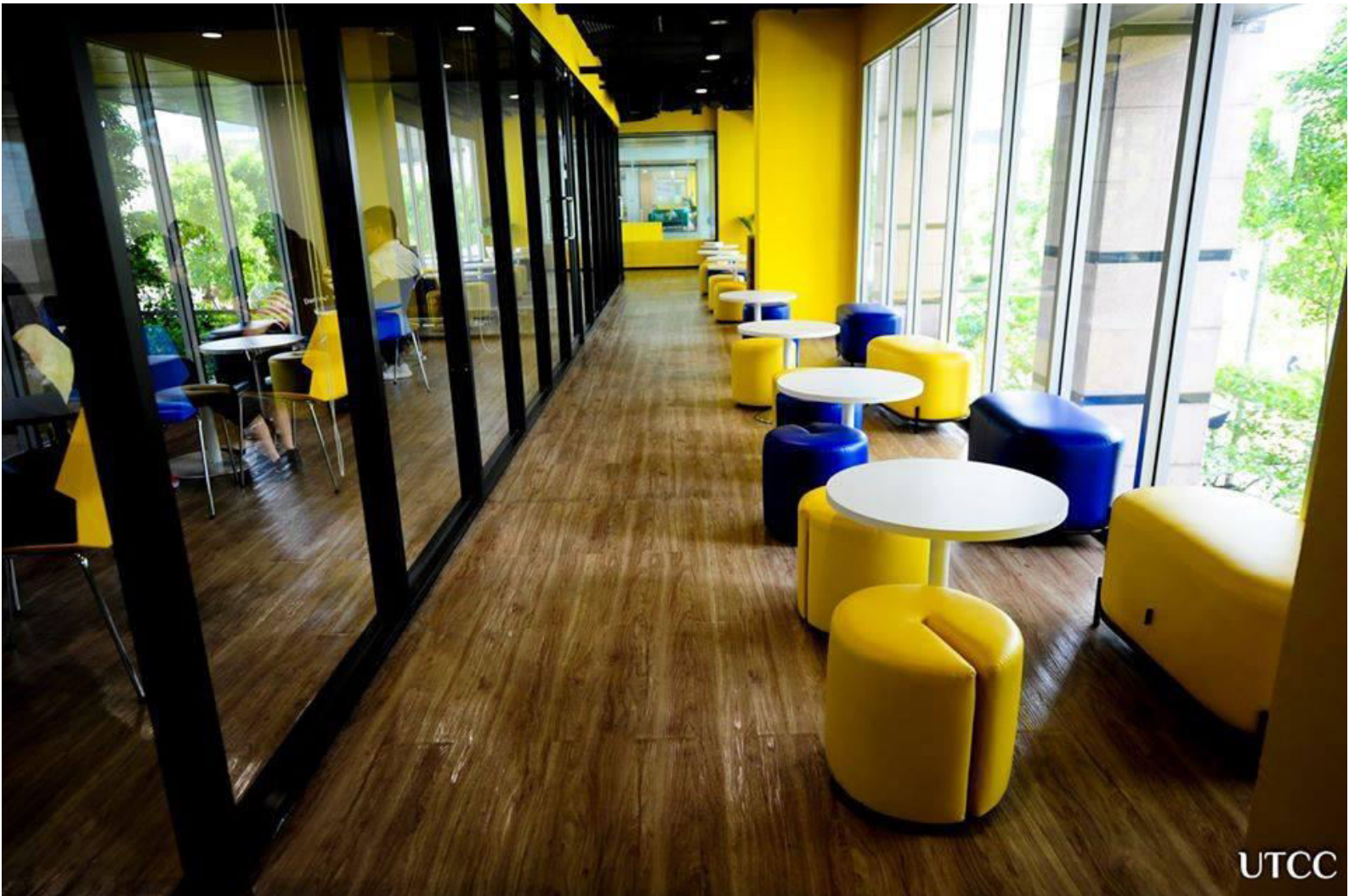




UTCC University of
the Thai Chamber
of Commerce

มหาวิทยาลัยหอการค้าไทย



UTCC

BACHELOR OF BUSINESS ADMINISTRATION

INTERNATIONAL SCHOOL OF MANAGEMENT

The University of Thai Chamber of Commerce

CURRICULUM

AUTUMN SEMESTER

COURSE CODE	COURSE TITLE
GE001	THAI FOR CAREERS
GE002	ENGLISH FOR COMMUNICATION 1
IH014	THAI LANGUAGE AND CULTURE
GE101	INNOVATION – DRIVEN ENTREPRENEURSHIP
GE201	DIGITAL INNOVATIVE THINKING AND CODING
IB102	ORGANIZATION AND MANAGEMENT
IS922	BUSINESS STATISTICS
GE004	ENGLISH FOR COMMUNICATION IN CAREERS 1
IB209	TAXATION
IB212	DATA ANALYTICS FOR BUSINESS
IB201	PRINCIPLES OF MARKETING
IB208	MANAGEMENT INFORMATION SYSTEM
IE924	MICROECONOMICS
IB304	ENTREPRENEURSHIP
IB306/IB303	BUSINESS RESEARCH METHODOLOGY
II201	INTERNATIONAL BUSINESS MANAGEMENT
II313	INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT
IM301	CONSUMER BEHAVIOR
IM307	GLOBAL MARKETING

IN301	INVENTORY MANAGEMENT
IN302	PROCUREMENT AND GLOBAL SOURCING
IA211	INTERMEDIATE ACCOUNTING 2
IB402/ IB925	STRATEGIC BUSINESS MANAGEMENT
II411	INTERNATIONAL BUSINESS FINANCE
II412	INTERNATIONAL HUMAN RESOURCE MANAGEMENT
IM423	SERVICE MARKETING
IM332	MARKETING RESEARCH

SPRING SEMESTER

COURSE CODE	COURSE TITLE
EN001 (90 HRS.)	PRE-ENGLISH
CH001 (90 HRS.)	PRE-CHINESE
MA001	PRE-MATH
GE002	ENGLISH FOR COMMUNICATION 1
IH014	THAI LANGUAGE AND CULTURE
