications	3 (3-0-6)
IC222001	Introduction to Communication Theory	3 (3-0-6)
IC222002	Technology in Communication	3 (3-0-6)
IC222003	Professional Presentations	3 (3-0-6)
IC222004	Narrative Film	3 (3-0-6)
IC222005	Radio Journalism and Broadcasting	3 (3-0-6)
IC222007	Ethics in Communications Arts	3 (3-0-6)
IC222008	Contemporary Issues in Communications Arts	3 (3-0-6)

IC222009	Magazine and Newspapers Journalism	3 (3-0-6)
IC223001	Web Design	3 (3-0-6)
IC223002	Research Methods for Communications Arts	3 (3-0-6)

### 3. Major Required Courses

Students must complete 39 credits from the courses offered below.

IC223005	Strategic Communications	3 (3-0-6)
IC232001	Mass Communications	3 (3-0-6)
IC232002	Negotiation and Conflict Resolution	3 (3-0-6)
IC232003	Crisis Management Communications	3 (3-0-6)
IC233001	Persuasion and Argumentation	3 (3-0-6)
IC233002	Document Analysis and Criticism	3 (3-0-6)
IC233003	Investigative Journalism	3 (3-0-6)
IC233004	Revolutionary Movements and Propaganda	3 (3-0-6)
IC233005	Communications in Public Relations	3 (3-0-6)
IC234761	Seminar in International Journalism	3 (3-0-6)
IC223009	Advanced Topics in Communication Arts	3 (3-0-6)
IC223010	Special Topics in Communication Arts	3 (3-0-6)
IC223011	Creative Media Project	3 (3-0-6)
IC223012	Global Media Studies	3 (3-0-6)
IC223013	Global Issue in Communication Arts	3 (3-0-6)

Exchange  
Student

#### 3.1 Track 1: Internship Track

IC234001	Study Project in International Journalism	6 (6-0-12)
IC234796	Internship in International Journalism	3 (0-9-5)

#### 3.2 Track 2: Cooperative Education Track

IC234785	Cooperative Education in International Journalism	9 (0-27-14)
----------	---	-------------

### 4. Minor Elective Courses

Students must complete 18 credits by selecting one Track (4.1), (4.2), (4.3), or (4.4)

#### 4.1 Creative Media Technology

IC222006	Multimedia Production	3 (3-0-6)
IC222010	Photography for Communication Arts	3 (3-0-6)
IC222011	Professional Image Management	3 (3-0-6)
IC223003	Motion Graphics and Animation	3 (3-0-6)
IC223004	Theatre and Stage Production	3 (3-0-6)

IC223006	Advanced Multimedia Production	3 (3-0-6)
IC223007	Documentary Film and Video	3 (3-0-6)
IC223008	Creative Audio Production	3 (3-0-6)

#### 4.2 Business

IC102005	Basic Marketing Concept	3 (3-0-6)
IC102008	Business Law	3 (3-0-6)
IC103003	Business Strategy	3 (3-0-6)
IC103004	International Business Management	3 (3-0-6)
IC103006	International Human Resource Management	3 (3-0-6)
IC103008	Applied Project Management	3 (3-0-6)
IC113001	Strategic Marketing Management	3 (3-0-6)
IC113003	Business Service Marketing	3 (3-0-6)
IC113004	Customer Relation Management	3 (3-0-6)
IC113006	Logistics and Supply Chain Management	3 (3-0-6)
IC122001	Introduction to Entrepreneurship	3 (3-0-6)
IC123001	Business Plan Development and Business Strategy for International Entrepreneurship	3 (3-0-6)
IC123004	Business Investment and Accounting for Small Business	3 (3-0-6)
IC123006	Business Expansion and Franchise Development	3 (3-0-6)

#### 4.3 Tourism Management

IC102005	Basic Marketing Concept	3 (3-0-6)
IC211001	Introduction to Tourism and Hotel Industry	3 (3-0-6)
IC212001	Tourist Behaviour	3 (3-0-6)
IC212002	International Communication Arts for Tourism	3 (3-0-6)
IC212003	Transportation in Tourism Industry	3 (3-0-6)
IC212004	Tour Guide Principles and Practices	3 (3-0-6)
IC212005	Sustainable Tourism Management	3 (3-0-6)
IC212006	Information Communication Technology for Tourism	3 (3-0-6)
IC213004	Strategic Marketing for International Tourism Business	3 (3-0-6)
IC213005	Financial Management for Tourism Business	3 (3-0-6)
IC213006	Innovative Tour Operation and Travel Agencies	3 (2-2-5)
IC213007	Tourism Destination Planning and Development	3 (3-0-6)

#### 4.4 International Affairs

IC201001	Introduction to Political Sciences	3 (3-0-6)
----------	------------------------------------	-----------

IC202002	Contemporary World History	3 (3-0-6)
IC202003	Introduction to International Affairs	3 (3-0-6)
IC202005	World Geography	3 (3-0-6)
IC202007	Introduction to Sociology	3 (3-0-6)
IC202009	Diplomacy	3 (3-0-6)
IC203004	International Organizations	3 (3-0-6)
IC203005	Thailand's Foreign Policy	3 (3-0-6)
IC203006	Comparative Politics	3 (3-0-6)
IC203008	International Security	3 (3-0-6)

#### **4.5 Interdisciplinary**

Students must complete 18 credits by selecting courses from Track (4.1), (4.2), (4.3), or (4.4).

#### **5. Free Elective Courses**

Students must complete 6 credits from courses available in KKU or courses to be opened later by KKU or other higher education institutes with approval from the curriculum management committee.

## Recommended Sequence

	First Semester	Second Semester
<b>Year 1</b>	IC 011 xxx General Education Course, Language Elective IC 011 001 Critical Reading and Writing IC 011 009 Wellness Dimensions IC 011 016 Information Literacy IC 011 018 Logical Thinking and Problem Solving IC 221 001 Introduction to Communication Arts	IC 011 xxx General Education Course, Language Elective IC 011 002 Academic English IC 011 010 Globalization Studies IC 011 011 Cultural Diversity IC 011 013 Local Wisdom and Communities IC 221 002 History of Communications
<b>Year 2</b>	IC 222 001 Introduction to Communication Theory IC 222 002 Technology in Communication IC 222 003 Professional Presentations IC 222 004 Narrative Film IC 222 005 Radio Journalism and Broadcasting IC 232 001 Mass Communication	IC 222 007 Ethics in Communications IC 222 008 Contemporary Issues in Communications IC 222 009 Magazine and Newspapers Journalism IC 232 002 Negotiation and Conflict Resolution IC 232 003 Crisis Management Communications IC xxx xxx Free Elective Course 3 credits
<b>Year 3</b>	IC 011 039 Internship and Career Preparation (audit) IC 223 001 Web Design IC 223 002 Research Methods for Communications Arts IC 233 001 Persuasion and Argumentation IC 233 002 Document Analysis and Criticism IC xxx xxx Minor Elective Course 3 credits xxx xxx Free Elective Course 3 credits	IC 223 005 Strategic Communications IC 233 003 Investigative Journalism IC 233 004 Revolutionary Movements and Propaganda IC 233 005 Communications in Public Relations IC xxx xxx Minor Elective Course 6 credits
<b>Year 4</b>	<b>Track 1: Internship Track</b> IC 234 001 Study Project in International Journalism IC 234 796 Internship in International Journalism (Interning during the summer of 3rd year) IC xxx xxx Minor Elective Course 3 credits <b>Track 2: Cooperative Education Track</b> IC 234 785 Cooperative Education in International Journalism	<b>Track 1: Internship Track</b> IC 234 761 Seminar in International Journalism IC xxx xxx Minor Elective Course 6 credits <b>Track 2: Cooperative Education Track</b> IC 234 761 Seminar in International Journalism IC xxx xxx Minor Elective Course 9 credits

## **ACADEMIC SYSTEM**

Khon Kaen University International College bases its academic calendar on the semester system. The academic calendar is made up of two 15-week semesters and a 5-week session of the summer semester.

## **COURSE REGISTRATION**

New students register for classes during the orientation week. All other students register approximately one month before classes start. The registration dates can be found on the Academic Calendar, which is available on the KKU/KKUIC websites. During the registration period, students can quickly access the registration portal by simply logging in to <http://reg.kku.ac.th>. Registration will be completed once tuition fees are paid in full. If a student's tuition payment is overdue, students will be charged 50 baht per day, with a maximum charge of 3,000 baht.

## **STUDENT ID CARDS**

When first entering KKUIC, students will apply for and receive a student ID card from the Bureau of Academic Administration and Development (the 1st floor of Pimol Kolakij Building). Students must have their ID card with them at all times while on campus and must show their ID card when requested to do so by a university official. Students are also required to bring their ID cards with them to midterm and final examinations.

Students who lose their ID cards must first go to the police station and file a report. The student should bring a copy of the report from the police station and request a replacement ID card from the Office of the Registrar. There is a 100 Baht fee for a replacement card that must be paid to the Accounting and Finance Office, which is located on the 1st floor of the Bureau of Academic Administration and Development.

## **TUITION AND FEES (in Thai Baht)**

Approximate fees are as follows:	Thai Students	International Student	Remark
Application fee (in person)	1,500	1,500	Per attempt
Admission fee	10,000	10,000	Per attempt
Tuition Fee (per semester)			
1. B.A. in International Affairs - International Relations and Diplomacy - International Development	48,000	60,000	Per semester
2. B.A. in Tourism Management	48,000	60,000	Per semester



Approximate fees are as follows:	Thai Students	International Student	Remark
3. Bachelor of Business Administration - Global Business Management Major - International Marketing Major - International Entrepreneurship Major	48,000	60,000	Per semester
4. Bachelor of Communication Arts - Creative Media Technology Major - International Journalism Major	50,000	62,500	Per semester
Fine for late registration is 50 baht per day (not to exceed 3,000 baht)	50	50	Per day
Student ID card processing fee (lost card)	100	100	Per attempt
Administration fee for changing subject in your registration	30	30	Per attempt
Processing fee for recovering student password in the registration system	10	10	Per attempt
Processing fee for changing student name	50	50	Per attempt
Maintenance fee for student status	2,000	2,000	Per attempt
Reconfirm student status	1,000	1,000	Per attempt
Transcript order	30	30	Per document
Completion certificate	30	30	Per document
Student confirmation document	20	20	Per document
Translation fee for certificate	100	100	Per document
Registration fee for graduation	800	800	Per attempt
Postal fee for delivering certificate within the country	50	50	Per attempt
Postal fee for delivering certificate outside the country	200	200	Per attempt
Other documents	20	20	Per document

### **MAXIMUM ALLOWABLE COURSE LOADS**

The maximum course load for a full semester is 22 credits. The standard full semester course load is 18 credits. The maximum course load during the summer session is 9 credits.

For students wishing to take more than the maximum allowable course loads, approval from the KKUIC administration must be granted. Students can submit a request for change maximum credits by logging in to <https://req.kku.ac.th/>

### **LATE REGISTRATION AND ADD/DROP PERIOD**

Students who do not register during the normal registration period can register during the late registration and add/drop periods. Students can register for classes after this period only by

special permission of the Registrar and only under exceptional circumstances. For registration dates, please refer to the KKU/KKUIC websites and/or academic calendar. Students can submit a request for late/additional enrollment and drop by logging in to <https://req.kku.ac.th/>

### **COURSE WITHDRAWAL**

The withdrawal will not appear in the transcript in cases where the withdrawal takes place within one-fourth of the course duration in that semester counting from the first day of class listed in the class schedule set forth by the University, and the student is able to process this withdrawal by themselves through the internet by logging in to <http://reg.kku.ac.th>.

An “W” will be issued in cases where the withdrawals take place later than that of the previous article and before one week of the first day of the final examination in the class schedule set forth by the University. The withdrawals must have the approval of the academic advisor and be done at the Bureau of the Academic Administration and Development.

An “F” will be issued in cases where the withdrawals take place later than the withdrawal with “W” period in the class schedule set forth by the University.

### **EXAMINATION REGULATIONS**

Examinations are classified into the following 5 categories:

1. Quiz
2. Midterm Examination
3. Final Examination
4. Comprehensive Examination
5. Other Examinations

Quizzes and midterm examinations are offered during the semester by the instructor and the results are added together with the final exam at the end of the semester. The time, number, and content of quizzes and midterm examination are up to the discretion of the instructor or the responsible committee of the faculty that offered the course. The final examination is the last exam given at the end of each semester, following the completion of the course work and lessons. Final examinations are governed by university rules and regulations specific to all aspects of the final examination process. A comprehensive examination is sometimes required in certain faculties, as outlined and described in the rules and regulations of that faculty. Other examinations are those exams that are not included in lines 1-4, above.

#### **Failure to Attend an Examination**

Failure to attend an examination is excusable for the following reasons:

1. Accident involving serious injury (documented proof required)

2. Serious sickness that requires hospitalization (documented proof required)

Students may leave the examination room if they experience the following:

1. Sudden onset of serious illness
2. An event or emergency that requires the student to leave the examination room

The university examination board will thoroughly examine and investigate any instance where a student leaves the room during an examination.

### **CREDIT TRANSFER**

Students who request to transfer credit must submit the required documents to KKUIC Academic Affairs section at least six weeks prior to the beginning of the new semester. To be eligible for credit transfer, students must pass the last semester of study, as set forth in university regulations. The following criteria must be met for eligibility:

1. Must be in current good standing at current faculty
2. Must never have transferred faculty before
3. Must have completed at least two full regular semesters at current faculty and earned at least 30 credits
4. The subjects for which credit transfer is being requested must not be lower than a C grade

### **CHANGE OF MAJOR**

Students may request to change their major during the change of major time period specified in the KKUIC academic calendar. In order to be considered for a change of major – students must have a minimum 2.00 grade point average, must submit a Change of Major Request Form to KKUIC Academic Affairs section, and must complete all other steps of the process prior to the end of the summer session. After requesting and being approved for a change of major, students will receive a new student ID number from the Office of Academic Affairs. Students must have a minimum grade of C in any class for which transfer credit is being requested.

### **RETIREMENT**

A retirement evaluation will be conducted annually, at the end of each academic year. Only courses with computable letter grades will be included in the evaluation calculation; any courses with an “I” will be excluded. Students who fall into one of the two following categories will be retired from KKUIC:

1. In the case where the total earned credits are between 30 and 59 credits and the student's cumulative grade point average is less than 1.50.
2. In the case where the total earned credits exceed 60 credits and the cumulative grade point average is less than 1.75.

### **RESIGNATION**

If a student wishes to resign from KKUIC, the student must write a letter indicating his/her intent to resign from the program and why, including a letter of acknowledgment and agreement from his/her parents, and clear all outstanding fees and debts to the university. These documents must be submitted to the student's academic advisor and to the KKUIC Dean for Student Affairs for review and approval before being sent to the university administration for evaluation and approval. Student is able to process this request by themselves by logging in to <https://req.kku.ac.th/>.

### **GRADES AND HONORS**

#### Grading System

Evaluation of a student's achievement in a course is recorded by letter grade

<u>Grade</u>	<u>Achievement</u>	<u>GPA</u>
<b>A</b>	Excellent	4.0
<b>B+</b>	Very Good	3.5
<b>B</b>	Good	3.0
<b>C+</b>	Fairly Good	2.5
<b>C</b>	Fair	2.0
<b>D+</b>	Poor	1.5
<b>D</b>	Very Poor	1.0
<b>F</b>	Fail	0.0

Other letter grades, without credit points, are assigned for course work taken as follows:

<b>I</b>	Incomplete
<b>P</b>	In progress
<b>R</b>	Repeat
<b>S</b>	Satisfactory
<b>U</b>	Unsatisfactory
<b>T</b>	Transferred
<b>W</b>	Withdrawn
<b>AU</b>	Audit

**N** No grade reported

### Honors & Awards

In recognition of exceptionally performing students, KKUIC has an honors system. Students maintaining high scholastic cumulative Grade Point Averages (GPAs) are eligible to graduate with honors recognition.

#### ***First Class Honors***

Students will be awarded first class honors if they meet all of the following requirements:

1. Period of study must not exceed 4 years
2. Cumulative Grade Point Average (GPA) of 3.60 or higher
3. Never receive an “F”, “R”, or “U” grade for any course
4. Must never have retaken any course
5. Must not have transferred more than 25 percent of the total required credits from

another institution, with the exception of courses taken as part of KKUIC study abroad

#### ***Second Class Honors***

Students will be awarded second class honors if they meet all of the 5 requirements listed immediately above, but earn a cumulative GPA between 3.25 and 3.59.

### **GRADUATION**

In order to graduate, students must complete 129 or 132 credits, based on program requirements. Students should refer to the “Undergraduate Programs” section of this book to review the specific requirements of each major or program of study. All students must complete the following three areas of study:

- General Education
- Major Field of Study
- Free Electives

To graduate, students must earn a minimum grade of 2.0, pass the computer test, and meet the English requirement. The Thailand Commission on Higher Education also requires that a student study for at least three years or six regular semesters before qualifying for graduation. Students preparing to graduate need to fill out and submit an application to graduate before registering for their last semester. Students who complete all course requirements by the second semester can graduate that same academic year.

### **TRANSCRIPTS AND OTHER DOCUMENTS**

The Office of the Registrar issues the following academic documents upon request:

- Official Transcripts
- Grade Reports
- Certificates of Graduation
- Certificates of Student Status

There is a fee for each type of document. Each document request takes three days to process. The request needs to be made in writing, and the person making the request should present a student ID and passport.

