

Semester 1 (August – December)

117-105 ASEAN in the Modern World

3(3-0-6)

Course Description:

This course is designed to enable an in-depth understanding of the development of ASEAN since its inception, and chronological progression till date in local and global context. It includes ASEAN's possible interaction with various global players, international organizations, and sub-regional organizations and superpowers. The course also introduces the contextual backdrop of emergence of the European Union and its relevance and possible cooperation with ASEAN.

This course emphasizes on the transformation of ASEAN to the ASEAN community 2015 covering three main cooperation pillars: APSC, AEC, and ASCC. It consists of the essential information of ASEAN countries such as history, economic structure, social issues and transnational problems in ASEAN region.

In order to introduce the nature and challenges of the modern world, it includes trade liberalization (movement of goods, services, capital and human resources), types of economic integration (focusing on ASEAN region), and sub-regional organizations.

The course will involve active participation of all students into the learning process by classroom presentations, individual assignments and group assignments on pertinent issues. These are designed to develop students' ability to analyze issues and develop their critical thinking. At the end of this course, the students shall be fully conversant with sound knowledge on ASEAN and also reasonable knowledge about the global and regional affairs that they can hopefully apply in their future activities and pursuits.

Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Course introduction – brief introduction to ASEAN and FAQ	3	Lecture and discussion, lecture slides, video presentation
2	Introducing ASEAN: overview on ASEAN: history, principles, operational mechanism,	3	Lecture and discussion, lecture slides, video presentation
3	ASEAN community building: Previous achievements and ASEAN way moving forward	3	Lecture and discussion, lecture slides, video presentation
4	Globalization and impact to ASEAN: Political-security community (APSC)	3	Lecture and discussion, lecture slides, video presentation
5	Globalization and impact to ASEAN: ASEAN balancing power in the age of globalization	3	Lecture and discussion, lecture slides, video presentation
6	ASEAN Economic Community (AEC) in the modern world today: ASEAN & country competitiveness	3	Lecture and discussion, lecture slides, video presentation
7	ASEAN Economic Integration Pre-2015 and Post-2015: Theory of integration, ASEAN process of integration	3	Lecture and discussion, lecture slides, video presentation
8	ASEAN social-cultural community and current issues in ASCC	3	Lecture and discussion, lecture slides, video presentation
9	ASEAN rule-based community ASEAN charter, vision, blueprints (APSC, AEC, ASCC) and challenges	3	Lecture and discussion, lecture slides, video presentation
10	ASEAN charter/ASEAN institution: ASEAN legal personality, ASEAN institution and administration	3	Lecture and discussion, lecture slides, video presentation

11	ASEAN connectivity: physical connectivity, institutional connectivity, state and people connectivity		Lecture and discussion, lecture slides, video presentation
12	ASEAN centrality: regional and global balance of powers, OBOR/BRI vs. Indo-Pacific strategy		Lecture and discussion, lecture slides, video presentation
13	ASEAN externality: ASEAN external relations with its dialogue partners, EU and international organizations		Lecture and discussion, lecture slides, video presentation
14	Term paper presentation		
15	Term paper presentation		

117-141 English I

3(2-2-5)

Course description:

Drill in listing, speaking, reading and writing of the English language with emphasis on pronunciation. Simple essay writing, reading comprehension and translation of English sentences. Plus includes the mechanics of English.

Week	Content Description	Learning Activities and Teaching aids media
1	Course introduction	Lecture/ PowerPoint / Pre-test
2	Grammar: Comparative and Adverbs	Lecture/ PowerPoint / text-book
3	Grammar: Simple present tense	Lecture/ PowerPoint / text-book
4	Grammar: Simple past tense	Lecture/ PowerPoint / text-book
5	Grammar: present progressive tense	Lecture/ PowerPoint / text-book
6	Grammar: future simple and modals	Lecture/ PowerPoint / text-book
7	Grammar: WH questions and question tags	Lecture/ PowerPoint / text-book
8	Mid term	Lecture/ PowerPoint / text-book
9	Grammar: conditional type 1	Lecture/ PowerPoint / text-book
10	Grammar: conditional type 2	Lecture/ PowerPoint / text-book
11	Introduction to paragraph writing	Lecture/ PowerPoint / text-book
12	Descriptive and narrative paragraph	Lecture/ PowerPoint / text-book
13	Expository paragraph and persuasive paragraph	Lecture/ PowerPoint / text-book
14	Basic report writing	Lecture/ PowerPoint / text-book
15	Final presentation	Lecture/ PowerPoint / text-book

221-221 Information System and Application Development

3(3-0-6)

Course description

The roles of information technology and information systems have become deeply integrated with every business functions within all organizations. This course introduces the role of information systems to support the business processes and enterprise-wide initiatives to fulfill the strategic, tactical and operational requirements of business organizations. Some of these include Customer Relation Management (CRM), Enterprise Resource Planning

(ERP), Supply Chain Management (SCM), and e-business. The course examines the competitive impact of evolving and emerging technologies such as Mobile Computing, cloud computing, and social networking. This course also reviews the social, ethical and security issues that arise with the adoption of information technology. Various business scenarios/problems are presented to teach students how to use IS to formulate, analyze, and solve problems and to enhance their analytical skills. Students are encouraged to apply what they have learning and present a team-based experiential project for a course-wide analytical case.

Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Introduction to the course: review of course syllabus and course expectation + digital era	3	Lecture, power point presentation, supplementary handout and worksheet (including review questions, discussion questions, applying concepts, team activities)
2	Part 1: Introduction to information systems	3	Lecture, power point presentation, supplementary handout and worksheet (including review questions, discussion questions, applying concepts, team activities)
3	Part 2: types of information systems	3	Lecture, power point presentation, supplementary handout and worksheet (including review questions, discussion questions, applying concepts, team activities)
4	Part 3: strategies uses and benefits of information systems	3	Lecture, power point presentation, supplementary handout and worksheet (including review questions, discussion questions, applying concepts, team activities)
5	Part 4: decision support and expert systems business intelligence and knowledge management	3	Lecture, power point presentation, supplementary handout and worksheet (including review questions, discussion questions, applying concepts, team activities)
6	Part 5: ethical and social issues in information systems	3	Lecture, power point presentation, supplementary handout and worksheet (including review questions, discussion questions, applying concepts, team activities)
7	Revision for midterm	3	Lecture, power point presentation, supplementary handout and worksheet (including review questions, discussion questions, applying concepts, team activities)
8	Mid term	3	
9	Part 6: information systems development and application (practical/experimental lab class # 1)	3	Lecture, power point presentation, supplementary handout and worksheet (including review questions, discussion questions, applying concepts, team activities)
10	Part 7: information systems development and application (Practical/Experimental lab class # 2)	3	Lecture, power point presentation, supplementary handout and worksheet (including review questions, discussion questions, applying concepts, team activities)
11	Part 8: information systems development and application (practical/experimental lac class #3)	3	Lecture, power point presentation, supplementary handout and worksheet (including review questions, discussion questions, applying concepts, team activities)

