



BUU IC
 BURAPHA UNIVERSITY
 WISDOM OF THE EAST
 INTERNATIONAL
 COLLEGE



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) IN SUSTAINABLE FINANCE AND INVESTMENTS



“

**Shaping Future Financial Professionals
 for Sustainable Growth**

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@thebuuic



buuic@buu.ac.th



www.buuic.ac.th



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SUSTAINABLE FINANCE AND INVESTMENTS TEAM

SFI



**ASST. PROF.
TUANGPORN**

CHAIRPERSON



MR. JIRAYUT

INSTRUCTOR



DR. SUDIP

INSTRUCTOR



MS. NAPASSORN

INSTRUCTOR

Program Overview

Business Administration (Sustainable Finance and Investments) is designed for students who want to build a strong career in finance while contributing positively to society and the environment. The program focuses on modern finance and investment strategies that clearly link financial decision-making with sustainability and ESG considerations. Students learn through real-world case studies and practical examples from today's financial markets. Teaching emphasizes hands-on learning rather than theory alone, helping students develop skills that are truly useful in professional settings. The curriculum is regularly updated to include new financial products, innovative tools, and emerging technologies. The students are encouraged to evaluate investments by balancing profitability with social and environmental impact.

Degree Offered

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

Career Paths

1. Corporate Sustainability Analyst
2. ESG Strategy Officer
3. Sustainable Finance Officer
4. Sustainable Banking Officer
5. Investment banking Officer
6. Risk management Officer
7. Finance Specialist
8. Credit Risk Analyst
9. Climate Risk Analyst
10. Risk & Compliance Consultant
11. Sustainable FinTech Product Analyst
12. ESG Data & Analytics Specialist
13. Green Finance Platform Analyst
14. Financial Innovation Officer

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: Analyze financial statements and assess investment value to make accurate financial decisions.

PLO5: Design and manage investment portfolios with consideration for sustainable risk and return.

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
2.2.1 Major Requirement Course	27	credits
2.2.2 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

Module 2 Wellbeing, Work Life Harmony and Global Citizenship	6 credits
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)
Module 3 Sustainable Transformational Entrepreneurship	6 credits
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

2. Professional Course	91 credits
2.1 Core Course	39 credits
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)
2.2 Major Course	45 credits
2.2.1 Major Required Course	27 credits
95520169 Money, Banking and Financial Market	3(3-0-6)
95520269 Principles and Practice of Insurance	3(3-0-6)
95520369 Principle of Investment	3(2-2-5)
95530169 Risk Management and Financial Derivatives	3(2-2-5)
95530269 Financial Accounting	3(3-0-6)
95530369 Sustainable Finance	3(2-2-5)
95530469 International Financial Management	3(3-0-6)
95530569 Financial Technology (FinTech)	3(2-2-5)
95540169 Project Finance and Feasibility study	3(2-2-5)
2.2.2 Major Elective Course	18 credits
95530669 Security analysis and Portfolio Management	3(2-2-5)
95530769 Credit Management	3(3-0-6)
95530869 Real estate financing	3(2-2-5)
95530969 Digital Assets and Cryptocurrency	3(3-0-6)
95531069 Wealth Management	3(2-2-5)
95531169 International Economics	3(3-0-6)
95531269 Merger, acquisition and corporate valuation	3(3-0-6)
95540269 Seminar in Finance	3(2-2-5)

Course List

95540369	Entrepreneurial Finance	3(2-2-5)
95540469	Industrial finance	3(2-2-5)
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)	95520169	Money, Banking, and Financial Market	3(3-0-6)
Free Elective	xxxxxxx	Free Elective 1	3(3-0-6)
Total			17

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)	95520269	Principles and Practice of Insurance	3(3-0-6)
	95520369	Principle of Investment	3(2-2-5)
Total			17

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)	95530169	Risk Management and Financial Derivatives	3(2-2-5)
	95530269	Financial Accounting	3(3-0-6)
	95530369	Sustainable Finance	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)	95530469	International Financial Management	3(3-0-6)
	95530569	Financial Technology (FinTech)	3(2-2-5)
Major Elective (ME)	xxxxxxx	ME 1	3(2-2-5)
	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)	95540169	Project Finance and Feasibility study	3(2-2-5)
Major Elective (ME)	xxxxxxxx	ME 4	3(2-2-5)
	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)
Total			16

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)
Total			6

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.

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

Course Description

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.

