



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

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT



“

**A real industry experience for job readiness,
and cultivate high quality graduates for
logistics and supply chain business**

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LOGISTICS AND SUPPLY CHAIN MANAGEMENT TEAM

LSCM



DR. MONPARATH

CHAIRPERSON



**ASST. PROF.
DR. PANATE**

INSTRUCTOR



DR. WICHIE

INSTRUCTOR



DR. THANG

INSTRUCTOR



DR. PODCHARA

INSTRUCTOR



MR. ABHISHEK

INSTRUCTOR



MR. KITI

ACADEMIC OFFICER

Program Overview

The BUUIC Logistics and Supply Chain Management program gets students ready for a world where speed, technology, and global connections drive everything. What sets this program apart is how it links theory with hands-on practice. Students not only learn how supply chains work but also how to improve them using modern tools and systems. The program focuses on planning, managing, and optimizing the flow of products, data, and resources across international supply chain networks. Students gain real experience through business simulations, gamification, company visits, and applied projects that reflect what's happening in global logistics today. The use of AI, automation, and digital supply chain technologies adds a modern touch, helping students prepare for the future of work. Along the way, students will sharpen skills in problem-solving, teamwork, creative, and strategic thinking. Key abilities for anyone aiming to make a difference in logistics, manufacturing, trade, or e-commerce.

Degree Offered

Bachelor of Business Administration (B.B.A.)
(Logistics and Supply Chain Management) (International Program)

Career Paths

1. Logistics coordinator
2. Supply chain analyst
3. Procurement officer
4. Inventory control analyst
5. Operations or distribution manager
6. Transportation planning technician
7. Import–export officer
8. Warehouse and fulfillment supervisor
9. E-commerce logistics coordinator
10. Supply chain sustainability specialist
11. Materials planner
12. Freight forwarding executive
13. Demand planner or forecasting analyst
14. Customs brokerage officer
15. Supply chain data analyst

Program Learning Outcomes (PLOs)

PLO1: Apply logistics and supply chain management knowledge to analyze and solve problems in international business contexts.

PLO2: Utilize information technology, digital tools and AI to support data-driven decisions for data analysis in logistics and supply chain decision-making

PLO3: Communicate and collaborate appropriately and professionally in diverse, international teams.

PLO4: Communicate and collaborate appropriately and professionally in diverse, international teams.

PLO5: Demonstrate leadership and adaptability in diverse and dynamic business environments

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	24	credits
2.2 Major Course	67	credits
2.2.1 Major Requirement Course	33	credits
2.2.2 Major Elective Course	27	credits
2.2.3 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		24 credits
2.2 Major Course		67 credits
2.2.1 Major Requirement Course		33 credits
95811169	Introduction to Logistics	3(3-0-6)
95811269	Introduction to Transportation and Distribution Management	3(3-0-6)
95811369	Introduction to Supply Chain Management	3(3-0-6)
95821169	Introduction to Material Handling and Packaging	3(3-0-6)
95821269	Introduction to Warehouse Management	3(3-0-6)
95821369	Customer Relationship Management for Logistics	3(3-0-6)
95821469	Data Analysis and Presentation for Logistics	3(3-0-6)
95831169	Basic Accounting and Finance for Logistics	3(3-0-6)
95831269	International Logistics and Supply Chain	3(3-0-6)
95831369	English for Logistics	3(3-0-6)
95841169	Seminar in Logistics and Supply Chain Management	3(2-2-5)

Course List		
2.1.2 Major Elective Course		27 credits
95850169	Sustainable Supply Chain	3(3-0-6)
95850269	Transport Economics	3(3-0-6)
95850369	Material Management and Inventory Control	3(3-0-6)
95850469	Road and Rail Transport	3(3-0-6)
95850569	Procurement and Sourcing in Supply Chain	3(3-0-6)
95850669	Safety and Environmental Management	3(3-0-6)
95850769	Strategic Supply Chain Management	3(3-0-6)
95850869	Air Transport	3(3-0-6)
95850969	Maritime Transport	3(3-0-6)
95851069	Multimodal Transport	3(3-0-6)
95851169	Supply Chain Risk Management	3(3-0-6)
95851269	Quality Control Management	3(3-0-6)
95851369	Lean Manufacturing and Supply Chain Management	3(3-0-6)
95851469	E-commerce Operations Management	3(3-0-6)
95851569	Logistics Management Information System	3(3-0-6)
95851669	Entrepreneurship in Logistics	3(3-0-6)

