



Degree Plan
International Program
International Business

The Program consists of:

1. General Education Courses	Credit Hours
1.1 Humanities and Social Science	9
1.2 Mathematics and Basic Science	9
1.3 Language and Communication (choose two - 6 credits each) English-Chinese-Japanese-French Korean-Burmese-Bahasa Indonesia-Bahasa Malaysia	12
1.4 Physical Education and Aesthetics	3
Total	33

2. Department Courses	Credit Hours
2.1 Core Courses	42
2.2 Required Courses in Major Field	30
2.3 Elective Courses in Major Field	21
Total	93

3. The Free Elective Courses 6

Grand Total 132

No.	Course No.	Course Name	Credits	Grade
General Education Courses				
Humanities and Social Sciences				
1.	117-100	Philosophy of Sufficiency Economy and Financial Literacy	3	
2.	117-101	Introduction to Sociology	3	
3.	117-102	Society, Business, and Government	3	
4.	117-104	Human Relations and Personality Development	3	
5.	100-105	ASEAN in the Modern World	3	
6.	117-106	Preparation for the World of Work	3	
7.	117-111	Thai Culture and Civilization	3	
8.	117-112	Fundamentals of Philosophy and Religion	3	
9.	117-113	Psychology in Daily Life	3	

10.	117-114	Western Culture and Civilization	3	
11.	117-115	Cross Cultural Communication	3	
12.	117-116	Western Literature	3	
13.	117-117	Thai Literature	3	
14.	117-118	Civic Education	3	
		Mathematics and Basic Science		
15.	117-121	Basic Mathematical Principles	3	
16.	117-123	Life and Environment	3	
17.	117-124	Information Technology	3	
18.	117-125	Computer Studies and Work	3	
19.	117-126	Food for Good Health	3	
		Language and Communication		
10.	117-141	English I or other language	3	
11.	117-142	English II or other language	3	
12.	117-241	English III or other language	3	
13.	117-242	English IV or other language	3	
		Physical Education and Aesthetics		
14.	117-132	Physical Education and Recreation	3	
15.	117-133	Art and Music Appreciation	3	
Department Courses				
Core Courses				
1.	221-101	Principles of Financial Accounting I	3	
2.	221-102	Principles of Financial Accounting II	3	
3.	221-200	Microeconomics	3	
4.	221-201	Macroeconomics	3	
5.	221-203	Organization and Management	3	
6.	221-204	Business Finance	3	
7.	221-205	Principles of Marketing	3	
8.	221-206	Principles of Business Statistics	3	
9.	221-300	Managerial Accounting	3	
10.	221-303	Business Law	3	
11.	221-305	Production and Operations Management	3	
12.	221-322	Human Resources Management	3	
13.	221-401	Quantitative Analysis in Business	3	
14.	221-402	Strategic Management	3	
Major Required Courses				
1.	221-311	International Economics	3	
2.	221-411	International Finance	3	
3.	221-412	International Marketing	3	
4.	221-413	International Trade Operations	3	
5.	221-414	Management of International Business	3	
6.	221-416	Logistics and Supply Chain	3	
7.	221-417	Business, Social Responsibility, and Service Learning	3	
8.	221-418	International Business Seminar	3	
9.	221-419	International Accounting and Taxation	3	
10.	221-420	Investment and Portfolio Management	3	
Major Elective Courses				
1.	221-131	Business Terminology	3	
2.	221-221	Information System and Application Development	3	
3.	221-222	Business Research	3	
4.	221-223	Business Negotiations	3	

5.	221-232	Advertising and Promotion Management	3	
6.	221-304	Services Marketing	3	
7.	221-323	Cross Cultural Management	3	
8.	221-324	Commercial Design Management	3	
9.	221-331	Retail Buying and Merchandise Management	3	
10.	221-421	Financial Management	3	
11.	221-422	Economic Integration and Area Studies of Business Opportunities in Asia	3	
12.	221-423	Independent Project	3	
13.	221-424	International Finance and Banking	3	
14.	221-425	Money Banking and Financial Market	3	
15.	221-426	Financial Institutions Management	3	
16.	221-427	Credit Management	3	
17.	221-428	Taxation I	3	
18.	221-429	Entrepreneurship and SMEs Management	3	
19.	221-430	Investment Banking	3	
20.	221-431	Seminar in Financial Management	3	
21.	221-432	Analysis of Derivatives	3	
22.	221-433	E-Business Finances	3	
23.	221-434	Sales Management	3	
24.	221-435	Industrial Marketing	3	
25.	221-436	Advertising and Sales Promotion	3	
26.	221-437	Direct Marketing	3	
27.	221-438	Seminar in Marketing	3	
28.	221-439	Supply Chain Management	3	
29.	221-440	New Product Development	3	
30.	221-441	Brand Management	3	
31.	221-442	Business Marketing	3	
32.	221-443	Marketing Strategy Management	3	
33.	221-444	Principles of Investments	3	
34.	221-445	Financial Statement Analysis	3	
35.	221-446	Research in Finance	3	
36.	221-447	Analysis of Debt and Derivative Investments	3	
37.	221-448	Risk Management and Insurance	3	
38.	221-449	Marketing Management	3	
39.	221-450	Consumer Behavior	3	
40.	221-451	Marketing Channels Management	3	
41.	221-452	Marketing Research	3	
42.	221-453	Product and Price Management	3	
43.	221-455	Integrated Marketing Communication	3	
44.	221-455	Marketing Planning	3	
45.	221-491	Preparation for Cooperative Education	3	
46.	221-492	Cooperative Education	3	
Free Elective Courses				
		Students can freely choose 6 credits (two courses) from courses offered by International Program of Siam University	6	
Total			132	