



**BUU IC**  
 BURAPHA UNIVERSITY  
 WISDOM OF THE EAST  
 INTERNATIONAL COLLEGE



# BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) IN DIGITAL AND CREATIVE MARKETING



“

**Creative Digital Marketers Driving Business Innovation**

”

## Table of Contents

Team_____	3
Program Overview_____	4
Degree Offered_____	4
Career Paths_____	4
Program Learning Outcomes (PLOs)_____	5
Curriculum Structure_____	5
Course List_____	6
Study Plan_____	10
Course Description_____	14

# DIGITAL AND CREATIVE MARKETING TEAM

# DCM



**ASST. PROF.  
TUANGPORN**

**CHAIRPERSON**



**DR. MONPARATH**

**INSTRUCTOR**



**ASST. PROF.  
TITIYOOT**

**INSTRUCTOR**



**ASST. PROF.  
PASSARIN**

**INSTRUCTOR**

## Program Overview

Business Administration (Digital and Creative Marketing) equips students with cutting-edge skills in digital strategy, content creation, and data-driven decision making. Students gain hands-on experience through real-world projects, industry collaborations, and practical campaigns that mirror today's dynamic market. The curriculum integrates creativity with technology, covering areas such as social media marketing, branding, consumer insights, and e-commerce. Students are trained to think strategically, communicate effectively, and adapt quickly in the fast-changing digital landscape. Emphasis is placed on innovation, entrepreneurial mindset, and ethical marketing practices in a global context. Graduates are well-prepared for diverse careers in digital marketing, startups, agencies, and corporate environments. This program empowers students to become creative problem-solvers and future-ready marketing professionals in the digital economy.

## Degree Offered

Bachelor of Business Administration (B.B.A.)  
(Business Administration) (International Program)

## Career Paths

1. Digital and Creative Marketing program
2. Marketing analyst
3. Strategic marketing specialist
4. Product management assistant
5. Event planning technician
6. Market research analyst
7. Media planning technician
8. Public relations representative
9. Sales representative
10. Social media coordinator
11. Advertising specialist
12. Digital marketing technician
13. E-Commerce coordinator

## Program Learning Outcomes (PLOs)

PLO1: Analyze and solve business problems by applying theories and modern tools in real-world situations.

PLO2: Analyze ethical and social impacts of business decisions and propose alternatives that align with principles of social responsibility.

PLO3: Engage in self-development and lifelong learning to adapt to technological and global market changes.

PLO4: Design and implement digital marketing campaigns with appropriate evaluation and strategic improvement.

## Curriculum Structure

Curriculum Structure for 4 years program requires not less than 121 credits, comprising the following element

1. General Education Course	not less than 24	credits
2. Professional Course	91	credits
2.1 Core Course	39	credits
2.2 Major Course	45	credits
2.1.1 Major Requirement Course	27	credits
2.1.2 Major Elective Course	18	credits
2.3 Cooperative and Work-Integrated Education	7	credits
3. Free Elective Course	not less than 6	credits

## Course List

### 1. General Education Course

not less than 24 credits

#### Module 1 Language for Communication

12 credits

95110169	English for Academic Purposes 1	2(2-0-4)
95110269	English for Academic Purposes 2	2(2-0-4)
95110369	English for Listening and Speaking	2(2-0-4)
95110469	English Academic Writing 1	2(2-0-4)
95110569	English Academic Writing 2	2(2-0-4)
95110669	English Standard Test Preparation	2(2-0-4)
95110769	English for Collegiate Life	3(2-2-5)
95110869	English for Workplace	3(2-2-5)
95120069	Chinese Communication 1	3(3-0-6)
95120169	Chinese Communication 2	3(3-0-6)
95120269	Chinese Communication 3	3(3-0-6)
95120369	Korean Communication for Everyday Use 1	3(3-0-6)
95120469	Korean Communication for Everyday Use 2	3(3-0-6)
95120569	Japanese Communication for Everyday Use 1	3(3-0-6)
95120669	Japanese Communication for Everyday Use 2	3(3-0-6)
95120769	Vietnamese Communication for Everyday Use 1	3(3-0-6)
95120869	Vietnamese Communication for Everyday Use 2	3(3-0-6)
95120969	Bahasa Indonesia Communication for Everyday Use 1	3(3-0-6)
95121069	Bahasa Indonesia Communication for Everyday Use 2	3(3-0-6)
95121169	French Communication for Everyday Use 1	3(3-0-6)
95121269	French Communication for Everyday Use 2	3(3-0-6)
95121369	German Communication for Everyday Use 1	3(3-0-6)
95121469	German Communication for Everyday Use 2	3(3-0-6)
95121569	Spanish Communication for Everyday Use 1	3(3-0-6)
95121669	Spanish Communication for Everyday Use 2	3(3-0-6)
95121769	Thai Communication for Everyday Use 1	3(3-0-6)
95121869	Thai Communication for Everyday Use 2	3(3-0-6)
95121969	Art of Thai Listening	3(3-0-6)
95122069	Art of Thai Speaking	3(3-0-6)
95122169	Art of Thai Reading	3(3-0-6)
95122269	Art of Thai Writing	3(3-0-6)
95122369	Fundamental of Thai Poetry Writing	3(3-0-6)