### **ACADEMIC ADVISORS**

KKUIC has established a student advising system to provide guidance and advice to students on a range of subjects, including the selection of suitable courses and assisting students with problems they may encounter in their university experience. All first-year students are assigned an academic advisor, and they are encouraged to contact their assigned advisor at the appropriate email address from the list below:

Advisor Name	Major	Email Address
Asst. Prof. Dr. Natthatenee Gebsonbut	Global Business Management	nathge@kku.ac.th
Mr. Johannes Schrank	Global Business Management	johasc@kku.ac.th
Mr. Wutthiya Srisathan	Global Business Management	wutsri@kku.ac.th
Asst. Prof. Sirimonbhorn Thipsingh	International Marketing	sirithi@kku.ac.th
Asst. Prof. Dr. Lakkana Hengboriboon	International Marketing	lakkhe@kku.ac.th
Dr. Supakanya Khangrang	International Marketing	supakanya@kku.ac.th
Mr. Teerapong Pienwisekaew	International Marketing	teerpi@kku.ac.th
Asst. Prof. Dr. Thammasak Senamitr	International Entrepreneurship	thamse@kku.ac.th
Asst. Prof. Khwanjira Ponsree	International Entrepreneurship	khwanpo@kku.ac.th
Mr. Benoit Nadeau	International Entrepreneurship	benoit@kku.ac.th
Ms. Sasichakorn Wongsachia	International Entrepreneurship	saswon@kku.ac.th
Asst. Prof. Thapiporn Suporn	International Relations and Diplomacy	thapsu@kku.ac.th
Dr. Thawatchai Worrakittimalee	International Relations and Diplomacy	thawatc@kku.ac.th
Mr. Martin Baier	International Relations and Diplomacy	martin@kku.ac.th
Dr. Nguyen Tu Anh Thi	International Development	nguyenthi@kku.ac.th
Ms. Kanokon Rattanapon	International Development	kanora@kku.ac.th
Ms. Rapeepan Phittayadilok	International Development	rapeph@kku.ac.th
Asst. Prof. Dr. Pattamol Kanjanakan Thawornlamlert	Tourism Management	pattaka@kku.ac.th
Asst. Prof. Chanidapa Sookcharoen	Tourism Management	chanid@kku.ac.th
Dr. Nut Chaijaroen	Tourism Management	natchai@kku.ac.th

Advisor Name	Major	Email Address
Dr. Wei Yang	Tourism Management	weiya@kku.ac.th
Mr. Thanatat Chitpipat	Tourism Management	thanchi@kku.ac.th
Mr. Poori Chitladaporn	Tourism Management	poorich@kku.ac.th
Asst. Prof. Dr. Pitipong Pimpiset	Creative Media Technology	pitpi@kku.ac.th
Dr. Anders Kolle	Creative Media Technology	anders@kku.ac.th
Dr. Wanwisa Wannapipat	Creative Media Technology	wanwwa@kku.ac.th
Mr. William Hamilton Bicksler	Creative Media Technology	willbi@kku.ac.th
Ms. Jintana Rattanakhemakorn	International Journalism	jintra@kku.ac.th
Ms. Patchanan Sarootyanapat	International Journalism	patchasa@kku.ac.th
Ms. Pornphan Sureeyatanapas	International Journalism	pornpsu@kku.ac.th
Dr. Paul Fairclough	English Language Lecturer	paul@kku.ac.th
Asst. Prof. Kevin P. Jones	General Education Lecturer	kevinjo@kku.ac.th
Dr. Noppawan Nounjan	General Education Lecturer	noppano@kku.ac.th
Dr. Sarawut Chandeewanta	Chinese Language Coach	sarawutc@kku.ac.th
Ms. Chadarat Lertponprasopchok	Chinese Language Coach	chadle@kku.ac.th
Ms. Chanadda Manoonyarath	General Education Lecturer	chanman@kku.ac.th
Mr. Erich Roby Sysak	English Language Lecturer	ericsy@kku.ac.th
Ms. Jittima Kraisiwattana	English Language Lecturer	jittkr@kku.ac.th
Mr. Joshua Reed Macknick	English Language Coach	joshma@kku.ac.th
Ms. Nithikarn Sanoamuang	General Education Lecturer	nithsa@kku.ac.th
Ms. Taraa Mothuratana	General Education Lecturer	taraa@kku.ac.th
Ms. Thitiwun Thuannadee	English Language Lecturer	thitthu@kku.ac.th

### **INTERNSHIP AND COOPERATIVE EDUCATION**

The Internship and Cooperative Education courses are a requirement for graduation. Students choose one option or the other, but may not take both courses. Each course is described below:

- Cooperative Education is a 9 credit course, with required accumulative work time of not less than 400 hours
- Internship is a 3 credits course and a required accumulative work time of not less than 135 hours

Students enrolling in either course must meet the following criteria and comply with the following obligations and responsibilities:

Eligibility Criteria

1. Must be at least a 3rd-year student or have accumulated at least 90 of the total program credits
2. Must not be subject to any formal disciplinary action by KKUIC
3. Must be deemed emotionally mature and socially well developed
4. Must have a GPA of not less than 3.00 OR must have an advisor's approval letter in the case of GPA is between 2.50 – 2.99 for Cooperative Education AND GPA of 2.00 and above for Internship students
5. Must complete all 30 credits of the foundation General Education courses
6. Must attend the KKUIC preparation training or pass the subject IC011039 Internship and Career Preparation with no less than 80% of participation
7. Must be able to fully commit to the responsibilities of the course chosen
8. Must be in good health
9. Must be financially self-supporting for the full duration of the class
10. Must have written parent/guardian approval, in addition to life and accident insurance coverage before beginning class
11. Must possess discipline, professionalism, and the ability to successfully represent KKUIC and KKU

**STUDENT EXCHANGE PROGRAM**

KKUIC is currently developing several student exchange programs with established universities around the world. Please check with the KKUIC International Relation Section for status, availability, and eligibility requirements for student exchange programs.

**GRADE VERIFICATION PROCEDURE**

Students who have questions about or who wish to challenge their final grade in a course are invited to fill out the KKUIC Grade Verification Form and submit it to the KKUIC Academic Affairs section no later than 15 days after the grades have been officially posted in the KKU registration system.

**TEACHER/COURSE EVALUATION**

The objective of the teacher/course evaluation is to provide the student with an opportunity to participate in the evaluation and measurement of teacher and course effectiveness. The evaluation results are used to improve the university's teaching and course development, with the objective of bringing increased benefit and value to the student. The university asks every



student, at every level of study, to participate – taking care to complete the evaluation truthfully and constructively. The evaluation is confidential and will not have any effect on the student's grade. The evaluation will either be presented to students in class or the evaluation can be completed on the registration system website: <http://reg.kku.ac.th>

### **E-LEARNING**

Students are able to access to the e-Learning portal via <http://e-learning.kku.ac.th>. While many do, not all instructors use the KKU e-Learning website. Ask your instructor and/or refer to your class syllabus to determine if the e-Learning website will be used for your class or not.

### **COMPUTER EXIT TEST**

All KKU students must take and pass the KKU Computer Exit Test as a requirement for graduation. For more information about the KKU Computer Exit Test, please refer to the Khon Kaen University announcement no. 816/2552. The test can be taken two times at no charge; additional attempts will be charged a nominal fee.

### **ENGLISH PROFICIENCY TEST**

All KKU students shall pass the English proficiency test as a requirement for graduation according to Khon Kaen University announcement no. 2256/2560. The test scores that can be submitted are as follows:

- Khon Kaen University English Proficiency Test (KEPT) organized by KKULI
- TOEFL
- IELTS
- TOEIC

### **LEAVES OF ABSENCE (LOA)**

Students can request a leave of absence to leave school for a maximum of one semester and still maintain their student status at KKU's Registrar's Office. The student must give the reason for the absence, as well as the expected term that the student will return to study. Students must also submit the student status request form and pay the appropriate fees are 2,000 Baht per semester. Leaves of absence are divided into three categories:

1. Health or personal problems
2. Temporary suspension of studies for non-specific reasons
3. Resignation from studying permanently

For more information about leaves of absence, contact the KKUIC Academic Affairs Section.

## STUDENT AFFAIRS

### FINANCIAL SUPPORT, SCHOLARSHIPS & STUDENT LOANS

#### KKUIC – Grant

The Grant and its requirements for Supporting Students' Academic, Social and Cultural Activities are provided for the full-time students.

KKUIC will allocate funding for supporting KKUIC students to attend conferences, seminars, training, or activities enhancing the development of their academic, social, and cultural potentials. Eligible students will have the opportunity to pursue their educational aspirations with financial assistance from KKUIC.

Through our scholarships, KKUIC aims to grant access to a holistic education, encouraging students to participate in extracurricular activities, community engagement, and leadership development.

For more information about this grant, please contact the KKUIC Student Development Section or via email: [se.kkuic@kku.ac.th](mailto:se.kkuic@kku.ac.th).

#### KKU Scholarships

KKU provides several different kinds of scholarships. For more information, please contact the KKU Student Affairs and Alumni Relation Division (located next to the Food and Services Complex 2) at 043-202356 or website <https://sac.kku.ac.th/> or Facebook Fanpage @SAARKKU.



#### Student Loans

Eligibility Criteria (in brief):

- Thai Nationality
- Experiencing financial difficulties
- Good academic record
- Good behavioral/citizenship record

For more information, please contact the KKU Student Affairs and Alumni Relation Division (located next to the Food and Services Complex 2) at 084-4285994. You may also access website at <http://studentloan.kku.ac.th/> or Facebook Fanpage @KkuStudentloan.

#### Emergency Loans

KKU provides an emergency 1,000 baht to students in case of financial emergency. For more information, contact the KKU Student Affairs and Alumni Relation Division, which is located next

to the Food and Services Complex 2 or call them at 043-202356.

### **VISA EXTENSION, 90-DAY REPORT & RE-ENTRY PERMIT**

#### Visa Extension

Foreigners who apply for study or educational purposes in Thailand should hold a Non-Immigrant “ED” visa. For persons holding a Tourist visa, they must change their visa status to “Non-immigrant” while their tourist visa is still valid for at least 15 days. With this step completed, they are able to extend their visa for staying in Thailand. In order to obtain a visa extension, foreigners must process the extension request at the Khon Kaen Immigration Office while their visa is still valid for at least one month. People visiting the Khon Kaen Immigration Office should wear proper clothes (Semi-formal) or a student uniform. After the extension is granted, visa holders must report to the immigration once every 90 days. When applying for a visa extension, the following documents must be submitted:

- Letter from KKU
- Passport
- Application Form T.M.7 + 2 inch photo
- Transcript (Thai version)
- Studentship Certificate (Thai version)
- Copy of student I.D. card
- Visa extension fee (1,900 baht)

Visa extensions must be applied for in-person. Foreigners who stay in Thailand beyond the expiration date of their visa will be fined at the rate of 500 baht per day, not to exceed a total fine of 20,000 baht.

#### 90-day Report

All foreigners who hold an extended stay visa must report to the Khon Kaen Immigration Office, in person, to report and register their Thailand residence, every 90 days. Foreigners can visit the Khon Kaen Immigration Office from 7 days before to 7 days after the 90-day limit. When making the 90-day report, visa holders must submit the following documents:

- Notification Form T.M. 47 (No Fee)
- Passport and copy of the passport

If visa holders fail to perform the 90-day report, they must report to the Khon Kaen Immigration Office to register. The fine for voluntarily reporting is 2,000 baht. The fine rises to 4,000 baht if the offense is discovered by the police and the visa holder is arrested. Notification of staying in Thailand over 90 days is not the same as a visa extension.

### Re-entry Permit

Foreigners who have a visa to stay in Thailand and want to travel outside of Thailand and not have their stay visa expire need to apply for a re-entry permit before leaving Thailand. If a foreigner leaves Thailand without a re-entry permit, his/her visa will automatically be canceled, and a new visa will have to be obtained.

When applying for a re-entry permit, the following documents must be provided:

- Passport and copy of the passport
- Application Form T.M. 8
- 1 photo (4X6 cm)
- Re-entry permit fee (1,000 Baht for single entry / 3,800 Baht for multiple entries)

Please note that foreigners must apply for re-entry permits in person at the Khon Kaen Immigration Office. When returning to Thailand, check to make sure the re-entry permit is seen by the immigration officer so that your visa does not get canceled.

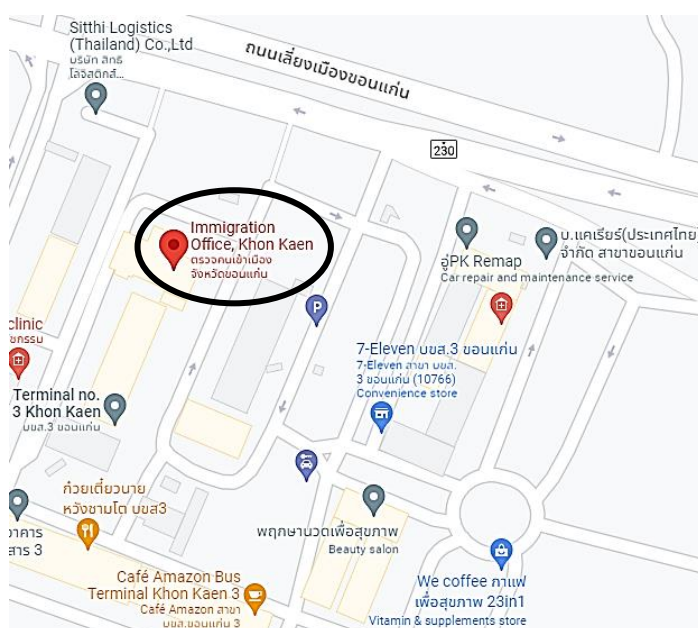
Immigration Office in Khon Kaen,  
Bypass Road, Tambon Mueangkao,  
Amphor Mueang, Khon Kaen 40000  
Tel. 043-306642

Website: [khonkaen.immigration.go.th](http://khonkaen.immigration.go.th)

Hours: Mon-Fri 08.30-12.00, 13.00-16.30

**\*\* The immigration office will be closed  
on Thailand Public Holidays \*\***

Scan this QR Code  
to open the map:



### ACADEMIC MENTORING SYSTEM

KKUIC offers an academic mentoring system to assist students who are challenged by the demands of using English or by specific subject material in their courses. Qualified 4<sup>th</sup> year/senior year level students who have volunteered to join the program are assigned to 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> year students who require support and assistance. This very successful program has assisted students that may otherwise have performed poorly or resigned from KKUIC. Mentoring assignments are set up at the beginning of each regular semester. For more information about this program, please contact the KKUIC Student Development Section.

## COUNSELING SERVICES

If a student encounters personal difficulties or mental health problems or problems that he/she would like to talk with someone about, he/she is encouraged to meet with a member of the KKUIC student development team. There are times when everyone has a problem relating to their studies, love-life, family, friend, or finances and they need to talk. For confidential assistance or more information, please contact the KKUIC Student Development Section or KKU More Care.

**บริการให้คำปรึกษาทางจิตวิทยา**  
สำหรับนักศึกษามหาวิทยาลัยขอนแก่น

โรงพยาบาลศรีนครินทร์ (แผนกจิตเวช)	หน่วยปฐมภูมิที่ 123 มข. (หอแปดหลัง)	@ASKPCU PCU 123, PCU KKU
<p>โรงพยาบาลศรีนครินทร์ (แผนกจิตเวช) ห้องตรวจเบอร์ 7</p> <p>วันจันทร์-อังคาร/พฤหัส-ศุกร์ ยามเปิดตั้งแต่ เวลา 07.00-11.00 น.</p> <p>***งดบริการทุกวันพุธ***</p> <p>043-363001 / 043-363004</p>	<p>หอแปดหลัง มหาวิทยาลัยขอนแก่น</p> <p>วันจันทร์-วันพฤหัสบดี เวลา 09.00-10.30 น.</p> <p>หน่วยปฐมภูมิ 123 มข.</p> <p>043-203-455</p>	<p>"นักศึกษาและบุคลากรมข. สามารถปรึกษาสุขภาพกายและสุขภาพใจผ่านทาง LINE โดยมีแพทย์ตอบคำถามและคอยให้คำแนะนำ"</p> <p>@ASKPCU</p> <p>แพทย์ตอบคำถามในเวลาราชการ เวลา 08.30-16.00 น.</p>
ศูนย์ให้คำปรึกษาและแนะแนว (KKU MORE CARE)	หน่วยสุขภาพทางจิต LEARNING MIND	NUKKU COUNSELING
<p>บริเวณอาคารอื่น 1 อาคารองค์กร กิจกรรมนักศึกษา</p> <p>วันจันทร์-วันศุกร์ เวลา 09.00-16.00 น.</p> <p>KKU MORE CARE</p> <p>@KKUMORECARE</p>	<p>คณะศึกษาศาสตร์ มหาวิทยาลัยขอนแก่น</p> <p>วันจันทร์-วันศุกร์ เวลา 09.30-16.00 น.</p> <p>***หยุดบริการวันเสาร์-วันอาทิตย์และวันหยุดนักขัตฤกษ์***</p> <p>LEARNING MIND คณะศึกษาศาสตร์ มหาวิทยาลัยขอนแก่น</p>	<p>ห้องให้คำปรึกษา อาคาร 6 ชั้น 3 สาขาวิชาการพยาบาลสุขภาพจิตและจิตเวช คณะพยาบาลศาสตร์</p> <p>วันและเวลาราชการ เวลา 08.00-17.00 น.</p> <p>091-935-5463 (แอตมิน)</p> <p>-ติดต่อผ่านหน่วยบริการปฐมภูมิ 123 มข. -Official ID: 428NNBRB</p>

โดย : ศูนย์ให้คำปรึกษาและแนะแนว (KKU MORE CARE) กองพัฒนานักศึกษาและศิษย์เก่าสัมพันธ์ มหาวิทยาลัยขอนแก่น

## STUDENT UNIFORMS

Students are required to wear student uniforms or dress appropriately to places and situations, especially during normal school operating hours. For special affairs and occasions, a formal uniform may be required. The standard dress code shall apply for class attendance, university ceremonies, and official contacts. The standard dress code is as follows:

### Male Students

**Shirt** – Plain (no designs) white, long-sleeved or short-sleeved shirt with button down dress collar and pocket on the left side of the chest

**Trousers** - Official black trousers, without designs

**Belt** - Black belt (size specified by the university) with silver university logo buckle

**Socks** - Black dress socks

**Shoes** - Black closed-heel shoes

**Necktie** – Plain (no designs) dark blue necktie with a sharp end and the orange brick logo tie pin or emblem of the university in the middle of the tie. (Tie size specified by the university)

### Female Students

**Blouse** – Plain (no designs) white, short-sleeved blouse. The buttons must be silver-colored university logo button. The KKU university logo pin will be worn on the right side of the chest. (Button and pin size is defined by the university)

**Skirt** - Plain (no designs) black, knee length skirt; not to exceed 10 cm below the knee or 5 cm above the knee

**Belt** - Black belt (size specified by the university) with silver university logo buckle

**Shoes** – Closed-heel black shoes. In the case of white sneakers, wear white socks without patterns.

For more information and complete details regarding the KKU student uniform, please refer to the Rules and Regulations of Khon Kaen University on Students' Uniform and Dressing Code A.D. 2565 or amendments made in the future.

## WHAT TO WEAR



**MILITARY STUDENTS**

The following is the list of documents required for recruitment and postponement military training for Thai male students:

1. Two copies of Sor-Dor 9 (สด.9)
2. Two copies of Thai Military Requirement (สด.35)
3. Two copies of House Registration
4. Two copies of National ID Card
5. Original Certificate of Studentship with one copy
6. Two copies of Certificate of Name and Surname Change Registration (if any)

The period for recruitment and postponement military training for Thai students will be announced by the KKU Student Affairs and the KKUIC Student Development Section. For more information, contact the KKU Student Affairs Department at 043-202356, ext. 12388.

**STUDENT UNION**

Khon Kaen University International College has set up a student organization called the KKUIC Student Union. The primary function of the Student Union is to arrange and organize extracurricular activities for the students of KKUIC. These activities may include academic, culture, sports, and community service related events or activities. The Student Union also helps in assisting KKUIC students with academic and personal issues.

**Student Union**

- The Student Union represents all KKUIC students and is responsible for arranging, promoting, and managing student activities
- The Student Union is elected from within KKUIC
- The officers in charge of managing the Student Union consists of:
  1. President;
  2. Vice-president;
  3. Secretary;
  4. Treasurer;
  5. Public Relations; and
  6. Any other positions deemed appropriate
- The eligibility of candidates, eligibility of voters, the voting procedure, assigning or removal of an officer, will be in accordance with the announcement specifically pertaining to this student organization



- The Dean has the authority to assign and/or remove any officers from the Student Union
- KKUIC may arrange a student group or club for purposes deemed appropriate by KKUIC administration. These groups or clubs shall be supervised by the Student Union.

Announcing regulations and/or notices regarding KKUIC activities is at the sole authority and discretion of the Dean. No other organization or entity has higher authority in such matters than the Dean of KKUIC.

### **CLUBS**

By joining a club, students gain experience in the areas of team-work, skills development, responsibility, leadership, relationship building, and interpersonal communication. KKU sponsors four categories of clubs that students can join:

1. Academic Clubs
2. Art and Cultural Clubs
3. Volunteer Clubs
4. Moral and Ethics Clubs

For an updated list of KKU clubs, please contact the KKU Student Affairs Department (located next to the Complex) or the KKUIC Student Development Section.

How to establish a club if you are a KKUIC student:

Minimum number of 15 members is required (including the founder)

The club organizational structure must include the positions of chairman, secretary and treasurer, at minimum

Must draft and submit a plan of annual activities and a proposed budget

For more information regarding how to establish a club, please contact the KKUIC Student Development Section or via email: [se.kkuic@kku.ac.th](mailto:se.kkuic@kku.ac.th).

### **INTEGRATED LEARNING PROGRAM (ILP)**

#### **Structure of Integrated Learning Activities of Khon Kaen University Students:**

Khon Kaen University has set goals for the development of its students, with the objectives being: to develop integrated skills that are necessary for the 21st century, to enable students' participation and activities to be responsive to future social and professional needs. In support of this program, KKU/KKUIC schedules curriculum support activities for students so that they may fulfill their graduation requirements, as well as accelerate their personal growth. The activities are divided into 3 types as follows:



1. Self Development
2. Ecological and Social Development
3. Mental development

The activities can develop one or more of the skills of participants as follows:

1. Literacy Skills
2. Computing and ICT Literacy
3. Career Learning and Financial Literacy
4. Social Awareness
5. Critical Thinking/Problem Solving
6. Creativity/Innovation
7. Communications
8. Leadership and Collaboration
9. Compassion, Persistence/Gift
10. Resilience and Flexibility

For more information, please refer to the Announcement of Khon Kaen University (no. 2438/2021) on The Criteria for the Integrated Learning Activity Participation for Khon Kaen University Students or amendments made in the future.

