



**BUI**

**BANGKOK UNIVERSITY  
INTERNATIONAL**

**Knowledge with Virtue**

**2021**

**Degree Plan**

**Bachelor of Business Administration (B.B.A.)**

**Marketing**

**Student's Name .....**

**Student's ID No. ....**

# **STUDENT'S MANUAL**

## Table of Contents

<b>Topics</b>	<b>Page</b>
Where to Go for Help	4-5
Grade Point Average Computation	6-11
Academic Regulations	12
Plagiarism Policy	13-14
Code of Conduct	15
Curriculum	16-32



**Locations of Helpers:**

- The Dean of BU International - Building C6, 5<sup>th</sup> Floor
- Associate Deans - Building C6, 5<sup>th</sup> Floor
- Chairperson - Building C6, 5<sup>th</sup> Floor
- International Center - Building C6, 1<sup>st</sup> Floor
- International Office - Building C6, 1<sup>st</sup> Floor
- BUI Faculty Office - Building C6, 5<sup>th</sup> Floor
- One-Stop-Service Office - Building A3, A6, 1<sup>st</sup> Floor

## Grade Point Average Computation

There are two types of Grade Point Averages (GPA):

1. Grade Point Average is an average of grade points for each semester.
2. Cumulative Grade Point Average is an average of grade points of all attended semesters.

The letter grades awarded by the University are as follows.

Letter Grade	Definition in English	Definition
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Very Fair	2.50
C	Fair	2.00
D+	Poor	1.50
D	Very Poor	1.00
F	Failed	0

Other letter symbols used include:

W	Withdrawal
I	Incomplete
S	Satisfactory
U	Unsatisfactory
NC	No Credit
CF	Credits from Formal Education
CS	Credits from Standardized Test
CE	Credits from Exam
CT	Credits from Trainings arranged by organizations other than institutions of higher education
CP	Credits from Portfolio

## How to Calculate GPA and Cumulative Grade Point Average (Cum.GPA)

### 1. Cumulative Grade Point Average

The cumulative grade point average is calculated by dividing the total number of grade points by the total number of credits earned.

#### Example

#### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Introduction to Business	3	B+	3.5 X 3 = 10.5
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Economics	3	B	3 X 3 = 9
Creative Leadership Skills	<u>3</u>	B	3 X 3 = 9
	<u>18</u>		<u>51</u>

Grade point average of the 1<sup>st</sup> semester =  $\frac{51}{18} = 2.83$

#### Example

#### 2<sup>nd</sup> Semester

Courses	Credits	Grades	Grade Points
Principles of Marketing	3	A	4 X 3 = 12
Critical Reading	3	C	2 X 3 = 6
Financial Accounting	3	B	3 X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
Citizenship and Social Dynamics	3	C	2 X 3 = 6
	<u>15</u>		<u>37.5</u>

Grade point average of the 2<sup>nd</sup> semester =  $\frac{37.5}{15} = 2.50$

Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters =  $\frac{(51+37.5)}{(18+15)} = \frac{88.5}{33} = 2.68$

Note: Only 2 decimal points will be used without rounding off.

### Summer Semester

Course Grade Points	Credits	Grade	Grade Points
Asia and Global Community	3	A	4 X 3 = 12
Art of Life	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

Grade point average of the summer term =  $\frac{18}{6} = 3.00$

Cumulative grade point average =  $\frac{(51+37.5+18)}{(18+15+6)} = \frac{106.5}{39} = 2.73$

### 2. GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn courses.

#### Example

#### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Critical Reading	3	B+	3.5 X 3 = 10.5
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Marketing	3	B	3 X 3 = 9
Citizenship and Social Dynamics	<u>3</u>	W	0 X 3 = 0
	<u>15</u>		<u>42</u>

Grade point average of the 1<sup>st</sup> semester =  $\frac{42}{15} = 2.80$

**Example**

Courses	2 <sup>nd</sup> Semester		Grade Points
	Credits	Grades	
Principles of Economics	3	A	4 X 3 = 12
College Writing	3	C	2X 3 = 6
Financial Accounting	3	B	3X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
Creative Leadership Skills	3	W	0 X 3 = 0
	<u>12</u>		<u>31.5</u>

$$\text{Grade point average of the 2<sup>nd</sup> semester} = \frac{31.5}{12} = 2.63$$

$$\text{Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters} = \frac{(42+31.5)}{(15+12)} = \frac{73.5}{27} = 2.72$$

Note: Only 2 decimal points will be used without rounding off.