## Course List

<b>Module 2 Wellbeing, Work Life Harmony and Global Citizenship</b>	<b>6 credits</b>
95130169 Wellness and Nutrition	2(1-2-3)
95130269 Mindfulness for Sustainable Happiness	2(1-2-3)
95130369 DEI for Success	2(1-2-3)
95130469 Art Therapy and Appreciation	2(1-2-3)
95140169 Design Thinking for Creative Problem Solving	2(1-2-3)
95140269 Professional Presentation and Storytelling	2(1-2-3)
95150169 Next-Gen for SDGs	2(1-2-3)
95150269 Sci-Tech for Future Sustainability	2(1-2-3)
95150369 Thai Arts and Architecture	3(3-0-6)
95150469 Global Understanding	3(3-0-6)
95150569 Global Business Leadership Camp 1	2(0-4-2)
95150669 Global Business Leadership Camp 2	1(0-2-1)
95150769 Self-Development for Wellbeing, Work Life Harmony and Global Citizenship	2(0-4-2)
95150869 Global Experience	3(2-2-5)
<b>Module 3 Sustainable Transformational Entrepreneurship</b>	<b>6 credits</b>
95160169 Fundamental of Sustainable Entrepreneur	2(1-2-3)
95160269 Financial Management for Non-Financer	2(1-2-3)
95160369 Investment and Risk Management for Entrepreneur	2(1-2-3)
95160469 Innovative Food Entrepreneur	2(1-2-3)
95160569 Logistics Management for Non-Logistician	2(1-2-3)
95160669 Entrepreneurship Camp	1(0-2-1)
95160769 Fundamental for Startup	1(1-0-2)
95170169 Technology and AI Literacy for Working and Lifelong Learning	2(1-2-3)
95170269 Fundamental of Business Mathematic and Computational Technology	2(1-2-3)
95170369 Fundamental of Digital Art and Design	2(1-2-3)
95170469 Basic Digital Photography	2(1-2-3)
95170569 Digital Technology for Creative Design	2(1-2-3)
95170669 Product and Package Design	2(1-2-3)
95170769 Self-Development for Entrepreneurship in the Age of Artificial Intelligence	2(0-2-4)

## Course List

<b>2. Professional Course</b>	<b>91 credits</b>
<b>2.1 Core Course</b>	<b>39 credits</b>
95310169 Principles of Marketing	3(3-0-6)
95310269 Business Law and Ethics	3(3-0-6)
95310369 Microeconomics	3(3-0-6)
95310469 Principles of Management	3(3-0-6)
95320169 Business Taxation	3(3-0-6)
95320269 Principles of Accounting	3(3-0-6)
95320369 Business Statistics	3(3-0-6)
95320469 Macroeconomics	3(3-0-6)
95320569 Introduction to Business Research	3(3-0-6)
95320669 Business Finance	3(3-0-6)
95330169 Productions and Operation Management	3(3-0-6)
95330269 Human Resource Management	3(3-0-6)
95330369 Managerial Accounting	3(3-0-6)
<b>2.2 Major Course</b>	<b>45 credits</b>
<b>2.2.1 Major Required Course</b>	<b>27 credits</b>
95620169 Consumer Behavior in 21 <sup>st</sup> century	3(2-2-5)
95620269 Price Management and Strategy	3(3-0-6)
95620369 Product Management and Planning	3(2-2-5)
95630169 Retailing and Distribution Management	3(3-0-6)
95630269 Branding	3(2-2-5)
95630369 Digital Marketing	3(2-2-5)
95630469 Strategic Marketing Planning	3(3-0-6)
95630569 Integrated Marketing Communication	3(3-0-6)
95640169 Marketing Research	3(2-2-5)
<b>2.2.2 Major Elective Course</b>	<b>18 credits</b>
95630669 Digital Advertising	3(3-0-6)
95630769 Business Psychology	3(2-2-5)
95630869 Creative Media Design	3(3-0-6)
95630969 Content Creation and Communication	3(3-0-6)
95631069 Personal Selling and Sales Management in the Digital Environment	3(3-0-6)
95631169 Special Topics in Marketing	3(3-0-6)
95430169 Electronic Commerce	3(2-2-5)

## Course List

95430569	Strategic Business Analytics	3(2-2-5)
95631169	Special Topics in Marketing	3(3-0-6)
95430169	Electronic Commerce	3(2-2-5)
95430569	Strategic Business Analytics	3(2-2-5)
95430669	International Trade Law	3(3-0-6)
95430769	Digital Age Entrepreneurship	3(2-2-5)
95640269	Global Business Strategy in a Globalizing World	3(3-0-6)
95640369	International Marketing	3(3-0-6)
95640469	Service Marketing	3(3-0-6)
95640569	Independent Study in Marketing	3(3-0-6)
95640669	Ethics in Digital Marketing	3(3-0-6)
95640769	Marketing Intelligence and Commercial Planning	3(3-0-6)
95440669	Innovative Startup Capstone	3(2-2-5)

### **2.3 Cooperative and Work-Integrated Education** **7 credits**

95641969	Pre-Cooperative and Work-Integrated Education	1(0-2-1)
95642069	Cooperative and Work Integrated Education	6(0-18-9)

### **3. Free Elective Course** **not less than 6 credits**

Students may select elective courses totaling 6 credits from courses offered by the university or from other universities, both domestically and internationally.