## RUGULATIONS OF KHON KAEN UNIVERSITY ON UNDERGRADUATE EDUCATION LEVEL, A.D. 2022



### Khon Kaen University Undergraduate Regulations A.D. 2022

For the effectiveness of the management of Undergraduate Education that conforms to the standards and criteria for undergraduate programs and the Thai Qualification Framework for Higher Education, as well as for Khon Kaen University's Education Transformation Strategy towards a new paradigm:

By virtue of Article 23(2) of the Khon Kaen University Act, A.D. 2015, the resolution of the Khon Kaen University Administrative Committee at its second meeting of 2022, on the 24<sup>th</sup> of January 2022; and the resolution of the Khon Kaen University Council at its second meeting of 2022 on the 2<sup>nd</sup> of February 2022; the following regulations are hereby issued.

Article 1 These regulations are called "Khon Kaen University Undergraduate Regulations A.D. 2022".

Article 2 These regulations are effective as of the second semester of the academic year 2021.

Article 3 Regarding the Khon Kaen University Undergraduate Regulations A.D. 2019, all of the rules, regulations, announcements, orders, or any other resolutions, which contradict the present regulations, shall be replaced by the present regulations.

Article 4 In the present Regulations:

"University"	refers to Khon Kaen University.
"University Council"	refers to the Khon Kaen University Council.
"Academic Council"	refers to the Khon Kaen University Academic Council.
"President"	refers to the President of Khon Kaen University.
"Faculty"	refers to the faculty, college, or an organization having another title, which is equivalent to a faculty or a college.
"Dean"	refers to the dean of a faculty, college, or an organization having another title, which is equivalent to a faculty or a college.
"Faculty Board"	refers to the board of the faculty, college, or an organization having another title, which is equivalent to a faculty or a college.
"Curriculum"	refers to an undergraduate curriculum of Khon Kaen University.
"Theoretical Instruction"	refers to instruction that aims at the students' acquisition of knowledge by means of different methods, which can consist of individual learning or group learning, such as the

	flipped classroom approach, problem-based learning approach, or the team-based learning approach, etc.
“Practical Instruction”	refers to the instruction that aims at the students’ acquisition of skills by different methods, which can be individual learning or group learning, such as practices in laboratories, field practices, or practices performed at an entrepreneurial venue, etc.
“Full-time instructor”	refers to an individual holding the position of an instructor, an assistant professor, an associate professor, and a professor in the University.
“Curriculum instructor”	refers to a full-time instructor, whose qualifications are direct or correspond to the field offered by the faculty and who is responsible for teaching and conducting research in that field.
“Instructor responsible for the curriculum”	refers to a full-time instructor, who has been assigned to administer and develop a curriculum and instruction, ranging from planning, quality control, monitoring and evaluation, to curricular development.
“Instructor”	refers to an instructor, who has been assigned by the faculty to teach a course in the undergraduate curriculum of Khon Kaen University.
“Part-time instructor”	refers to an instructor, who is not a full-time instructor.
“Academic advisor”	refers to an instructor, who has been assigned by the faculty as the student advisor.
“Student”	refers to an undergraduate student of Khon University.
“Overseas student”	refers to a student, whose nationality is not Thai.
“Special student”	refers to an individual that the University has authorized to study as a special case, who does not wish to receive a degree certificate, or who wishes to study with the goal of transferring the credit to his/her affiliate university.
“The Academic Development and Administration Bureau”	refers to the Academic Development and Administration Bureau of Khon Kaen University.
“Other institutions”	refers to other universities or institutes that offer instructional programs under standards that are comparable to Khon Kaen University.

**Article 5** The President has the authority to modify these regulations and has the authority to issue any announcement, order, or criteria that follow these regulations.

In any cases in which there are problems relating to interpretation or the practice of these regulations, the decision of the President shall be final.

## Section 1 Education System

**Article 6** The undergraduate educational system adheres to a credit, bi-semester system, in which one academic year is divided into two regular semesters: the first semester and the second semester. Special sessions can be arranged. Each regular semester lasts at least 15 weeks, whereas the special session is assigned to have the length and number of credits proportionate with the regular semester.

**Article 7** The credit calculation under the bi-semester system complies with the following:

7.1 The theoretical part requiring at least 15 hours of instruction counts for one credit.

7.2 The practical part requiring at least 30 hours of practices counts for one credit.

7.3 Practicums, cooperative education, and field practices that require at least 45 hours count for one credit.

7.4 Project-based learning or other assigned activities requiring at least 45 hours count for one credit.

**Article 8** The credit calculation of each curriculum may be based on the students' learning outcomes, performance, or experience demonstrated according to the curricular stipulation for proportioning credits, wherein this complies with the relevant University's announcement.

## Section 2 Curriculum

**Article 9** The undergraduate curriculum is divided into the following 2 groups:

9.1 The academic undergraduate curriculum that aims at preparing graduates, who are theoretically and practically omniscient, who possess particular academic knowledge and skills, and who have the ability to creatively apply the knowledge in real situations.

The academic undergraduate curriculum can offer advanced academic instruction for students with special abilities, under the already existing curriculum. The students are able to register for certain graduate courses and are encouraged to perform in-depth research or to learn in other ways stipulated by the University.

9.2 The undergraduate professional or practicum curriculum emphasizes professional knowledge, competency, and skills in accordance with the criteria of professional standards, or technically practical skills and competency in the field. Thus, students are to receive a practicum in an entrepreneurial venue. Such a program can be offered at the undergraduate level (Continuing Education) because it aims at preparing graduates, who already possess practical skills, to obtain more academic knowledge and an advanced practicum.

An undergraduate program (Continuing Education) is part of another undergraduate program, and as such, it must reflect the entire philosophy and the content of the specific undergraduate program to which it belongs. The words "Continuing Education" must be attached in a parenthesis after the program's title.

A professional or practicum undergraduate program can offer advanced undergraduate-level instruction in the profession for students with special abilities. It emphasizes

the preparation of graduates with high professional or practicum knowledge and competency using the existing curriculum that addresses the competency of the students. This can be carried out by having the students take certain existing courses at the graduate level, by conducting in-depth research, or by receiving advanced training in an organization, in an entrepreneurial venue, or by other means stipulated by the University.

**Article 10** The students of an academically, or professionally, or practically advanced curriculum must have completed their high-school education or the equivalent, with a grade point average of over 3.50 in the 4-level grading system or the equivalent. Each student's achievement in the University must be over 3.50 for all semesters during the study period in the program. If, during any semester, the student's grade accumulation falls below 3.50 in the 4-level grading system or the equivalent, the student shall be considered to be 'unfit' for the program.

**Article 11** The number of credits and length of study of the undergraduate curriculum are as follows:

**11.1** The total credits of a curriculum

**11.1.1** A bachelor's degree curriculum (4 years) requires a total of at least 120 credits.

**11.1.2** A bachelor's degree curriculum (5 years) requires a total of at least 150 credits.

**11.1.3** A bachelor's degree curriculum (not less than 6 years) requires a total of at least 180 credits.

**11.1.4** A bachelor's degree curriculum (continuing education) requires a total of at least 72 credits.

**11.2** The length of the time for study shall not be over the doubled length of the program of studies for full-time registration and shall not be over the tripled length of the program of studies for part-time registration, excluding any leave period or suspension period. Should it be determined that the length of any curriculum needs to be longer than those previously mentioned, then approval should be sought on a case-by-case basis from the University Council.

**Article 12** The numbers, qualifications, and characteristics of the curricular instructors, instructors responsible for a curriculum, course instructors, and special instructors shall follow the Undergraduate Curricular Standard Criteria of the Ministry of Higher Education, Science, Research, and Innovation and the University's Announcement.

### Section 3 Enrollment Categories

**Article 13** Qualifications of applicants

**13.1** For a bachelor's degree program (4-, 5-, or at least 6-year program) – A high school certificate or the equivalent.

**13.2** For a bachelor's degree program (Continuing Education) – A high vocational certificate or the equivalent, or an associate degree (3-year curriculum) or the equivalent in the same field as the field being applied for.

13.3 Holding other qualifications according to the qualifications requirement for a student enrolled to study for a bachelor's degree in a specific field or according to the announcement of the University for enrollment to study for a bachelor's degree in that field.

13.4 Qualifications of foreign students shall follow the regulations or announcement of the University with approval from the Academic Council.

Article 14 Student enrollment categories are as follows:

14.1 Central admission

14.2 Direct admission

14.3 Special admission

14.4 Admission according to an agreement of collaboration between institutions or an agreement under a collaborative network of universities.

14.5 Admission by other methods, such as a trial study or others, shall be in accordance with the University's stipulation with an approval from the Academic Council.

## Section 4 Registration and Extension of Studentship

Article 15 Registration

15.1 The student, who is able to register, has already been enrolled by the University.

15.2 The student, who has been enrolled in the University, must report, register as a student, pay the registration fees, and pay any other fees within the date set by the University. Otherwise, he /she shall be considered to be abstaining.

15.3 The document certifying a student's conduct and the letter of surety, which is to be submitted on the day that the student reports, must be signed by the endorser and two other witnesses. Regarding any instances of forgery, the student will be subject to disciplinary action, and a criminal case will be immediately filed by the University.

Article 16 Extension of studentship

16.1 Students are required to extend their student status every regular semester, to pay for the extension fees, and to pay for other fees within the dates and times that have been stipulated by the University.

16.2 In case a student, who has already extended the studentship and registered for the courses, is dismissed as per Article 35, then the extension and registration shall be considered void. The University will, in this case, reimburse all paid fees.

16.3 Extension of studentship without registration for courses can be done in the following cases:

16.3.1 The student has decided to take a leave of absence.

16.3.2 The student has been ordered to be suspended from courses.

16.3.3 The student, who has registered for all of the curricular required courses, has not passed the program completion criteria.



## Section 5 Registration, Addition, and Withdrawal of Courses

### Article 17 Course registration

17.1 All students must register for courses by themselves and pay the tuition fees each semester by the dates and times set by the University.

17.2 With appropriate reasons, the University has the authority to announce any course cancellation or to limit the allowable number of students registered to a course accordingly.

17.3 For full-time study during a regular semester, a student can register for a maximum of 22 credits. For part-time study, a student can register for a maximum of 9 credits.

17.4 The maximum number of credits allowed for a special session is 9 credits.

17.5 If necessary, registration of more or less credits than specified in Articles 17.3 and 17.4 can be done with approval from the student advisor and with authorization from the Dean of the respective faculty. However, this shall not exceed 25 credits for the regular semester and 12 credits for the special session, as well as for a part-time study.

17.6 A student, who has not registered by the registration deadline, will be charged a late fee based on the number of days the student pays past the due date, which includes weekends and holidays.

17.7 The University will not permit any late registration except with an appropriate reason and permission authorized by the President.

17.8 In a case in which a student has not registered in a regular semester, a request for a leave of absence in accordance with Article 44.3 is required. Otherwise, the student's status as a student will be rescinded.

17.9 A student, who has completed his/her course work in the undergraduate curriculum with a passing grade point average, must not register for other courses, except in the case of those students, who are studying in a dual degree program.

17.10 Registration under a dual degree program or a more-than-one-degree program shall comply with the University's regulations.

17.11 A student enrolled by passing the entrance examination has the right to apply for course exemption or for a transfer of credits according to the announcements of the University.

17.12 A faculty will develop a student advisory system in accordance with the objectives of the respective curriculum in order to assist in student registration, learning, and in other development.

17.13 Registration that does not meet the course conditions is considered void.

Article 18 A student, who has enrolled into the University or has studied at Khon Kaen University or another institution, is entitled to make a request for an exemption from or a transfer of a course, in accordance with the University's announcement.

**Article 19 Re-registration of courses**

19.1 A student of the Faculty of Medicine, who has received an “R” according to Section 7, is required to retake that course once the course is offered again, except for those who have obtained special permission from the Dean to postpone the re-registration.

19.2 A student may re-register for a course in which he/she has received a grade of not higher than a “D+” or has been assigned a “Poor” level in order to raise his/her grade point average.

19.3 In case a student has taken and passed all of the undergraduate courses but has not met the minimum grade point average requirement to graduate, he /she may retake any course in which he/she has received a grade lower than an “A,” or has been assigned an “Excellent” level in order to raise the grade point average.

**Article 20** Course addition can be made within the first 2 weeks of a regular semester, within the first week of a special semester, or within the time stipulated by the University.

**Article 21 Course withdrawal shall follow the following criteria:**

21.1 Withdrawal from a course must be done within one fourth of the period of instruction time for the course for that semester as of the date classes begin, according to the University’s calendar or the curricular particulars. The course from which a student has withdrawn shall not appear on the transcript. Moreover, a student is able to process this withdrawal by him/herself through the internet.

21.2 Withdrawal of a course later than the time stated in Article 21.1 and one week before the first day of the University’s examination period as stated in the University’s calendar means that the student will receive a grade of “W”, which will not appear on the transcript. The withdrawal in this case must be approved by the student advisor and must be carried out at the Academic Development and Administration Bureau.

21.3 Withdrawal of a course later than the time stated in Article 21.2 will result in an “F” grade, which will appear on the Transcript.

For any courses in which the instruction period is less than 15 weeks, the time for addition and withdrawal must be in proportion with what has been stated in Article 20 and Article 21.

**Article 22** The overall credits resulting from the course addition and withdrawal must not contradict that of Articles 17.3, 17.4, and 17.5.

## Section 6 Auditing a Course

**Article 23** Auditing a Course is defined as learning for the purpose of broadening knowledge without counting the credit.

**Article 24** Registration, addition, and withdrawal of audited courses are to follow Section 5.

**Article 25** The credits of the audited courses shall not be included in the overall credits for degree requirements.



Article 26 Audited courses may not be counted as a prerequisite for any credited courses.

Article 27 A student may not retake an audited course to count as a regular credited course unless that student has changed faculties or the field of study, and the audited course is the requirement of the new curriculum.

Article 28 Audited courses will be evaluated only with an "S" (Satisfactory) or a "U" (Unsatisfactory), and the word "Audit" shall be typed in parenthesis next to the course title in the Transcript.

### Section 7 Letter Grades, Meanings, and Values per Credit

Article 29 The grades are assigned as the terms with the following meanings and values:

<u>Letter Grades</u>	<u>Corresponding Terms</u>	<u>Meaning</u>	<u>Values per credit</u>
A	Excellent	Excellent	4.0
B+	Very Good	Very Good	3.5
B	Good	Good	3.0
C+	Fairly Good	Fairly Good	2.5
C	Fair	Fair	2.0
D+	Poor	Poor	1.5
D	Very Poor	Very Poor	1.0
F	Fail	Fail	0
S	Satisfactory	Satisfactory	-
U	Unsatisfactory	Unsatisfactory	-

The other letters designating a specific student's status consist of the following: I, P, R, T, W, AU, and N. These letter grades are of no value except for the letter grade "T".

<u>Letters</u>	<u>Corresponding Meanings</u>
I	Incomplete
P	In Progress
R	Repeat
T	Transferred
W	Withdrawn
AU	Audit
N	No grade reported

Any transfer of grades from a non-formal educational system shall follow the regulations for the transfer of grades from a non-formal educational system and an informal education system to a formal educational system in the University curricula and shall be in an amended version.

Article 30 The designation of the letter grades

30.1 The letters A, B+, B, C+, C, D+, D, and F or the terms "Excellent", "Very Good", "Good", "Fairly Good", "Fair", "Poor", "Very Poor" are to be designated in the following cases:

30.1.1 In the case of any course in which the students take an examination or submit assignments that can be scored.

30.1.2 In the case in which an "I" can be changed within the specified period, which is set by the faculty that offers the course.

30.1.3 In the case in which an "R" can be changed within the allotted period of time and in accordance with the regulations stipulated by the University.

30.1.4 Besides the cases in 30.1.1, 30.1.2, and 30.1.3, a letter grade of "F", or "Fail", can be designated to a student in the following cases:

(1) The student has been disqualified to take the final examination.

(2) The student violated the final examination regulations and was given an "F" to comply with the examination regulations set forth by the University or the student failed to follow the assessment conditions set forth in 31.2.

(3) The student failed to correct an "I" within the stipulated time period. In this case, the Academic Development and Administration Bureau will change the student's grade "I" to "F" according to 30.2.

(4) The student failed to withdraw from the course within the specified time period according to 21.3.

(5) The student violated the related rules, regulations, announcements, or orders of the University. (This necessitates obtaining consent from the President.)

30.2 An "I" can be designated to a student in the following cases:

30.2.1 The student failed to complete all of the assignments set forth by the course instructor with a decent reason or due to a *force majeure*.

30.2.2 An "I" can only be designated with the consent of the Board of the Faculty to which the student is affiliated and with the approval of the Dean of the faculty. When an "I" is issued, the faculty is to set a date and time for the examination or set a deadline for the submission of the missing assignment. This date shall not be set beyond the subsequent semester. Otherwise, the letter, "I", must be changed into an "F", or to "Fail". In the case of an audited course, the grade assigned will thus be a "U", except under the condition in which consent has been given by the Board of the faculty to which the student is affiliated. The Dean of the faculty has the authority to extend the time duration to one semester each time, but not over two semesters, provided that advance notification is made to the Academic Development and Administration Bureau.

30.3 A "P" is designated in cases in which the course is consecutively taught for over 1 semester, and the evaluation is done in the final semester. The students are to be given the following letter grades: A, B+, B, C+, C, D+, D, or F or the terms ("Excellent", "Very Good", "Good", "Fairly Good", "Fair", "Poor", "Very Poor", or "Fail").

30.4 An "R" is only designated for students in the Faculty of Medicine and will be issued to students, who did not pass a course based on the curricular requirements.

30.5 An "S" and "U", or the terms "Satisfactory" and "Unsatisfactory", are designated in the following cases:

30.5.1 In a designated course that has no regular grading evaluation or in the case of auditing a course.

30.5.2 The correction of an "I" within the time frame set by the faculty offering the course, in which the evaluation has been set as "S" or "U", or the terms, "Satisfactory" and "Unsatisfactory".

30.6 A "T" is designated only for a transferred course with the consent of the Board of the Faculty to which the course is to be transferred. The letter, "T", shall be written in parentheses next to the title of the transferred course.

30.7 A "W" is to be designated in the following cases:

30.7.1 In a course in which the student has received permission to withdraw according to Article 21.2.

30.7.2 The student has been granted permission to take a leave of absence.

30.7.3 The student has been ordered to be suspended during that semester.

30.8 An "AU" is designated when the student has been authorized to register for a course as an audited course, as per Article 23.

30.9 An "N" is designated for a course in which no academic results are to be reported.

## Section 8 Student Assessment and Evaluation

### Article 31 Student Assessment and Evaluation

31.1 The University schedules an assessment and evaluation of each registered course at least twice per semester, and once the final assessment and evaluation of the course has been completed, the course is considered to be concluded.

31.2 The instructor must inform the students in advance of the assessment and evaluation criteria of the course.

31.3 When the instruction of a course is completed, the instructor shall assess and evaluate the students following the criteria of letter grades set forth in Section 7 and shall notify the Academic Development and Administration Bureau based on the academic calendar of the University.

31.4 The grading system is to follow the "Letter Grades", or terms set forth in Section 7, and the students are allowed to file an appeal in accordance with the University regulations.

31.5 The calculation of the grade point average (G.P.A.) will be carried out at the end of each semester.

31.6 The calculation of the cumulative grade point average (Cumulative G.P.A.) is to be based on the following guidelines:

31.6.1 Multiply the point value that the student obtained with the number of credits of each course that is being evaluated. Total the results of all the courses and divide by the number of cumulative credits. The result will be the cumulative grade point average.

31.6.2 Division should be done until there are 4 decimal points. If the last decimal is higher than 5, add 1 to the third decimal. Continue to do this until there are only 2 decimals left.

31.7 In case a student has registered for a course more than once, the calculation of the cumulative grade point average as per 31.6 shall be done based only on the calculation of the highest point from the letter grade and from the credits the student has obtained.

31.8 The meanings of the cumulative grade point average are as follows:

<u>Cumulative Grade Point Average</u>	<u>Meanings</u>
3.60 and higher	Excellent
From 3.25 but lower than 3.60	Very Good
From 2.50 but lower than 3.25	Good
From 2.25 but lower than 2.50	Fairly Good
From 2.00 but lower than 2.25	Fair
From 1.75 but lower than 2.00	Poor
Below 1.75	Very Poor

**Article 32** If it is necessary to designate a student's ordinal year of study in the curriculum, then the respective faculty shall issue it.