95851769	Marketing of Logistics Service	3(3-0-6)
95851869	Import – Export Management	3(3-0-6)
95851969	Smart Logistics and Supply Chain Systems	3(2-2-5)
95852069	City Logistics Last Mile Delivery	3(3-0-6)
95852169	Current Issues in Logistics	3(2-2-5)
95852269	Introduction to Artificial Intelligence in Logistics and Supply Chain Management	3(2-2-5)
95852369	Analytical Models for Supply Chain Management	3(2-2-5)

Course List		
2.2 Cooperative and Work-Integrated Education		7 credits
95849469	Pre-Cooperative and Work-Integrated Education	1(0-2-1)
95849569	Cooperative Education and Work Integrated Learning	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)	951xxx69	GE (Language for Communication)	2(2-0-4)
	951xxx69	GE (Language for Communication)	2(2-0-4)
	951xxx69	GE (Wellbeing, Work Life Harmony and Global Citizenship)	2(1-2-3)
	951xxx69	GE (Wellbeing, Work Life Harmony and Global Citizenship)	2(1-2-3)
	951xxx69	GE (Sustainable Transformational Entrepreneurship)	2(1-2-3)
Major Requirement (MR)	95811169	Introduction to Logistics	3(3-0-6)
Total			13

Year 1 – Spring Semester

Course Type	Course ID & Name		Credits
General Education (GE)	951xxx69	GE (Language for Communication)	2(2-0-4)
	951xxx69	GE (Wellbeing, Work Life Harmony and Global Citizenship)	2(1-2-3)
	951xxx69	GE (Sustainable Transformational Entrepreneurship)	2(1-2-3)
	951xxx69	GE (Sustainable Transformational Entrepreneurship)	2(1-2-3)
Core course	95810169	Principles of Marketing	3(3-0-6)
Major Requirement (MR)	95811269	Introduction to Transportation and Distribution Management	3(3-0-6)
	95811369	Introduction to Supply Chain Management	3(3-0-6)
Total			17

Study Plan

Year 2 – Fall Semester

Course Type	Course ID & Name		Credits
General Education (GE)	951xxx69	GE (Language for Communication)	2(2-0-4)
Core course	95820169	Microeconomics	3(3-0-6)
	95820269	Principles of Management	3(3-0-6)
	95820369	Human Resource Management	3(3-0-6)
Major Requirement (MR)	95821169	Introduction to Material Handling and Packaging	3(3-0-6)
	95821269	Introduction to Warehouse Management	3(3-0-6)
Total			17

Year 2 – Spring Semester

Course Type	Course ID & Name		Credits
General Education (GE)	951xxx69	GE (Language for Communication)	2(2-0-4)
Core course	95820469	Macroeconomics	3(3-0-6)
	95820569	Productions and Operation Management	3(3-0-6)
Major Requirement (MR)	95821369	Customer Relationship Management for Logistics	3(3-0-6)
	95821469	Data Analysis and Presentation for Logistics	3(3-0-6)
	958xxx69	Major Elective 1	3(3-0-6)
Total			17

Study Plan

Year 3 – Fall Semester

Course Type	Course ID & Name		Credits
General Education (GE)	951xxx69	GE (Language for Communication)	2(2-0-4)
Core course	95830169	Business Law and Ethics	3(3-0-6)
Major Requirement (MR)	95831169	Basic Accounting and Finance for Logistics	3(3-0-6)
	95831269	International Logistics and Supply Chain	3(3-0-6)
Major Elective (ME)	958xxx69	Major Elective 2	3(3-0-6)
	958xxx69	Major Elective 3	3(3-0-6)
Total			17

