



STUDENT HANDBOOK

Bachelor of Economics

INTERNATIONAL PROGRAM

ACADEMIC YEAR 2022

INFORMATION ABOUT THE PROGRAM

Program Title

Bachelor of Economics Program (International Program)

Degree Title

Bachelor of Economics (B.Econ.) (International Program)

Duration of Study and Credit Requirement

4 years, 8 regular semester

- Special Problem (Academic) Track 135 credits
- Cooperative Education Track 132 credits

Tuition Fee

- | | |
|--------------------|-------------|
| ○ Regular Semester | 35,000 Baht |
| ○ Summer Session | 17,500 Baht |



CURRICULUM STRUCTURE

for Bachelor of Economics (International Program),

Special Problem (Academic) Track

| <u>Special Problem (Academic) Track</u> | a minimum of 135 credits | |
|---|---------------------------------|-------------------|
| (1) General Education | a minimum of | 30 credits |
| - Learner Person Group | a minimum of | 18 credits |
| Compulsory Course | | 15 credits |
| Elective Course | a minimum of | 3 credits |
| - Innovative Co-creator Group | a minimum of | 3 credits |
| - Active Citizen | a minimum of | 9 credits |
| Compulsory Course | | 3 credits |
| Elective Course | a minimum of | 6 credits |
| (2) Field of Specialization | a minimum of | 99 credits |
| - Core Course | a minimum of | 33 credits |
| - Major Course | a minimum of | 66 credits |
| Compulsory | | 45 credits |
| Elective | a minimum of | 21 credits |
| - Minor Course (If any) | a minimum of | 15 credits |
| (3) Free Elective | a minimum of | 6 credits |

Courses For Special Problem (Academic) Track

| | | |
|---|---|-------------------|
| (1) General Education | a minimum of | 30 credits |
| 1.1 Learner Person Group | a minimum of | 18 Cr |
| Compulsory Course | | 15 Cr |
| 001101 | Fundamental English 1 | 3 Cr |
| 001102 | Fundamental English 2 | 3 Cr |
| 001201 | Critical Reading and Effective Writing | 3 Cr |
| 001228 | English for Business and Economics | 3 Cr |
| And choose one course from the following courses | | |
| 204100 | Information Technology and Modern Life) | 3 Cr |
| 261111 | Internet and Online Community | 3 Cr |
| 953111 | Software for Everyday Life | 3 Cr |
| Elective Course | a minimum of | 3 Cr |
| Choose at least one course from the following courses | | |
| 359206 | Landscape, Environment, Behaviors, and Minds | 3 Cr |
| 888102 | Big Data for Business | 3 Cr |
| 1.2 Innovative Co-creator Group | a minimum of | 3 Cr |
| 703103 | Introduction to Entrepreneurship and Business | 3 Cr |
| 1.3 Active Citizen | a minimum of | 9 Cr |
| Compulsory Course | | 3 Cr |
| 140104 | Citizenship | |

| Elective Course | a minimum of | 6 Cr |
|--|---------------------|-------------|
| Choose at least 2 courses from the following courses | | |
| 154104 Environmental Conservation | | 3 Cr |
| 159151 Lanna Society and Culture | | 3 Cr |
| 951100 Modern Life and Animation | | 3 Cr |

| (2) Field of Specialization | a minimum of | 99 Cr |
|------------------------------------|---------------------|--------------|
| - Core Course | a minimum of | 33 Cr |

| | | |
|--|--|------|
| 206171 General Mathematics I | | 3 Cr |
| 208271 Elementary Statistics for Social Sciences I | | 3 Cr |
| 701100 Elementary Accounting | | 3 Cr |
| 888111 Innovative Entrepreneurship Theory and Practice | | 3 Cr |
| 888121 Digital Economy | | 3 Cr |
| 888147 Innovation for Entrepreneur | | 3 Cr |
| Choose elective courses at least 15 credits among the following courses: | | |
| 154281 Economic Geography | | 3 Cr |
| 176101 Introduction to Law | | 3 Cr |
| 703322 Communication for Business Results | | 3 Cr |
| 751325 American Marketing Economics | | 3 Cr |
| 751419 Economic Theory and Entrepreneurship | | 3 Cr |
| 751447 Seminar in Current Economic Problems | | 3 Cr |
| 954140 Information Technology Literacy | | 3 Cr |
| 0012.. Elective English course above 200 level | | 3 Cr |

| - Major Course | a minimum of | 66 Cr |
|-----------------------|---------------------|--------------|
|-----------------------|---------------------|--------------|