## Study Plan

### Year 1 – Fall Semester

Course Type	Course ID & Name		Credits
General Education (GE)	xxxxxxx	GE (Language for Communication)	2(2-0-4)
	xxxxxxx	GE (Language for Communication)	2(2-0-4)
	xxxxxxx	GE (Wellbeing, Work Life Harmony and Global Citizenship)	2(1-2-3)
	xxxxxxx	GE (Wellbeing, Work Life Harmony and Global Citizenship)	2(1-2-3)
	xxxxxxx	GE (Sustainable Transformational Entrepreneurship)	2(1-2-3)
	xxxxxxx	GE (Sustainable Transformational Entrepreneurship)	2(1-2-3)
Total			12

### Year 1 – Spring Semester

Course Type	Course ID & Name		Credits
General Education (GE)	xxxxxxx	GE (Language for Communication)	2(2-0-4)
	xxxxxxx	GE (Wellbeing, Work Life Harmony and Global Citizenship)	2(1-2-3)
	xxxxxxx	GE (Sustainable Transformational Entrepreneurship)	2(1-2-3)
Core Course	95310169	Principle of Marketing	3(3-0-6)
	95310269	Business Law and Ethics	3(3-0-6)
	95310369	Microeconomics	3(3-0-6)
	95310469	Principles of Management	3(3-0-6)
Total			18

## Study Plan

### Year 2 – Fall Semester

Course Type	Course ID & Name		Credits
General Education (GE)	xxxxxxx	GE (Language for Communication)	2(2-0-4)
Core Course	95320169	Business Taxation	3 (3-0-6)
	95320269	Principles of Accounting	3 (3-0-6)
	95320369	Business Statistic	3 (3-0-6)
Major Requirement (MR)	95620169	Consumer Behavior in 21 <sup>st</sup> century	3(2-2-5)
Free Elective	xxxxxxx	Free Elective 1	3(3-0-6)
<b>Total</b>			<b>17</b>

### Year 2 – Spring Semester

Course Type	Course ID & Name		Credits
General Education (GE)	xxxxxxx	GE (Language for Communication)	2(2-0-4)
Core Course	95320469	Macroeconomics	3(3-0-6)
	95320569	Introduction to Business Research	3(3-0-6)
	95320669	Business Finance	3(3-0-6)
Major Requirement (MR)	95620269	Price Management and Strategy	3(3-0-6)
	95620369	Product Management and Planning	3(2-2-5)
<b>Total</b>			<b>17</b>

## Study Plan

### Year 3 – Fall Semester

Course Type	Course ID & Name		Credits
General Education (GE)	xxxxxxx	GE (Language for Communication)	2(2-0-4)
Core Course	95330169	Productions and Operation Management	3(3-0-6)
	95330269	Human Resource Management	3(3-0-6)
Major Requirement (MR)	95630169	Retailing and Distribution Management	3(3-0-6)
	95630269	Branding	3(2-2-5)
	95630369	Digital Marketing	3(2-2-5)
Total			17

### Year 3 – Spring Semester

Course Type	Course ID & Name		Credits
Core Course	95330369	Managerial Accounting	3(3-0-6)
Major Requirement (MR)	95630469	Strategic marketing planning	3(3-0-6)
	95630569	Integrated Marketing Communication	3(3-0-6)
Major Elective (ME)	xxxxxxx	ME 1	3(3-0-6)
	xxxxxxx	ME 2	3(3-0-6)
	xxxxxxx	ME 3	3(3-0-6)
Total			18

## Study Plan

### Year 4 – Fall Semester

Course Type	Course ID & Name		Credits
Major Requirement (MR)	95640169	Marketing Research	3(2-2-5)
Major Elective (ME)	xxxxxxxx	ME 4	3(3-0-6)
	xxxxxxxx	ME 5	3(3-0-6)
	xxxxxxxx	ME 6	3(3-0-6)
Free Elective	xxxxxxxx	Free Elective 2	3(3-0-6)
Cooperative and Work-Integrated Education (CWIE)	95641969	Pre-Cooperative and Work-Integrated Education	1(0-2-1)
<b>Total</b>			<b>16</b>

### Year 4 – Spring Semester

Course Type	Course ID & Name		Credits
Cooperative and Work-Integrated Education (CWIE)	95642069	Cooperative and Work Integrated Education	6(0-18-9)
<b>Total</b>			<b>6</b>

## Course Description

### 1. General Education Course

not less than 24 credits

#### Module 1 Language for Communication

12 credits

95110169 English for Academic Purposes 1

2(2-0-4)

Vocabulary and grammar for academic English; enhancement of the four language skills, academic content from diverse disciplines, lectures for listening, making inferences and note-taking, excerpts from academic books and articles for reading comprehension of main ideas and details, writing and speaking skills through assignments and classroom activities.

95110269 English for Academic Purposes 2

2(2-0-4)

Advanced vocabulary and grammar for academic English; complex academic language skills, content from diverse disciplines, lecture and text analysis, inference and application of critical thinking to issues from various academic subjects, structured discussions on complex issues, note-taking and outlining, clear and coherent essay writing.

95110369 English for Listening and Speaking

2(2-0-4)

Oral language skills for effective communication in different situations; practice listening for main ideas, analyzing information, and interpreting content from various sources. daily life conversation, class discussions, and expressing opinions in various scenarios.

95110469 English Academic Writing 1

2(2-0-4)

Academic paragraph writing skills through pre-writing- writing - reviewing and revising process; reading and analyzing the model paragraph; recognizing common grammatical terms and concepts useful for writing; preparation for a paragraph writing skills to essay writing.

95110569 English Academic Writing 2

2(2-0-4)

Academic essays writing skills through pre-writing - writing - reviewing and revising process; recognizing and identifying key writing structures recognition and identification from model paragraphs and essays; critical thinking promoting and organizational techniques for essays writing.