12	Part 9: information systems development and application (practical/experimental lab class # 4	3	Lecture, power point presentation, supplementary handout and worksheet (including review questions, discussion questions, applying concepts, team activities)
13	Part 10: technical troubleshooting + systems planning and development choices in systems acquisition	3	Lecture, power point presentation, supplementary handout and worksheet (including review questions, discussion questions, applying concepts, team activities)
14	Final project presentation #1 (group-based)	3	Lecture, power point presentation
15	Final project presentation #2 (group-based)	3	Lecture, power point presentation
16	Revision for final exam	3	Lecture, power point presentation, supplementary handout and worksheet (including review questions, discussion questions, applying concepts, team activities)

117-123 Life and Environment

3(3-0-6)

Course description:

General principles of ecology, relationship between living beings and the environment, impact of science and technological development on life, environment and society, contemporary problems such as the energy crisis, the population explosion, pollution, and environment and adaptation and prevention for human survival.

sl	Course outline	Lecture materials
1	General principles of ecology <ol style="list-style-type: none"> Introduction to ecology and terminology Eco-system Natural cycles, water carbon, nitrogen, and phosphorus cycles, The biotic and antibiotic components of biosphere ecosystem 	Lecture, power point, notes, video as necessary
2	Relationship between living beings and the environment <ol style="list-style-type: none"> Most important components of environment Behavior of living objects Relationship with environment Case study 	Lecture, power point, notes, video as necessary
3	Impact of science and technological development on life <ol style="list-style-type: none"> Introduction to technology and industrial development Human needs and use of technology Impacts on environment Case study 	Lecture, power point, notes, video as necessary
4	Population and population growth <ol style="list-style-type: none"> Introduction to population explosion/growth Concerns about human population growth Relationship between population growth and environmental impacts Factors slow down the population growth 	Lecture, power point, notes, video as necessary
5	Ecological footprint and carbon footprint <ol style="list-style-type: none"> Ecological footprint Carbon footprint Difference between ecological footprint and carbon footprint Understand your ecological footprint 	Lecture, power point, notes, video as necessary

6	Energy a. Energy measures b. Sources of energy c. Energy crisis d. Energy conservation e. Climate change issues	Lecture, power point, notes, video as necessary
7	Water resources and Pollution a. Water resources b. Causes of water pollution c. Effects of water pollution d. Water management and conservation	Lecture, power point, notes, video as necessary
8	Air pollution and climate change a. Atmosphere and its composition b. Causes of air pollution c. Effects of air pollution d. Climate change e. Air pollution control	Lecture, power point, notes, video as necessary
9	Land pollution and solid waste a. Sources of solid wastes b. Waste consumption c. Effects of solid waste disposal d. Solid waste treatment and disposal e. Deforestation	Lecture, power point, notes, video as necessary
10	Introduction to life cycle analysis a. What is life cycle of a product and service b. Inputs/outputs of a product or service c. Tools to analyze impacts/Use of LCA d. How to design a green product e. Case study	Lecture, power point, notes, video as necessary

221-101 Principles of Financial Accounting

3(3-0-6)

Course descriptions:

Accounting concepts, financial statements, accounting cycles, cash receivables, property, plant and equipment assets, current and long-term liabilities, equity structure of proprietorships, partnerships and corporation, valuation of assets, income determination, preparing financial statement.

Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Introduction to financial statement	3	Lecture, ppt and classroom exercise
2	Analyzing and recording transaction	3	Lecture, ppt and classroom exercise
3	The adjustment process	3	Lecture, ppt and classroom exercise
4	Completing accounting cycle	3	Lecture, ppt and classroom exercise
5	Merchandising transaction	3	Lecture, ppt and classroom exercise
6	Accounting information system	3	Lecture, ppt and classroom exercise
7	Frauds, internal controls and cash	3	Lecture, ppt and classroom exercise
8	Accounting for receivables	3	Lecture, ppt and classroom exercise
9	Midterm	3	

10	Inventory	3	Lecture, ppt and classroom exercise
11	Long-term assets	3	Lecture, ppt and classroom exercise
12	Current liabilities	3	Lecture, ppt and classroom exercise
13	Long-term liabilities	3	Lecture, ppt and classroom exercise
14	Corporate accounting	3	Lecture, ppt and classroom exercise
15	Statement of cash flows	3	Lecture, ppt and classroom exercise

117-241 English III

3(2-2-5)

Course description

Conversation and more listening comprehension, writing longer intelligible compositions, report writing, correspondence exercise, more emphasis on external reading and comprehension. Develop ability to express oneself in English communicatively and to discuss simple business topics.

Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Course introduction	3	Lecture/ppt/pre-test
2	Passive voice	3	Lecture/ppt/pre-test
3	Modal verbs	3	Lecture/ppt/pre-test
4	Conditionals	3	Lecture/ppt/pre-test
5	Reported speech	3	Lecture/ppt/pre-test
6	Linking words	3	Lecture/ppt/pre-test
7	Time expressions	3	Lecture/ppt/pre-test
8	Midterm		
9	Writing resume, reading and summary of case study	3	Lecture/ppt/pre-test
10	Informational business writing, report, minutes, case study, discussion	3	Lecture/ppt/pre-test
11	Persuasive business writing, proposals, sales email, press release, case study discussion, how to debate?	3	Lecture/ppt/pre-test
12	Transactional business writing, emails, debating	3	Lecture/ppt/pre-test
13	Presentation skills, what is business pitching? How to make business plan?	3	Lecture/ppt/pre-test
14	Presentation skills, how to be a good presenter? Finish business plan	3	Lecture/ppt/pre-test

221-303 Business Law

3(3-0-6)

Course description

The importance of legal environment in the everyday business world, i.e. contracts, negotiable instruments, agency, partnerships, corporations, property, employment and taxation.

Week	Content Description	Study Period	Learning Activities and Teaching aids media
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1	General introduction to business law	3	Discussion/review questions
2	Legal personality and ability	3	Discussion/review questions
3	Contract law	3	Discussion/review questions
4	Tort law	3	Discussion/review questions
5	Corporate law	3	Discussion/review questions
6	Intellectual property law	3	Discussion/review questions
7	Personal data protection and privacy security	3	Discussion/review questions
8	Midterm		
9	Tax law	3	Discussion/review questions
10	Employment law	3	Discussion/review questions
11	Blockchain and cryptocurrency laws and regulations	3	Discussion/review questions
12	Laws on online service platforms	3	Discussion/review questions
13	Consumer rights protection	3	Discussion/review questions
14	Assignment and presentation	3	Discussion/review questions
15	Ecommerce and smart contract	3	Discussion/questions
16	Business organization and international trade	3	Discussion/questions

221-419 International Accounting and Taxation

3 (3-0-6)

Course description:

Accounting theories relating to international businesses. This includes regulations, criteria, methods of accounting and finance used in international financial situations. Effects of the difference in exchange rates and inflation pricing for international transactions according to the regulation of government agencies and/or the accounting profession of a country. Also taxation systems of major countries in order to gain perspective of their regulation and collecting system.

Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Introduction to international accounting	3	Lecture, power point
2	Worldwide accounting diversity	3	Lecture, power point
3	International convergence of financial reporting	3	Lecture, power point
4	International financial reporting standards part –I	3	Lecture, power point
5	International financial reporting standards Part II	3	Lecture, power point
6	Foreign currency transaction and hedging foreign exchange risk	3	Lecture, power point
7	Foreign currency transaction and hedging foreign exchange risk	3	Lecture, power point
8	Review	3	
9	Midterm	3	
10	International taxation	3	Lecture, power point

11	International transfer pricing	3	Lecture, power point
12	Management accounting issues in MNCs	3	Lecture, power point
13	Auditing and corporate governance	3	Lecture, power point
14	International sustainability reporting	3	Lecture, power point
15	revisions	3	Lecture, power point

221-201 Macro Economics

3(3-0-6)

Course descriptions:

This course introduces students to the basic principles of macroeconomics that emphasize on the behavior of the economy as a whole. Topics such as the nation's production and income, unemployment, inflation, the money supply, government policies and economic growth will be discussed. Global economics will be introduced with the fundamental concepts of international trade and international finance. Exercises that help students to understand the contexts will be provided.

Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Introduction: macroeconomics	3	Lecture, exercise, notes, texts
2	GDP and business cycle	3	Lecture, exercise, notes, texts
3	GDP and business cycle	3	Lecture, exercise, notes, texts
4	Unemployment and employment	3	Lecture, exercise, notes, texts
5	Inflation and prices	3	Lecture, exercise, notes, texts
6	Aggregate demand and aggregate supply	3	Lecture, exercise, notes, texts
7	Building the aggregate expenditure model	3	Lecture, exercise, notes, texts
9	The multiplier	3	Lecture, exercise, notes, texts
10	Fiscal policy	3	Lecture, exercise, notes, texts
11	Basic of money and banking	3	Lecture, exercise, notes, texts
12	Money creation and monetary policy	3	Lecture, exercise, notes, texts
13	Long-run implications of macroeconomic policy	3	Lecture, exercise, notes, texts
14	Economic growth	3	Lecture, exercise, notes, texts
15	International trade	3	Lecture, exercise, notes, texts
16	International finance	3	Lecture, exercise, notes, texts

221-203 Organization and Management

3(3-0-6)

Course description:

Study the management and its history, basics of managing in today's workplace with social responsibility and ethics and how managers are performing four tasks; planning, organizing, leading and controlling and how to combine leadership with management to achieve the organizational goals.

Week	Content Description	Study Period	Learning Activities and Teaching aids media
1-2	Introduction to management, organization	3	Lecture, ppt, class activity, quiz
3	History of Management Roots	3	Lecture, ppt, class activity, quiz
4	Global environment, organizational culture	3	Lecture, ppt, class activity, quiz
5	Managing Social Responsibility and ethics	3	Lecture, ppt, class activity, quiz
6-7	Planning and strategic management	3	Lecture, ppt, class activity, quiz
8-9	Making decisions, managing change and innovation	3	Lecture, ppt, class activity, quiz
10-11	Human resource management in organization, managing diversity	3	Lecture, ppt, class activity, quiz
12	Being an effective leader	3	Lecture, ppt, class activity, quiz
13	Managing communication and understanding individual behavior	3	Lecture, ppt, class activity, quiz
14	Motivating employees, managing work groups and teams	3	Lecture, ppt, class activity, quiz
15	Monitoring and controlling	3	Lecture, ppt, class activity, quiz
16	Term paper presentation	3	Lecture, ppt, class activity, quiz

221-412 International Marketing

3(3-0-6)

Course description:

To understand the implications of international marketing. To gain opinions of the needs for international marketing.

1. Lesson plan			
Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Introduction – international marketing, scope and challenges	3	Answer and question
2	International marketing environment case study	3	Answer and question
3	Cultural dynamics/business customs	3	Answer and question
4	International political environments	3	Answer and question
5	Marketing in a digital world	3	Answer and question
6	Global marketing channels and physical distribution	3	Answer and question
7	Strategy alternatives and expansion case study	3	Answer and question
8	midterm	3	Answer and question
9	Foreign exchange/market research	3	Answer and question
10	Global advertising/promotion	3	Answer and question
11	CSR export mechanics/counter trade	3	Answer and question
12	Competitive advantage	3	Answer and question

13	Project presentation	3	Answer and question
14	Global sourcing – trade port	3	Answer and question

221-413 International Trade Operation

3(3-0-6)

Course description:

Basic concept of international trade operation, all of the relevant issues are thoroughly explained, including documentation, terms of payment, terms of trade, exchange rate exposure, international insurance, customs clearance, agency and distributorship sales contracts, packaging, transportation and security issues.

1. Lesson plan			
Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Introduction to the course	3	Course outline
2	Introduction to international trade	3	Lecture, PowerPoint, assignments
3	Introduction to basic export-import transaction	3	Lecture, PowerPoint, assignments
4	Terms of trade	3	Lecture, PowerPoint, assignments
5	Methods of payment in international trade	3	Lecture, PowerPoint, assignments
6	International trade documents	3	Lecture, powerpoint, assignments
7	International trade documents	3	Group presentation
8	midterm	3	Lecture, powerpoint, assignments
9	Electronic commerce	3	Lecture, powerpoint, assignments
10	Foreign exchange risks	3	Lecture, powerpoint, assignments
11	International transportation	3	Lecture, powerpoint, assignments
12	Application to practical fields	3	Lecture, powerpoint, assignments
13	Application to practical fields	3	Lecture, powerpoint, assignments
14	Application to practical fields	3	Lecture, powerpoint, assignments
15	Application to practical fields	3	Group presentation
16	Application to practical fields	3	

221-462 International Logistic and Supply Chain Management

3(3-0-6)

Course description

The course aims to study logistics concepts and supply chain organization, covering logistic activities of business in intermodal transportation, supply acquisition, packaging, inventory control, customs issues, government influence, facility location in global environment and import-export opportunities with some emphasis on current events in logistics activities of business organizations. This helps students to have a basic understanding of logistics and supply chain today. It is designed to stimulate students' participation and engagement by providing them with opportunity to develop their own critical thinking via group work assignment and in-class activities.

1. Lesson plan			
Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Introduction to logistics and supply chain	3	Lecture with projection aids, discuss selected questions, respond to queries, in-class activity by all students

2	Logistics, value chain, supply chain strategy and competitive strategy	3	Reading materials sent to students online beforehand. Lecture and discussion on selected questions, in-class activity by all students
3	Understanding supply chain performance, strategic fit and supply chain drivers	3	Reading materials sent to students online beforehand. Lecture and discussion on selected questions, in-class activity by all students
4	Integrated logistics support management and its operation objectives	3	Reading materials sent to students online beforehand. Lecture and discussion on selected questions, in-class activity by all students
5	Logistics system of services and designing the supply chain	3	Reading materials sent to students online beforehand. Lecture and discussion on selected questions, in-class activity by all students
6	Forecasting	3	Reading materials sent to students online beforehand. Lecture and discussion on selected questions, in-class activity by all students
7	Inventory planning and management	3	Reading materials sent to students online beforehand. Lecture and discussion on selected questions, in-class activity by all students
8	Transportation	3	Reading materials sent to students online beforehand. Lecture and discussion on selected questions, in-class activity by all students
9	Warehousing and material handling	3	Reading materials sent to students online beforehand. Lecture and discussion on selected questions, in-class activity by all students
10	Logistics costing	3	Reading materials sent to students online beforehand. Lecture and discussion on selected questions, in-class activity by all students
11	Outsourcing	3	Reading materials sent to students online beforehand. Lecture and discussion on selected questions, in-class activity by all students
12	Logistics measurement	3	Reading materials sent to students online beforehand. Lecture and discussion on selected questions, in-class activity by all students
13	Group work presentation	3	Student present their group work as the term project
14	International logistics and supply chain – globalization and review	3	

221-327 Change Management

Course description

This course will help develop skills and knowledge required to promote the use and implementation of innovative work practices to effect change and manage change so there is minimal work place disruption. Upon completion, participants will be able to understand the role of change in the organizational process.