Course	Summer Semester		Grade Points
	Credits	Grade	
Principles of Marketing	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

$$\text{Grade point average of the summer term} = \frac{18}{6} = 3.00$$

$$\text{Cumulative grade point average} = \frac{(42+31.5+18)}{(15+12+6)} = \frac{91.5}{33} = 2.77$$

### 3. Failed Courses and Repeated Courses

All courses given an “F” grade will be recorded on students’ transcripts and calculated for both GPA and cumulative GPA as below:

#### Example of GPA Calculation for One Failed Course

##### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Critical Reading	3	B+	3.5 X 3 = 10.5
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Marketing	3	B	3 X 3 = 9
Citizenship and Social Dynamics	<u>3</u>	F	0 X 3 = 0
	<u>18</u>		<u>42</u>

$$\text{Grade point average of the 1}^{\text{st}} \text{ semester} = \frac{42}{18} = 2.33$$

##### 2<sup>nd</sup> Semester

Course	Credits	Grade	Grade Points
Principles of Economics	3	A	4 X 3 = 12
Critical Reading	3	C	2 X 3 = 6
Financial Accounting	3	B	3 X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
Creative Leadership Skills	3	C	2 X 3 = 6
Citizenship and Social Dynamics	<u>3</u>	B*	3 X 3 = 9
	<u>18</u>		<u>46.5</u>

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{46.5}{18} = 2.58$$

$$\text{Cumulative Grade point average of both 1}^{\text{st}} \text{ and 2}^{\text{nd}} \text{ semesters} = \frac{(42 + 46.5)}{(18 + 15)} = \frac{88.5}{33} = 2.68$$

\* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

### Summer Semester

Course Grade Points	Credits	Grade	Grade Points
Retailing Management	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

Grade point average of the summer term =  $\frac{18}{6} = 3.00$

Cumulative grade point average =  $\frac{(42 + 46.5 + 18)}{(18 + 15 + 6)} = \frac{106.5}{39} = 2.73$

\* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

**Caution:**

Students are strongly encouraged to keep track of their GPAs attentively.

**Rules and Regulations for Undergraduate Studies  
2018 - 2021**



<http://degreeplan.bu.ac.th/>

## Plagiarism Policy

### Guidelines for education about, and management of, plagiarism

- a. Suggested definition of plagiarism
- b. BU International's approach to plagiarism
- c. Levels of plagiarism and action to be taken

#### a. Suggested definition of plagiarism

For the purposes of this policy, plagiarism could be defined as:

*“The representation of another person's work, without acknowledgement of the source, as the student's own for the purposes of satisfying formal assessment requirements.”*

<http://www.staffunion.com/news/article/Plagiarism-know-the-rules/>

#### b. BU International's approach to plagiarism

BU International's approach for managing plagiarism is *educative* rather than punitive.

- students should understand:
  - what plagiarism is
  - how to avoid it
  - what BU International's policy is and the penalties that apply

#### c. Levels of plagiarism and action to be taken

(derived from:

[http://www.lc.unsw.edu.au/plagiarism/plagiarism\\_STUDENTBOOK.pdf](http://www.lc.unsw.edu.au/plagiarism/plagiarism_STUDENTBOOK.pdf)

<http://www.newcastle.edu.au/policylibrary/000608.html>)

Suggested levels of plagiarism and action to be taken are:

##### Level 1

Where the plagiarism is significant (i.e. meets BU International's definition) and a first occurrence and the student is at first or second year level:

Response:

1. counsel the student and
2. require the student to revise the item and resubmit

**Level 2**

Where a second instance of plagiarism occurs or the student is in the third or fourth year:

Response:

1. issue a verbal warning and
2. return the item unmarked to the student for rewriting and resubmitting or
3. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

**Level 3**

Where the plagiarism is extensive and the student is in the third or fourth year or a third instance of plagiarism has occurred irrespective of the level of the student:

Response:

1. return the item unmarked to the student with written explanation of the plagiarism and
2. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