95110669 English Standard Test Preparation

2(2-0-4)

Preparation for an English Standard Test applicable; development of language essential skills; listening for comprehension, structure and written expression, and reading for comprehension.

## Course Description

95110769 English for Collegiate Life 3(2-2-5)

Vocabulary, grammar, pronunciation, communication skills, listening, speaking, reading, and writing used in everyday English communication for studying and living at the university level, appropriately in terms of language proficiency, diverse social and cultural contexts, as well as the development of self-learning skills.

95110869 English for Workplace 3(2-2-5)

Communication in English for work in contexts with social and cultural differences, communication skills, listening, speaking, reading, writing, presentation skills, learning English, and using artificial intelligence to develop English skills for work independently and appropriately.

95120069 Chinese Communication 1 3(3-0-6)

The beginner of HSK Level 1; 150-word basic vocabulary, and everyday sentence structures, interacting in simple daily scenarios; greetings, self-introductions, numbers and time, talking about family, giving locations, shopping, and ordering food.

95120169 Chinese Communication 2 3(3-0-6)

Further developing on HSK Level 1 and introduces new topics and sentence patterns from the first half of HSK Level 2, expanding to 225-word vocabulary and engaging in more dynamic everyday conversations; weather, daily routines, hobbies, transportation, and describing simple activities and places.

95120269 Chinese Communication 3 3(3-0-6)

Completing the HSK Level 2, strengthening confident and personal expression in Chinese, reaching a 300-word vocabulary level and practice expressing experiences, future, comparisons, and preferences.

95120369 Korean Communication for Everyday Use 1 3(3-0-6)

Korean vocabulary and grammar used on a daily basis; practice of Korean communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Korean alphabet; describe things used daily, asking and answering questions in general topics.

## Course Description

95120469 Korean Communication for Everyday Use 2 3(3-0-6)

Korean vocabulary and grammar used on a daily basis; development of Korean communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effective communication; sentences study and asking and answering questions related to everyday life.

95120569 Japanese Communication for Everyday Use 1 3(3-0-6)

Japanese vocabulary and grammar used on a daily basis; practice of Japanese communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Japanese alphabet, describe things that are used daily, asking and answering questions in general topics.

95120669 Japanese Communication for Everyday Use 2 3(3-0-6)

Japanese vocabulary and grammar used daily; practice of Japanese communication skills including listening, speaking, reading, and writing; the development of critical thinking skills for effectively communication; sentences and asking and answering questions related to everyday life.

95120769 Vietnamese Communication for Everyday Use 1 3(3-0-6)

Vietnamese vocabulary and grammar used daily; development of Vietnamese communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Vietnamese alphabet, describe things, asking and answering questions in general topics alphabet, describe things, asking and answering questions in general topics.

95120869 Vietnamese Communication for Everyday Use 2 3(3-0-6)

Vietnamese vocabulary and grammar used daily; development of Vietnamese communication skills including listening, speaking, reading, and writing; practice critical thinking skills for effectively communication; study sentences and asking and answering questions related to everyday life.

95120969 Bahasa Indonesia Communication for Everyday Use 1 3(3-0-6)

Bahasa Indonesia vocabulary and grammar used daily; practice of Bahasa Indonesia communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Bahasa Indonesia alphabet, describe things that are used daily, asking and answering questions in general topics.

## Course Description

95121069 Bahasa Indonesia Communication for Everyday Use 2 3(3-0-6)

Bahasa Indonesia vocabulary and grammar used daily; development of Bahasa Indonesia communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effectively communication; sentences study and asking and answering questions related to everyday life.

95121169 French Communication for Everyday Use 1 3(3-0-6)

French vocabulary and grammar used on a daily basis; practice of French communication skills including listening, speaking, reading, and writing through a variety of communicative activities; reading and writing French alphabet; asking and answering questions in general topics.

95121269 French Communication for Everyday Use 2 3(3-0-6)

French vocabulary and grammar used daily; develop French communication skills including listening, speaking, reading, and writing; the practice of critical thinking skills for effectively communication; sentences study, asking and answering questions related to everyday life.

95121369 German Communication for Everyday Use 1 3(3-0-6)

German vocabulary and grammar used daily; practice of German communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write German alphabet; describe things that are used on a daily basis, asking and answering questions in general topics.

95121469 German Communication for Everyday Use 2 3(3-0-6)

German vocabulary and grammar used daily; development of German communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effectively communication; sentences study and asking and answering questions related to everyday life.

95121569 Spanish Communication for Everyday Use 1 3(3-0-6)

Spanish vocabulary and grammar used daily; practice of Spanish communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Spanish alphabet; describe things that are used daily, asking and answering questions in general topics.

## Course Description

95121669 Spanish Communication for Everyday Use 2 3(3-0-6)

Spanish vocabulary and grammar used daily; development of Spanish communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effectively communication; sentences study and asking and answering questions related to everyday life.

95121769 Thai Communication for Everyday Use 1 3(3-0-6)

Thai vocabulary and grammar used on a daily basis; practice of Thai communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Thai alphabet; describe things used on a daily basis, asking and answering questions in general topics.

95121869 Thai Communication for Everyday Use 2 3(3-0-6)

Thai vocabulary and grammar used daily; development of Thai communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effectively communication. Study sentences and asking and answering questions related to everyday life.

95121969 Art of Thai Listening 3(3-0-6)

Principles of listening, types of listening and their practical relationships to daily life; development of communication skills, particularly in listening; analyzing what constitutes effective communication and what constitutes ineffective communication.