1. Lesson plan			
Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Introduction to the change management course	3	Power point lecture, introducing the concepts
2	Understanding the context and meaning of change	3	Power point lectures (class discussion)
3	Change at individual and organizational level	3	Power point lectures (class discussion)
4	Organizational aspects for change	3	Power point lectures (class discussion)

5	Leadership in change role	3	Power point lectures (class discussion)
6	Organizational culture and communicating change	3	Power point lectures (class discussion)
7	Change process and strategies	3	Power point lectures (class discussion)
9	Managing emotions in change	3	Power point lectures (class discussion)
10	Understanding and managing resistance to change	3	Power point lectures (class discussion)
11	Change models	3	Power point lectures (class discussion)
12	Evaluating the change process	3	Power point lectures (class discussion)
13	Reinforcing the change	3	Power point lectures (class discussion)
14	Future of change management	3	Power point lectures (class discussion)
15	Group work	3	Power point lectures (class discussion)

221-223 Business Negotiation

3(3-0-6)

Course description

Negotiation as confronted in the various environments of different geographical, economic, political conditions such as cultural influences, varying governmental regulations, and changing economic situations. Language barriers and potential errors and misunderstandings arising from interpretations and translations.

Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Introduction: what is negotiation	3	Power point lecture, introducing the concepts
2	Definition & types of negotiation	3	Power point lectures (class discussion)
3	Training on negotiation and the required steps	3	Power point lectures (class discussion)
4	Core negotiation concepts	3	Power point lectures (class discussion)
5	Structure and planning	3	Power point lectures (class discussion)
6	Some cultural consideration	3	Power point lectures (class discussion)
7	Phrases of negotiation	3	Power point lectures (class discussion)
9	Negotiations tactics	3	Power point lectures (class discussion)
10	Preparation of negotiation	3	Power point lectures (class discussion)
11	Conflict resolution	3	Power point lectures (class discussion)
12	Final phase of negotiation	3	Power point lectures (class discussion)
13	Case simulations	3	Power point lectures (class discussion)
14	Case simulation	3	Power point lectures (class discussion)
15	General review	3	Power point lectures (class discussion)
16	Final exam		

221-326 Strategic Management for Competitiveness

3(3-0-6)

Course description:

Business problem analysis, setting policy, targeting strategy as appropriate to potential and existing conditions in specific area as well as on the whole in terms of prevailing economic-politics and cultures and traditional environments.

Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Introduction to strategic management	3	Lecture/group work/ppt
2	Business vision and mission	3	Lecture/group work/ppt
3	External and internal assessment	3	Lecture/group work/ppt
4	External and internal assessment	3	Lecture/group work/ppt
5	External and internal assessment	3	Lecture/group work/ppt
6	Strategies in action	3	Lecture/group work/ppt
7	Strategies analysis and choice	3	Lecture/group work/ppt
8	Strategies analysis and choice	3	Lecture/group work/ppt
9	Strategies implementation	3	Lecture/group work/ppt
10	Strategies implementation	3	Lecture/group work/ppt
11	Strategies review evaluation and control	3	Lecture/group work/ppt
12	Strategies review evaluation and control	3	Lecture/group work/ppt
13	Business ethics and CSR	3	Lecture/group work/ppt
14	Group presentation	3	Lecture/group work/ppt
15	Group presentation	3	Lecture/group work/ppt

221-430 Investment Banking

3(3-0-6)

Course description

Definitions, importance and investment banking activities. Topics cover financial structure, business analysis, business appraisal, financial advising, initial public offering (IPO), secondary marketing trading, debt capital market activities, underwrite and distribution, fund administration, principles of merger and acquisition, and securitization. Also this subject includes the definitions, importance and principles of project feasibility analysis.

Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Introduction, overview of investment banking	3	Lecture and power point
2	Financial markets and the firm	3	Lecture and power point
3	Participating in the market	3	Lecture and power point
4	Financial statement overview	3	Lecture and power point
5	Comparable companies' analysis	3	Lecture and power point
6	Precedent transactions analysis	3	Lecture and power point
7	Discount cash flow analysis	3	Lecture and power point

8	Midterm	3	Lecture and power point
9	Methods of valuation for merger and acquisitions	3	Lecture and power point
10	Sell-side mergers and acquisition	3	Lecture and power point
11	Buy-side mergers and acquisitions	3	Lecture and power point
12	Structuring a leverage buyout (LBO)	3	Lecture and power point
13	Initial public offering	3	Lecture and power point
14	Financing the early state firm	3	Lecture and power point

221-433 E-business Finance

3(2-2-5)

Course description

Trade and technologies used currently. Focusing on electronic transaction in practical in the group of finance, banking and insurance. The transaction conduct by website in the group of finance, banking and insurance and other applications via the internet. Topic also focus on case study and practical

Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Orientation generating business ideas	3	Power point, discussion, Q&A
2	Chapter 1 introduction to e-commerce	3	Power point, discussion, Q&A
3	Chapter 2: e-business fundamentals and models	3	Power point, discussion, Q&A
4	Chapter 3: internal and external e-business	3	Power point, discussion, Q&A
5	Chapter 4: internal and external e-business	3	Power point, discussion, Q&A
6	Chapter 5: finding funding	3	Power point, discussion, Q&A
7	Chapter 6: e-business development and strategy	3	Power point, discussion, Q&A
8	Chapter 7: web design	3	Power point, discussion, Q&A
9	Chapter 8: e-business legal, taxation, and policy e-business ethic and security	3	Power point, discussion, Q&A
10	Chapter 9: e-banking	3	Power point, discussion, Q&A
11	Chapter 10: e-finance	3	Power point, discussion, Q&A
12	Chapter 11: e-insurance	3	Power point, discussion, Q&A
13	Chapter 12: e-investment	3	Power point, discussion, Q&A
14	Chapter 12(cont.) e-payment	3	Power point, discussion, Q&A
15	Case study and review before final examination	3	Power point, discussion, Q&A

221-232 Advertising and Promotion Management

Course description

Role of mass media to communicate product information to potential and current customers, advertising principles and practices as an integral part of marketing promotions and policy, advertising media selection, budgeting and promotional planning and advertising effectiveness evaluation.

Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Explanation of course description	3	Power point lecture, introducing the concepts
2	Situational analysis of contemporary marketing	3	Power point lectures (class discussion)
3	Understanding buying behavior, business, government and consumer	3	Power point lectures (class discussion)
4	Market segmentation, targeting and positioning	3	Power point lectures (class discussion)
5	Integrated marketing communications	3	Power point lectures (class discussion)
6	Communication process	3	Power point lectures (class discussion)
7	Source, message and channel	3	Power point lectures (class discussion)
8	midterm	3	Power point lectures (class discussion)
9	Objectives and budget setting	3	Power point lectures (class discussion)
11	Advertising: creative strategy	3	Power point lectures (class discussion)

221-460 IoT for Business Application

3(2-2-5)

Course description

Internet of Things (IoT) for business applications is an important subject for present day business managers. The course delivers how the IoT can be used to run a business efficiently. In this course, students will learn about integrated IoT devices, and how are these paving the way for the gathering of actionable data. How the IoT helps organisations to predict consumer behaviours, how the employees can use IoT to streamline their workload, and allow the business managers/employees to focus on the essential parts of the business. Finally, the students would have the knowledge how “IoT “applications are improving business’s bottom line by, reducing operating costs, Increasing Productivity and providing the opportunity to explore new platforms and developments in the business area

Week	Content Description	Study Period	Learning Activities and Teaching aids media
1	Introduction to digital era and data science	3	Power point lecture, introducing the concepts

2	Introduction to internet of things (IoT)	3	Power point lectures (class discussion)
3	Physical design of IoT, Logical design of IoT, IoT enabling technologies, IoT levels	3	Power point lectures (class discussion)
4	Human automation, cities, environment, energy, retail, logistics, agriculture, industry, health and life style	3	Power point lectures (class discussion)
5	F-YANG: M2M, difference between IoT and M2M, SDN and NFV for IoT	3	Power point lectures (class discussion)
6	Software defined networking, network function virtualization, need for IoT systems management, simple network management protocol, limitation of SNMP, network operator requirements, NETCONF, YANG	3	Power point lectures (class discussion)
7	IoT systems management with NETCONF-YANG	3	Power point lectures (class discussion)
8	What is an IoT device, exemplary device, board, Linus on Raspberry Pi, interfaces and programming and IoT devices	3	Power point lectures (class discussion)
9	IoT design methodology, installing python	3	Power point lectures (class discussion)
10	Python data types and data structure, control flow, functions modules, package, file handling, date/time operations, classes, python packages	3	Power point lectures (class discussion)
11	IoT analytics	3	Power point lectures (class discussion)
12	Developing IoT and logical design in business situations	3	Power point lectures (class discussion)
13	Developing IoT and logical design in business situations	3	Power point lectures (class discussion)
14	Developing IoT and logical design in business situations	3	Power point lectures (class discussion)
15	Developing IoT and logical design in business situations	3	Power point lectures (class discussion)
16	Developing IoT and logical design in business situations	3	Power point lectures (class discussion)

Note:

1. The courses will only be open if there are minimum 15 students.
2. Time table is tentative.
3. One Credit means 15 hours; therefore 3 credit is equal to 45 hours.

Semester 2 (January – April)

117-124 Information Technology

3 (3-0-6)

Pre: None

Study computer technology and electronic systems of information management, computer components, hardware, software, multimedia technology, career in IT, principles of IT management, file and folder types, ethics and safety in IT management.

Lesson plan			
Week	Content description	Study period	Learning activities and Teaching aids media
1	Introduction to Information technology	3	Lecture, ppt, review, discussion
2	Hardware and software	3	Lecture, ppt, review, discussion
3	Free and open source software	3	Lecture, ppt, review, discussion
4	Internet and the world wide web	3	Lecture, ppt, review, discussion
5	Email and other ways of communicating over internet	3	Lecture, ppt, review, discussion
6	Introducing to presentation software	3	Lecture, ppt, review, discussion
7	Introducing to processing software	3	Lecture, ppt, review, discussion
8	Midterm		
9	Basics of networks	3	Lecture, ppt, review, discussion
10	Network topologies and applications	3	Lecture, ppt, review, discussion
11	Video editing	3	Lecture, ppt, review, discussion
12	Basic webpage development	3	Lecture, ppt, review, discussion
13	Final presentation	3	Lecture, ppt, review, discussion
14	Revision	3	Lecture, ppt, review, discussion

117-142 English II

3 (2-2-5)

Pre: 117-141 English I

Reading skill development, writing, technical reports, technical terms in business, biographies of prominent business personalities, participating in English speaking seminar simulation. More sophisticated external reading assigned. Modern business “jargon” and vocabulary.

Week	Content description	Study period	Learning activities and Teaching aids media
1	Course introduction / Pre-test	3	Lecture / ppt/ pre-test
2	Introducing to academic reading	3	Lecture / ppt/ text book
3	Advance reading skills I	3	Lecture / ppt/ text book
4	Advance reading skills II	3	Lecture / ppt/ text book
5	Advance reading skills III	3	Lecture / ppt/ text book
6	Advance reading skills IV	3	Lecture / ppt/ text book
7	Midterm	3	Lecture / ppt/ text book
8	Academic listening skills I	3	Lecture / ppt/ text book
9	Academic listening skills II	3	Lecture / ppt/ text book
10	Academic listening skills III	3	Lecture / ppt/ text book
11	Academic listening and speaking skills I	3	Lecture / ppt/ text book
12	Academic listening and speaking skills II	3	Lecture / ppt/ text book
13	Academic listening and speaking skills III	3	Lecture / ppt/ text book
14	Final projects	3	Lecture / ppt/ text book
15	Final presentation	3	Lecture / ppt/ text book

117-242 English IV

3 (2-2-5)

Pre: English III

Using the skills developed in English III, use the business jargon and vocabulary to write business communication such as letters, filling out forms such as purchase orders, detailing shipping and financing instructions and miscellaneous communications.

Week	Content description	Study period	Learning activities and Teaching aids media
1	Course introduction / Pre-test	3	Lecture / ppt/ pre-test
2	Introduction to Academic English	3	Lecture / ppt/ text book
3	Effective academic reading I	3	Lecture / ppt/ text book
4	Effective academic reading II	3	Lecture / ppt/ text book
5	Effective academic reading III	3	Lecture / ppt/ text book
6	Effective academic reading IV	3	Lecture / ppt/ text book
7	Midterm	3	Lecture / ppt/ text book
8	Effective academic writing I	3	Lecture / ppt/ text book
9	Effective academic writing II	3	Lecture / ppt/ text book
10	Effective academic writing III	3	Lecture / ppt/ text book
11	Effective academic writing IV	3	Lecture / ppt/ text book
12	Effective academic writing V	3	Lecture / ppt/ text book
13	Effective academic writing VI	3	Lecture / ppt/ text book
14	Final project	3	Lecture / ppt/ text book
15	Final presentation	3	Lecture / ppt/ text book