## Code of Conduct

Students must adhere to the following University Code of Conduct:

1. Students must abide by the university rules and regulations, and official announcements made by university officers or lecturers.
2. Students must dress in the school uniform when attending class, using university's facilities, and taking examinations, and they must carry their student ID card at all times and must be ready to show it when asked.
3. Students must treat all lecturers and university officers with respect.
4. Students must not gamble or be involved in any gambling activities.
5. Students must not carry weapons or dangerous items of any kind.
6. Students must not bring or drink any alcoholic beverage on university premises.
7. Students must not bring or use any illegal drug on campus.
8. Students must not commit any crime or be with a person or persons who have committed crime which could bring the university into disrepute.
9. Students must not be infected with deadly contagious diseases or diseases that are socially unacceptable. In case of suspected infection, the university's executives, or the Director of Student Services and Activities or Student Advisors, can require a thorough medical examination.
10. Students must not be present in a place that is recognized as morally inappropriate.
11. Students must not be involved in any activities considered violent, including bullying, intimidation, taunting, verbal abuse or the use of threat of violence towards any person.
12. Students must behave in a socially acceptable manner in public, and must not act in a way that is considered sexually offensive or which is offensive to those with learning and/or physical disabilities.
13. Students are required to seek approval from the university before they stage a performance of any kind.
14. Students are required to seek approval from the university before they hold a large gathering on campus.
15. Students are required to seek approval from the university before they publish any materials.

Students who are found to have violated the code of conduct in any way are subject to the following penalties:

1. Reprimand or a notification to parents or guardians;
2. Probation;
3. Deduction of grade;
4. Suspension;
5. Exclusion from final examination;
6. Withholding of degree;
7. Dismissal.

**Curriculum**  
**Marketing Major**

**Degree Plan**  
**Bangkok University International**  
**Marketing Major**

**Total Number of Credits**

General Education		30 credits
Professional Education		93 credits
Core Courses	51 credits	
Major Requirements	30 credits	
Major Electives	12 credits	
Free Electives		6 credits
	Total	129 credits

**Prerequisite**

There are 2 kinds of prerequisite courses:

- a. A student has enrolled in that prerequisite course and passed it with a grade of at least D; or
- b. A student has enrolled in that course and obtained at least a grade of "F" ("W" is unacceptable.)

Consult your degree plan regarding prerequisite courses. Having registered in a course without fulfilling prerequisite requirement first will cause a registration cancellation.

## List of Courses for Bachelor of Business Administration Program in Marketing

### 1. General Education: 30 credits

A minimum of 30 credit hours are required.

Code	Course	Credits	Credits Earned	Grade	Prerequisite
<b>English Language (9 Credits)</b>					
IEN103	Critical Reading	3			
IEN104	College Writing	3			
IEN105	Communicative English	3			
<b>Required (15 Credits)</b>					
IGE001	Thinking Skills for Learning	3			
IGE002	Citizenship and Social Dynamics	3			
IGE003	Cultivating Entrepreneurial Mindset	3			
IGE004	Technology and Innovation in the Future World	3			
IGE005	Creative Leadership Skills	3			
<b>Elective (6 Credits)</b>					
Choose at least two from the following courses					
IGE006	Asia and the Global Community	3			
IGE007	Art of Life	3			
IGE008	Health and Wellness for Life	3			
Total			30	credits	

## 2. Professional Education: 93 credits

### 2.1 Core Courses: 51 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
IAC102	Financial Accounting	3			
IAC203	Managerial Accounting	3			IAC102
ICS202	Introduction to Business Computing	3			
IEC203	Principles of Economics	3			
IFI212	Business Finance	3			IMG101
ILA102	Business Law	3			
ILA301	Taxation	3			
IMA104	Quantitative Techniques for Decision Making	3			
IMG101	Introduction to Business	3			
IMG112	Principles of Management	3			
IMG211	Entrepreneurship	3			IMG101
IMG212	Production and Operation Management	3			IMG112
IMG311	International Business Management	3			IMG101
IMK212	Principles of Marketing	3			IMG101
IPM213	Human Resource Management	3			IMG112
IPM323	Organizational Behavior	3			
IST202	Business Statistics	3			
Total			51	credits	