**Article 33** Assessment and evaluation, which can be both "Formative Assessment" and "Summary Assessment", shall be carried out by means of the following approaches:

- 33.1 Assigning assignments
- 33.2 Assigning projects
- 33.3 Assigning reports
- 33.4 Authentic assessment
- 33.5 Examination
- 33.6 Other approaches set forth in the curriculum

**Article 34** Examination Regulations

34.1 Examinations can be categorized as follows:

34.1.1 Quizzes can be carried out during a semester. The results may be used as part of the final evaluation. The numbers, times and dates, and the arrangement of the quizzes shall be decided by the instructor or the by the faculty offering the course.

34.1.2 The midterm examinations are the administration of the mid-term examinations as announced by Khon Kaen University.

34.1.3 The final examinations are the last examination and designate the completion of a course for each semester. The principles and regulations for the administration of the final examinations are to comply with the announcements issued by the University regarding final examinations for the undergraduate students.

34.1.4 A comprehensive examination is a type of examination that is employed to measure a student's comprehensive knowledge required for graduation in order to receive the degree, which is in accordance with the regulations set forth by the respective faculty.

34.1.5 Other types of examinations refer to those examinations, which are not presently stipulated in the regulations, and which shall be set by the respective faculty.

**Article 35** Student Dismissal

35.1 Dismissal of a student will be finalized at the end of each academic year. Only the credited courses with computable letter grades are to be included in the calculation. Any courses with an "I" will be excluded from the calculation.

35.2 Dismissal of a student shall be effective under the following cases:

35.2.1 In the case in which the cumulative grade point average is less than 1.50 after registration and the total of earned credits ranges from 30-59.

35.2.2 In the case in which the cumulative grade point average is less than 1.75 after registration and the total of earned credits exceeds 60.

35.2.3 For students in the Doctor of Medicine Curriculum, dismissal shall follow the regulations set by the University.

**Article 36** Graduation requires that a student have the following qualifications:

36.1 The student shall have passed all of the required assessments and evaluations of the curriculum under the conditions below:

36.1.1 The credits earned from each course can only be counted once.

36.1.2 If the student has registered for a course indicated in the curriculum as an equivalent course, then the credits of only one of the courses will be counted.

36.2 The student has obtained a cumulative grade point average of at least 2.00, and a grade point average of at least 2.00 for the courses designated as specific in the curriculum, or

not below a “C” grade or “Fair” in all the courses. That, which has been set forth in the curriculum, shall rule.

36.3 The student shall not be undergoing any stage of disciplinary punishment or be undergoing any severe disciplinary investigation as per the University Regulations on Student Discipline.

36.4 The student shall not be under debt suspension with the University.

36.5 The student shall have demonstrated good conduct in accordance with the rules and regulations stipulated by the University.

36.6 The student shall possess other qualifications stipulated by the respective curriculum, the faculty, or by the University.

Any student, who fails to pass the qualifications set forth in 36.2, but who has completed and passed the assessment and evaluation of the required courses in the curriculum, is eligible to apply for an associate degree. The respective Faculty may approve the student as an associate degree graduate. However, the approval must comply with 37.2.

The date of degree completion is the date of approval of curriculum completion by the Board of the faculty.

## Section 9

### Authorization for a Degree or an Associate Degree

**Article 37** The University Council has the responsibility to authorize a degree or an associate degree to those students, who are being proposed by each Faculty based on the following criteria:

37.1 With the consent of the Faculty Board, each faculty will submit the name of the students, who are appropriately entitled to receive the degree, to the University Council. The student must possess all the required qualifications stated in Article 36.

37.2 In case the faculty or the curriculum has stipulated the conferral of an associate degree, the faculty will submit the name of the student, who is appropriately entitled to receive an associate degree, to the University Council. The student must possess all the required qualifications stated in Article 36, except 36.2, and:

37.2.1 has studied and has been assessed to pass all the required courses of the curriculum and has a grade point average of lower than 2.00, but not lower than 1.75.

37.2.2 has studied and has been assessed to pass all the required courses of the associate degree curriculum and has the required grade point average.

37.3 The University Council’s authorization of a degree or an associate degree for a graduate can be amended within 90 days from the date of authorization.

**Article 38** The granting of honors degrees shall comply with the University’s Honors Degree Regulations.

#### **Article 39** Revocation of a degree or an associate degree

In case the University detects that a graduate, who has been authorized to receive a degree or an associate degree, is not qualified as per Articles 13, 36, and 37; the University may consider revoking the degree or the associate degree. The revocation is to be effective as of the date of authorization.



Article 40 In a case in which it is deemed necessary and appropriate, the University may refrain from granting to any graduate the permission to participate in the Royal Degree Conferral Ceremony. This shall be in accordance with the respective announcements of the University.

## Section 10 Transfer of Students

Article 41 The acceptance of students transferred from other universities

41.1 A student from another university can be transferred into a program of Khon Kaen University if his/her admission score is not lower than the score of the last student, who was enrolled into that program. The student's qualifications and academic results must meet the University's standards. The transfer can be done only when there is a vacant seat available in the prospective faculty. The prospective faculty has the authority to accept the transfer, as well as to set the additional criteria and the process.

41.2 A student, who is eligible to be transferred, must still hold a student status at the previous institution and must have completed at least two regular semesters of study at that institution, which shall exclude any leave of absence for a whole semester. Moreover, he/she must have earned a cumulative grade point average of 2.00 or above.

41.3 A student, who wants to transfer to the University, must submit his or her application form to the Academic Development and Administration Bureau of Khon Kaen University not less than 6 weeks before the beginning of the semester being applied for and must have all the required documents stipulated by the University.

41.4 The criteria for equating the courses and transferring the credits must comply with the announcements of the University.

41.5 The student, who is transferring from another institution, must complete his/her education within twice the time set by the curriculum of the respective program, including the time studied in the previous institution.

41.6 The calculation of the cumulative grade point average of the student, who has transferred from another university, shall include the transferred grade values from the previous university.

Article 42 Transferring to another faculty

42.1 Transferring to another faculty can be done with the approval of the former faculty and the faculty to which the student wishes to transfer.

42.2 A student, who is eligible to transfer between faculties, must possess the following qualifications:

42.2.1 The student must still hold his /her studentship at the former faculty and his/her admission score must not be lower than the score of the last student enrolled into that program.

42.2.2 The student must have never previously transferred to another faculty.

42.1.3 The student should have previously studied at the former faculty for at least 2 regular semesters, must have earned at least 30 credits, and must have a cumulative grade point average of 2.00 or over.

42.3 A student, who wants to transfer to another faculty, must submit all the required documents stipulated by the University to the Academic Development and Administration Bureau through the former faculty at least 6 weeks prior to the beginning of the semester for which he/she is applying. The prospective faculty has the authority to set the criteria and the transfer process by issuing an announcement.

#### 42.4 The Criteria for equating courses and others

42.4.1 The prospective Faculty has the authority to equate the transferred courses.

42.4.2 The prospective Faculty must accept all the transferable credits of the equated courses.

42.5 The student, who is seeking to transfer courses, must complete his/her education within twice the time set by the new curriculum by counting from the date the student was enrolled into the University.

42.6 The cumulative grade point average of the transferred student is calculated from the cumulative grade point average from all courses transferred from the former curriculum and from the courses earned in the new curriculum.

Article 43 The change of the program within a faculty or the change of the major field of study must follow the announcements of each faculty and must be completed 4 weeks prior to the beginning of the new semester.

### Section 11

#### Leaves of Absence, Dismissal, and the Reinstatement of Studentship

##### Article 44 Taking a leave of absence

44.1 Leaves of absence can be classified into 3 categories:

44.1.1 Taking sick leave or personal leave

44.1.2 Taking a leave of absence from studies

44.1.3 Resigning

44.2 Taking sick or personal leave: A student is entitled to take this category of leave for not over one fourth of the entire class hours. Otherwise, the student will have to take a leave of absence from his/her studies. Taking leave related to an examination shall follow Article 34 and shall be in accordance with the regulations, which have been stipulated by the University.

For the students of the undergraduate medical program, the announcement or the criteria stipulated by the University shall rule.

44.3 Taking a leave of absence from studies

44.3.1 A student may be authorized to take a leave of absence in the following cases:

(1) The student has been enlisted to serve in the army.

(2) The student has been granted a scholarship for an international exchange program or any other scholarship that the University deems appropriate.

(3) The student has a valid reason that the faculty deems appropriate.

44.3.2 For the process of requesting leave, in case a student, who is taking a leave of absence, is unable to proceed with the required procedures, the parent shall submit the request form and documents through the general academic adviser to the Dean of the Faculty to receive authorization and to notify the Academic Development and Administration Bureau to change the student's status. All the procedures must be done at least two weeks before the first day of the final examination according to the academic calendar. In cases of necessity and for decent reasons, the Dean will make the final decision.

44.3.3 A student may only take one full regular semester leave from study unless it is out of necessity or is due to unavoidable circumstances. In such cases, a student may take leave of one full academic year with the authorization of the President.

44.3.4 A student, who is authorized to take a leave of absence from studies, must pay the registration extension fee in accordance with the University's regulations.

44.4 A student, who wants to resign, must submit a resignation letter with the parent's letter of consent and a debt clearance certification. Prior to receiving the University's authorization, the resignation must first be approved by the student advisor and the Dean of the Faculty. In case of necessity or unavoidable circumstances, the parents can process the resignation for the student.

44.5 The documents that are required to make a request for leave are as follows:

44.5.1 A request for leave in the format stipulated by the University.

44.5.2 A medical certification (only in case of sickness), as stipulated by the University.

44.5.3 Both a certified letter from the parents and a letter of approval from the student advisor are required in cases of sick leave over 15 days, or in the case of a leave of absence or resignation.

44.5.4 A letter of approval from the student advisor. (All types of leave are to be approved by the student advisor.)

44.5.5 Other relevant documents addressing the necessity for leave may be required, such as an acceptance letter for a practicum at a foreign institute or a letter informing the University of the student's conscription into the army.

44.5.6 A certification of debt clearance with the University is required in case of a leave of absence or a resignation.

44.6 Authorization for a leave of absence or resignation is effective on the authorization date.

44.7 For all cases of leave, the student shall not be exempt from any of the University's rules and regulations.

#### Article 45 Rescission of studentship

A student will be rescinded from studentship due to the following conditions:

45.1 Death

45.2 Resignation

45.3 Dismissal

45.4 Orders of rescission in accordance with the University's regulations or rules.

45.5 Not possessing the necessary qualities of a student as set forth by the University.

45.6 Completion of the required course work of the curriculum and being granted a degree or an associate degree from the University Council. The official date of the degree conferral represents the termination of the student status, except for those students, who are studying in a dual program curriculum, in which case the date of the final degree conferral is the termination date.

45.7 Failure to register and to complete all the required courses within the time set by the University for each semester without taking a leave of absence as per the University's regulations.

45.8 Failure to pay the tuition fees to retain the studentship within the time set by the University for each semester except in the case of a *force majeure*.

45.9 Studying for a period of time within the set time frame, which has been established in the curriculum as per 11.2.

45.10 Being sentenced to imprisonment from the final judgment, except for petty offenses or negligent offenses.

45.11 Being transferred to another university.

45.12 Other cases as stipulated by the University.



**Article 46 Reinstatement of studentship**

46.1 The student, whose studentship has been rescinded due to the following reasons, is entitled to reinstate his /her studentship:

46.1.1 Rescission as per Article Numbers 45.2, 45.7, 45.8, 45.10, and 45.12;

*or*

46.1.2 Rescission due to the student receiving an "I" grade and has been dismissed without the "I" grade having been corrected.

46.2 The procedure for the reinstatement of studentship shall be in accordance with the University's announcement.

## Section 12 Management of Specific Curriculum

**Article 47 The management regulations for the undergraduate Medicine Curriculum**

The Faculty of Medicine operates its program differently from other faculties, especially the clinical classes, given that theoretical instruction is carried out in tandem with clinical practices. The following instructions, assessments, and evaluations are, therefore, specific only for the undergraduate medicine curriculum:

47.1 For the academic year, the time and semester shall follow the University's announcement.

47.2 Registration, the addition and withdrawal of courses, assessments and evaluations, re-examinations, the passing of classes, the repeating of classes, dismissal, leaving, the years of study, and the qualifying examinations for the degree of Bachelor of Medicine, shall follow the University's announcements.

## Section 13 Punishment

**Article 48** A student, who misbehaves or violates the regulations set forth by this set of Regulations, shall be punished according to Article 49 and shall also be subject to disciplinary punishment according to the University's Student Discipline regulations.

**Article 49** Academic punishment for the student making a mistake, cheating, or violating this set of Regulations shall be as follows:

49.1 The reduction of the score for the part on which the student has cheated.

49.2 Failing the course in which the student has cheated.

**Article 50** The procedures for mistakes, cheating, or for violations of this set of University regulations

50.1 The Faculty shall compile the facts and evidence to submit to the Board of the faculty for judgment. The Dean of the faculty shall order the punishment. However, the student should be given a chance to report his or her own reasons. The process must be completed within 15 days after the last date of grade submission according to the University calendar.

50.2 In case the academic punishment has been ordered in accordance with 49.2, the Academic Development and Administration Bureau shall be informed of the results of the punishment.

50.3 The Academic Development and Administration Bureau shall record the punishment and shall, in writing, inform the parents and the faculty to which the student is affiliated.

Article 51 In accordance with the present regulations, the punished student, or a student, who has not been approved to receive a degree or an associate degree according to Article 37, has the right to appeal by following the criteria listed below:

51.1 The student has the right to submit an appeal to the President within 30 days of the date of the official punishment announcement.

51.2 The appeal document against the punishment must be a letter that bears the signature of the individual making the appeal.

51.3 The procedure of making an appeal against the punishment can only be done directly by the individual making the appeal, and this procedure shall not be transferred to any other representatives.

51.4 The criteria and procedures for academic punishment shall be issued in accordance with the University's announcements.

Article 52 The President, by the approval from the Academic Council, has the authority to make decisions on the addition, reduction, or exemption of punishments as deemed appropriate.

In the case of appealing an evoked degree, the President must submit the final decision to the University Council for approval.

The decisions of the President and of the University Council are final. The results shall be made known in writing to the individual making the appeal within 15 days.

Article 53 During this time no announcements, orders, or criteria have been issued as per these regulations; the announcements, orders, or criteria of Khon Kaen University Regulations on the 2019 Undergraduate Education applied prior to the issuance of the regulations set forth herein shall rule *mutatis mutandis*, if not contradicting the present regulations.

Announced on the 2<sup>nd</sup> of February 2022.

Signed Narongchai Akrasanee  
(Mr. Narongchai Akrasanee)  
Chairman of the Khon Kaen University Council

## PLAGIARISM



### Announcement of Khon Kaen University International College

(Announcement No. 54/2554)

Subject: KKUIC Plagiarism & Academic Honesty Policy

#### Responsibility: Each individual student

All academic dishonesty is unacceptable. You must not submit for assessment any examination or piece of work that has been completed dishonestly, including through any of the means described below.

*Work* includes words, music, computer code, data, calculations, artistic and architectural works, photographs, film, video, digital or electronic media designs or ideas.

#### Examples of academic dishonesty in assessments other than examinations

For assessments other than examinations, examples of academic dishonesty include, but are not limited to, the following:

##### a. **Plagiarism**, which includes:

- i. presenting work that is not your own in any format, without appropriate attribution or reference to the original source
- ii. paraphrasing or copying work that is not your own, without due acknowledgement by way of reference to the original work
- iii. adopting the ideas of others, or the structure of an existing analysis, without due acknowledgement by way of reference to the original source.

The work of others may be submitted only when use of the work is appropriate and duly acknowledged. Examples of plagiarism, what are not plagiarism, and other resources both web-based and otherwise are available in **Appendix (1)** to this document. Please review these materials as you will be responsible to know them. Additionally, each Instructor may modify or waive elements of what constitutes plagiarism for that class only by indicating that clearly on the course syllabus. Failing such modification, all examples in **Appendix (1)** and references shall constitute what is or is not plagiarism.

##### b. **Collusion**, which includes:

- i. inappropriately assisting other students in the production of an assessment task
- ii. accepting inappropriate assistance in the production of an assessment task
- iii. submitting work which is the same or substantially similar as another student's piece of work for the same assessment task.

Work created with the assistance of others may be submitted only when the Course Instructor has given prior permission for teamwork, joint or collaborative work to be submitted, as specified in the Course Profile.

c. **Cheating**, which includes?

- i. submitting any fabricated or falsified data or results of laboratory, field or other work as if they were genuine
- ii. submitting a piece of work with the intention of deceiving the assessor about your contribution to the work
- iii. submitting a piece of work written or answered for you by another person or which you have copied from another person
- iv. submitting the same or substantially similar or substantially the same piece of work for assessment in two different courses, except in accordance with approved study and assessment schemes
- v. falsely indicating that you have been present at an activity where attendance is required
- vi. completing an assessment task outside the conditions specified for that task.

d. **Machine Translation** - using **Google Translate**, or any other online machine or any software or other translation service to copy and paste from and into any language, any text or any work referenced in this section 1.1 (a-c), irrespective of the amount of final English editing done.

### Examples of academic dishonesty in examinations

For examinations, examples of academic dishonesty include, but are not limited to, the following (and include *attempting* to do any of the following):

- i. Cheating in any form
- ii. Doing anything to gain an unfair or illicit academic advantage in an examination
- iii. Sitting any examination on behalf of another student
- iv. Permitting another person to sit an examination on your behalf
- v. Reading, copying from or otherwise using another student's work in an examination
- vi. Knowingly allowing another student to read, copy from or otherwise use your work in an examination
- vii. Possessing, referring to, or having access to any material or device containing information directly or indirectly related to the subject matter under examination, other than that explicitly approved by the Course Instructor; or bringing to the examination any materials not authorized by the Course Instructor.
- viii. Communicating in any way with any other student or person inside or outside the examination venue, other than an examination supervisor
- ix. Assisting any other student in an examination, either directly or indirectly
- x. Accepting assistance from any person other than an examination supervisor, either directly or indirectly

### Allegations and penalties for academic dishonesty

1.3.1 All allegations of academic dishonesty will be dealt with (and penalized where substantiated).

A summary of the penalties which may be applied under these procedures is as follows:

a. Where it is determined that there is academic dishonesty, the penalty for the first formal breach is:

- i. a mark of zero for the assessment task, AND
- ii. a record in the KKUIC Academic Dishonesty Register.

If it is determined that there are extenuating circumstances, the decision-maker may permit the student:

- i. to re-submit the task, or (if the assessment task was an examination) to sit an additional examination and may also
- ii. limit the mark for the re-submitted assignment or reset examination to no more than 50% of the maximum possible mark for the assessment task.

b. The penalty for a second formal breach is:

- i. a mark of zero for the assessment task, AND
- ii. a Fail for the course, AND
- iii. a further record in the KKUIC Academic Dishonesty Register.

c. The penalty for any subsequent formal breach will be punished according to Article 41 of Khon Kaen University Regulations on Undergraduate Education Level, A.D. 2005

1.3.2 Where the student's alleged behavior is of a kind that prejudices the interests of other students or the integrity of the assessment scheme itself, the breach may be referred to the Dean of Khon Kaen University International College, together with any other University unit that Dean sees fit. This may result in a penalty of suspension or expulsion from the University and/or a fine, in addition to a mark of zero and/or a Fail for the course.

Effective Date set February 1<sup>st</sup>, 2011

Announced on February 1<sup>st</sup>, 2011

(Assoc. Prof. Dr. Yupin Thechamanee)

Dean of Khon Kaen University International College

## APPENDIX (1)

**PLAGIARISM** is using others ideas and words without clearly acknowledging the source of that information.

In the preparation of essays and projects, we continually engage with other people's ideas: we read them in books, hear them in lectures, and discuss them in class. When we begin to write essays, and incorporate these ideas into our own writing, it is very important that we give credit where it is due.