117-109 Introduction to Intellectual Property

The importance of intellectual property, it's role in the creative thinking of human beings as well as the development of science, technology, arts and literature. The individual, business and organizational effects of intellectual property. Overview of Thai intellectual property law including copy rights, patent, and trade marks as well as international trade agreement about copy rights and trade mark such as WTO TRIP's agreement and Patent Cooperation Treaty. The importance role of WIPO toward intellectual property protection among countries as well as the supervision of intellectual property agreement appliance in all involved nations. This course employ a case study approach by which the student will learn how to apply intellectual property concepts that involve in technology, business, bioengineering and computer issues

Week	Content description	Study period	Learning activities and Teaching aids media
1	Introduction to the course	3	Lecture and exercise, notes, texts
2	General concepts of intellectual property	3	Lecture and exercise, notes, texts
3	Different types of intellectual property	3	Lecture and exercise, notes, texts
4	New economy and effects of intellectual property system	3	Lecture and exercise, notes, texts
5	Copyright and related rights, database right	3	Lecture and exercise, notes, texts
6	Patent	3	Lecture and exercise, notes, texts
7	Designs and industrial designs	3	Lecture and exercise, notes, texts
8	Trademarks		
9	Geographical indications	3	Lecture and exercise, notes, texts
10	Other kinds of intellectual property	3	Lecture and exercise, notes, texts
11	Overview of intellectual property law in Thailand	3	Lecture and exercise, notes, texts
12	Roles of WIPO in the intellectual property protection	3	Lecture and exercise, notes, texts
13	WIPO international treaties on intellectual property	3	Lecture and exercise, notes, texts
14	WTO/TRIPs agreement	3	Lecture and exercise, notes, texts

15	Term paper	3	Lecture and exercise, notes, texts
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221-200 Micro Economics

3 (3-0-6)

Pre: None

Allocation of resources and distribution of income and wealth: i.e.: concepts of utility, value, resource allocation, theory of consumer behavior, nature of demand and supply. Relationship of production, cost and supply function. Product pricing under competitive oligopolistic and monopolistic markets. Theory of income distribution, the limitation of market forces and appropriate form of policy.

Week	Content description	Study period	Learning activities and Teaching aids media
1	Introduction to economics: micro vs macro	3	Lecture and exercise, notes, texts
2	Economics: the science of everyday life	3	Lecture and exercise, notes, texts
3	Efficiency and allocation in the global economy	3	Lecture and exercise, notes, texts
4	Introduction to the demand and supply framework	3	Lecture and exercise, notes, texts
5	Elasticity	3	Lecture and exercise, notes, texts
6	Market efficiency and government intervention	3	Lecture and exercise, notes, texts
7	Utility	3	Lecture and exercise, notes, texts
8	Midterm		
9	Consumer behavior	3	Lecture and exercise, notes, texts
10	Costs	3	Lecture and exercise, notes, texts
11	Pricing factors of production	3	Lecture and exercise, notes, texts
12	Pricing factors of production (cont.)	3	Lecture and exercise, notes, texts
13	Pure competition	3	Lecture and exercise, notes, texts
14	Pure monopoly	3	Lecture and exercise, notes, texts
15	Monopolistic competition	3	Lecture and exercise, notes, texts
16	Oligopoly	3	Lecture and exercise, notes, texts

221-205 Principles of Marketing

3 (3-0-6)

Pre: None

Meaning and significance of marketing with respect to main activity for distribution of goods and services, principles of marketing, consumer behavior, function of marketing and marketing institutions, and their effect on society and economy. Market targeting and cultural influences.

Week	Content description	Study period	Learning activities and Teaching aids media
1	Explanation of course description and learning plan - Introduction to principles of marketing	3	Lecture and Exercise
2	Marketing: creating customer value and engagement	3	Lecture and Exercise
3	Preparing to build customer engagement, value and relationships	3	Lecture and Exercise
4	Analyzing the marketing environment	3	Lecture and Exercise
5	Managing marketing	3	Lecture and Exercise
6	Consumer markets and buyer behavior	3	Lecture and Exercise
7	SWOT and 5C analysis	3	Lecture and Exercise
8	Mid-Term examination		Lecture and Exercise
9	Customer value-driven marketing strategy	3	Lecture and Exercise
10	Product, service and brands	3	Lecture and Exercise
11	Developing new products and managing product life cycle	3	Lecture and Exercise
12	Pricing: understanding and capturing customer value	3	Lecture and Exercise
13	Marketing channels	3	Lecture and Exercise
14	Retailing and wholesaling	3	Lecture and Exercise

15	Group report & presentation	3	Lecture and Exercise
16	Final Examination	3	Lecture and Exercise

221-300 Managerial Accounting

3 (3-0-6)

Pre: 221-102 Principles of financial Accounting I

Preparation and analysis of statement of changes in financial position, financial statement analysis, financial reporting under price-level changes, analysis and interpretation of cost data as an aid to management of planning, controlling and decision making, budgetary control, and responsibility accounting.

Lesson plan			
Week	Content description	Study period	Learning activities and Teaching aids media
1	Introduction to managerial accounting	3	Lecture and short notes
2	Job order costing	3	Lecture and assignment
3	Process cost system	3	Lecture and assignment
4	Cost behavior and cost volume profit analysis	3	Lecture and assignment
5	Cost behavior and cost volume profit analysis	3	Lecture and assignment
6	Budgeting	3	Lecture and assignment
7	Midterm	3	
8	Evaluating variances from standard costs		Lecture and case summary
9	Evaluating variances from standard costs	3	Lecture and case summary
10	Differential analysis, product pricing and activity based costing	3	Lecture using PPT
11	Differential analysis, product pricing and activity based costing	3	Lecture using PPT and assignment
12	Differential analysis, product pricing and activity based costing	3	Lecture using PPT on ABX and assignment
13	Capital investment analysis	3	Lecture using PPT
14	Capital investment analysis	3	Lecture using PPT
15	Segment reports and responsibility accounting	3	Lecture using PPT

221-322 Human Resource Management

3 (3-0-6)

Pre: 221-203 Organization and Management

Duties and responsibility of the personal manager, manpower planning, recruiting, training, developing. Appraising performance, promotional system, motivation and welfare of employees. Promotion, demotion, dismissal and transfer of personnel.

Week	Content description	Study period	Learning activities and Teaching aids media
1	Introduction to human resource management	3	Lecture and in-class activity
2	Key terms, concepts and practices of HRM	3	Lecture and discussion, in-class activity (case study)
3	Job analysis and the talent management process	3	Lecture and discussion, in-class activity (case study)
4	HR planning, recruiting, employee testing and selection	3	Lecture and discussion, in-class activity (case study)
5	Interviewing candidates	3	Lecture and discussion, in-class activity (case study)
6	Training and developing employees	3	Lecture and discussion, in-class activity (case study)
7	Classroom exercise on job analysis, testing and interviewing	3	Group work

8	Performance management and appraisal, managing careers and retention		Lecture and discussion, in-class activity
9	Compensation and benefits, motivating and rewarding employees	3	Lecture and discussion, in-class activity
10	Motivating and rewards employees	3	Lecture and discussion, in-class activity
11	Enrichment topics in HRM (employee retention, labor relations, collective bargaining, safety, health, Risk management)	3	Lecture and discussion, in-class activity
12	Managing human resources in small and entrepreneurial firms	3	Lecture and discussion, in-class activity
13, 14 & 15	Group work presentation on HR issues	3	Lecture and discussion, in-class activity

221-411 International Finance

3 (3-0-6)

Pre: 221-102 Principles of financial Accounting II
221-204 Business Finance

Basic concepts of international finance, interest rates, finance mechanism and international finance system, finance circulation markets, forecasting the rate of finance exchange and cost of management in venturing, taking advantage of the difference in international financial systems. Operations and international relations of commercial banks.