95122069 Art of Thai Speaking 3(3-0-6)

Introduction to the principles of speaking, types of speaking and their practical relationships to daily life; development of communication skills, particularly in speaking; learn to analyze what constitutes effective communication and what constitutes ineffective communication.

95122169 Art of Thai Reading 3(3-0-6)

Practice and development of Thai reading skills; Enhancement of reading proficiency, reading for comprehension skills; practice of Thai tones pronunciation and prose reading aloud.

95122269 Art of Thai Writing 3(3-0-6)

Thai writing skills and critical thinking skills through questioning, and analytical, synthetic, and evaluation skills; study and consider the content in depth, objectives, perspectives, and assumptions; provide supporting evidence leading to the author's conclusion.

## Course Description

95122369 Fundamental of Thai Poetry Writing 3(3-0-6)

Introduction of characteristics and types of poetry, general and specific components of poetry writing, well-known poets' experience in poetry writing, and poetry writing techniques; development of writing skills in various types of poetry and poetry reading aloud.

### **Module 2 Wellbeing, Work Life Harmony and Global Citizenship 6 credits**

95130169 Wellness and Nutrition 2(1-2-3)

Concepts and factors contributing to good health, good personality and well-being, focusing on the importance of physical health and nutrition, basic principles of exercise, principles of first aid and first aid in an emergency situation, including cardiopulmonary resuscitation (CPR), designing fitness programs tailored to different ages and physical conditions and assessment by technology, analyzing the role of nutrition in promoting health.

95130269 Mindfulness for Sustainable Happiness 2(1-2-3)

The purpose of life identification, identifying the obstacle, principles of mindfulness, self-awareness, how to plan and deal with obstacles on learning and working, analyzing the cases on learning and working and discussion, mindfulness practices, skills for balancing life in study and work.

95130369 DEI for Success 2(1-2-3)

The meaning of DEI: creating a work environment based on diversity, equity, and inclusion; understanding oneself and others; embracing diverse perspectives for innovative and collaborative problem-solving; self-regulating emotions; managing relationships without bias; applying emotional intelligence in personal and professional contexts; promoting a culture of sustainable learning and growth; and learning from successes and improving together.

95130469 Art Therapy and Appreciation 2(1-2-3)

Art therapy and the beauty of art to promote self-esteem; meditation practice, time management, self-control; empathy to recognize emotions in others to understand other people's perspectives.

## Course Description

95140169 Design Thinking for Creative Problem Solving 2(1-2-3)

Analytical thinking skills and reasoning, deductive and inductive approaches, reasoning approaches of the East and the West; case study of formal and informal reasoning of everyday life; creative thinking, questioning; problem-solving, brainstorming; society need-based service design, prototyping, appropriate application of innovation.

95140269 Professional Presentation and Storytelling 2(1-2-3)

Techniques for analyzing complex problems and evaluating alternative solutions; strategies for evidence-based decision-making in presentations and negotiations; skills for effective communication and collaboration in diverse teams; methods for active listening, respectful dialogue, and conflict resolution; approaches to leveraging digital tools for creating and delivering impactful presentations; practices for fostering intercultural competence and responding to global challenges in negotiation contexts.

95150169 Next-Gen for SDGs 2(1-2-3)

Sustainable Development Goals (SDGs) definition, the importance of SDGs, Youth and SDGs, usefulness of SDGs for Developer, principles and stages of creativity in problem solving by applying SDGs, project design and alignment with SDGs, types of problem, obstacles, impact and concept evaluation by connecting the theoretical and interdisciplinary concepts, SDGs good practices, SDGs project presentation.

95150269 Sci-Tech for Future Sustainability 2(1-2-3)

Sustainable Development Goals (SDGs) and their interconnections, role of science and technology in addressing global challenges, environmental, social, and economic impacts of technological advancements, ethical considerations and policy implications of emerging technologies, innovative solutions and citizen science initiatives for sustainable development.

95150369 Thai Arts and Architecture 3(3-0-6)

Thai fine arts, Thai literature, Thai music, Thai dancing and Thai visual arts, Thai architecture, examines aesthetic themes religious and cultural symbolism to broadly develop arts appreciation, site visits.

## Course Description

95150469 Global Understanding 3(3-0-6)

Video conference discussions with international partners about lifestyles, family, college life, festivals and celebrations, cultures, and history; collaborative projects related to lifestyles and cultures in different countries; reflecting on the importance of internationalization in the 21st century, current situations, and future careers.

95150569 Global Business Leadership Camp 1 2(0-4-2)

Global leadership and teamwork; understanding different cultures, traditions and lifestyles; learn to respect those who are differences through education, training and experience; cultural exchange program.

95150669 Global Business Leadership Camp 2 1(0-2-1)

Further development of team working, learn to respect those who are differences through education, training and experience; cultural exchange program.

95150769 Self-Development for Wellbeing, Work Life Harmony and Global Citizenship 2(0-4-2)

Self-Development through self-learning for Wellbeing, Work Life Harmony and Global Citizenship, identify personal strengths, weaknesses, and areas for improvement related to life skills, develop a personalized learning plan for enhancing Wellbeing, Work Life Harmony and Global Citizenship, engage in self-directed learning activities; online courses, workshops, independent research, or gain practical experience through internships, volunteer work, or personal projects related to Wellbeing, Work Life Harmony and Global Citizenship, reflecting on learning experiences, assess progress, and adjust the learning plan as needed.