Of all major course (no. 1 and no. 2) at least 36 credits must be courses above 300 level and at least 18 credits must be course of 400 level

| 1) Compulsory | 45 Cr |
|----------------------|--------------|
|----------------------|--------------|

| | |
|--|------|
| 751106 Principles of Economics | 3 Cr |
| 751202 History of Economic Thought | 3 Cr |
| 751209 Introduction to Mathematical Economics | 3 Cr |
| 751301 Microeconomic Theory I | 3 Cr |
| 751302 Microeconomic Theory II | 3 Cr |
| 751303 Public Finance | 3 Cr |
| 751304 Economic Statistics | 3 Cr |
| 751305 Econometric I | 3 Cr |
| 751308 Macroeconomic Theory I | 3 Cr |
| 751309 Macroeconomic Theory II | 3 Cr |
| 751401 International Economics | 3 Cr |
| 751403 Econometrics II | 3 Cr |
| 751405 Theory of Economic Development | 3 Cr |
| 751408 Research Methods in Economics | 3 Cr |
| 751409 Research Exercise in Current Economics Issues | 3 Cr |

| 2) Elective | a minimum of | 21 Cr |
|---|---------------------|---------------|
| Choose the following major elective courses | | |
| 751220 Economic History | | 3 Cr |
| 751320 International Business Economics | | 3 Cr |
| 751321 Community Economic Development | | 3 Cr |
| 751322 International Political Economy | | 3 Cr |
| 751323 Modern Chinese Economy | | 3 Cr |
| 751326 ASEAN Economy in the Global Economic Context | | 3 Cr |
| 751327 ICT Economics and Telecommunications Policy | | 3 Cr |
| 751330 Money and Banking | | 3 Cr |
| 751332 Monetary Theory | | 3 Cr |
| 751340 Introduction to Agricultural Economics | | 3 Cr |
| 751342 Land Economics | | 3 Cr |
| 751345 Transportation Economics | | 3 Cr |
| 751347 Cooperative Economics | | 3 Cr |
| 751411 The Economics of European Economic Integration | | 3 Cr |
| 751413 Introduction to Input-Output Analysis | | 3 Cr |
| 751414 Introduction to Applied Econometrics | | 3 Cr |
| 751416 Mathematical Economics | | 3 Cr |
| 751417 Managerial Economics | | 3 Cr |
| 751418 Business Cycle Theory | | 3 Cr |
| 751420 International Finance | | 3 Cr |
| 751421 Economics of Investment | | 3 Cr |
| 751422 Technical Analysis for Investment | | 3 Cr |
| 751424 Economic Development of Developing Countries | | 3 Cr |
| 751425 Economic Growth | | 3 Cr |
| 751427 Economic Planning | | 3 Cr |
| 751428 Political Economy | | 3 Cr |
| 751429 Comparative Economic System | | 3 Cr |
| 751434 Commercial Banking | | 3 Cr |
| 751437 Tax System | | 3 Cr |
| 751440 Labor Economics | | 3 Cr |
| 751441 Economics of Water Resources | | 3 Cr |
| 751442 Regional Economics | | 3 Cr |
| 751443 Industrial Economics | | 3 Cr |
| 751444 Urban Economics | | 3 Cr |
| 751445 Natural Resource Allocation and Policy | | 3 Cr |
| 751446 Economy of Thailand | | 3 Cr |
| 751448 Seminar in Global Investment Issues | | 3 Cr |
| 751451 Health Economics | | 3 Cr |
| - Minor Course (If any) | a minimum of | 15 Cr |
| (3) Free Elective | a minimum of | 6 Cr |
| Total | a minimum of | 135 Cr |

RECOMMENDED STUDY PLAN
Bachelor of Economics (International Program),
Special Problem (Academic) Track