Week	Content description	Study period	Learning activities and Teaching aids media
1	Orientation Chapter 1 globalization and multinational corporation – country and currencies, bid/ask, buying/selling, direct quota/indirect quota	3	PPT, discussion, Q&A
2	Chapter 2 international fund flows and balance of payment – import/export, balance of trade, reserve systems	3	PPT, discussion, Q&A
3	Chapter 3: international financial markets and direct foreign investment – bond market, FOREX market, fund transfer	3	PPT, discussion, Q&A
4	Chapter 4 the foreign exchange market and exchange rate systems – fix, float, basket of currency, peg – Eurodollar/eurobound – SIBOR/LIBOR	3	PPT, discussion, Q&A
5	Chapter 5 currency derivatives – cross rate, spot, forward, future option, premium/discount	3	PPT, discussion, Q&A
6	Chapter 6 speculation and risk in the foreign exchange market – risk management	3	PPT, discussion, Q&A
7	Chapter 7 government influence on exchange rates Chapter 8 exchange rate determination – interest rate, inflation, economic politic	3	PPT, discussion, Q&A
8	Chapter 9 theories – PPP, fisher effect, international fisher effect		PPT, discussion, Q&A
9	Chapter 10 forecasting exchange rates – calculation	3	PPT, discussion, Q&A
10	Chapter 11 measuring exposure to exchange rate fluctuation – economic exposure, accounting exposure	3	PPT, discussion, Q&A
11	Chapter 12 country and political risk Chapter 13 financing international trade – tariff/barrier, international trade law	3	PPT, discussion, Q&A
12	Chapter 14 international debt financing Chapter 15 international equity financing, - international financial institutions – world bank /IMF,	3	PPT, discussion, Q&A
13	Chapter 16 international capital market equilibrium Chapter 17 managing net working capital cash inflow/outflow	3	PPT, discussion, Q&A
14	Chapter 18 international capital budgeting – reserve/budget	3	PPT, discussion, Q&A
15	Review	3	PPT, discussion, Q&A

221-414 Management of International Business

3 (3-0-6)

Pre: 22-203 Organization and Management

Management and international business operations considering the objectives and strategic operations limits and opportunities of foreign investment development. Development and adjustment of policy in management of international corporations to coincide with international business environment.

Week	Content description	Study period	Learning activities & Teaching aids media
1	The nature of global business. What is global business? Global linkage today, current US international trade position	3	Lecture and discussion
2	Global market penetration strategies: globalization, global products global companies, global brands	3	Lecture and discussion
3	Political and legal environment facing business	3	Lecture and discussion
4	The economic environments facing businesses and globalization and society	3	Lecture and discussion
5	Global trade and investment theory – the development and demise of mercantilism – classical trade theory, factor proportion theory, international investment and product cycle theory, the new trade theory, the theory of international investment	3	Lecture and discussion
6	Global financial markets, foreign exchange and the international monetary system, the purpose of exchange rates, the foreign exchange market, fixed and floating foreign exchange rates, significant monetary events, exchange rates, interest rates and economic policy	3	Lecture and discussion
7	Group presentation	3	Lecture and discussion
8	Economic integration and emerging markets – the level of economic integration, arguments about economic integration, the European union, the north American free trade agreement, other alliances, cartels		Lecture and discussion
9	Government trade policies, rationale and goals of trade and investment policies, global developments since WWII, three major changes in global environmental policy, policy responses to changing conditions	3	Lecture and discussion
10	Legal and political environment, private international law, public international law, risk to global business, doctrine of sovereign immunity, doctrine of eminent domain, accounting and tax differences, labor law differences	3	Lecture and discussion
11	Organization management and control, basic organizational approaches, factors affecting organizational structure, the multinational corporation (MNC), foreign direct investment (FDI), HR policies, control of the organization	3	Lecture and discussion
12	Global business entry, the role of management, methods of entering into global market, international intermediaries and facilitators	3	Lecture and discussion
13	International finance, financing exports and imports, international capital and cash management, capital structure: international dimension, international capital markets, international banking and security markets	3	Lecture and discussion
14	Strategic planning and business research, the strategic process, the need for global research, conducting research, market selection	3	Lecture and discussion
15	Review	3	Lecture and discussion

221-417 Business, Social Responsibility and Service Learning 3 (1-12-3)

Pre: None

Socially responsible business decision making and civic responsibility. The class takes students to diverse dimensions-social, political and cultural-in which business organizations operate to analyze and participate in the challenges which necessitate social and civic responsibilities.

Week	Content description	Study period	Learning activities and Teaching aids media
1	Introduction to business social responsibility and service learning	3	Lecture and class discussion
2	Introduction to business ethics – an overview	3	Lecture and case study
3	Moral leadership – inspire & promotes ethical behavior	3	Lecture and case study
4	Ethical issues and dilemmas in the workplace	3	Lecture and case study
5	CSR and key concepts	3	Lecture and case study
6	CSR and leadership	3	Lecture and case study
7	Ethics and social responsibility in the marketplace	3	Lecture and case study
8	Business and society – social and environmental issues		Lecture and case study
9	Service learning – an overview	3	Lecture and case study
10	Benefits of service learning	3	Lecture and case study
11	Community service and volunteering	3	Lecture and case study
12	Whistleblowing – corporate citizenship	3	Lecture and case study
13	Develop a future ethics and social responsibility of business	3	Lecture and case study
14-15	Group work presentation and report submission	6	Lecture and case study

221-418 International Business Seminar 3 (3-0-6)Pre: 221-203 Organization and Management
221-411 International Finance

A directed study and seminar on selected business topics and issues in international business. Students study the unique challenges faced by international companies and the strategies utilized to meet those challenges. Study and seminar on such areas as global business opportunities, economic, technological, and political environments that influence global business initiatives.

Week	Content description	Study period	Learning activities and Teaching aids media
1	Introduction to the class seminar plan	3	Discussion Power Point
2	Introduction to the seminar methods	3	Discussion Power Point
3	Seminar 1 - Globalization, World Trade War and International Business Ecosphere	3	Discussion Power Point
4	Seminar 2 -International Business Governance and Corporate Social Responsibility (CSR)	3	Discussion Power Point
5	Seminar 3 - World Trade and International Investment Environment and Relocation	3	Discussion Power Point
6	Seminar 4 - Global and Regional Economic Cooperation and Integration	3	Discussion Power Point
7	Seminar 5 - International Monetary System Foreign Exchange & Global Capital Markets	3	Discussion Power Point
8	Seminar 6 - Strategy, Structure and Strategic		Discussion Power Point
9	Management of International Business	3	Discussion Power Point
10	Seminar 7 - International Expansion and Global Market Opportunity Assessment	3	Discussion Power Point

11	Seminar 8 - Organization of International Business and Strategic Alliances	3	Discussion Power Point
12	Seminar 9- International Business Operations	3	Discussion Power Point
13	Exporting, Importing, and Countertrade	3	Discussion Power Point
14	Seminar 10-International Business Operations	3	Discussion Power Point
15	: Global Production, Outsourcing& Logistics	3	Discussion Power Point
16	Seminar 11-International Business Operations : Global Marketing, Research & Development	3	Discussion Power Point

221-438 Seminar in Marketing

3 (3-0-6)

Pre: none

Analysis and discussion of marketing problems from case study. Writing a report of marketing problems and solutions from case study, writing a marketing plan, organizing marketing activities.