Year 3 – Spring Semester

Course Type	Course ID & Name		Credits
Core course	95830269	Introduction to Business Research	3(3-0-6)
Major Requirement (MR)	95831369	English for Logistics	3(3-0-6)
Major Elective (ME)	958xxx69	Major Elective 4	3(3-0-6)
	958xxx69	Major Elective 5	3(3-0-6)
	958xxx69	Major Elective 6	3(3-0-6)
	958xxx69	Major Elective 7	3(3-0-6)
Total			18

Study Plan

Year 4 – Fall Semester

Course Type	Course ID & Name		Credits
Major Requirement (MR)	95841169	Seminar for Hospitality, Airline and Event Management	3(2-2-5)
Major Elective (ME)	958xxx69	Major Elective 8	3(3-0-6)
	958xxx69	Major Elective 9	3(3-0-6)
Free Elective	xxxxxxxx	Free Elective 1	3(3-0-6)
	xxxxxxxx	Free Elective 2	3(3-0-6)
Cooperative and Work-Integrated Education (CWIE)	95849469	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)	95849569	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.

2.1 Core Course 24 credits

95810169 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

95820169 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

Course Description

95820269 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

95820369 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

95820469 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

95820569 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

95830169 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

95830269 Introduction to Business Research 3(3-0-6)

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

Course Description			
Professional Course		91	credits
2.2 Major Course		67	credits
2.2.1 Major Requirement Course		33	credits
95811169	Introduction to Logistics		3(3-0-6)
	A comprehensive overview of logistics management, exploring its key concepts, functions, and importance in globalized business environment; fundamental understanding of the logistics process, from procurement and inventory management to transportation, warehousing, and customer service		
95811269	Introduction to Transportation and Distribution Management		3(3-0-6)
	Transportation and distribution management and administration, decision-making models for transportation and distribution, study and analysis of advantages and disadvantages of various transportation and distribution methods, scheduling and routing of goods delivery and distribution, policies for international transportation		
95811369	Introduction to Supply Chain Management		3(3-0-6)
	Supply chain integration, value chain competitiveness, quick consumer response, forecasting, supplier-producer coordination, vendor-managed inventory, continuous replenishment, supply-chain restructuring, impacts of product design, roles of information technology in supply chain integration, procurement, logistics, reverse logistics, distribution management, supply chain optimization, linkages of supply chain strategy aligned to an overall business strategy		
95821169	Introduction to Material Handling and Packaging		3(3-0-6)
	Material handling concepts and principles, the unit load concept, industrial trucks, lifting equipment, conveying equipment, bulk materials handling equipment, packaging design and reuse, packaging for dangerous goods, shipping with intermodal containers, shipping with airfreight containers		
95821269	Introduction to Warehouse Management		3(3-0-6)
	Warehouse operations; receiving, storage, picking, packing, and shipping, various warehouse layout and design strategies, inventory control techniques, use of technology like barcode and RFID systems for warehouse management, material handling equipment, shelving systems, warehouse space planning decisions, safety issues		

Course Description			
	95821369	Customer Relationship Management for Logistics	3(3-0-6)
	Customer expectations, service standards, and the development of customer-centric strategies; essential aspects of customer service, including communication, problem-solving, and relationship building, with a specific focus on the unique challenges and opportunities within the logistics sector		
	95821469	Data Analysis and Presentation for Logistics	3(3-0-6)
	Essential skills for using AI or Generative AI, data evaluation, analysis, and visualization specifically tailored for logistics and business management; transforming raw data into meaningful insights using practical tools for data analysis and presentation		
	95831169	Basic Accounting and Finance for Logistics	3(3-0-6)
	Basic accounting principles; financial literacy for logistics operations; cost structures in supply chain environments and basic financial analysis and decision-making skills		
	95831269	International Logistics and Supply Chain	3(3-0-6)
	Introduction to international logistics and supply chains, global supply chain network design, international transportation modes and networks, customs and trade compliance, international shipping, warehousing and distribution management, information technology and supply chain visibility, supply chain risk management, sustainable supply chains		
	95831369	English for Logistics	3(3-0-6)
	Vocabulary, language, and skills communicating effectively in both formal and informal scenarios especially in logistics contexts such as selling products and services, participating in meetings, giving presentations, and socializing with colleagues		
	95841169	Seminar in Logistics and Supply Chain Management	3(2-2-5)
	Analysis of current situation in logistics and supply chain management, application of logistics management and supply chain management tools to real problems in current situations by various qualified speakers, dynamic changes in the emergence and development of knowledge in logistics management with changing social and industrial conditions		