YEAR 1

| <u>Semester 1</u> | | <u>Credit</u> |
|--------------------------|---|----------------------|
| 001101 | Fundamental English 1 | 3 |
| 206171 | General Mathematics 1 | 3 |
| 751106 | Principles of Economics | 3 |
| 888121 | Digital Economy | 3 |
| | A Compulsory Course in Learner Person Group (204100 or 261111 or 953111) | 3 |
| | An Elective Course in Learner Person Group (359206 or 888102) | 3 |
| | Total | 18 |

| <u>Semester 2</u> | | <u>Credit</u> |
|--------------------------|---|----------------------|
| 001102 | Fundamental English 2 | 3 |
| 701100 | Elementary Accounting 1 | 3 |
| 703103 | Introduction to Entrepreneurship and Business | 3 |
| 751202 | History of Economic Thought | 3 |
| 751209 | Introduction to Mathematical Economics | 3 |
| 888111 | Innovative Entrepreneurship Theory and Practice | 3 |
| | Total | 18 |

YEAR 2

| <u>Semester 1</u> | | <u>Credit</u> |
|--------------------------|---|----------------------|
| 001201 | Critical Reading and Effective Writing | 3 |
| 208271 | Elementary Statistics for Social Sciences 1 | 3 |
| 751301 | Microeconomic Theory 1 | 3 |
| 751308 | Macroeconomic Theory 1 | 3 |
| 888147 | Innovation for Entrepreneur | 3 |
| | Elective Core Course (154281 or 176101 or 703322 or 751325 or 751419 or 751447 or 954140 or 0012..) | 3 |
| | Total | 18 |

| <u>Semester 2</u> | | <u>Credit</u> |
|--------------------------|---|----------------------|
| 001228 | English for Business and Economics | 3 |
| 751302 | Microeconomic Theory 2 | 3 |
| 751304 | Economic Statistics | 3 |
| 751309 | Macroeconomic Theory 2 | 3 |
| 140104 | Citizenship | 3 |
| | Elective Core Course (154281 or 176101 or 703322 or 751325 or 751419 or 751447 or 954140 or 0012..) | 3 |
| | Total | 18 |

YEAR 3

| <u>Semester 1</u> | | <u>Credit</u> |
|--------------------------|---|----------------------|
| 751305 | Econometrics 1 | 3 |
| 751408 | Research Methods in Economics | 3 |
| | An Elective Course in Active Citizen Group (154104 or 159151 or 951100) | 3 |
| | Elective Core Course (154281 or 176101 or 703322 or 751325 or 751419 or 751447 or 954140 or 0012..) | 3 |
| 751 ... | Major Elective Course | 3 |
| 751 ... | Major Elective Course | 3 |
| | Total | 18 |

| <u>Semester 2</u> | | <u>Credit</u> |
|--------------------------|--|----------------------|
| 751303 | Public Finance | 3 |
| 751403 | Econometrics 2 | 3 |
| 751409 | Research Exercise in Current Economics Issues | 3 |
| | An Elective Course in Active Citizen Group (154104 or 159151 or 951100) | 3 |
| 751 ... | Major Elective Course | 3 |
| | Free Elective Course | 3 |
| | Total | 18 |

YEAR 4

| <u>Semester 1</u> | | <u>Credit</u> |
|--------------------------|---|----------------------|
| 751405 | Theory of Economic Development | 3 |
| 751... | Major Elective Course | 3 |
| 7514.. | Major Elective Course (at 400 level or above) | 3 |
| | Elective Core Course (154281 or 176101 or 703322 or 751325 or 751419 or 751447 or 954140 or 0012..) | 3 |
| | Elective Core Course (154281 or 176101 or 703322 or 751325 or 751419 or 751447 or 954140 or 0012..) | 3 |
| | Total | 15 |
| | | |
| <u>Semester 2</u> | | <u>Credit</u> |
| 751401 | International Economics | 3 |
| 7514.. | Major Elective Course (at 400 level or above) | 3 |
| 7514.. | Major Elective Course (at 400 level or above) | 3 |
| | Free Elective Course | 3 |
| | Total | 12 |

CURRICULUM STRUCTURE

for Bachelor of Economics (International Program),

Cooperative Education Track

| | | |
|---|---------------------|--------------------|
| <u>Cooperative Education Track</u> | a minimum of | 132 credits |
| (1) General Education | a minimum of | 30 credits |
| - Learner Person Group | a minimum of | 18 credits |
| Compulsory Course | | 15 credits |
| Elective Course | a minimum of | 3 credits |
| - Innovative Co-creator Group | a minimum of | 3 credits |
| - Active Citizen | a minimum of | 9 credits |
| Compulsory Course | | 3 credits |
| Elective Course | a minimum of | 6 credits |
| (2) Field of Specialization | a minimum of | 96 credits |
| - Core Course | a minimum of | 33 credits |
| - Major Course | a minimum of | 63 credits |
| Compulsory | | 42 credits |
| Elective | a minimum of | 21 credits |
| - Minor Course (If any) | a minimum of | 15 credits |
| (3) Free Elective | a minimum of | 6 credits |