This page outlines what plagiarism is and how to avoid it. Please take this Acadia University online tutorial slide show to help you understand what is and is not plagiarism. <http://library.acadiau.ca/tutorials/plagiarism> Please watch the following **YouTube videos** Developed by the Paul Robeson Library at Rutgers University on plagiarism:

1. What is plagiarism? <http://www.youtube.com/watch?v=4P05vgxDoPU>
2. Real life examples: <http://www.youtube.com/watch?v=96QEIDznXI4&feature=related>
3. The cite is right: <http://www.youtube.com/watch?v=pSQH9OTOLBs&feature=related>

To avoid **plagiarism** you must give credit whenever you:

- Use another person's idea, opinion, or theory
- Use any facts, statistics, graphs, drawings, etc. that are not common knowledge
- Use quotations of another person's actual spoken or written words
- Paraphrase another person's spoken or written words.

To help you recognize what plagiarism looks like and what strategies you can use to avoid it, Read the following sections:

- [How to recognize an unacceptable paraphrase, i.e., plagiarism](#)
- [Strategies for avoiding plagiarism](#)
- [Using quotations](#)
- [Writing about others' work](#)
- [Reporting verbs](#)
- [Plagiarism and the World Wide Web](#)
- [Some definitions](#)
- [UCD Plagiarism Policy and Procedures](#)
- [UCD Briefing for Students on Academic Integrity and Plagiarism](#)

#### How to recognize unacceptable paraphrase, i.e., plagiarism

The following **ORIGINAL** text has been taken from the book: **The Google Story**.

*“Not since Gutenberg invented the modern printing press more than 500 years ago, making books and scientific tomes affordable and widely available to the masses, has any new invention empowered individuals, and transformed access to information, as profoundly as Google.”*

From: Vise, David A. (2005) *The Google Story*. Macmillan: London

**Unacceptable paraphrase that is plagiarism:**

*The most important invention that has affected access to information since Gutenberg invented the modern printing press and made books affordable and widely available, is Google, an invention that has empowered individuals and transformed access to information around the world.*

**This passage is considered plagiarism because:**

- The writer does not cite the author as the source of the ideas
- The passage is too close to the original text. Only a few phrases or words have been changed.

**Here's an ACCEPTABLE paraphrase:**

*It has been stated that Google has revolutionized the information world by providing access to information through the internet. Vise notes that not since Gutenberg invented the modern press has any new invention empowered individuals and transformed access to information as profoundly as Google. (Vise, 2005 p. 1)*

**This is ACCEPTABLE paraphrasing because:**

- The author of the text has been cited correctly
- The writer has used their own words
- The writer gives credit for the ideas in the passage

**Directly Quoting the Text**

Google has revolutionized the way people access information in today's information technological society. "Not since Gutenberg invented the modern printing press ... has any new invention empowered individuals, and transformed access to information, as profoundly as Google." (Vise, 2005 p. 1) Google's easy to use search engine enables users to access information quickly and efficiently through various options, including Google Scholar and Google Book Search.

**This is the correct way to use a direct quote because:**

- The direct quote is in quotations
- The page number has been included

**Strategies for avoiding plagiarism:**

- Put in **quotations** everything that comes directly from the text especially when taking notes.
- **Paraphrase**, but be sure you are not just rearranging or replacing a few words. - Instead, read over what you want to paraphrase carefully; cover up the text with your hand, or close the text so you can't see any of it (and so aren't tempted to use the text as a guide). Write out the idea in your own words without peeking.
- **Check your paraphrase** against the original text to be sure you have not accidentally used the same phrases or words, and that the information is accurate.

**When to use quotations**

- when the exact words are relevant to your argument;
- when something is expressed in an unique way,
- when rewriting would cause loss of impact

Short quotations can make a strong impact. When using someone's words you must use quotation marks, and state precisely where the quotation comes from – i.e., cite the author, date and page number at the end of the quotation.

### How to use quotations

- Place a **short quotation** into the text (fewer than 40 words), using double quotation marks. **Longer quotations** should begin on a new line, and be in a free-standing block of typewritten lines
- Place the passage you are using in quotation marks, and give the author/source information. The following example uses the APA citation style
- Within a quotation use three dots (.) to indicate omitted words

#### Example:

He stated that Google has, "empowered individuals and transformed access to information" (Vise, 2005 p.1)

OR

Vise (2005) argues that Google has "empowered individuals and transformed access to information" (p.1).

### Writing about others' work

When you decide to use a citation you may need to use a **reporting verb** to integrate it into your text. For example "Hudson (2004) **identifies** the benefits of video counseling for families of teenagers with epilepsy (p. 76). - Note the page details are given at the end of each sentence.

Below is a table of other useful reporting verbs that you may use with citations. You can use reporting verbs in the present or past tense. Before selecting a verb it is important to read the citation carefully, and use the verb that **most accurately** describes the author's claim.

#### Reporting verbs

Positive - Negative - Neutral			
argues	define	observes	states
demonstrate	identifies	hypothesis	shows
explains	proposes	concludes	identifies
finds	claims	notes	suggests
indicates	describes	reports	

Examples of ACTIVE verbs

Vise (2005) **established** that. (p. 27)

Vise (2005) **examined** the issue from a different perspective. (p. 27).

Referring to "transformed access to information", Vise (2005) **states** that. (p. 27).

Vise (2005) **contends** that. (p. 27)

Examples of PASSIVE verbs

Vise (2005) **claimed** that. (p. 27)

Vise (2005) **suggests** that. (p. 27)

Or

Three possible interpretations of these results **have been suggested** (Vise, 2005, p27)

**According** to Vise (2005). (p. 276)

Note that it is also possible to cite an author without using a reporting verb. Simply restate the author's point of view - in your own words, or use the phrase "according to".



For example " According to Malley (2004, p.25) the accidental plagiarist is one who doesn't understand plagiarism"

#### Plagiarism and the World Wide Web:

The Web has become a popular source of information for student papers. To avoid plagiarizing these sources follow the same guidelines as print sources:

- When referring to ideas or quotations from a website, you must cite that source
- When copying visual information or graphics from a website the source of the visual information or graphic must be cited
- When citing information found on a website, note the date the website was accessed, and cite the URL in the text only. It may not be necessary to cite a website in the reference list.

#### Examples...

Within text :

Institute - Social Sciences is an excellent internet resource for students

OR

"As noted on the Sociology Psychology Network 16 May 1999, ..."

Within a reference list:

Victoria Women's Writers Project . Ed Perry Willett. May 2000. Indiana  
U 10 February, 26 2002 <<http://www.indiana.edu/~letrs/vwwp/>>

## ON-CAMPUS FACILITIES

### STUDENT DORMITORIES

The university provides dormitories for students who have requested to stay on-campus. By staying on-campus or close to campus, students will have more time to focus on their studies, participate in after-class activities, and enjoy the energy of university campus living. For more information, please refer to the following list of campus dormitories:

#### KKU Student Dormitory Service Division (Dormitories 1-27)

Dormitory Office Location: Dorm 26

Phone: 043-202841

Website: <https://dorm.kku.ac.th/>

Facebook Fanpage: @dorm.kku.ac.th

#### KKU Co-partners (Dormitories 8 and 9)

Dormitory 8

Phone: 086-4599211

Dormitory 9

Phone: 043-203145 or 081-5469337

KKU-WORA international Dormitory

Phone: 086-4600173

Many other housing options are available in the Kangsadarn and Lang-Mor areas.

### KKU LIBRARY

The KKU Library, which is located at the Instructional Resources Center (located directly across the street from the Complex), offers a comprehensive collection of books, reference books, official publications, monographs, journals, audiovisual materials, databases, among many others. The Central Library consists of 2 buildings: a three-story building with 4,600 square meters of space and a six-story building with 9,600 square meters of space. Both buildings have a shelving capacity of 300,000 books. Available library services include, but are not limited to: circulation services, reference services, inter-library loan, information retrieval services, photocopying services, and Wi-Fi internet access. A KKU Student ID Card is required to use library services.

Hours: Monday – Friday 8:30am – 7:45pm

Saturday – Sunday 9:00am – 5:00pm

Circulation: Monday – Friday 8:30am – 4:30pm

The KKU Library is closed on public holidays

For more information, please visit the KKU Library website at <https://lib.kku.ac.th/> or Facebook Fanpage at KKULib.

**COMPUTER CENTER AND INTERNET**

The KKU Office of Digital Technology, located between the Faculty of Engineering and Faculty of Management Science, provides computer facilities to support teaching, learning and research advancement. The KKU Office of Digital Technology also offers training courses, supports e-mail and internet services, and offers research data analysis. All KKU students are allowed to access KKU-NETWORK and use KKU-Web Mail via KKU Internet.

For more information about the KKU Office of Digital Technology and how it can help you, please contact them by telephone, email, or visit their website.

Phone: 043-009700, ext. 42001, 46123-4

Website: <https://digital.kku.ac.th/>

E-mail: [bit@kku.ac.th](mailto:bit@kku.ac.th)

Facebook Fanpage: @comkku

The IT Clinic, which is located on the 2<sup>nd</sup> floor of the Bureau of Information Technology, provides a range of computer related services, including computer upgrades, hardware repair, and anti-virus, installation.

**PHOTOCOPY AND PRINTING SERVICES**

There are many photocopying and printing services located on and around campus, with the closest being located in the Complex. Several others are located in the Long-Mor and Kangsadam areas, which are both immediately adjacent to the KKU campus.

**POST OFFICE**

The KKU post office (Thailand Post) is located on the ground floor (parking lot level) of the Complex. The KKU post office is a full-service postal center and provides all post office related services. The post office also offers secure mailbox rental at affordable rates. KKU's postcode is 40002.

**HEALTH SERVICES**

Subsidized by the university, the Student Health Service provides general practitioner medical care for students who have paid the required fee upon enrollment. Consultations are free and the medical staff also advises on a full-range of other matters, such as immunizations, overseas travel, and contraception.

**Medical Center**

Located in the Talad Mor Din Deng area behind the Complex. A student ID card is required for free medical service.

**Srinagarind Hospital**

The university hospital, one of the most modern and prestigious hospitals in the country and the most modern and largest hospital in the Northeast, is part of the KKU Faculty of Medicine. Hospital services are free-of-charge in some cases, but may be charged in more serious and involved cases. Srinagarind Hospital is located in front of the university on Mitraphap Road/Friendship Highway. Please refer to the transportation section of this book for information about which university shuttle or public transportation song tao goes to the hospital.

Dentistry

The KKU Hospital of Dentistry (located at the Faculty of Dentistry) provides dental service for students, staff, and people not affiliated with KKU. Please contact the Hospital of Dentistry for hours of service. Closed on public holidays.

FOOD AND SERVICE CENTER (COMPLEX)

The University Commercial Complex, Food, and Service Center (commonly referred to as, “the Complex”) is located at the center of campus, directly across from the central library. Services include university book store, university co-op store, dining hall, pharmacy, banking, ATM machines, photo lab, photocopy service, barbers and hairdressers, spas, and many other shops and services. The Complex is the central meeting place for students on the KKU campus. Almost all shuttle buses and song taos (pick-up truck taxis) pass by or near the Complex.

TRANSPORTATION

Khon Kaen Taxi Call Center: 043-465777 Line: @taxikk

**KKU Shuttle Bus:**

- a) Services are free for students and staff
- b) Services operate 07.00-21.00 / 7 days per week (except on public holidays)
- c) Shuttle bus service covers all key areas of KKU
- d) There are 6 shuttle bus lines:
  - a. **Red Line:** This route covers: Agricultural Park, Sirikunakorn Building, White Bridge (Sapan Khao), Gym, Male-dormitory Cafeteria, Complex, Coffee Der La, International College, Confucius Institute, COLA, Srinagarind Hospital, Kanlayaniwattananusorn Building, Relative Accommodation, Flat 14, Kangsadam areas, Faculty of Associated Medical Sciences, Nursing Food Center, Faculty of Pharmaceutical Science, Faculty of Architecture, Faculty of Sciences, Library, Faculty of Agriculture, Faculty of Technology
  - b. **Orange Line:** This route covers: Agricultural Park, Sirikunakorn Building, KKU Demonstration School, Golden Jubilee Hall, Si Than Gate, Natural History Museum, Faculty of Law, Faculty of Technology, Faculty of Agriculture, White Bridge (Sapan Khao)
  - c. **Blue Line:** This route covers: Agricultural Park, Sirikunakorn Building, Farm Plots, Sport Facility, Welfare Dormitory (8 Langs), Male-dormitory Cafeteria, Complex, Coffee Der La, Mekong Institute, Faculty of Education, MBA, Faculty of Humanities and Social Sciences, University Academic Services Center (Phimol Kolkitch Building), Faculty of Architecture, Faculty of Medicine, Faculty of Associated Medical Sciences, Doctor Flat, Doctor Resident, Nursing Dormitory
  - d. **Purple Line:** This route covers: Agricultural Park, Sirikunakorn Building, Faculty of Fine and Applied Arts, Doctor Resident, Nursing Food Center, Faculty of

Engineering, Faculty of Architecture, Faculty of Education, MBA, Faculty of Humanities and Social Sciences, University Academic Services Center (Phimol Kolkitch Building), Faculty of Sciences, Library, Faculty of Agriculture, Gymnasium, Sport Facility, Farm Plots

- e. **Green Line:** This route covers: Welfare Dormitory (8 Langs) and Noparat Dormitory (9 Lang), Lang-mor areas, U Center, Male-dormitory Cafeteria, volleyball court, Medical Center at Talad Mor Din Daeng, Complex, Cham Churi Resident, Coffee Der La, Faculty of Sciences, Library, Faculty of Agriculture, Gymnasium, Fencing Gym, International Dormitory
- f. **Yellow Line:** This route covers: Welfare Dormitory (8 Langs) and Noparat Dormitory (9 Lang), International Dormitory, Faculty of Agriculture, Faculty of Technology, Faculty of Engineering, Faculty of Nursing, Nong Waeng Food Center, Nong Waeng Resident, Faculty of Pharmaceutical Science, Faculty of Architecture, Faculty of Sciences, Library, Faculty of Agriculture, Gymnasium, Fencing Gym
- g. **Pink Line:** This route covers: Welfare Dormitory (8 Langs) and Noparat Dormitory (9 Lang), International Dormitory, PTT Petrol Station, Male-dormitory Cafeteria, Complex, Coffee Der La, Bayasita Hotel, Faculty of Veterinary, KKU Demonstration School, Mor Din Daeng Shrine, Mor Din Daeng Gate, Mekong Institute, Faculty of Medicine, Faculty of Dentistry, Relative Accommodation, Flat 14, Faculty of Associated Medical Sciences, Nursing Food Center, Med. Student Dormitory, Dentistry Dormitory, Faculty of Technology, Faculty of Agriculture, Gymnasium

e) Please scan the QR Code for the KKU shuttle bus route map:

or reach this link: <https://kku.world/jwk5f>

f) For more information, please visit the Facebook Fanpage at [kkusmarttransit](#).



#### Public Transportation (Song Taew\*\*)

- 1) **Blue Line #8** (a small fee is charged for this service)
  - a) **Old Line (Sai Kao):** This route covers: Si Than Gate, Faculty of Law, Office of the President, White Bridge, Faculty of Nursing, Faculty of Medicine, Faculty of Architecture, Faculty of Humanities and Social Sciences, the Complex, Male Dormitories, and Dormitory #9
  - b) **New Line (Sai Mai):** This route covers: Si Than Gate, Faculty of Law, Office of the President, Faculty of Fine and Applied Arts, Faculty of Nursing, Gym, Men's Dormitories, the Complex, Faculty of Humanities and Social Sciences, College of Local Administration, and Srinagarind Hospital
- 2) **Red Line #16** (a small fee is charged for this service)
  - a) This route covers: gate entrance of Kangsadarn, Faculty of Dentistry, Faculty of Medicine, Faculty of Pharmacy, Faculty of Architecture, Faculty of the

Humanities and Social Sciences, the Complex, Men's Dormitories, and  
Dormitories #8 and #9

**\*\* Song Taew is a Thai word for pick-up truck taxi service**

### **SPORTS AND RECREATION**

The university provides a range of sports and fitness facilities for general use. There is a large gymnasium for basketball, volleyball, badminton, judo, table tennis, and aerobics. Outdoor facilities include grass pitches for football, field hockey, rugby, and softball, as well as tennis courts and swimming pools. Many of the facilities are intended primarily for academic courses; however, when not in use, they are available for general use and academic recreation. Students who want to relax in their free time can join any number of the 14 sport-related clubs located on campus. These clubs include softball, volleyball, tennis, takraw, badminton, petanque, judo, hockey, shooting, fencing, swimming, tae kwan do, table tennis, rugby, and football. For more information, please call 043-202778 or 087-8675197.

## APPENDICES

### KKUIC COURSE DESCRIPTIONS

Subject Code	Subject Name	Description	Pre-Requisite
IC 011 001	Critical Reading and Writing	English language reading and writing skills that emphasizes analysis and critical evaluation of texts, and writing that emphasizes organization and creativity in different communication settings	-
IC 011 002	Academic English	Essential academic English language skills, speaking, listening, reading and writing	-
IC 011 003	Thai for Foreigners I	Introduction to Thai culture, Thai alphabet, and Thai grammar, listening and speaking for communication various situation in daily life	-
IC 011 004	Japanese for Communication I	Simple Japanese vocabulary, expressions, sentences used in everyday conversations, introduction to general Japanese culture	-
IC 011 005	Chinese for Communication I	280 Chinese words, expression, sentences used in everyday conversations, Chinese phonetics (Pinyin) and pronunciation, 40 grammar points, practice in Chinese communication in various situations	-
IC 011 006	Thai for Foreigners II	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	IC 011 003
IC 011 007	Japanese for Communication II	Intermediate Japanese vocabulary, expression and sentences used in business and several situations, introduction to Kanji	IC 011 004
IC 011 008	Chinese for Communication II	500 Chinese words, expression, 600 sentences used in conversations, Chinese phonetics (Pinyin) and pronunciation, 80 grammar points, Chinese communication skills in various situations	IC 011 005
IC 011 009	Wellness Dimensions	Knowledge and skills to achieve both physical and mental wellness of personal living, dimension of physical, emotional, intellectual, social, spiritual, environmental, digital wellbeing, balancing virtual and real life, Sustainable Development Goal 3: Good health and Well-being	-
IC 011 010	Globalization Studies	Definition and development of globalization in digital era, globalization and global social changes driven by digital technology such as big data, artificial intelligence, blockchain and cloud, relationship and impact of globalization in digital era on society and humanity, cultures, technology, economics, politics nature, and the environment, responsibilities of global citizen towards the changes	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 011 011	Cultural Diversity	Cultures and cultural diversity, cultures and globalization, study and analysis of multiculturalism, Western, Eastern, Thai and Isan cultures, impact of cultural changes on society and human way of life, Sustainable Development Goal 17: Global Partnerships for the Goals	-
IC 011 012	Leadership and Change Management	Knowledge and understanding of leadership theories, leadership function and styles, change management leadership and change management, and factors affecting organizational change	-
IC 011 013	Local Wisdom and Communities	Introduction to Isan culture and local wisdom, mores and folkways, wisdom in way of life and community development, cultivation of cultural values, local wisdom in innovation and problem solving, global dissemination of local culture and local wisdom	-
IC 011 014	Citizenship and Democratic Society	Introduction to democracy, democratic principles, state and government structures, executive, legislative, and judicial, civil rights and duties of citizens according to the constitution, development of peaceful participation, human dignity and value development of social-mindedness to cultivate global citizenship, Sustainable Development Goals 5 and 10: Gender Equality and Reduced Inequalities	-
IC 011 015	Career Preparation and Professionalism	Components of projecting professional image, on interpersonal communication and relationship development mission statement development, writing goals, telephoning skills, e-mail and business etiquette, listening and speaking techniques, resume writing, preparation for job interview, and solving problems at hand	-
IC 011 016	Information Literacy	Concepts and important digital information, processes development of digital information literacy skills, information searching, selecting sources of information, evaluation of digital information values, information analysis and synthesis, digital information composition and presentation in various formats, impact of artificial intelligence on digital information literacy, digital law and regulation related to digital data security and safety	-
IC 011 017	Science and Technology Applications for Life	Science evolution, factors enhancing the advancement of science and technology, Sustainable Development Goals of United Nations related to science and technology, scientific problem and its importance, hypothesis and objective, principle and design of problem solving process, ethics of scientist and technologist, application of the scientific problem solving process for everyday living	-