2.1.2 Major Elective Course	27	credits
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95850169	Sustainable Supply Chain	3(3-0-6)
Sustainable supply chain, process in sustainable supply chain management, planning, sourcing, executing, continuous improvement, performance evaluation		
95850269	Transport Economics	3(3-0-6)
Economic theories related to air, land, and water transport, focusing on supply and demand, pricing, and investment in the context of logistics; financial and marketing aspects of transport, impacts of current AI and IoT technology on modern transport economics; case studies highlight practical applications of economic theories in transport management		
95850369	Material Management and Inventory Control	3(3-0-6)
Philosophy of materials management; quantitative techniques used in controlling inventories in an organization; classifications of inventory; deterministic and probabilistic inventory models; modern materials management systems		
95850469	Road and Rail Transport	3(3-0-6)
Rail transport, railroad track components, locomotives and railcars, rail yards, rail operations, rail traffic control, railroad performance, road transport, roadways, trucks, truck bodies, trailers, truck terminals, truck routes, trucking operations, trucking performance, challenges for land transportation		
95850569	Procurement and Sourcing in Supply Chain	3(3-0-6)
Procurement activities, types of procurement, important issues in procurement commitment, procurement planning, just-in-time procurement, supplier verification and evaluation, negotiation techniques, procurement and its role in corporate strategy, outsourcing, cost management, supplier sourcing, supplier		
95850669	Maritime Transport	3(3-0-6)
Importance of international shipping, types of cargo ships, inland maritime shipping, types of barges, seaports, riverports, terminals, liner and non-liner services, shipping routes, challenges for maritime transportation		
95850769	Strategic Supply Chain Management	3(3-0-6)
Methods, concepts and roles in management of strategic supply chain, parcel and stock circulation, warehouse, transportation strategy, integration of		

	supply chain activities, decision-making processes that create competitive advantages for businesses in today's global markets, components of supply chain strategy including demand forecasting, sourcing, procurement, production planning, inventory management, distribution, and logistics		
	95850869	Air Transport	3(3-0-6)
	Roles of air transport in global logistics and supply chains, regulatory framework governing air transport including safety and security regulations, pricing strategies and cost structures, airport operations and management including cargo handling, impact of technology on air transport, current trends and challenges in the air transport sector, role of air transport in e-commerce and the growing demand for express delivery services		
	95850969	Safety and Environmental Management	3(3-0-6)
	Safety management in the workplace, impact of working accident, preventive actions, rules and laws relating to safety and factory environment and compensation		
	95851069	Multimodal Transport	3(3-0-6)
	Types of cargo, terms of trade, using freight forwarders, general characteristics of maritime, rail, road, and air transport, terminals used to support multimodal transport, multimodal transport operators, corridor routing		
	95851169	Supply Chain Risk Management	3(3-0-6)
	Introduction to the concepts of risk in practice, defining risk and offering a comprehensive overview of supply chain management concepts, current trends affecting the supply chain including globalization, technological advancements, environmental issues, and geopolitical shifts, identifying risks, analyzing risks, and developing effective response strategies, types of risks		
	95851269	Quality Control Management	3(3-0-6)
	Basic principles of quality control management in supply chain, appropriate tools and equipments selection for quality control in different industries, procedures in quality control in organization		
	95851369	Lean Manufacturing and Supply Chain Management	3(3-0-6)
	Lean concepts applied within a company and throughout a supply chain, lean basics, waste reduction, house of Toyota framework, Toyota Production Systems, lean philosophy in various areas: sales and operations planning, forecasting, customer relationships, leveling, dependent demand materials, capacity management, shop floor control, lean inventory management, lot		