Courses For Cooperative Education Track

| | | |
|---|---------------------|-------------------|
| (1) General Education | a minimum of | 30 credits |
| 1.1 Learner Person Group | a minimum of | 18 Cr |
| Compulsory Course | | 15 Cr |
| 001101 Fundamental English 1 | | 3 Cr |
| 001102 Fundamental English 2 | | 3 Cr |
| 001201 Critical Reading and Effective Writing | | 3 Cr |
| 001228 English for Business and Economics | | 3 Cr |
| And choose one course from the following courses | | |
| 204100 Information Technology and Modern Life) | | 3 Cr |
| 261111 Internet and Online Community | | 3 Cr |
| 953111 Software for Everyday Life | | 3 Cr |
| Elective Course | a minimum of | 3 Cr |
| Choose at least one course from the following courses | | 3 Cr |
| 359206 Landscape, Environment, Behaviors, and Minds | | 3 Cr |
| 888102 Big Data for Business | | 3 Cr |
| 1.2 Innovative Co-creator Group | a minimum of | 3 Cr |
| 703103 Introduction to Entrepreneurship and Business | | 3 Cr |
| 1.3 Active Citizen | a minimum of | 9 Cr |
| Compulsory Course | | 3 Cr |
| 140104 Citizenship | | |
| Elective Course | a minimum of | 6 Cr |

Choose at least 2 courses from the following courses

| | | |
|--------|----------------------------|------|
| 154104 | Environmental Conservation | 3 Cr |
| 159151 | Lanna Society and Culture | 3 Cr |
| 951100 | Modern Life and Animation | 3 Cr |

| | | |
|------------------------------------|---------------------|--------------|
| (2) Field of Specialization | a minimum of | 99 Cr |
| - Core Course | a minimum of | 33 Cr |

| | | |
|--------|---|------|
| 206171 | General Mathematics I | 3 Cr |
| 208271 | Elementary Statistics for Social Sciences I | 3 Cr |
| 701100 | Elementary Accounting | 3 Cr |
| 888111 | Innovative Entrepreneurship Theory and Practice | 3 Cr |
| 888121 | Digital Economy | 3 Cr |
| 888147 | Innovation for Entrepreneur | 3 Cr |

Choose elective courses at least 15 credits among the following courses:

| | | |
|--------|---|------|
| 154281 | Economic Geography | 3 Cr |
| 176101 | Introduction to Law | 3 Cr |
| 703322 | Communication for Business Results | 3 Cr |
| 751325 | American Marketing Economics | 3 Cr |
| 751419 | Economic Theory and Entrepreneurship | 3 Cr |
| 751447 | Seminar in Current Economic Problems | 3 Cr |
| 954140 | Information Technology Literacy | 3 Cr |
| 0012.. | Elective English course above 200 level | 3 Cr |

| | | |
|-----------------------|---------------------|--------------|
| - Major Course | a minimum of | 66 Cr |
|-----------------------|---------------------|--------------|

Of all major course (no. 1 and no. 2) at least 36 credits must be courses above 300 level and at least 18 credits must be course of 400 level

| | |
|----------------------|--------------|
| 1) Compulsory | 45 Cr |
|----------------------|--------------|

| | | |
|--------|--|------|
| 751106 | Principles of Economics | 3 Cr |
| 751202 | History of Economic Thought | 3 Cr |
| 751209 | Introduction to Mathematical Economics | 3 Cr |
| 751301 | Microeconomic Theory I | 3 Cr |
| 751302 | Microeconomic Theory II | 3 Cr |
| 751303 | Public Finance | 3 Cr |
| 751304 | Economic Statistics | 3 Cr |
| 751305 | Econometric I | 3 Cr |
| 751308 | Macroeconomic Theory I | 3 Cr |
| 751309 | Macroeconomic Theory II | 3 Cr |
| 751401 | International Economics | 3 Cr |
| 751403 | Econometrics II | 3 Cr |
| 751405 | Theory of Economic Development | 3 Cr |
| 751408 | Research Methods in Economics | 3 Cr |