95150469 Global Understanding 3(3-0-6)

Course Description

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

2.2 Major Course **45 credits**

2.2.1 Major Required Course **27 credits**

95520169 Money, Banking and Financial Market 3(3-0-6)

The core principles of money, financial systems, and markets, focusing on interest rates, and time value of money; roles of banks and non-bank institutions; fund flows, key financial instruments; financial intermediation, the structure of the financial ecosystem, and central bank's influence on monetary policy and financial stability

95520269 Principles and Practice of Insurance 3(3-0-6)

Introduction of the fundamental concepts and practices of insurance; covering various types of insurance-including life, health, property, and liability; exploring risk management, policy design, underwriting, and claims processing; emphasizing the regulatory environment and ethical considerations in the insurance industry

95520369 Principle of Investment 3(2-2-5)

The introduction of investment, investment tools, portfolio theory, efficient market theories, valuation methods for fixed income instruments and equity instruments, option and futures contracts, risk and return measurement of individual securities and portfolios; the determinants of risk and return, and alternative investments

95530169 Risk Management and Financial Derivatives 3(2-2-5)

Introduction of risk management concepts and use of financial derivatives to mitigate market, credit, and operational risks; key topics include options, futures, forwards, swaps, and their roles in hedging and speculation; focusing on identification, measurement, pricing models, and regulatory considerations, with a practical applications of derivatives in financial markets

95530269 Financial Accounting 3(3-0-6)

The principles of financial accounting, focusing on preparing, interpreting, and analyzing financial statements; key topics include the accounting cycle, double-entry bookkeeping, and core elements like assets, liabilities, equity, revenues, and expenses; recording transactions and preparing balance sheets, income statements, and cash flow statements; financial accounting for internal and external stakeholders

Course Description

95530369 Sustainable Finance 3(2-2-5)

Exploring integrating environmental, social, and governance (ESG) factors into financial decision-making; key topics include sustainable investment strategies, green bonds, impact investing, climate risk management, and regulatory frameworks; focusing on real-world case studies and the contribution to sustainability goals

95530469 International Financial Management 3(3-0-6)

Financial management in a global context, foreign exchange markets, international financial instruments, and cross border project investment; key topics include capital budgeting for multinational firms, currency risk management, global economic impacts on financial decisions; financial challenges in the international marketplace

95530569 Financial Technology (FinTech) 3(2-2-5)

Introduction of the innovative world of Financial Technology (FinTech) and its transformative impact on the financial services industry; digital payments, peer-to-peer lending, robo-advisors, blockchain, and cryptocurrencies

95540169 Project Finance and Feasibility study 3(2-2-5)

Knowledge of project development and project financing, feasibility study, project revenues and costs, cashflows, profitability; the analyzing of key ratios and factors affecting project feasibility study, and sensitivity Analysis

2.2.2 Major Elective Course 18 credits

95530669 Securities Analysis and Portfolio Management 3(2-2-5)

Overview of securities analysis and portfolio management including equity and debt securities; evaluation of financial statements, value securities, and technical and fundamental analysis; key topics include Modern Portfolio Theory, CAPM, and ethical investment practices; risk assessment, portfolio diversification, and data-driven decision-making

95530769 Credit Management 3(3-0-6)

The fundamentals of credit management, focusing on credit types, risk assessment, and policy development; analyzing financial statements, manage accounts receivable, and understanding economic influences on credit decisions; evaluation of creditworthiness and implement effective credit strategies in business

Course Description

95530869 Real estate financing 3(2-2-5)

The principles of real estate finance, financial analysis, and decision-making in the real estate industry; property valuation, mortgage financing, and risk management; evaluation of investment opportunities, analyzing cash flows, and understanding the impact of interest rates, market conditions, and regulations on real estate finance

95530969 Digital Assets and Cryptocurrency 3(3-0-6)

Exploration of the dynamic realm of digital assets and cryptocurrencies; emphasizing the influence on financial markets and investment strategies; blockchain technology, crypto currency principles, and the role of digital assets in the global economy; risks associated with investing in digital assets

95531069 Wealth Management 3(2-2-5)

The wealth management principles, investment strategies, assessing client needs, and managing portfolios; key topics include asset allocation, risk management, and estate planning

95531169 International Economics 3(3-0-6)

Introduction of international trade role in economy, basic concepts relating to comparative advantage, tariffs and quotas, and economic integration; emphasize on welfare implications of international trade and commercial policies, international financial flows, determinations of interest and exchange rates; macroeconomic policies issued by government and impact of the policies

95531269 Merger, acquisition and corporate valuation 3(3-0-6)

Exploration of mergers and acquisitions (M&A) and corporate valuation techniques, the strategic rationale behind M&A, valuation methods, and the due diligence process; key topics include financial modeling, synergy assessment, regulatory considerations, and the impact of M&A

95540269 Seminar in Finance 3(2-2-5)

Contemporary issues in finance, critical discussions on modern financial challenges; the impact of the global situation on financial market; organizing and participating seminars

Course Description

95540369 Entrepreneurial Finance 3(2-2-5)

Introduction of basic principles of funding for entrepreneur, role of entrepreneurial finance, alternatives for funding, planning and valuation of enterprise, screening venture opportunities, components of organizing and operating the venture, mechanism and methods to venture valuation; financial opportunities and challenges for entrepreneurs

95540469 Industrial finance 3 (2-2-5)

The overview of industrial finance, financial decision-making within manufacturing and industrial sectors; capital budgeting, cost of capital, financing options, working capital management, and financial forecast and budget for industrial projects; the impact of economic factors, investment strategies, and risk management practices essential for optimizing financial performance in an industrial context

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