Subject Code	Subject Name	Description	Pre-Requisite
IC 011 018	Logical Thinking and Problem Solving	Principles, concepts, processes in logical thinking and problem solving, information and knowledge searching, argument and reasoning processes, techniques and applications for a logical approach to rational thinking, problem solving, and decision making	-
IC 011 019	Creative Entrepreneurship	Entrepreneurship characteristics, ethics for entrepreneurs, corporate social responsibility, motivation, decisions-making, marketing analysis, investment funding, business plan development, branding and trademarking, basic accounting, tax payment, business evaluation	-
IC 011 020	Basic Personal Financial Planning	Basic personal financial planning fundamentals, budgeting, money management, acquiring credit, responsible use of credit, banking, investment, insurance, tax planning, and retirement planning	-
IC 011 021	Mathematics in Everyday Life	Basic mathematical skills in everyday life, whole numbers, fractions and decimals, rounding-off, percentages and ratios, powers and root, simple algebra, solving equation, simultaneous equations, inequalities, graphs and functions, basic statistics, probability, cases of using mathematics in every life	-
IC 011 022	English for University Readiness	English language strategies necessary for college, listening strategies in a variety of situations, speaking strategies, development of the production of English sounds, stress patterns, and intonation patterns, reading strategies include skimming and scanning, writing strategies include note-taking skills by listening to real academic lectures, project presentation and discussion	-
IC 011 023	English Language for International Communication	Life and culture of different countries, and improve English language skills and knowledge in those settings, communicating information, making inquiries, requests, and complaints	-
IC 011 024	Professional Presentation Skills in English	Professional oral communication in English, active and interactive speaking skills, listening comprehension, reading, body language, quality presentation, and answering questions from the audience	-
IC 011 039	Internship and Career Preparation (Audit)	Skills required for a career and internship including structuring a CV, avoiding common CV mistakes, creating a strong first impression, highlighting work experiences, detailing education and qualifications, providing references, using appropriate language, writing a cover letter	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 101 001	Principles of Management	Overview of management, management functions pertinent to the process of strategic management and planning, decision making, organizing and staffing, leading, controlling and evaluation, organizational change and innovation, basic roles and functions of, and skills for managers	-
IC 101 003	Business Statistics	Statistical skills required to describe business data types of data; frequency distribution and graphical presentation, measures of central tendency, measures of dispersion, discrete probability distribution, normal probability distribution, sampling method and the central limit theorem, sample size calculation, estimation of confidence intervals, and correlation analysis and inferential statistical methods applicable for business analysis and research in the area of business	-
IC 102 002	Introduction to Accounting	Basic accounting conceptual framework underlying business transactions, understanding definition, purpose, usefulness, limitation of accounting information as well as preparing financial statements and to determine the most appropriate financial measures for those events, a study of accounting principle by using double entry system and complete accounting cycle: journalizing both general and special journals, adjusting and closing; posting to ledger; preparing trial balance, work sheet, preparing financial statements, emphasis on accounting practices for service firms and merchandising firm: accounting for cash, petty cash, receivable, payable, payroll, investment, notes receivable, inventory, non-current asset, natural resources, intangible asset, liability, owner's equity; principle and method of voucher system	-
IC 102 003	Business Computing	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	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 102 004	Organizational Behavior	Concepts of individual behaviour, interactions within the organization, organizational culture, teamwork or group work, human resources management functions and responsibilities, recruitment of qualified personnel and human resources development	-
IC 102 005	Basic Marketing Concept	Principles and problems solving in the transfer of goods and services from the producer to the consumer, consumer's buying motives, product policies, distribution policies, price policies, sales promotion policies, and the improvement of marketing efficiency	-
IC 102 008	Business Law	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	-
IC 102 009	Introduction to Business Research	Business problems analysis and the use of research as a problem-solving tool, research objectives and introduction, review of literature, appropriate research methodology, analyzing results conclusion and recommendation	-
IC 102 010	Business Ethics	Students' potentialities; effectively deal with the reality of themselves and others in the social milieu; concentrates on discussion of the nature of man, the nature of the good life, the nature of society and nature of ultimate reality	-
IC 102 012	Business Economics	Principles and theories in economics, pricing mechanism, demand and supply, consumption, behavior and consumption and patterns of individual, organization, industry and economy, utility theory, indifference curve analysis, law of diminishing return, theory of production and system costs, types of market structure in economic system, relationship between micro-economics and macro-economic, theories and methods of measurement of output and national income, saving and investment, government expenditure, balances of trade and payment, economic problems and their solutions	-
IC 102 013	Business Information System	Knowledge of business computing, computer hardware and software, applications of computer programs for business supporting, database management, computer information technology including system unit, I/O devices, storage devices, communications devices, software, data and	-

Subject Code	Subject Name	Description	Pre-Requisite
		information processing, functions and their applications in businesses	
IC 103 001	Fundamentals of Finance	Introduction to financial management by a comprehensive overview from managerial perspectives the time value of money, management of working capital, planning the needs for short-term and long-term funds and raising the funds, stock and bond valuation, determination of cost of capital, and risk/return and financial leverage	-
IC 103 002	Operation Management	Principle of industrial management of organization structure, product, product development and research, standardization, plant location and layout, materials handling, machines equipment and maintenance, production and control	-
IC 103 003	Business Strategy	Principle of business strategy, policy and problem analysis by managerial level for business operating plan and implementation	-
IC 103 004	International Business Management	Concepts of international trade and investment, trade policies, roles of foreign exchange, foreign direct investment, country analysis, and selection, international marketing, international financial management, international leadership and human resources management, production strategy in international business, political risk and negotiation strategy	-
IC 103 005	International Human Resource Management	Concept and method of personal management, the role of recruitment, morale development and employee motivation, promotion and benefit for employee	-
IC 103 006	International Financial Management	Financial system functions and evolutions of money, roles of central bank, types and roles of the financial institutions, the determinants of interest rates and how interest rates on the economy, impact of monetary and fiscal policies on the money supply, types of financial markets and securities, analysis of the financial statements, and pricing of debt instruments, time value of money, and international financial system, exchange rates, exchange rate forecasting and determination, finance for international trade, foreign direct investment	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 103 007	International Business Collaboration	Types of international business collaborations, strategic benefits, legal aspects, and possible risks; management of International joint venture, type of collaboration, case studies of business collaborations	-
IC 103 008	Applied Project Management	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	-
IC 103 009	Cross Cultural Management	To examine cross-cultural management approaches, strategies and tactics for managing international assignments and global teams, a global management model, and multicultural competency skills	-
IC 103 010	Sustainable Business Management	Sustainability in business, social and economic sustainability, environmental sustainability, eco-efficiency, ethics and sustainability, corporate social responsibility, human rights and labor issues, corporate governance, sustainable development goals, globalization and sustainability, and strategic change for sustainability, sustainability and human resource management, eco-labels	-
IC 103 011	Financial Technology Applications	Artificial intelligence, big data, blockchain, and other technologies in the financial services sector; technology-driven transformations in financial services; the effect of the transformation on industry professionals; blockchain and distributed ledger technology; and big data analytics, open banking, bank platform strategies, and digital financial services	-
IC 103 012	Comparative Business Systems	Management analysis in the environment of different countries, setting up a business administration model in relation to the context of different countries, types of business administration in different countries, comparison of administration in different countries, understand the strengths and weaknesses of the management style that each country chooses to use	-
IC 103 013	International Experience in Business Management	Study in any exchange classes at a foreign institution where instruction is taught in English. Conducted classes are placed on subjects related to the student's current study.	Exchange Student
IC 103 014	Issues in Business Management	Management issues in current business practices such as issues of diversity, corporate social and	Exchange

Subject Code	Subject Name	Description	Pre-Requisite
		environmental responsibility, sustainability, business ethics, marketing, entrepreneurship and service	Student
IC 103 015	Current International Business Cases	Case studies analysis on topics relevant to current business management in diverse business perspectives such as management, finance, diversity management, corporate social responsibility, sustainable development, business ethics, marketing, entrepreneurship and service	Exchange Student
IC 103 016	Business Etiquette	Workplace etiquette and a positive work image, working in a variety of situations, a professional presence and style meeting and greeting, conversational etiquette, telephone etiquette, written communication skills, and electronic etiquette are some of the topics covered in this course, attending events with appropriate meeting etiquette, attending business dining	-
IC 103 017	Entertainment Business Management	Develop management skills in the entertainment industry, manage live performances and events, manage historical/cultural/educational exhibits, manage digital media and film production, manage tourism attractions and experiential hospitality products, manage special events and sporting events, and manage recreational or leisure activities	-
IC 104 001	Project in Global Business Management	Proposing the project on the topic in global business management 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	4th-year student
IC 104 761	Seminar in Global Business Management	Review of the literature and researches, presentation, discussion and report writing on the contemporary issues and case studies in global business, organizing a seminar and a social activity related to the global business management	4th-year student
IC 104 785	Cooperative Education in Global Business Management	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, emphasis on systematic operations through actual operations, including the preparation of projects, research or reports related to the practice experience, under the approval of program management committee	4th-year student

Subject Code	Subject Name	Description	Pre-Requisite
IC 104 796	Internship in Global Business Management	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	4th-year student
IC 112 001	Consumer Behaviour	Consumer and social well-being, perception, learning and memory, motivation and affect, the self: mind, gender, and body, personality, lifestyles, and values, attitudes and persuasive communications, decision making, buying, using, and disposing, groups and social media, income and social class, subcultures, culture	-
IC 113 002	Global Marketing	Principles and operations of international marketing concepts; environmental aspects of international market; marketing structure of international trade; foreign market survey; segmentation, targeting and positioning (STP); global market entry strategies; strategic elements of competitive advantage; global marketing mix including product decisions, pricing, channels of distribution and global marketing communication mixes	-
IC 113 003	Service Marketing	Characteristics and types of services versus goods, consumer decision process in service marketing, strategic planning of service-industry marketing, development planning of service marketing mix, service measuring and quality improvement to enhance customer satisfaction	-
IC 113 004	Customer Relationship Management	Aspects of customer relationship management: building and retaining customer loyalty as well as winning back lost customers; the course structure includes readings about industry case examples around customer loyalty and win-back, readings and discussions on techniques and market information applicable to the goals of loyalty and win-back, and an industry project application	-
IC 113 005	Pricing Strategy	Concepts of strategic pricing concept, cost structure, market-based pricing for profit; understanding of pricing influence on purchase decision, role of value in pricing, price sensitivity analysis, price elasticity; competitive pricing, proactive pricing, and an initial launch of integration of elements in profitable pricing, pricing for new products and different pricing schemes by segments, product-line	-

Subject Code	Subject Name	Description	Pre-Requisite
		pricing, pricing as a promotional tool; pricing to leverage competitive advantages, pricing psychology, and pricing ethics	
IC 113 006	Logistics and Supply Chain Management	Theory, concepts and techniques of business of physical distribution management supply chain, the development of a sound analytical skills and development of practical action programs, including: management of logistics systems, transportation for the user location, scheduling and control, and logistics system design	-
IC 113 007	Brand Management	Fundamentals of branding, how do brands function?, The terms "brand equity" and "brand value" are used interchangeably, positioning of the brand, creating a new brand, developing branding strategy, managing a well-known brand, extension of the brand, brand expansion, acquisition, and portfolios on a global scale	-
IC 113 008	Digital Marketing	Computer information technology including system unit, I/O devices, storage devices, communications devices, software, data and information processing, functions and their applications in businesses, tools for digital marketing and business analytics to improve customer journey, online marketplace analysis, digital marketing strategy, digital media and the marketing mix, relationship marketing using digital platforms, delivering the digital customer experience, campaign planning for digital media, marketing communications using digital media channels, evaluation and improvement of digital channel performance	-
IC 113 009	Integrated Marketing Communications	The importance of integrated marketing communication in the marketing process, advertising and promotion planning, the function of agencies and other marketing communication organizations, and consumer behavior perspectives are all discussed, communication process integrated marketing communications program objectives and budgeting, developing the integrated marketing	-



Subject Code	Subject Name	Description	Pre-Requisite
		communications program, measuring the promotional program's effectiveness, and other special issues	
IC 113 010	Marketing Analytics	Marketing analytics, data management, exploratory data analysis using cognitive analytics, data visualization, regression analysis, neural networks, automated machine learning, cluster analysis, market basket analysis, natural language processing - text mining and sentiment analysis, social network analysis, web analytics	-
IC 113 011	International Sales Management	Sales organization structure, salesforce deployment, and forecasting changing sales management practices, personal selling practices, organizational strategies and the sales function, sales organization structure, salesforce deployment, recruiting and selecting salespeople, salesforce development, sales training, sales leadership and management, motivation and reward system management	-
IC 113 012	Luxury Brand Management	The concept of luxury, contemporary luxury brands, a history of evolution, transformations, the advent of luxury brands, classification of definitions, perceptual approaches, productive approaches, social and individual aspects, manifestations of brands, luxury values, luxury brands consumption values	-
IC 113 013	Content Marketing	Definition of content marketing, roles of celebrity, spokes-character, content channels, advertising, public relations, customer service, reputation management, information architecture, content distribution and dissemination, user-generated content, content curation, content audit, content needs analysis, content workflow, post-publication, reuse content, update the content, content translation, migrate to other platforms, listen and respond, repurpose content	-
IC 114 001	Project in International Marketing	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; or review of the literature and researches,	4th-year student

Subject Code	Subject Name	Description	Pre-Requisite
		presentation, discussion and report writing on the contemporary issues and case studies in international marketing	
IC 114 761	Seminar in International Marketing	Integrating experience for the students; all areas of marketing curriculum will be brought to play on the problems encountered; case study analysis, guest lecturers from the business field, research, and others; or organizing a seminar and a social activity related to international marketing	4th-year student
IC 114 785	Cooperative Education in International Marketing	Practical learning experience and working in the private or public organizations, or private company, or international organization in the areas of international marketing, emphasis on systematic operations through actual operations, including the preparation of projects, research or reports related to the practice experience, under the approval of program management committee	4th-year student
IC 114 796	Internship in International Marketing	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	4th-year student
IC 122 001	Introduction to Entrepreneurship	Principles, theories and practical guidelines of entrepreneurship, the base of business knowledge, pre-start-up, start-up and early growth new venture, business plan and enterprises profitable	-
IC 122 002	Entrepreneurial Leadership	The opportunity model of leadership, the enduring leadership model, entrepreneurial leadership in profit organizations, entrepreneurial leadership in nonprofits and government, enduring relationships	-
IC 123 001	New Venture Creation	Testing out the start-up hypothesis to build both own and potential investor confidence ahead of the venture launch, and developing an idea generated with hands-on experience in the preparation of a professional business plan for a new venture	-
IC 123 002	Marketing for International Entrepreneur	The essential principles and practices of the small business in the area of retail operations; planning; operations and control in the various retailing institutions: retailing opportunities and careers; with major emphasis on the need to adopt decisions on store location, layout, building, fixtures,	-

Subject Code	Subject Name	Description	Pre-Requisite
		equipment and merchandise management, buying, handing, control and pricing; store promotion and customer services	
IC 123 003	Human Resource Management for SMEs	Managing personnel small firms, organization contexts relating to human resource management in small firms, high-performance HRM practices in small firms, performance evaluation and compensations, health and in small businesses of skill development in small businesses	-
IC 123 004	Business Investment and Accounting for Small Business	Meaning and objectives of business investment and accounting for small business; the role of managerial accounting in servicing the informational needs of managers in the planning, organizing and controlling functions of systematic structuring of business decisions and identifying the information relevant to a decision; improve existing systems to further an organization's competitive advantage	-
IC 123 005	Business Processes, Operations, and Product Development	Explore the entire product-development process, from identifying customer needs to generating concepts, to prototyping and design to product launch	-
IC 123 006	Business Retention and Expansion	General knowledge of business expansion, types of business expansion, marketing for business expansion, laws related to business expansion, and operations in business expansion	-
IC 123 007	Technology and Innovation Management	Sources of innovation, types and patterns of innovation, standards battles, modularity, and platform competition, standards battles, modularity, and platform competition, timing of entry, choosing innovation projects, collaboration strategies, protecting innovation, organizing for innovation, managing the new product development process, managing new product development teams, crafting a deployment strategy	-
IC 123 008	Family Business Management	Family business, professionalisation and governance in family business, families in business, succession issues an alternatives, succession processes and the next generation, finance, investment and shareholding, community philanthropy and social responsibility, longevity and the future for	-

Subject Code	Subject Name	Description	Pre-Requisite
		family firms	
IC 123 009	Management in Creative and Cultural Organization	Organizational behaviour, change, personality, attitude, motivation, conflict and negotiation, decision making, power and politics, leadership, structure, culture, ethics in creative and cultural organization	-
IC 123 010	Social Entrepreneurship and Innovation	Entrepreneurship and leadership in the social sector, innovation and idea generation, social impact teams and ecosystems creation, and social venture opportunities creation, legal and financial structures for social ventures, scaling and expansion, social entrepreneurial operations and marketing, social venture business plans and pitches, and social entrepreneurship in a global context	-
IC 123 011	Digital Marketing for Entrepreneur	Creating business value with digital analytics, the analytics value chain, the construction of a building and the establishment of an analytics organization, tools for data analysis, digital analysis methods and techniques, the field of digital analytics, data collection and analysis, the use of key performance indicators, customer voice and qualitative data, digital analytics and competitive intelligence, target and automate your marketing efforts for entrepreneurs	-
IC 123 012	Business Model and Design Thinking	Develop the knowledge of design thinking process for product development and create brand values, economic values, generate business model and marketing strategies	-
IC 124 001	Project in International Entrepreneurship	Proposing the project on the topic in international entrepreneurship according to current interests, study implementation, analysis of the results, reporting and presentation of the results of the study under the supervision of course teaching staff	4th-year student
IC 124 761	Seminar in International Entrepreneurship	Understanding global opportunities, challenges, and crucial entrepreneurial success factors; integrating the disciplines of management, strategy, economics and finance, IT, and marketing in a practical and applied approach by organizing a seminar and/or a social activity related to international entrepreneurship	4th-year student