| | | |
|--------------------|---------------------|--------------|
| 2) Elective | a minimum of | 21 Cr |
|--------------------|---------------------|--------------|

| | | |
|--|-----------------------|------|
| 751449 | Cooperative Education | 6 Cr |
| Choose at least 15 credits of the following major elective courses | | |
| 751220 | Economic History | 3 Cr |

| | | |
|--------|--|----------------------------|
| 751320 | International Business Economics | 3 Cr |
| 751321 | Community Economic Development | 3 Cr |
| 751322 | International Political Economy | 3 Cr |
| 751323 | Modern Chinese Economy | 3 Cr |
| 751326 | ASEAN Economy in the Global Economic Context | 3 Cr |
| 751327 | ICT Economics and Telecommunications Policy | 3 Cr |
| 751330 | Money and Banking | 3 Cr |
| 751332 | Monetary Theory | 3 Cr |
| 751340 | Introduction to Agricultural Economics | 3 Cr |
| 751342 | Land Economics | 3 Cr |
| 751345 | Transportation Economics | 3 Cr |
| 751347 | Cooperative Economics | 3 Cr |
| 751411 | The Economics of European Economic Integration | 3 Cr |
| 751413 | Introduction to Input-Output Analysis | 3 Cr |
| 751414 | Introduction to Applied Econometrics | 3 Cr |
| 751416 | Mathematical Economics | 3 Cr |
| 751417 | Managerial Economics | 3 Cr |
| 751418 | Business Cycle Theory | 3 Cr |
| 751420 | International Finance | 3 Cr |
| 751421 | Economics of Investment | 3 Cr |
| 751422 | Technical Analysis for Investment | 3 Cr |
| 751424 | Economic Development of Developing Countries | 3 Cr |
| 751425 | Economic Growth | 3 Cr |
| 751427 | Economic Planning | 3 Cr |
| 751428 | Political Economy | 3 Cr |
| 751429 | Comparative Economic System | 3 Cr |
| 751434 | Commercial Banking | 3 Cr |
| 751437 | Tax System | 3 Cr |
| 751440 | Labor Economics | 3 Cr |
| 751441 | Economics of Water Resources | 3 Cr |
| 751442 | Regional Economics | 3 Cr |
| 751443 | Industrial Economics | 3 Cr |
| 751444 | Urban Economics | 3 Cr |
| 751445 | Natural Resource Allocation and Policy | 3 Cr |
| 751446 | Economy of Thailand | 3 Cr |
| 751448 | Seminar in Global Investment Issues | 3 Cr |
| 751451 | Health Economics | 3 Cr |
| | - Minor Course (If any) | a minimum of 15 Cr |
| | (3) Free Elective | a minimum of 6 Cr |
| | Total | a minimum of 132 Cr |

RECOMMENDED STUDY PLAN
Bachelor of Economics (International Program),
Cooperative Education Track

YEAR 1

| <u>Semester 1</u> | | <u>Credit</u> |
|--------------------------|---|----------------------|
| 001101 | Fundamental English 1 | 3 |
| 206171 | General Mathematics 1 | 3 |
| 751106 | Principles of Economics | 3 |
| 888121 | Digital Economy | 3 |
| | A Compulsory Course in Learner Person Group (204100 or 261111 or 953111) | 3 |
| | An Elective Course in Learner Person Group (359206 or 888102) | 3 |
| | Total | 18 |

| <u>Semester 2</u> | | <u>Credit</u> |
|--------------------------|---|----------------------|
| 001102 | Fundamental English 2 | 3 |
| 701100 | Elementary Accounting 1 | 3 |
| 703103 | Introduction to Entrepreneurship and Business | 3 |
| 751202 | History of Economic Thought | 3 |
| 751209 | Introduction to Mathematical Economics | 3 |
| 888111 | Innovative Entrepreneurship Theory and Practice | 3 |
| | Total | 18 |