95150869 Global Experience 3(2-2-5)

Developing global competence: sociology, cultural studies, environmental science, and economics, enhancing collaboration, analyzing and synthesizing current global phenomena, demonstrating the ability to propose.

## Course Description

### Module 3 Sustainable Transformational Entrepreneurship

**6 credits**

95160169 Fundamental of Sustainable Entrepreneur 2(1-2-3)

Understanding the principles, transformational business operation, organization's vision and goals, sustainable entrepreneurial skills, management principles, characteristics and leadership qualities, communication, negotiation, and analysis for business decision-making, capital management, case study analysis, project execution, and presenting business models that promote sustainability and adaptability to change.

95160269 Financial Management for Non-Financer 2(1-2-3)

Introduction to finance basics of personal and business, financial statements analysis: balance sheet, income statement, cash flow statement, cash vs. profit, budgeting and forecasting fundamentals, key financial concepts for decision-making, technological tools for investment budgeting, capital budgeting tools, financial ratios and performance analysis, market analysis and business opportunities, business planning from analysis Introduction to finance basics of personal and business, financial statements analysis: balance sheet, income statement, cash flow statement, cash vs. profit, budgeting and forecasting fundamentals, key financial concepts for decision-making, technological tools for investment budgeting, capital budgeting tools, financial ratios and performance analysis, market analysis and business opportunities, business planning from analysis.

95160369 Investment and Risk Management for Entrepreneur 2(1-2-3)

Essential knowledge and practical tools in investment and risk management from an entrepreneurial perspective, types of investments, financial planning, risk identification, and mitigation strategies, evaluate investment opportunity and valuation technique, risk management plan and portfolio strategies for sustainable growth.

95160469 Innovative Food Entrepreneur 2(1-2-3)

The importance of food science, global food system and standard, key players in the food industry, introduction to food safety and quality control, macronutrients and microorganisms, basic concepts of food additives and their functions, food preservation and food processing methods, food packaging and material, introduction to food sensory evaluation, foodborne illnesses and their prevention, sustainability and ethical considerations in the food industry.

## Course Description

95160569 Logistics Management for Non-Logistician 2(1-2-3)

Introduction to logistics and supply chain, transportation management, warehousing and inventory management, supply chain management, logistics challenges, lean and supply chain transformation, logistics and supply chain strategies.

95160669 Entrepreneurship Camp 1(0-2-1)

Inspiration of entrepreneurship, entrepreneurship characteristics, business model canvas (BMC) design, pitching and presentation.

95160769 Fundamental for Startup 1(1-0-2)

Process to start your own business, business innovation, and startup fundraising; understanding challenges and opportunities for startup and marketing for startup; case studies of startup businesses.

95170169 Technology and AI Literacy for Working and Lifelong Learning 2(1-2-3)

Foundations of information literacy; Concepts of information, types of information, and information sources, media literacy; understanding media formats, media effects, and critical media analysis, digital literacy: navigating the digital world, digital citizenship, and online safety, information evaluation and critical thinking: Identifying credible sources, evaluating information for accuracy and bias, information seeking and retrieval; developing effective search strategies and utilizing information resources effectively, problem-solving for adapting to an AI-powered future.

95170269 Fundamental of Business Mathematic and Computational Technology 2(1-2-3)

Basic mathematics related to business, the use of technology for calculations, data collection and organization, descriptive statistics, data analysis techniques, graph creation, basic database management, and preliminary data analysis. The application of mathematical and statistical concepts in business decision-making.

95170369 Fundamental of Digital Art and Design 2(1-2-3)

Foundations and principles of pictorial design, the concepts of the picture plane, figure/ground relationships, scale and proportional transformation, composition, and value; development of a design vocabulary range, repertoire of practical techniques; introduction to formal design strategies.

## Course Description

95170469 Basic Digital Photography 2(1-2-3)

Digital photography, manipulation of photographic images; the application of illustration software used for a project approach emphasizing on processes and ancillary operations related to the digital media.

95170569 Digital Technology for Creative Design 2(1-2-3)

Design principles, design concepts, design elements, design strategies, creating visual media, video clips, presentation media design, animations, logos, using technology in design, UX/UI design.

95170669 Product and Package Design 2(1-2-3)

Design principles and elements, psychology of design and consumer behavior, role of branding and brand identity in product design, successful product and packaging design case studies, and developing and presenting a design concept for a new product or package.

95170769 Self-Development for Entrepreneurship in the Age of Artificial Intelligence 2(0-2-4)

Self-Development through self-learning process, identify personal strengths, weaknesses, and areas for improvement related to entrepreneurial skills, develop a personalized learning plan for enhancing entrepreneurial skills, engage in self-directed learning activities; online courses, workshops, independent research, or gain practical experience through internships, volunteer work, or personal projects related to entrepreneurial skills, reflecting on learning experiences, assess progress, and adjust the learning plan as needed.