GE003(IH010)	ENGLISH FOR COMMUNICATION 2
GE202 (IS004)	MODERN INNOVATIVE TECHNOLOGY
GE104	ONLINE BUSINESS
GE408	PERSONALITY DEVELOPMENT FOR LEADERS
IA913	PRINCIPLES OF ACCOUNTING
IE923 (IE921)	MACROECONOMICS
GE005	ENGLISH FOR COMMUNICATION IN CAREERS 1
IL921	BUSINESS LAW
IB210	BUSINESS FINANCE AND RISK MANAGEMENT
IB103	ORGANIZATION BEHAVIOR

II317	INTERNATIONAL BUSINESS POLICY AND TRADE THEORY
IM428	STRATEGIC E-MARKETING
IN201	FUNDAMENTALS OF SUPPLY CHAIN AND LOGISTICS
IA110 (IX401)	INTERMEDIATE ACCOUNTING 0 (STUDY WITH IA110 BACC)
IB305	OPERATION MANAGEMENT
IA931	MANAGERIAL ACCOUNTING
II316	ENTREPRENEURS IN INTERNATIONAL BUSINESS
II413	INTERNATIONAL BUSINESS RESEARCH
II319	GLOBAL MARKETING
IM330 (IX211)*	INTEGRATED MARKETING COMMUNICATIONS
IM427(IX206)	MARKETING MANAGEMENT
IN303 (IX304)*	WAREHOUSE MANAGEMENT
IN304 (IX305)	FREIGHT TRANSPORT AND DISTRIBUTION
IN402	INFORMATION SYSTEM FOR SUPPLY CHAIN AND LOGISTICS
IX403	COST ACCOUNTING (STUDY WITH IA213 BACC)
IX405	TAX ACCOUNTING (STUDY WITH IA317 BACC)
II315	LEGAL ENVIRONMENT IN INTERNATIONAL BUSINESS
II421	CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS MANAGEMENT*
IM430	CONTEMPORARY ISSUES IN MARKETING
IB924	FOUNDATION CHINESE 1
IB927	FOUNDATION KOREAN 2
IB921	FOUNDATION FRENCH 2

Note:

The University of Thai Chamber of Commerce reserves a right to change course selection without prior notice.