YEAR 2

| <u>Semester 1</u> | | <u>Credit</u> |
|--------------------------|---|----------------------|
| 001201 | Critical Reading and Effective Writing | 3 |
| 208271 | Elementary Statistics for Social Sciences 1 | 3 |
| 751301 | Microeconomic Theory 1 | 3 |
| 751308 | Macroeconomic Theory 1 | 3 |
| 888147 | Innovation for Entrepreneur | 3 |
| | Elective Core Course (154281 or 176101 or 703322 or 751325 or 751419 or 751447 or 954140 or 0012..) | 3 |
| | Total | 18 |

| <u>Semester 2</u> | | <u>Credit</u> |
|--------------------------|---|----------------------|
| 001228 | English for Business and Economics | 3 |
| 751302 | Microeconomic Theory 2 | 3 |
| 751304 | Economic Statistics | 3 |
| 751309 | Macroeconomic Theory 2 | 3 |
| 140104 | Citizenship | 3 |
| | Elective Core Course (154281 or 176101 or 703322 or 751325 or 751419 or 751447 or 954140 or 0012..) | 3 |
| | Total | 18 |

YEAR 3

| <u>Semester 1</u> | | <u>Credit</u> |
|--------------------------|---|----------------------|
| 751305 | Econometrics 1 | 3 |
| 751408 | Research Methods in Economics | 3 |
| | An Elective Course in Active Citizen Group (154104 or 159151 or 951100) | 3 |
| | Elective Core Course (154281 or 176101 or 703322 or 751325 or 751419 or 751447 or 954140 or 0012..) | 3 |
| 751 ... | Major Elective Course | 3 |
| 751 ... | Major Elective Course | 3 |
| | Total | 18 |

| <u>Semester 2</u> | | <u>Credit</u> |
|--------------------------|--|----------------------|
| 751303 | Public Finance | 3 |
| 751403 | Econometrics 2 | 3 |
| | An Elective Course in Active Citizen Group (154104 or 159151 or 951100) | 3 |
| 751 ... | Major Elective Course | 3 |
| 751 ... | Major Elective Course | 3 |
| | Free Elective Course | 3 |
| | Total | 18 |

YEAR 4

| <u>Semester 1</u> | | <u>Credit</u> |
|--------------------------|---|----------------------|
| 751401 | International Economics | 3 |
| 751405 | Theory of Economic Development | 3 |
| 751... | Major Elective Course | 3 |
| | Elective Core Course | 3 |
| | Elective Core Course (154281 or 176101 or 703322 or 751325 or 751419 or 751447 or 954140 or 0012..) | 3 |
| | Free Elective Course | 3 |
| | Total | 18 |

| <u>Semester 2</u> | | <u>Credit</u> |
|--------------------------|-----------------------|----------------------|
| 751449 | Cooperative Education | 6 |
| | Total | 6 |

Course Descriptions

General Education

Learner Person Group

001101 **FUNDAMENTAL ENGLISH 1** **3(3-0-6)**
Prerequisite: None

Communication in English for everyday interactions. Basic listening, speaking, reading and writing skills in various social and cultural contexts for life-long learning.

001102 **FUNDAMENTAL ENGLISH 2** **3(3-0-6)**
Prerequisite: 001101

Communication in English for everyday interactions. More advanced listening, speaking, reading and writing skills in various social and cultural contexts for life-long learning.

001201 **CRITICAL READING AND EFFECTIVE WRITING** **3(3-0-6)**
Prerequisite: 001102

English language skills for critical reading from different sources and media and effective writing on topics of students' interests.

001228 **ENGLISH FOR BUSINESS AND ECOBOMICS** **3(3-0-6)**
Prerequisite: 001102

Specific language functions, components and skills for effective communication in business contexts.

204100 **INFORMATION TECHNOLOGY AND MODERN LIFE** **3(2-2-5)**
Prerequisite: None

Computers in everyday life, Data processing and information management, Office automation software for modern life and Internet and webpage construction.

261111 **INTERNET AND ONLINE COMMUTINY** **3(3-0-6)**
Prerequisite: None

Introduction to the Internet and online community. Computer technology and modern world. Selecting of online tools and services. Impact of the Internet in daily life. The Internet and cloud computing. Online businesses. Ethics in social networking. Analyzing of social networking data. Online investment. Legal aspects of the Internet and online community. Security and privacy in social networking. Case studies.

953111 **SOFTWARE FOR EVERYDAY LIFE** **3(3-0-6)**
Prerequisite: None

The course will provide basic understanding of computer software: what it is and its role in improving our daily lives. Major areas of software applications and products popularly used today will be introduced including software for personal use to improve productivity and quality of life, for organizational enterprises to support business operations and management, and for education and research activities. Latest issues in today's software

industry such as career choices, ethics, future trends, and direction will also be surveyed to provide the overall picture of the field.