**2. Professional Course 90 credits**

**2.1 Core Course 39 credits**

95310169 Principles of Marketing 3(3-0-6)

Introduction of concept of marketing principle, marketing for business and economic, functions of marketing; environmental factors influencing marketing, consumer behavior, product positioning and marketing mix

95310269 Business Law and Ethics 3(3-0-6)

Introduction to legal principles, law application to business, legal analysis of contemporary environment including law of contracts, property, business ownership, employment, debt collection, consumer protection; ethical implications of law, social responsibility for the corporation

## Course Description

- 95310369 Microeconomics 3(3-0-6)  
Concept and principle of microeconomics, demand and supply, elasticity and its application, framework of market structures, operation of each market and market competition
- 95310469 Principles of Management 3(3-0-6)  
Foundations of management principle, role and function of management, evolution of management theory, management concepts and techniques used for planning, organizing, leading, and decision making
- 95320169 Business Taxation 3(3-0-6)  
An understanding of the principles of Tax, and practices of business taxation in Thailand, the various types of taxes businesses face, tax compliance, computation, and tax planning strategies, corporate income tax, value-added tax (VAT), withholding tax, and personal income tax from a business perspective
- 95320269 Principles of Accounting 3(3-0-6)  
Introduction to accounting theories and procedures including basic double-entry system in recording processes, journalizing, posting to the ledgers and preparation of trial balance; adjusting entries and closing entry; preparation of basic financial statements
- 95320369 Business Statistics 3(3-0-6)  
Statistical for study and research in business, the descriptive statistics cover the concepts concerning exploratory data analysis, frequency distributions, the measure of central tendency; dispersion of the normal curve, skewness, probability theory, the sampling distribution; hypothesis testing; simple linear regression
- 95320469 Macroeconomics 3(3-0-6)  
Overview of macroeconomics theories, determination of output, employment, unemployment, interest rates, exchange rate, inflation; monetary and fiscal policies; international economic issues; AI tools helping to forecast macroeconomic trends, simple examples include AI systems that forecast economic conditions, track global events, basic ethical issues related to AI application in economic, and how AI supports modern economic decision-making in a responsible way

## Course Description

95320569 Introduction to Business Research 3(3-0-6)

Introduction to significance of business research, research process, ethics of researcher, writing proposal, problem statements, research objectives, theory and literature review, research hypothesis and testing, research instrument, data collection, data analysis and testing result; written report, discussion, presentation including introduction to quantitative and qualitative research in business

95320669 Business Finance 3(3-0-6)

Basic concepts and theory of finance, role of finance within company, financial planning and analysis, time value of money, discount cash flow, risk and return, capital budgeting, capital structure, costs of capital, dividend policy, valuation of financial assets, financial planning; other related financial issues

95330169 Productions and Operation Management 3(3-0-6)

Fundamentals of production and operation management within manufacturing and services enterprises; operation planning and strategy, forecasting demand, scheduling, supply chain management, quality control management, location decision for business, the role of Artificial Intelligence (AI) in modern production and operations, the application of forecast demand, plan schedules, check product quality, and manage inventory more accurately

95330269 Human Resource Management 3(3-0-6)

Understanding role and function of human resource in organization; HRM concepts and techniques, recruitment, selection, development, appraisal, retention, compensation, and labor relations

95330369 Managerial Accounting 3(3-0-6)

Introduction to accounting information relevant to decision making to apply for organization decision, profit planning and budgeting, cost-volume-profit analysis, cost management, financial statement preparation and analysis

## Course Description

<b>2.2 Major Course</b>	<b>45</b>	<b>credits</b>
<b>2.2.1 Major Required Course</b>	<b>27</b>	<b>credits</b>
95620169 Consumer Behavior in 21 <sup>st</sup> century		3(2-2-5)
A fundamental concept of consumer behaviour, decision making process, psychological factors, personal factors, social factors, marketing influences, consumer research, new trend of consumer in 21st century		
95620269 Price Management and Strategy		3(3-0-6)
Theories of pricing issues, structures including types of costs, price strategies, pricing policy, price elasticity and sensitivity, price customization, pricing complementary products, and competitive price responses by economic, marketing, organizational, and psychological factors		
95620369 Product Management and Planning		3(2-2-5)
The principles of a product and implications of planning and implementation by evaluating product strategies, how a favorable product can influence organizations' ability to withstand competitive pressures and thrive in dynamic market conditions, an essence of formulating competitive strategy of product management to its environment		
95630169 Retailing and Distribution Management		3(3-0-6)
Roles of distribution on channel structures including exchange, market intermediaries, types of channels and purposes, structures of retailing and wholesaling, designing and managing distribution channels in industrial, consumer and service market by case studies		
95630269 Branding		3(2-2-5)
The roles of branding in the contemporary business world, the strategic process of building, managing and evolving brands in a dynamic and competitive marketplace, the core concepts of branding including brand equity, brand management viewpoints in terms of customer values, branding frameworks, skills to create, launch, and manage a brand successfully, consumer brand relations and personal branding		

## Course Description

95630369 Digital Marketing 3(2-2-5)

Business skills and growing the real world experience of digital media sectors, challenging designed equips with key theories and practical skills to pursue in marketing careers, integrating different digital media, creating content marketing, developing digital marketing campaigns, social media planning, and measuring the effectiveness of digital marketing campaigns, including gaining insights of future trends

95630469 Strategic Marketing Planning 3(3-0-6)

Writing marketing plan, examining how marketing plans can change with the life cycle or market conditions of product or service, developing a model of marketing plan that includes an analysis of internal and external environment, segmentation, targeting and product positioning, and defining marketing mix strategy; product, pricing, distribution and promotion

95630569 Integrated Marketing Communication 3(3-0-6)

The fundamental elements of marketing communication with the focus of advertising, media, and creative industry, the promotional mix elements and purposes in the integrated marketing communications program of an organization, IMC tools with a strategic plan to achieve effective marketing communications campaign based on specific objectives, the environment, and market segments with established time and cost parameters in optimal ways