Subject Code	Subject Name	Description	Pre-Requisite
IC 124 785	Cooperative Education in International Entrepreneurship	Practical learning experience and working in the private or public organizations, or private company, or international organization in the areas of international entrepreneurship, emphasis on systematic operations through actual operations, including the preparation of projects, research or reports related to the practice experience, under the approval of program management committee	4th-year student
IC 124 796	Internship in International Entrepreneurship	Internship in the private or public business organizations, or private company, or international organization in the areas of international entrepreneurship under the approval of program management committee	4th-year student
IC 201 001	Introduction to Political Sciences	Definition of politics; states and politics; political ideologies; political philosophy; democracy and legitimacy; governments and systems of government; political parties; elections; state administration of Thailand; international relations; world order and global governance	-
IC 201 002	Principles of Economics	Definition of economics and economic problems; demand and supply; market equilibrium; applications of supply and demand; household and firm behaviors; markets; components of macroeconomics and circular flow diagrams; measurement of output and national income; money and monetary policy; government and fiscal policy; international economics	-
IC 201 003	World Geography	Basic themes of geography; mapping and geographical representation; the politics of geographic representation; geographic history; political geography	-
IC 201 004	Introduction to International Affairs	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 relations	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 202 002	Contemporary World History	The path to the Great War; the First World War and its aftermath; the interwar period: the twenty years' crisis; the road to World War II: fascism in Italy and Germany; World War II; Russia and the revolutions; the Chinese revolution; the Cold War and its legacies; the spread of communism; America's path to global power; decolonization; the end of the Cold War and the new world order	-
IC 202 004	Introduction to Law	Basic legal concepts; principles and procedures; legal systems around the world; common law; civil law; theocratic law; the distinctive roles of the judicial, legislative and executive branches; basic categories of law; the role of courts; law enforcement agencies and lawyers; alternative dispute resolution mechanisms; legal ethics; fairness, equality, and rule of law	-
IC 202 008	International Relations Theory	International relations theories and ethics; mainstream and critical liberalism and realism; classical and contemporary international relations theories; foreign policy and decision making; ethical issues and moral arguments in international relations	-
IC 202 009	Diplomacy	Definitions of diplomacy; diplomatic history; the changing role and status of diplomats and their conduct; the 1961 Vienna Convention on Diplomatic Relations; tasks of diplomacy; diplomats; types of diplomatic conduct; public diplomacy; digital diplomacy; changes in diplomacy	-
IC 202 010	Introduction to Public Policy and Administration	Theories and definitions of policy and administration; the stages and organization of policy creation; policy and administration environments; structural contexts; systems of governance and the bureaucracy; official and unofficial actors; policy and administration networks; issues surrounding design, tools, and types of policies; public finance and budgeting; mission and public accountability, the ethics of public executives	-
IC 202 011	International Organizations	The legal nature; historical development; types of international organizations; related concepts of international organization; the United Nations and major international organizations and their powers, roles, and effectiveness; issues relating to international organizations including international security, international political economy, and human rights	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 202 012	International Law	Sources and development 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 ICJ and the ICC) in international law	-
IC 202 013	Modern Thai Politics and Government	Evolution of Thai politics and government post-1932; structure of the Thai government; rights, liberty, and responsibilities of citizens; political institutions; political processes; business and pressure groups, government policies; various issues in Thai politics and government such as instability, authoritarianism, and corruption; administrative centralization and decentralization; constitutionalism; political parties and the parliamentary system; elections; political participation	-
IC 202 014	International Security	Definitions and evolution of international security; theoretical approaches in international security: realism and neorealism; liberalism and neoliberalism; traditional security; non-traditional security; international terrorism; cyber security; humanitarian intervention; global health and security; cases of international security in the contemporary world	-
IC 202 015	Foreign Policy Analysis	Definition and evolution of foreign policy analysis; theoretical approaches in foreign policy analysis; levels of analysis; internal and external factors; analysis at the international level; comparative foreign policy analysis; case studies	-
IC 203 003	International Political Economy in the Greater Mekong Subregion	Concepts of international political economy in the Mekong subregion; politics and economics; theoretical approaches to international political economy; international economic systems after World War II; international trade, GATT, and the WTO; multinational corporations in the global economy; international monetary systems; global inequality; foreign aid; regional integration; contemporary issues	-
IC 203 005	Diplomacy and Foreign Policy in Thailand	Main themes and issues in contemporary Thai foreign policy; domestic and international forces shaping Thailand's international outlook; formulation and implementation; Thailand's role as a regional and international actor; relationships with existing and aspiring regional powers	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 203 006	Comparative Politics	Political systems; governments; concepts of comparative politics; policymaking and policymaking process; public policy; political culture; issues in comparative politics; political changes in different countries; comparison of political ideologies, regimes, societies, political conflicts, political competitions of selected countries	-
IC 203 007	Research Methodology in Political Science	Introduction to research in social science and political science; research methodology in political science; quantitative and qualitative analysis; case studies; field research; research design; data collection and analysis; research conclusions and discussion	-
IC 203 009	Geopolitics in the Greater Mekong Subregion	Basic geopolitical perspectives and theories; classical and contemporary geopolitical concepts; territories and spaces; geopolitics and imperialism in the Mekong Subregion, China and geopolitics in the Mekong Subregion	-
IC 203 010	Diplomatic Protocol and Etiquette	Diplomatic protocol and etiquette; introductions and business cards; the establishment of diplomatic relations and presentation of credentials; order of precedence; titles and forms of address; invitations and diplomatic visits; events and planning; diplomatic entertaining; practical training in diplomatic protocol and etiquette	-
IC 203 011	Contemporary Issues in International Relations	The rise of China; tensions between Russia and the West; violent conflict in the Middle East; US foreign policy in the post-Trump era; challenges to multilateral cooperation and liberal internationalism; human rights; humanitarian intervention; financial crises; poverty and global inequality; climate change and environmental security; migration and refugees; possible responses to crises in international politics	-
IC 204 001	Research in International Relations and Diplomacy	Literature review and research; presentation, discussion, and reporting on contemporary issues in international relations and diplomacy	4th-year student
IC 204 101	ASEAN Politics and Foreign Affairs	History and development Southeast Asian countries; political, economic, security, environmental, and social dimensions of Southeast Asian regional integration; the mechanisms of ASEAN regional	-



Subject Code	Subject Name	Description	Pre-Requisite
		cooperation and coordination; the role of the ASEAN Secretariat; ASEAN summits and their roles; the special status of Cambodia, Laos, Myanmar, and Vietnam in ASEAN	
IC 204 102	East Asian Politics and Foreign Affairs	East Asian states and their political systems; East Asia in the post-Cold War period; the impact of the Cold War on international politics in East Asia; conflict in North and South Korea; North Korea and nuclear proliferation; China's rise; Japan's re-emergence; Taiwan's democracy; China and the South China Sea; US role in East Asia	-
IC 204 103	Russian Politics and Foreign Affairs	Development and the role of Russia post-World War II; domestic and international factors influencing Soviet/Russian foreign policy formation; continuity and changes in foreign policy in the 21st century; Russian foreign relations with major powers and regions; contemporary issues and trends	-
IC 204 104	Politics and Foreign Affairs in Middle East	Politics and foreign relations in Middle Eastern countries; the formation of the Middle East's regional system and the Arab League; the resurgence of Islam in the Middle East in the 1970s; conflicts in the Middle East and the Israeli-Palestinian conflict; US in Middle Eastern politics and the war on terrorism; the Afghan War in 2001 and the Iraq War in 2003	-
IC 204 105	Politics and Government of the US	American political culture; the founding of the US; the US constitution; federalism; civil liberties; civil rights; political parties; congress; the presidency; the federal courts; social policy; the media; foreign policy	-
IC 204 106	Foreign Policy of the US	American power in the world; theories and creation of US foreign policy; American exceptionalism; America's path to global power; The Cold War and containment; American power in the post-Cold War era; Bush and the War on Terrorism; US foreign Policy during Obama; Trump's America; America and the liberal world order; the US and great power competition	-
IC 204 107	Conflict and Cooperation in Southeast Asia	Southeast Asia as a region; constructing Southeast Asia; key players in Southeast Asia; the Cold War and its legacies; ASEAN and its relevance; conflict and resolution in Southeast Asia; the South China Sea disputes; the Mekong River Basin; China's rise and its implications; the great power rivalries and	-

Subject Code	Subject Name	Description	Pre-Requisite
		Southeast Asia	
IC 204 108	European and EU Studies	History and development of the European Union (EU); European society and culture; foundations of EU politics, domestic policy, and systems of government; economics and trade strategies, foreign policy and international relations; the roles of the EU as a global actor	-
IC 204 109	Foreign Policy of China	Chinese power in the global politics; actors of Chinese foreign policy; the making of Chinese foreign policy; China's foreign policy goals and the implementation since 1949; foreign relations during the Cold War; conflict and cooperation in China's behavior with the United States, Japan, Korean peninsula and Taiwan; China and the great powers competition	-
IC 204 110	Non-state Actors in International Relations	Critical introduction to the role of non-state actors in international affairs; influence, constraints, and agenda-setting roles of non-state actors; characteristics and types of non-states actors; intergovernmental organizations (IGOs); nongovernmental organizations (NGOs); transnational actors	-
IC 204 111	Politics and Government of China	Political history of China; domestic political transformations from absolute monarchy to republic to communist state; the Chinese Communist Party; political leaders; policy-making processes; major political institutions; current issues in Chinese politics and future trends	-
IC 204 112	Japanese Politics and Foreign Affairs	Japanese political history; post-war reform and the 1947 constitution; state administration of Japan; Japan's bureaucratic, political party, and electoral system; development of the economic system; Japan's relations and interaction with other countries in East and Southeast Asia; current issues and future trends	-
IC 204 113	GMS Studies	Historical context and origin of the modern state system; politics and government in the Mekong subregion; sociocultural, economic, political, and contextual changes in the Mekong subregion	-
IC 204 114	Selected Topics in Area Studies	Theoretical and methodological knowledge in area studies; presentations and discussions of readings and assignments	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 204 476	International Relations and Diplomacy Study Project	Project proposals in international relations and diplomacy; study implementation and analysis; reporting and presentation	IC 204 796 or IC 204 785
IC 204 796	Internship in International Relations and Diplomacy	Internship in public/private, domestic/international organizations in the areas of international relations and diplomacy under the approval of curriculum committee	4th-year student
IC 204 785	Cooperative Education in International Relations and Diplomacy	Cooperative education in public/private, domestic/international organizations in the areas of international relations and diplomacy under the approval of curriculum committee	4th-year student
IC 211 001	Introduction to Tourism and Hotel Industry	Introduction to tourism, destinations, attractions and entertainment, transportation industry, accommodation industry, restaurant industry, tour operation industry, the social and cultural impacts on tourism, the economic and political impacts on tourism, the future of tourism industry	-
IC 211 002	Service Psychology	Introduction to service psychology, organization provider, perception in service, learning in service, attitude in service, motivation of service, service satisfaction, leadership and teamworking, public relation for service, marketing in service, service quality evaluation, problem solving in service, service trends and strategy	-
IC 212 001	Tourist Behaviour	The concepts of human behavior, theories of human behavior, basic needs of human behavior, the concept of tourist behavior, the nature of tourist behavior, benefits of understanding tourist behavior, tourist as a consumer buying behavior, cultural influences on tourist buying, cross-cultural comparison, multicultural competence	-
IC 212 002	International Communication Arts for Tourism	Roles of intercultural communication for Tourism, cultural contexts, perceptual contest, cultural differences among the world, verbal and non-verbal communication for Tourism industry, multi-cultural communication skills, communication for employment	-
IC 212 003	Transportations in Tourism Industry	Introduction to passenger transportation in tourism industry, travel trade and transport technology, components or modes of passenger transportation, air transportation industry, cruise industry, car	-

Subject Code	Subject Name	Description	Pre-Requisite
		rental industry, rail travel, bus/coach travel, global issues in transportation management for tourism	
IC 212 004	Tour Guide Principles and Practices	Meaning and importance of the tourist guides, role and status of tourist guides in the tourism industry, guide ethics, leadership of tourist guides, necessary regulations related to tourist guides, cultural attractions in Thailand, practical learning experience and domestic trips to main temples	-
IC 212 005	Sustainable Tourism Management	The rationale for sustainable development, sustainable development and the hospitality industry, sustainable food and beverage management, responsible consumer behavior, accessibility in hospitality and tourism, corporate social responsibility and social entrepreneurship, responsible marketing and branding	-
IC 212 006	Information Communication Technology for Tourism Industry	Introduction of information communication technology (ICT) to the tourism businesses, application of information systems as competitive advantage in the tourism industry including IT security and ethics in ICT, authentic case study in the tourism business, lessons learnt in ICT, and trends of ICT in the tourism business	-
IC 212 007	Introduction to Financial Management for Tourism Business	Financial management, analysis, planning and control, assets management, liabilities and capital management, capital budgeting, debt management, cost and revenue management for tourism businesses	-
IC 212 008	Principles of Marketing in Hospitality and Tourism Industry	Introduction to marketing for hospitality and tourism, service characteristics of hospitality and tourism marketing, the role of marketing in strategic planning, marketing environment, managing customer information to gain customers insights, consumer markets and consumer buying behaviors	-
IC 212 009	Professional Ethics and Laws for Tourism	Roles and importance of law suits for tourism entrepreneurs, roles and importance of law and regulations for tourists, consumer protection law, international regulations for right protection of tourists, ethics for tourism of entrepreneurs and tour guides, legal issues for tourism, case study for tourism ethics	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 212 010	Fundamental of Economics for Tourism	The economic characteristics of the tourism sectors, measuring tourism, tourism demand and supply, pricing and taxation, forecasting tourism demand, the economic impact of tourism, micro and macro evaluation of projects in the tourism and hospitality industry	-
IC 213 006	Innovative Tour Operation and Travel Agencies	Introduction to tour operation business, tour operators and travel agents, innovation of business integration, itinerary planning, tour guide training, designing varieties of tourism itinerary/programmes based on specific interests, tour packaging, brochure production and tour programming, global distribution system in tour operation, crisis management, trip package project implementation	-
IC 213 007	Tourism Destination Planning and Development	The concepts of tourism destination planning and development, managing natural resources and destinations, visitor management, destination branding, partnerships and collaboration, development planning layers in destinations, tourism development planning process, strategy for destination planning and development	-
IC 213 008	Research Methodology for Tourism Studies	The structure of academic research, abstract writing, introduction to writing, research methodology writing, qualitative and quantitative research, data analysis, reference format and writing	-
IC 213 009	Human Resources Management for Tourism Businesses	Introduction to human resources management for tourism industry, roles of HRM and HR manager, recruitment and selection, training and development, staff recognitions and rewards, performance management, employee well-being, welfare, health and safety in workplace, special supervisory concerns	-
IC 214 101	Cruise Line Management	The cruise line company and management, delivery of the cruise products, organization responsible for cruise line operations, human resources management, related laws and regulations, case study of cruise line industry	-
IC 214 102	Small and Medium Entrepreneurships in Hospitality and Tourism Industry	Establishing of small and medium businesses in tourism industry including structures, entrepreneurship, organizations, management, institutional supports, policy frameworks, business laws, marketing and financial to follow business plans	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 214 103	Introduction to Events and MICE Management	Tourism industry in meeting, incentive, convention and exhibition, terminology, activities, MICE related organizations, component of MICE- Meetings, Incentives, conferences and exhibitions, MICE management and communication to operate event projects	-
IC 214 104	Recreation and Entertainment Management	Introduction to recreation and entertainment, tourist demands, recreation activities: land-based, water-based; air-based, entertainment activities, employment opportunities, customer experience management, project-based practices	-
IC 214 105	Food and Beverage Management	Food and beverage tourism products, typology, basic understanding of food and beverage laws, demand and motivation for food tourism products; local, national and international cuisines, food culture and gastronomic tourism management, food and beverage events and settings	-
IC 214 106	Introduction to Hospitality Management	Introducing hospitality, the hotel business, rooms division, hotel food and beverage, beverages, the restaurant business, restaurant management, managed services, tourism, recreation, special events, leadership and management, planning, organizing, communication, decision making and control	-
IC 214 107	Front Office Management	Introduction to tourism, front office organization chart and roles of front office in hotels, rooms, reservation functions, registrations and front desk functions, concierge and telephone services, front office accounting and night audit, checking out and payments, the technology in front office, interdepartmental coordination	-
IC 214 108	International Cuisine Management and Food Styling	Theories and actual practice of food and beverage service operation, food styling, pastry, understand international quality standard of service, ethic and regulations and basic laws of food and beverage services	-
IC 214 109	Community-based Tourism	Overview of community based tourism, the importance of community based tourism, the development of community based tourism, structure and system of community based tourism, developing skills for local participants, marketing for community based tourism, case study for related destinations in various countries	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 214 110	ASEAN Studies for Tourism	Overview for Tourism in ASEAN, cultural differences under ASEAN backgrounds, political impacts in ASEAN for Tourism, Environment impacts in ASEAN tourism industry, the case study in Thailand, Indonesia, Myanmar, Vietnam, Malaysia, Singapore, Cambodia, Brunei and Lao	-
IC 214 111	Cultural Heritage Tourism Management	Introduction of cultural heritage tourism management, tangible cultural heritage, intangible cultural heritage, tourist management, managing the cultural heritage tourist; setting policy, goals and objectives for cultural heritage management, stakeholders, carrying capacity, strategies and solutions to CHT problem-solving	-
IC 214 112	Introduction to In-flight Service	Introduction to aviation, the cabin crew professions, cabin crew healthy living lifestyle, aircraft and aviation familiarization, cabin member coordination and communication, customer service, safety and emergency procedures, medical emergencies, first-aid training, aviation security, airline catering and food services	-
IC 214 113	Introduction to Spa and Resort Management	General knowledge about spa and resort; history and evolution of spa and resort business, current trends and opportunities of those; type, planning, marketing and operation, related laws and regulations, service quality and ethic with various cases worldwide	-
IC 214 114	Introduction to Food and Agro-tourism	Food tourism and sustainable communities, food tourism offerings, economic development, modern food movements, characterizing the food tourist, identifying food tourism markets, developing a food tourism destination, food tourism policy and governance, safety in food tourism operations, devising food tourism products	-
IC 214 115	Sport Marketing in Tourism Sector	Apply marketing strategy in alternative tourism as sport learning; history of sport events, sport advertising, marketing concepts, sponsorship, event marketing, promotion and marketing plans in sport industry	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 214 116	Special Topics in Wellness and Health Tourism	The definitions, importance, characteristics and types of wellness and health tourism in Thailand, Asia and worldwide; the development and innovation in wellness tourism, theories and actual practices in wellness and health tourism event creation	-
IC 214 117	Service Quality Management	Concepts of theories of management, hospitality service quality, hospitality assurance, hospitality quality development, and quality control, monitoring and evaluation of tourism services	-
IC 214 201	English for Hotel and Restaurant	English communicative skills for hotel and restaurant business; terminology and expressions used in hotel and restaurant; practice in using various means of hotel and restaurant communication, such as handling reservation, phone conversation, dealing with problems and complaint	-
IC 214 202	English for Transportation and Aviation	English communicative skills for transportation and air travel business; practice in using English for provision for various forms of ground and air transportation services and management in tourism, including airport procedures as well as arrangements for accommodation and transportation	-
IC 214 203	English for Current Issues in Tourism	Global issues, news and innovation that affect tourism industry; understand current global issues within a historical perspective and their future implication, technical terms in tourism and vocabulary to discuss current events in the context of tourism industry	-
IC 214 204	English Communication for Tourism Industry	English listening and speaking skills for an advanced level of communication; practice in listening and speaking in various settings and how to discuss and share ideas about topics in international social conventions, with emphasis on fluency as well as suitable use of styles and idiomatic expressions	-
IC 214 205	English for Career Preparation	Essential vocabulary and expressions used in tourism business communication; practice in reading job advertisements relating to tourism business; writing a resume and job application letters; preparation for an interview; practice in writing basic business letters, including itinerary, invitation, acceptance or rejection, apologies and thanks	-



Subject Code	Subject Name	Description	Pre-Requisite
IC 214 206	Chinese for Tourism Industry	Understanding Chinese tourists' ways of traveling, basic Chinese communication skills for tour guiding, basic Chinese communication skills for tourism activities, basic Chinese communication skills for guest relationship, practices of basic Chinese communication skills by situations	-
IC 214 207	Chinese for Hospitality Industry	Chinese communication skills for hospitality industry, basic Chinese communication skills for hotels and resorts, basic Chinese communication skills for restaurants, basic Chinese communication skills for spa businesses, basic Chinese communication skills for food and beverage, practices by situations	-
IC 214 208	Chinese for Tour Conducting	Chinese communication skills for tour conducting, Chinese communication skills for welcoming guests, Chinese communication skills for introducing tourist destinations, Chinese communication skills for guest complaint, Chinese communication skills for providing guest services, practices by situations	-
IC 214 209	Chinese for Transportation	Chinese communication skills for transportation in general, Chinese communication skills for ground transportation, Chinese communication skills for air transportation, Chinese communication skills for water transportation, Chinese communication skills for rail transportation, practices by situations	-
IC 214 210	Chinese for Special Tourism Activities	Chinese communication skills for water-based special tourism activities, Chinese communication skills for air-based special tourism activities, Chinese communication skills for land-based special tourism activities, Chinese communication skills for adventure tourism activities	-
IC 214 761	Seminar in Tourism Management	Understand and update the tourism trends and current issues, applying knowledge to produce a tourism product	4th-year student
IC 214 785	Cooperative Education in Tourism Management	Practical learning experience and working in the public organizations, or private companies; or international organizations in areas of tourism industry under the approval of program management committees	4th-year student
IC 221 001	Introduction to Communication Arts	General knowledge laying foundations for communication arts such as history, journalism, public speaking/relations, speech writing, media literacy, and strategic communications	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 221 002	History of Communications	The use of different types of communication genres through the passage of time, social and economic, political and technological influences, use of technology, their applications and effects on global society	-
IC 222 001	Introduction to Communication Theory	Theoretical perspectives in relation to the communication process, including interpersonal communication, small group communication, organizational communication, rhetoric, and mass media	-
IC 222 002	Technology in Communication	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	-
IC 222 003	Professional Presentations	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	-
IC 222 004	Narrative Film	The narrative principles and styles for an application in film making, analysis of film and identification of cinematic elements, genre and narrative structure helping student to develop the skills to recognise and describe film as a visual art and complex storytelling media	-
IC 222 005	Radio Journalism and Broadcasting	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	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 222 006	Multimedia Production	Principles and basic practices in multimedia production, software, media selection, planning and production management	-
IC 222 007	Ethics in Communications	The ethical framework defining media freedoms and constraints globally, including copyright and trademark issues, historical context and focus on the evolution of ethical standards	-
IC 222 008	Contemporary Issues in Communications	Contemporary issues concerning economics, social relations, politics, and technology; understanding the role communication plays in various processes using up to date examples from current events around the world	-
IC 222 009	Magazine and Newspapers Journalism	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	-
IC 222 010	Photography for Communication Arts	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	-
IC 222 011	Professional Image Management	Analysis of image-making in all forms of popular culture in film and television, shopping malls, supermarkets, car dealers, business offices and doctors' offices	-
IC 223 001	Web Design	The design of 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	-
IC 223 002	Research Methods for Communications Arts	Introduce students to the logic, design, and pitfalls of qualitative research methods used in media and communication studies—including but not limited to in-depth interviews, ethnographic field study, participant observation, case study, historical analysis, discourse analysis, and focused group	-