359206 **LANDSCAPE, ENVIRONMENT, BEHAVIORS, AND MINDS** **3(3-0-6)**
Prerequisite: None

Theories about landscape, nature, environment, and human behaviors; learning and analyzing data about human health and behaviors; importance and definitions of landscape aesthetics; landscape and stress management; landscape, cognitive ability, and success; landscape and social behaviors; using landscape in daily life for self-improvement; strategies for supporting environmentally-friendly behaviors.

888102 **BIG DATA FOR BUSINESS** **3(3-0-6)**
Prerequisite: None

Introduction to big data. Business problems and data science solutions. Basic tools for data mining. Predictive modelling. Clustering data. Decision analytic thinking. Visualizing model performance. Evidence and probabilities. Text mining.

Innovative Co-creator Group

703103 **INTRODUCTION TO ENTREPRENEURSHIP AND BUSINESS** **3(3-0-6)**
Prerequisite: None

Entrepreneur role in economics development country Entrepreneur and business opportunities. The characteristic of entrepreneur and motivation factors, environment, types of business, forms of business, business plans, principle of management, marketing management, production management, financial management, accounting, taxation, business law, international business and business ethics for entrepreneur.

Active Citizen Group

140104 **CITIZENSHIP** **3(3-0-6)**
Prerequisite: None

Meaning, definition and concept of citizenship. Rights, liberties and obligations of citizenship. Problems awareness of daily life at local, national and international levels. Creation of public mind and moral for social responsibility and social awareness. Citizenship and the way of life in plural and multicultural societies. Creating a positive and peaceful attitude to enable conflict resolution by peaceful means. Political expression under laws, regulations, social norms and communal practice. Citizenship and the understanding of cultural tradition and local history. Ethics and vocational citizen.

154104 **ENVIRONMENTAL CONSERVATION** **3(3-0-6)**
Prerequisite: None

Problems in the management and the utilization of natural resources with emphasis on soil, forest, water, minerals and wildlife, introducing some conservation methods and conservation measures necessary for Thailand.

159151 **LANNA SOCIETY AND CULTURE** **3(3-0-6)**
Prerequisite: None

Historical background of Lanna. The formation and the end of Lanna states. House, village and principality in Lanna. Temples and Buddhism in Lanna. Rituals and belief in Lanna. Ethnic groups in Lanna. Muslim and Christian in Lanna. Language, music and arts in Lanna. Customary events in Lanna. Mueang or Tai Yuan people. Lanna and changes in globalized era. Lanna and neighbors in Mekong region.

951100 **MODERN LIFE AND ANIMATION** **3(3-0-6)**
Prerequisite: None

Understanding in animation works and animated cinema. Evolution and forms of animation at present day. Idea and basic process of animation production, for instance, pre-production, production, and post-production. File utilization in presenting the animation projects of students. And the basic design of animation character.

Field of Specialization

Core Courses

154281 **ECONOMIC GEOGRAPHY** **3(3-0-6)**
Prerequisite: None

Development, definition and the importance of economic geography. Primary economic activities, secondary economic activities and tertiary economic activities. Globalization and economic development.

176101 **INTRODUCTION TO LAW** **3(3-0-6)**
Prerequisite: None

General characteristics of law: legislative process, various categories of law; interpretation of law; law and peace; law and morality; law enforcement and acceptance; law and the security of the citizen; legal rights; prescriptions; principal laws being enforced in Thailand.

206171 **GENERAL MATHEMATICS 1** **3(3-0-6)**
Prerequisite: None

Matrices and systems of linear equations, linear programming, functions and graphs, limits and continuity of functions, the derivative, graph sketching and optimization.

208271 **ELEMENTARY STATISTICS FOR SOCIAL SCIENCES 1** **3(3-0-6)**
Prerequisite: None

Statistical methodology, data analysis, random variables and probability distributions, probability distribution of discrete random variables, probability distribution of continuous random variables, analysis of time series data, sampling techniques.

701100 **Elementary Accounting 1** **3(3-0-6)**
Prerequisite: None

Introduction to accounting, accounting definitions, accounting purposes, beneficial of accounting information, accounting framework, and accounting ethics. Accounting cycle, double-entry bookkeeping. Transaction analysis for merchandise and service. Journalizing in general journal and special journals, posting, trial balance, working papers, accounting adjustment, closing entries, and financial statement preparation, Bank reconciliation and petty cash.