Week	Content description	Study period	Learning activities and Teaching aids media
1	Introduction: Marketing	3	Lecture, ppt, review
2	and the scope of seminar in marketing Grading Information	3	Lecture, ppt, review
3	Introduction: Marketing	3	Lecture, ppt, review
4	Challenges for Market Driven Strategy + Case study:	3	Lecture, ppt, review
5	Strategic Marketing Planning + Case study:	3	Lecture, ppt, review
6	Strategic Market Segmentation + Case study :	3	Lecture, ppt, review
7	Understanding the Marketplace and Consumer Value +Case study:	3	Lecture, ppt, review
8	Midterm Exam		Lecture, ppt, review
9	Market Targeting and Strategic Positioning + Case study:	3	Lecture, ppt, review
10	Competing through Marketing Mix + Case study:	3	Lecture, ppt, review
11	Strategy implementation and internal marketing + Case study: <i>Murrah Dairy</i> :	3	Lecture, ppt, review
12	Sustainable Marketing Social Responsibility and Ethics+ Case study:	3	Lecture, ppt, review
13	Social Media Marketing + case study:	3	Lecture, ppt, review
14	AI in Marketing 1	3	Lecture, ppt, review
15	AI in Marketing 1	3	Lecture, ppt, review
16	Revision for final exam		Lecture, ppt, review

221-459 Data Science for Business

3(3-0-6)

This course introduces the vital principles of data science, data mining techniques for business and finally students will be able to extricate the useful knowledge for adding a value for business. Further, the course provides examples from real-world business problems to demonstrate these data science principles. The key topics which will cover throughout this course are; data-mining process to gather good data in the most appropriate way, how to improve communication between business stakeholders and data scientists, how to use data-analytically, how data science methods can support business decision-making., understand how data science fits in your organization and how you can use it for competitive advantage, and also how to secure the business data and computer security aspects.

Week	Content description	Study period	Learning activities and Teaching aids media
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1	Introduction to the course	3	Lecture, ppt, review
2	Introduction to data science	3	Lecture, ppt, review
3	Data science vs data mining	3	Lecture, ppt, review
4	Data science and big data analytics	3	Lecture, ppt, review
5	The most popular data science tools and software	3	Lecture, ppt, review
6	Learning decision trees	3	Lecture, ppt, review
7	Applying decision trees on big datasets	3	Lecture, ppt, review
8	Learning association rule mining	3	Lecture, ppt, review
9	Applying association rule mining techniques on big datasets	3	Lecture, ppt, review
10	Cluster analysis	3	Lecture, ppt, review
11	Applying different clustering techniques on big datasets	3	Lecture, ppt, review
12	Introducing to deep learning techniques	3	Lecture, ppt, review
13	Applying deep learning techniques on big datasets	3	Lecture, ppt, review
14	Evaluating data science data techniques and results	3	Lecture, ppt, review
15	Summary of the course	3	Lecture, ppt, review
16	Final projects	4	Lecture, ppt, review

221-450 Consumer Behavior 3(3-0-6)

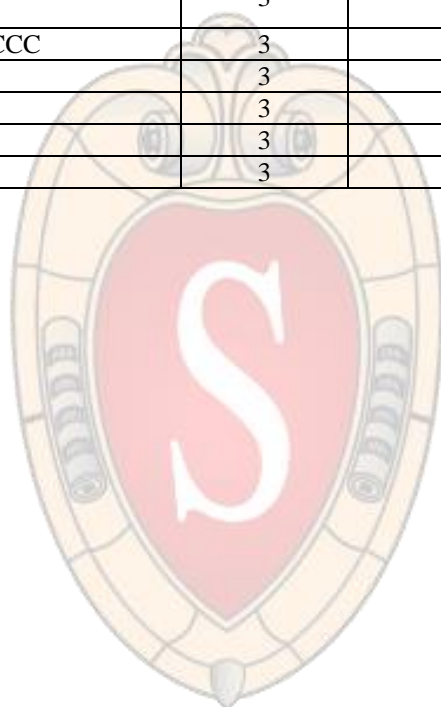
Principles and analysis of consumer behavior in buying decision. Consider the various factors that affect buying decision process. The course also provides students with knowledge of motivations, learning theories, attitudes, values and influence of social and cultural traditions.

Week	Content description	Study period	Learning activities and Teaching aids media
1	Introduction to the course	3	Lecture, ppt, review
2	Consumer and social well-being	3	Lecture, ppt, review
3	Perception	3	Lecture, ppt, review
4	Learning and memory	3	Lecture, ppt, review
5	Motivation and affect	3	Lecture, ppt, review
6	The self	3	Lecture, ppt, review
7	Personality, life-styles and values	3	Lecture, ppt, review
8	Attitudes and persuasive communication	3	Lecture, ppt, review
9	Decision making	3	Lecture, ppt, review
10	Buying, using and disposing	3	Lecture, ppt, review
11	Group and social media	3	Lecture, ppt, review
12	Income and social class	3	Lecture, ppt, review
13	Subculture	3	Lecture, ppt, review
14	Culture	3	Lecture, ppt, review
15	Term paper	3	

221-325 Cross cultural business communication 3(3-0-6)

Thinking, theory and rule for social cross-cultural communication. Emphasis on language, culture, social status, nationality, and social relation structure in each society. Verbal and non verbal communication across cultures, including understanding gestures, and expressions, preparing reports, documents that varies across cultures. Barriers of cross-cultural communication, cultural bias and how to overcome.

Week	Content description	Study period	Learning activities and Teaching aids media
1	Introduction: what is culture? What is CCC?	3	Lecture, ppt, review
2	Globalization and CCC phenomenon	3	Lecture, ppt, review
3	Understanding CCC	3	Lecture, ppt, review
4	High-context and low context CCC	3	Lecture, ppt, review
5	Communication and cultural dimensions	3	Lecture, ppt, review
6	Communication across cultures	3	Lecture, ppt, review
7	Effective cross-cultural presentation	3	Lecture, ppt, review
8	Midterm	3	Lecture, ppt, review
9	Dealing with cross-cultural differences	3	Lecture, ppt, review
10	Rapport and cross-cultural communication	3	Lecture, ppt, review
11	Overcoming barriers to CCC	3	Lecture, ppt, review
12	Conclusions	3	Lecture, ppt, review
13	Presentations	3	Lecture, ppt, review
14	Presentations	3	Lecture, ppt, review
15	General review	3	



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