95640169 Marketing Research 3(2-2-5)

A fundamental knowledge of marketing research, formulation of topic, research question, research objective, literature review, hypotheses setting, sampling procedure, quantitative research procedure, qualitative research procedure (consumer insight), data analysis (SPSS), academic reference, and turning insights into marketing ideas

### 2.2.2 Major Elective Course

**18 credits**

95630669 Digital Advertising 3(3-0-6)

Critical thinking skills related to strategic planning, executing and evaluation of digital advertising, and the proper construction of a creative brief, an introduction to many tools in the creation of digital design including advertising environment, such as agency, client relationships, consumer behavior, ethics and media selection

## Course Description

95630769 Business Psychology 3(2-2-5)

The ability of applying psychology for business administration, empathy strategy, counseling and advising, motivation of colleagues, psychology of management for competitive business, understanding adaptation, ability to accept organizational culture and decision making at work with others, conflict management, and applying sufficiency economy for business administration

95630869 Creative Media Design 3(3-0-6)

Communication in various media, campaign advertising, including the field of digital media, forms of media and technologies and ways of communicating using any or all of them, how to develop innovation of communications in nowadays

95630969 Content Creation and Communication 3(3-0-6)

The essential skills and strategies needed to develop engaging, effective content for various digital platforms, craft compelling narratives, create visual and written content, and communicate effectively with diverse audiences across multiple channels, creative and strategic aspects of content creation, from brainstorming ideas and storytelling techniques to aligning content with brand messaging and marketing objectives

95631069 Personal Selling and Sales Management in the Digital Environment 3(3-0-6)

Fundamental elements of the personal selling and sales function and process, techniques of selling effectiveness and persuasion, how to build and maintain relationships with clients, ethical issues in today's digital environment

95631169 Special Topics in Marketing 3(3-0-6)

Current issues in marketing, the role of marketing in a modern organization the impact of the Internet and technological developments consumerism and environmentalism globalization, service and not-for-profit marketing, marketing policies and criticisms of modern marketing

95430169 Electronic Commerce 3(2-2-5)

Conducting business in the digital era through e-commerce platforms focuses on the fundamental principles of the e-commerce ecosystem, digital payment systems, and multichannel marketing strategies, leveraging artificial intelligence, big data, and blockchain to enhance business efficiency, the process of creating online business models, developing customer experiences, and engaging in cross-border trade to expand businesses to a global.

## Course Description

95430569 Strategic Business Analytics 3(2-2-5)

The competitor analysis and intelligence, analyzing competitors: segments of analysis including marketplace strategy, activity/value chain, alliances and networks, assumptions, capabilities and competencies, technology, industry analysis framework (5-forces analysis), 3C and 5C analysis, SWOT (strengths / weakness / opportunities / threats), TOWS analysis for generating strategic alternatives, sustainable competitive advantage, Porter's generic strategies

95430669 International Trade Law 3(3-0-6)

Learning on material presented in the Business Laws and Ethics course, this mid-level course of the legal and ethical aspects of doing international business

95430769 Digital Age Entrepreneurship 3(2-2-5)

Developing knowledge and skills necessary for entrepreneurship in the digital age, new business ideas, resource management, innovation creation, and utilizing technology to support business operations, digital tools, online marketing, data analytics, and digital platform management, market trends in an era of rapid technological change, strategic thinking and decision-making skills essential for building new businesses and adapting to evolving business environments

95640269 Global Business Strategy in a Globalizing World 3(3-0-6)

The globalization, liability of foreignness, resources and capabilities, value chain, outsourcing matrix, VRIN framework, OLI framework, Entry strategies selection, Staffing policies and ethics issues in global business

95640369 International Marketing 3(3-0-6)

Unique aspects of marketing in the international business environment, including challenges of global marketing including global economic, global legal environment, marketing strategies, global market trends across national boundaries

95640469 Service Marketing 3(3-0-6)

An overview of services marketing, understanding the customer in services marketing, services marketing mix including the elements of product, price, place, promotion, processes, physical evidence, and people, consumer complaint and service recovery

## Course Description

95640569 Independent Study in Marketing 3 (3-0-6)

Independent Study allows students to work with their advisors or faculty to determine an individualized plan for knowledge and skills to be sought in a specific or individualized topic

95640669 Ethics in Digital Marketing 3(3-0-6)

The ethical considerations and challenges faced by marketers in the digital age, understanding the moral implications of marketing strategies, especially regarding consumer privacy, transparency, and social responsibility

95640769 Marketing Intelligence and Commercial Planning 3(3-0-6)

The definition, functions, developments of information system, how marketing information system is employed in marketing planning, business decision making and development of competitive advantages

95440669 Innovative Startup Capstone 3 (2-2-5)

Fundamental startup concepts leading to business model development, covering problem identification and business opportunities, business model structure and components, value creation for customers, feasibility and production technologies, target customer analysis, marketing strategies and distribution channels, cost management, and revenue streams to establish sustainable business value

### **2.3 Cooperative and Work-Integrated Education 7 credits**

95641969 Pre-Cooperative and Work-Integrated Education 1(0-2-1)

Principles, processes, and regulations of cooperative and work-integrated education; essential workplace competencies such as adaptability, collaboration skills, emotional intelligence, and corporate culture; job application skills including job and workplace selection, application and résumé writing, and interviewing; technical report writing and presentation; and preparation for career success

95642069 Cooperative and Work Integrated Education 6(0-18-9)

A full-time working in a selected organization; integrate knowledge, ability and skills with the assigned tasks; develop potentialities and career path from work; develop new skills learned from assigned work; develop team-work skills in a real work context