703322 **COMMUNICATION FOR BUSINESS RESULTS** **3(3-0-6)**
Prerequisite: None

Communication for innovative business development, company and team building, market analysis survey, competitive advantages and marketing mix. Communication for job skills, resume and cover letter writing and interviewing, problems discussion and solutions for social enterprises.

751325 **AMERICAN MARKETING ECONOMICS** **3(3-0-6)**
Prerequisite: 3rd year standing

American Marketing Economics: Cultures and consumers' behaviors. Practical analysis of the middle and high-end consumers. Empirical analysis of particular American markets. Tailoring products for American markets. Import regulations and products-standards. Markets-entries and strategies for various businesses.

751419 **ECONOMIC THEORY AND** **3(3-0-6)**
ENTREPRENEURSHIP
Prerequisite: 3rd year standing

General concepts of economic theory and entrepreneurship. Behavior and characteristics of entrepreneurs. Creation of new ideas in doing business for potential entrepreneurs. Entrepreneurial opportunities in small and medium enterprises (SMEs). Case studies of entrepreneurial success in progress.

751447 **SEMINAR IN CURRENT ECONOMIC PROBLEMS** **3(3-0-6)**
Prerequisite: third year standing; for Economics
students only

A general survey of current economic problems affecting economic progress and stability with special emphasis on Thailand.

888111 **INNOVATIVE ENTREPRENEURSHIP THEORY** **3(3-0-6)**
AND PRACTICE
Prerequisite: None

Evolutionary development of innovative entrepreneurship. Financial preparation for innovative entrepreneurial ventures. Social entrepreneurship and the global environment for innovative entrepreneurship. Creativity and innovation. Marketing challenges for innovative entrepreneurial ventures. Ethical and socially-responsible innovative entrepreneurship. Effective innovative business plan development. Business pitching.

Economics for innovative entrepreneurship. Creation and protection of intellectual property. Technology for innovative entrepreneurship.

888121 **DIGITAL ECONOMY** **3(3-0-6)**
Prerequisite: None

Digital economy. Concept and theory in digital economy. Game theory in digital economy. Current issues in digital economy. Decision making process in digital economy. Case study. Group assignment and presentation.

888147 **INNOVATION FOR ENTREPRENEUR** **3(3-0-6)**
Prerequisite: None

Introduction to innovation for entrepreneur. Seeking for opportunities in business. Finding resources to startup new business. Assessing business startup idea.

954140 **INFORMATION TECHNOLOGY LITERACY** **3(3-0-6)**
Prerequisite: None

Information technology and its impacts on society. Component of information technology system. Data processing. Introduction to data communication and computer network. Internet, intranet and extranet.

Major Courses

751106 **PRINCIPLE OF ECONOMICS** **3(3-0-6)**
Prerequisite: None

Basic concepts in microeconomics and macroeconomics. Market structures, demand, supply and equilibrium. Elasticity of demand and supply. Social welfare, market efficiency and microeconomic policies. Economy and national income. Economic growth and aggregated indicators. Monetary and Fiscal policies. Open economy and current macroeconomic issues.

751202 **HISTORY OF ECONOMIC THOUGHT** **3(3-0-6)**
Prerequisite: 751102 or 751106 or consent of the faculty

A survey of economic thoughts from ancient days through contemporary economics. Biblical times, Greek and Roman, English-French-German. Mercantilism, Physiocrats and their doctrine. Philosophers, disciples, influence and criticism of Classical Economics, Marginal utility Economics. Ideal an scientific of Socialism, Keynesian Economics, Business cycletheorist, price theorist, the old and new Welfare Economics.

751449

COOPERATIVE EDUCATION

6(0-30-0)

Prerequisite: third year standing

Students are required to work in the organizations related to economics major for a minimum period of 16 weeks as a staff under the supervision of in-charge trainer(s) of the organizations and instructor(s) of the university. Grading will be given on satisfactory or unsatisfactory basis.

751451

HEALTH ECONOMICS

3(3-0-6)

Prerequisite: 751301 and 751308

Basic concepts in health economics, public goods, externalities and health care services. Demand for and supply of health care, the economic evaluation of health programs. Technical efficiency, economic efficiency and cost of health care services. Resource allocation in health sector and the development of health. Health insurance, health care delivery system and analysis of health problems in Thailand.

Contact / ช่องทางในการติดต่อ

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