Subject Code	Subject Name	Description	Pre-Requisite
		discussion	
IC 223 003	Motion Graphics and Animation	Designing video effects and animated sequences using Adobe After Effects and Adobe Photoshop (or other suitable applications); an introduction to motion graphics fundamentals including visual rhythm, kinetic typography, and other intermediate industry techniques	-
IC 223 004	Theatre and Stage Production	Theories, techniques and practices of theatre production and performing arts, producing a live stage play from the page and examining different roles of theatre artists such as directors, designers, writers and actors	-
IC 223 005	Strategic Communications	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	-
IC 223 006	Advanced Multimedia Production	Creating content for convergent media audiences, publishing audio, photo, print, video and web converged platforms, conceptual, practical, and ethical frameworks for integrating traditional and new forms of media gathering, reporting, and storytelling are emphasized, hands-on training and critique preparing students for journalism, media production and public relations majors	-
IC 223 007	Documentary Film and Video	Contemporary work and issues in documentary film and video; study documentary and produce a short documentary	-
IC 223 008	Creative Audio Production	Introduction to the field of audio production for film and television, the practice of techniques for recording, editing, mixing and exhibiting film and television sound	-
IC 223 009	Advanced Topics in	Advanced topics in communication arts, such as political communication, sports communication,	Exchange

Subject Code	Subject Name	Description	Pre-Requisite
	Communication Arts	public relations, and digital media and journalism	Student
IC 223 010	Special Topics in Communication Arts	Special-topic-in-Communication Arts analyzing current trends in journalism, media and communications from various perspectives	Exchange Student
IC 223 011	Creative Media Project	Project and team management concepts, applying skills to produce creative media projects	Exchange Student
IC 223 012	Global Media Studies	Exploring current trends in media, recent shifts in communication technologies and platforms, influence of media on the global economic and political environment	Exchange Student
IC 223 013	Global Issue in Communication Arts	A survey of current issues in journalism, media, and communications from various international perspectives, together with an awareness of the social and political contexts of traditional and new media	Exchange Student
IC 224 001	Study Project in Creative Media Technology	Study project on the topic in Creative Media Technology according to students' interests, implementation, analysis of the results, reporting and presentation of the results of the study under the supervision of course teaching staff	4th-year student
IC 224 761	Seminar in Creative Media Technology	Seminars on communication arts: readings, research, discussions, critical thinking, civic responsibility; report writing with a final project and presentation	4th-year student
IC 224 785	Cooperative Education in Creative Media Technology	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	4th-year student
IC 224 796	Internship in Creative Media Technology	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	4th-year student

Subject Code	Subject Name	Description	Pre-Requisite
IC 232 001	Mass Communications	Study 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; study 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	-
IC 232 002	Negotiation and Conflict Resolution	Overview, analysis and practice of communication in bargaining and negotiation in organizational settings; cognitive and motivational theories emphasizing bargaining, negotiation and resolution strategies emphasized	-
IC 232 003	Crisis Management Communications	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	-
IC 233 001	Persuasion and Argumentation	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	-
IC 233 002	Document Analysis and Criticism	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	-
IC 233 003	Investigative Journalism	Skills and experience in finding, developing, and writing stories for the contemporary reading audience, emphasis on problem solving, critical thinking and language skills gives students the tools	-

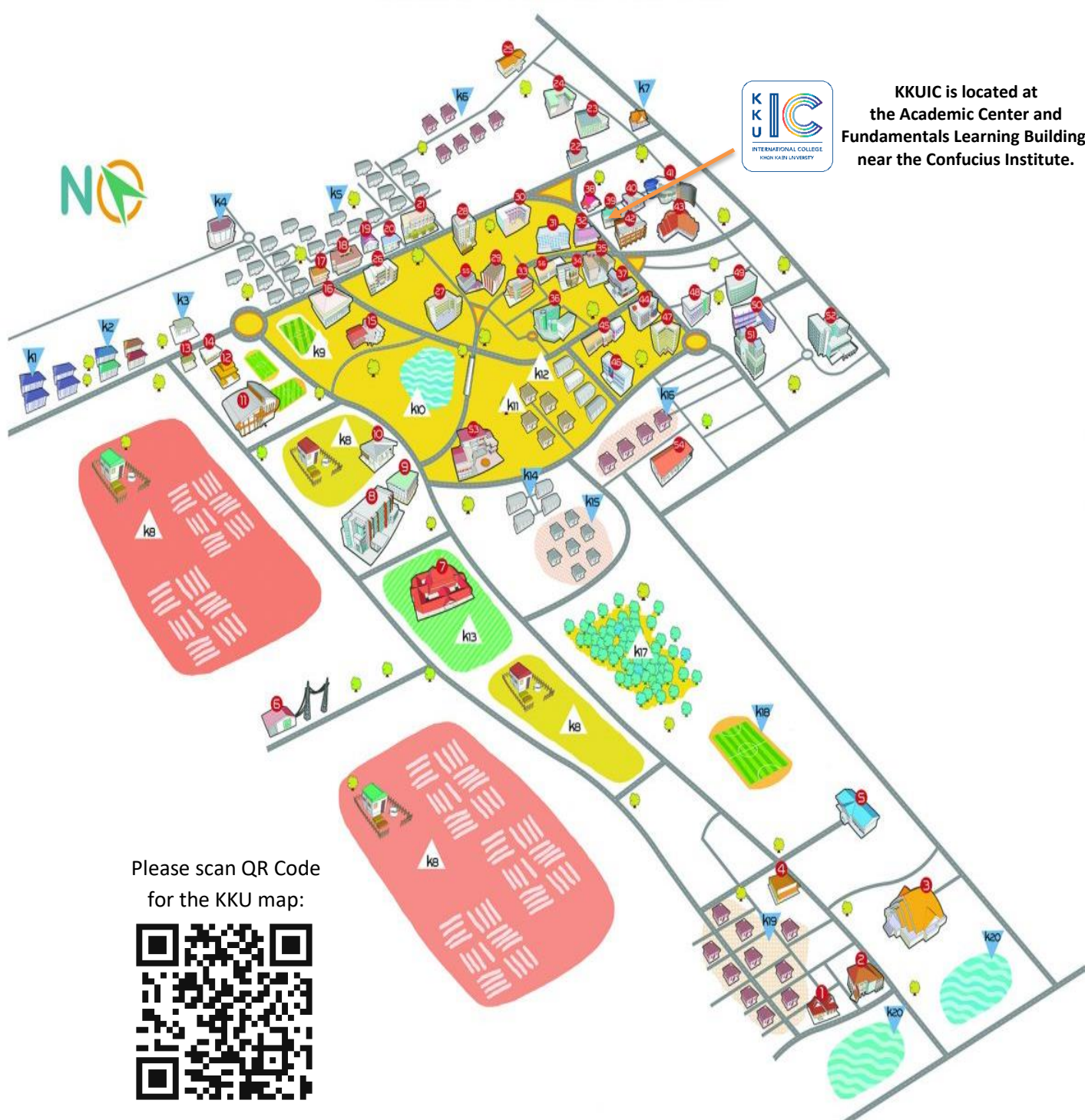
Subject Code	Subject Name	Description	Pre-Requisite
		necessary to engage in the community and the broader society at large through the investigation and reporting of real stories at the local level	
IC 233 004	Revolutionary Movements and Propaganda	Social and political movements from both historical and theoretical perspectives, insight into how social movements are organized and the role symbols play in mass communication, how populations are persuaded through the dissemination of calculated messages charged with symbolic intent	-
IC 233 005	Communications in Public Relations	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	-
IC 234 001	Study Project in International Journalism	Study project on the topic in International Journalism according to students' interests, implementation, analysis of the results, reporting and presentation of the results of the study under the supervision of course teaching staff	4th-year student
IC 234 761	Seminar in International Journalism	Seminars on communication arts: readings, research, discussions, critical thinking, civic responsibility; report writing with a final project and presentation	4th-year student
IC 234 785	Cooperative Education in International Journalism	Practical learning experience and working in the private or public organizations, or private company, or international organization in the areas of International Journalism under the approval of program management committee, research and/or Innovation development that benefit to the organization by receiving advice from supervisors and/or entrepreneurs' representatives	4th-year student
IC 234 796	Internship in International Journalism	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	4th-year student
IC 242 001	Introduction to International Development	Defining development; development taxonomies; history of modern development; basic theories of development; development across borders; development's discontents	-

Subject Code	Subject Name	Description	Pre-Requisite
IC 242 002	Public Policy	Concepts of public policy; policy design and implementation; problems and solutions; public policy creation; agenda-setting; policy formulation, implementation, and evaluation; roles of local and global actors and institutions in the policy-making process; ideas, evidence, and norms in the policy design process	-
IC 242 003	International Development: Theory and Practice	History of development and development theory; development and policy; alternative and grassroots development; market-based development; modernization and its consequences; the roles of the state and civil society	-
IC 242 004	World Societies	Sociocultural organization and practices in contemporary world societies; anthropological theories of culture; processes of contemporary social change; modernization, globalization, and proliferation of virtual communities	-
IC 243 001	Comparative Public Policy	Decision making and policy implementation; similarities and differences across countries, regions, and cultures; political, economic, social, and cultural contextual analysis; healthcare; education; environmental protection; social welfare; immigration; criminal justice	-
IC 243 002	Global Economic Development	Global perspectives of economic development; comparative development; theories of economic growth and development; economic development policy; urbanization and development; international trade and development strategy; financial crises and sustainable recovery; monetary and fiscal policy; digital economy	-
IC 243 003	Sustainable Development	UN Sustainable Development Goals; key theories of sustainable development; major issues affecting sustainable development; practical application; assessment methods; implications of overuse of resources; population and economic growth; challenges of renewable resource transition	-
IC 243 004	Fieldwork in International Development	Practical and theoretical knowledge for development projects; application of development theories and practices in real-world settings; government agencies; NGOs; local communities; private sector; international organizations	-



Subject Code	Subject Name	Description	Pre-Requisite
IC 243 005	Contemporary Issues in International Development	Climate change; gender inequality and empowerment; global migration and refugees; access to education; food security and nutrition; healthcare access and quality in low- and middle-income countries; economic growth and poverty; natural resource management and conservation; technological advancements; urbanization and informal settlements; good governance, democracy, and civil society; foreign aid effectiveness and accountability; political instability and conflict in fragile states	-
IC 244 001	Research in International Development	Literature review; presentation, discussion, and reporting on contemporary issues in international development	4th-year student
IC 244 476	International Development Study Project	Project proposal; implementation and analysis; presentation of study results	IC 244 796 or IC 244 785
IC 244 796	Internship in International Development	Internship in public/ private, domestic/international organizations in the areas of international development under the approval of curriculum committee	4th-year student
IC 244 785	Cooperative Education in International Development	Cooperative education in public/private, domestic/international organizations in the areas of international development under the approval of curriculum committee	4th-year student

## KKU MAP



1. คຸ່ມສີຮູ້ານ Si Than Community
2. ຫຼັກສູດປັບປຸງວັດທະນະທຳ Arts and Cultural Gallery
3. ສູນຍຸບຣະຊຸມອາດສະໄຫຼກຳລັງຈຸນາຄີເຊັກ Golden Jubilee Convention Center
4. ຄະນະນິຕິສາດສະຕຣ໌ Faculty of Law
5. ຮົງເຮືອນສາວິດຕິກຳ (ຕິກຳສາດສະຕຣ໌) Sathit KKU Demonstration School, Seuksasart (Education)
6. ສະຖານີໄຟຟ້າຍ່ອຍ ມ.ບ. KKU Electricity Station

7. อาคารจตุรมุข Chaturamook Building
8. อาคารสิริคุณากร Sirikunakorn Building
9. สำนักงานอธิการบดี อาคาร 1 President Offices Building 1
10. สำนักงานอธิการบดี อาคาร 2 President Offices Building 2
11. อาคารพลศึกษา Physical Education Gymnasium
12. โรงยิมเทเบิลเทนนิส Table Tennis Gymnasium
13. สนามยิงปืน Shooting Range
14. โรงยิมฟันดาบ Fencing Gymnasium
15. อาคารแก่นกัลปพฤกษ์ Kean Kallapapruek Building
16. อาคารพลศึกษา Physical Education Building
17. สำนักงาน รปภ. Security Offices
18. ศูนย์อาหารและบริการ 2 (โรงชาย) Food and Services Complex 2
19. กองกิจการนักศึกษา Student Affairs Division
20. องค์การนักศึกษา KKU Student Union
21. ศูนย์อาหารและบริการ 2 (Food and Services Complex 2)
22. สมาคมศิษย์เก่า KKU Alumni Association
23. อาคารขวัญมอ Kwanmor Building
24. คณะสัตวแพทยศาสตร์ Faculty of Veterinary Medicine
25. โรงเรียนสาธิต (มอดินแดง) Sathit KKU Demonstration School, Mor Din Daeng
26. คณะเกษตรศาสตร์ Faculty of Agriculture
27. คณะเทคโนโลยี Faculty of Technology
28. สำนักวิทยบริการ Library
29. คณะวิทยาศาสตร์ Faculty of Sciences
30. คณะมนุษยศาสตร์ ฯ Faculty of Humanities and Social Sciences
31. อาคารพิมล กลกิจ University Academic Services Center (Phimol Kolkitch Building)
32. ศาลา พระราชทานปริญญาบัตร (เดิม) Old Royal Degree Presentation Hall
33. ศูนย์คอมพิวเตอร์ Computer Center
34. คณะวิทยาการจัดการ Faculty of Management Sciences
35. คณะศึกษาศาสตร์ Faculty of Education
36. คณะวิศวกรรมศาสตร์ Faculty of Engineering
37. คณะสถาปัตยกรรมศาสตร์ Faculty of Architecture
38. บ้านชีวาศิลป์มอดินแดง Bann Chee Waa Silpa Mor Din Deang
39. สถาบันฯ ลุ่มน้ำโขง Mekong Institute
40. สถาบันขงจื้อ Confucius Institute, KKU
41. วิทยาลัยปกครองท้องถิ่น College of Local Administration
42. อาคารพจน์ สารสิน Poj Sarasin Building
43. อาคาร 25 ปี 25th Year Anniversary Building
44. คณะเภสัชศาสตร์ Faculty of Pharmaceutical Sciences

45. คณะพยาบาลศาสตร์ Faculty of Nursing
46. คณะสาธารณสุขศาสตร์ Faculty of Public Health
47. คณะเทคนิคการแพทย์ Faculty of Associated Medical Sciences
48. อาคารเรียนรวมและห้องปฏิบัติการวิจัยคณะแพทยฯ Research Laboratory Building, Faculty of Medicine
49. คณะแพทยศาสตร์ Faculty of Medicine
50. โรงพยาบาลศรีนครินทร์ Srinagarind Hospital
51. คณะทันตแพทยศาสตร์ Faculty of Dentistry
52. ศูนย์หัวใจสิริกิติ์ Queen Sirikit Heart Center of the Northeast, KKU
53. คณะศิลปกรรมศาสตร์ Faculty of Fine and Applied Arts
54. ศูนย์อาหารหนองแขวง Nong Waeng Food Center
55. สถาบันวิจัยและพัฒนา Research and Development Institute. (RDI)
56. วิทยาลัยบัณฑิตศึกษาการจัดการ College of Graduate Study in Management (MBA)
- K1. หอพักนพรัตน์ (หอพัก 9 หลัง) Noparat Dormitory (9 Lang)
- K2. หอพักสวัสดิการ (หอพัก 8 หลัง) Welfare Dormitory (8 Langs)
- K3. ปิมน้ำมัน ปตท. PTT Petrol Station
- K4. U Plaza
- K5. หอพักนักศึกษา Student Dormitory
- K6. เขตบ้านพัก (มอดินแดง) Mor Din Daeng Residential Area
- K7. ศาลเจ้าพ่อมอดินแดง More Din Dang Shrine
- K8. เขตฟาร์ม Farming Area
- K9. สนามกีฬากลาง Central Main Stadium
- K10. สวนร่มเกล้ากาลพฤกษ์ Romklao Kallapruek Park
- K11. เขตบ้านพัก (ศูนย์แพทย์ 1) Doctor Resident Area 1
- K12. หอพักนักศึกษาคณะพยาบาลศาสตร์ 1 Faculty of Nursing Dormitory 1
- K13. บริเวณอุทยานเทคโนโลยีการเกษตร Agricultural Technology Park
- K14. หอพักนักศึกษาคณะพยาบาลศาสตร์ 2 Faculty of Nursing Dormitory 2
- K15. เขตบ้านพัก(ศูนย์แพทย์ 2) Doctor Resident Area 1
- K16. เขตบ้านพัก (หนองแขวง) Nong Waeng Residential Area
- K17. สวนป่า Forestry Garden
- K18. สนามกีฬาสิริฐาน Si Than Sports Stadium
- K19. เขตบ้านพัก (สิริฐาน) Si Than Residential Area
- K20. บึงสิริฐาน Bung Si Than Reservoir

\*\*\*\*\*

## **Editorial Board**

Associate Dean for Academic Affairs and Innovation

Academic Officers

Student Development Officer

Procurement Officer

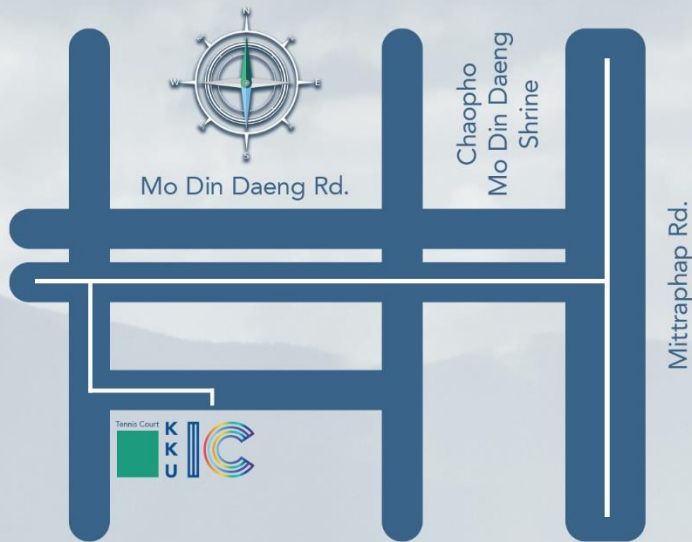
Information Technology Support



## KKUIC MAP

Khon Kaen University International College (KKUIC)

2nd Floor, Academic Center and Fundamentals Learning Building,  
Khon Kaen University, 123 Mittraphap Highway,  
Mueang Khon Kaen District, Khon Kaen, Thailand 40002



## CONTACT US

🌐 [www.ic.kku.ac.th](http://www.ic.kku.ac.th)  
📱 @kkuic  
✉ [kkuic@kku.ac.th](mailto:kkuic@kku.ac.th)  
☎ 043-202-424