## 2.2 Major Requirements: 30 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
IMK321	Consumer Behavior	3			IMK212
IMK322	Product and Brand Management	3			IMK212
IMK329	Marketing Channels	3			IMK212
IMK335	Promotion Management	3			IMK212
IMK337	Service Marketing	3			IMK212
IMK421	Marketing Research	3			IMK212, IST202
IMK423	Seminar in Marketing	3			IMK212
IMK426	Marketing Management and Strategy	3			IMK212
IMK427	Pricing Strategy	3			IMK212
IMK429	Digital Marketing	3			IMK212
Total			30	credits	

## 2.3 Major Electives: 12 credits

Choose at least 12 credits from the following courses

Code	Course	Credits	Credits Earned	Grade	Prerequisite
IMK323	Sales Management	3			
IMK331	Strategic Marketing in Social Enterprise	3			
IMK333	Export-Import Management	3			
IMK339	Sustaining Business Marketing	3			
IMK341	Introduction to Data Analytics	3			
IMK342	Ecommerce Marketing	3			
IMK343	Progressive Digital Marketing	3			
IMK344	Customer Engagement and Sales	3			
IMK345	E-CRM and Strategy	3			
IMK347	Social Media and Online Reputation	3			
IMK422	Special Topics in Marketing	3			

IMK425	Marketing Planning and Competitive Analysis	3			
IMK441	Topics in Data Analytics and Management	3			
IMK442	Seminar in Modern Sales	3			
IMK490	Independent Study	3			
IMK430	Cooperative Education**	3			
ICO301	Pre-Cooperative Education**	3			
Total			12	credits	

\*\* Remark: ICO301 and IMK430 are for students in Cooperative Education Track. But regular track students, taking ICO301 will be recorded as a Free Elective course.

### **3. Free Electives: 6 credits**

All other courses offered by Bangkok University International or approved by BU International Policy Committee.

## **Regular Track**

**Regular Track  
Program of Study  
Bangkok University International  
Marketing Major**

**First Year**

**First Semester**

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IGE001	Thinking Skills for Learning	3	3	0	6
IGE002	Citizenship and Social Dynamics	3	3	0	6
IEN104	College Writing	3	2	2	6
IEN105	Communicative English	3	2	2	6
IEC203	Principles of Economics	3	3	0	6
IMG101	Introduction to Business	3	3	0	6
		18	16	4	36

**Second Semester**

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IAC102	Financial Accounting	3	3	0	6
IGE003	Cultivating Entrepreneurial Mindset	3	3	0	6
IGE004	Technology and Innovation in the Future World	3	3	0	6
IGE005	Creative Leadership Skills	3	3	0	6
IMG112	Principles of Management	3	3	0	6
IMK212	Principles of Marketing	3	3	0	6
		18	18	0	36

## Regular Track

### Second Year

#### First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE006	Asia and the Global Community	Choose 2	3	0	6
IGE007	Art of Life		3	0	6
IGE008	Health and Wellness for Life		3	0	6
IEN103	Critical Reading	3	2	2	6
IFI212	Business Finance	3	3	0	6
ILA102	Business Law	3	3	0	6
IMG211	Entrepreneurship	3	3	0	6
IAC102	Financial Accounting	3	3	0	6
		21	20	2	36

#### Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IST202	Business Statistics	3	3	0	6
IPM213	Human Resource Management	3	3	0	6
IMG212	Production and Operation Management	3	3	0	6
IMK321	Consumer Behavior	3	3	0	6
ICS202	Introduction to Business Computing	3	3	0	6
ILA301	Taxation	3	2	2	6
		18	17	2	36

## Regular Track

### Third Year

#### First Semester

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IMK322	Product and Brand Management	3	3	0	6
IMK329	Marketing Channels	3	3	0	6
IMK335	Promotion Management	3	3	0	6
IMK427	Pricing Strategy	3	3	0	6
IPM323	Organizational Behavior	3	3	0	6
IMG311	International Business Management	3	3	0	6
		18	18	0	36

#### Second Semester

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IMA104	Quantitative Techniques for Decision Making	3	3	0	6
IMK337	Service Marketing	3	3	0	6
IMK421	Marketing Research	3	3	0	6
IMK426	Marketing Management and Strategy	3	3	0	6
IMK429	Digital Marketing	3	3	0	6
		15	15	0	30