	sizing, warehousing and logistics, quality control, purchasing, supplier management, dealer and demand fulfillment, supply chain management		
	95851469	E-commerce Operations Management	3(3-0-6)
	Foundational concepts and strategies for building a successful e-commerce business; e-commerce models, designing effective user experiences, and building strong customer relationships; e-commerce systems, including front-end, back-end, and payment systems; platform to support their business goals; marketing, logistics, and financial management for sustainable e-commerce operations		
	95851569	Logistics Management Information System	3(3-0-6)
	Basic knowledge and skills needed to effectively utilize information systems and technology in support of organizational strategies in logistics, introduction to information systems in organizations, strategy and information systems leadership, databases and data management, information networks, the Internet and social media, enterprise resource planning and business applications, e-business, wireless and mobile technology, knowledge management, developing and implementing information systems, security and information systems auditing, information ethics and privacy, and practical skills using operating systems, word processing and spreadsheet software		
	95851669	Entrepreneurship in Logistics	3(3-0-6)
	Integration of entrepreneurship and logistics, fundamentals of entrepreneurship specific to logistics, developing viable business models and strategies, financing options for logistics startups, operational management in logistics ventures, innovation and technology's role in enhancing logistics services, analysis of trends such as e-commerce, digitalization, and sustainability		
	95851769	Marketing of Logistics Service	3(3-0-6)
	Marketing strategies specific to logistics services, understanding customer needs and expectations in the logistics industry, key marketing concepts such as service differentiation, customer relationship management, value proposition, and branding, role of digital marketing, social media, and e-commerce in promoting logistics services, market research, pricing strategies, and sales promotion techniques		
	95851869	Import-Export Management	3(3-0-6)
	Import-export concepts, agents and distributors, analysis of foreign business environments, import-export marketing, cargo and transportation, terms of		

	trade, packaging and shipping, customs clearance, estimated landed price calculations	
95851969	Smart Logistics and Supply Chain Systems	3(3-0-6)
	Critical digital tools and technologies used in logistics; GIS, GPS, RFID, and blockchain; data management principles, database normalization and blockchain's decentralized approach; real-world applications; fleet management, inventory control, and supply chain optimization	
95852069	City Logistics Last Mile Delivery	3(3-0-6)
	Principles of e-commerce, last-mile delivery concepts, road-transport and shipping carriers for last-mile delivery, packaging and shipping for last-mile delivery, common types and special types of last-mile delivery, reverse logistics, order fulfillment centers to support efficient last-mile delivery	
95852169	Current Issues in Logistics	3(2-2-5)
	Discussion, and presentation on case studies in current problems or interesting issues in logistics industry, such as challenges in logistics, digital transformation, sustainability, e-commerce growth, supply chain disruptions, labor shortages, fuel cost fluctuations, and regulatory changes	
95852269	Introduction to Artificial Intelligence in Logistics and Supply Chain Management	3(2-2-5)
	Fundamental knowledge including the modern progress of Artificial Intelligence and how to apply Artificial Intelligence to supply chain management, glean data-oriented insights and develop actionable supply chain strategies	
95852369	Analytical Models for Supply Chain Management	3(2-2-5)
	Fundamentals of optimization models, Linear Programming, Mixed-Integer Programming, Unified optimization methodology for operational planning problems, descriptive models, applications in supply chain, transportation problem, assignment problem, inventory planning, supply chain decision making under uncertainty, queuing theory	

2.2 Cooperative and Work-Integrated Education		7 credits
95849469	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.		
	95849569	Cooperative Education and Work Integrated Learning	6(0-18-9)
	Utilization of knowledge into real life situations in workplace; work-based learning or special projects profitable to workplaces operators to enhance students' work efficiency.		