**Regular Track**

**Fourth Year**

**First Semester**

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IAC203	Managerial Accounting	3	3	0	6
IMKXXX	Major Elective 1	3	3	0	6
IMKXXX	Major Elective 2	3	3	0	6
.....	Free Elective 1	3	3	0	6
		12	12	0	24

**Second Semester**

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IMK423	Seminar in Marketing	3	3	0	6
IMKXXX	Major Elective 3	3	3	0	6
IMKXXX	Major Elective 4	3	3	0	6
.....	Free Elective 2	3	3	0	6
		12	12	0	24

## **Cooperative Education Track**

## Cooperative Education Track

### Program of Study Bangkok University International Marketing Major

#### First Year

##### First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE001	Thinking Skills for Learning	3	3	0	6
IGE002	Citizenship and Social Dynamics	3	3	0	6
IEN104	College Writing	3	2	2	6
IEN105	Communicative English	3	2	2	6
IEC203	Principles of Economics	3	3	0	6
IMG101	Introduction to Business	3	3	0	6
		18	16	4	36

##### Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IAC102	Financial Accounting	3	3	0	6
IGE003	Cultivating Entrepreneurial Mindset	3	3	0	6
IGE004	Technology and Innovation in the Future World	3	3	0	6
IGE005	Creative Leadership Skills	3	3	0	6
IMG112	Principles of Management	3	3	0	6
IMK212	Principles of Marketing	3	3	0	6
		18	18	0	36

## Cooperative Education Track

### Second Year

#### First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE006	Asia and the Global Community	3	3	0	6
IGE007	Art of Life				
IGE008	Health and Wellness for Life				
Choose 2					
IEN103	Critical Reading	3	2	2	6
IFI212	Business Finance	3	3	0	6
ILA102	Business Law	3	3	0	6
IMG211	Entrepreneurship	3	3	0	6
		18	17	2	36

#### Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IST202	Business Statistics	3	3	0	6
IPM213	Human Resource Management	3	3	0	6
IMG212	Production and Operation Management	3	3	0	6
IMK321	Consumer Behavior	3	3	0	6
ICS202	Introduction to Business Computing	3	3	0	6
ILA301	Taxation	3	2	2	6
		18	17	2	36

## Cooperative Education Track

### Third Year

#### First Semester

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IMK322	Product and Brand Management	3	3	0	6
IMK329	Marketing Channels	3	3	0	6
IMK335	Promotion Management	3	3	0	6
IMK427	Pricing Strategy	3	3	0	6
IPM323	Organizational Behavior	3	3	0	6
IMG311	International Business Management	3	3	0	6
		18	18	0	36

#### Second Semester

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IMA104	Quantitative Techniques for Decision Making	3	3	0	6
IMK337	Service Marketing	3	3	0	6
IMK421	Marketing Research	3	3	0	6
IMK423	Seminar in Marketing	3	3	0	6
IMK426	Marketing Management and Strategy	3	3	0	6
IMK429	Digital Marketing	3	3	0	6
		18	18	0	36

## Cooperative Education Track

### Fourth Year

#### First Semester

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IAC203	Managerial Accounting	3	3	0	6
ICO301	Pre-Cooperative Education	3	3	0	6
IMKXXX	Major Elective 1	3	3	0	6
.....	Free Elective 1	3	3	0	6
.....	Free Elective 2	3	3	0	6
		15	15	0	30

#### Second Semester

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lect</b>	<b>Lab</b>	<b>Intern</b>
IMK430	Cooperative Education	6	0	40	0
		6	0	40	0

**Student's Academic Record**

<b>Year</b>	<b>Semester</b>	<b>GPA</b>	<b>CUM. GPA.</b>	<b>Remarks</b>
	First Semester			
1	Second Semester			
	Summer Term			
	First Semester			
2	Second Semester			
	Summer Term			
	First Semester			
3	Second Semester			
	Summer Term			
	First Semester			
4	Second Semester			
	Summer Term			
	First Semester			
5	Second Semester			
	Summer Term			
	First Semester			
6	Second Semester			
	Summer Term			
	First Semester			
7	Second Semester			
	Summer Term			
	First Semester			
8	Second Semester			
	Summer Term			