



BUSEM

SCHOOL OF ENTREPRENEURSHIP
AND MANAGEMENT
BANGKOK UNIVERSITY





School Of

Entrepreneurship and Management

Academic Year 2024

Table of Contents

Topics	Page
Where to Go for Help	1
Grade Point Average Computation	3
Academic Regulations	
Academic System	9
Transfer Students/Credits	9
Classification of Students	10
Course Load	10
Probationary Status	10
Registration	10
Adding Courses	11
Dropping Courses	11
Withdrawing Courses	11
Refund Policy	11
Time Limitation	11
Class Attendance Policy	12
Academic Evaluation	12
Request for a Comprehensive 100% Final Examination	12
Failure and Repetition	13
Dismissal	13
Academic Dishonesty	13
Plagiarism Policy	14
Readmission of Students	15
Readmission Requirements	15
Transfer of Major/Field of Study	16
Academic Leave	16
Graduation	16
Degree Pursuit	16
Requirements for Honors	
First Class Honors	17
Second Class Honors	17
Code of Conduct	18
Entrepreneurship Major's Curriculum	20
Regular Track	28
Course Description	35

Where to Go for Help

Study Problems	<ul style="list-style-type: none">- Chairperson- Lecturers- Counseling and Job Placement Division- Counseling and Job Placement
GPA Lower than 1.75 Division	<ul style="list-style-type: none">- Director of Administrative Affairs- Program Coordinator
Changing Free Elective Courses	<ul style="list-style-type: none">- Educational Service and Student Welfare Office
Course Contents and Names of Lecturers	<ul style="list-style-type: none">- Counseling and Job Placement
Reserve Officer Training Corps (ROTC)	<ul style="list-style-type: none">- Director of Administrative Affairs- Counseling and Job Placement Division
GPA Computation	<ul style="list-style-type: none">- Central Library
Division	<ul style="list-style-type: none">- Educational Service and Student Welfare Office
University's Rules and Regulations	<ul style="list-style-type: none">- University's Infirmary- Counseling and Job Placement
Library Services	<ul style="list-style-type: none">- Educational Service and Student Welfare Office
Financial Problems	<ul style="list-style-type: none">- University's Infirmary- Counseling and Job Placement
Sickness & Medical Emergency	<ul style="list-style-type: none">- Educational Service and Student Welfare Office
Psychological Advice	<ul style="list-style-type: none">- International Affairs Office- Student Development Division- Student Services and International
Division	<ul style="list-style-type: none">- Educational Service and Student Welfare Office
Lost & Found Items	<ul style="list-style-type: none">- International Affairs Office- Student Development Division- Student Services and International
Recommendation Letter	<ul style="list-style-type: none">- Educational Service and Student Welfare Office
Quarrel or Fight	<ul style="list-style-type: none">- BUSEM Office
Tutoring Session	<ul style="list-style-type: none">- Director of Administrative Affairs- Counseling and Job Placement Division
Exchange	
Student's Incoming Mail / Package	
Other Problems	

Locations of Helpers:

The Director of Administrative Affairs	- Building 9, 3 rd Floor
BUSEM Office	- Building 9, 3 rd Floor
BUSEM Faculty Office	- Building 9, 3 rd Floor
BU International Faculty Office	- Building 4, 4 th
Floor Student Services and International Exchange	- Building 8, 1 st
Floor Educational Service and Training, Student	- Building 7, 4 th
Floor Welfare Office	
Central Library	- Building 5, 2 nd Floor
Counseling and Job Placement Division	- Building 8, 1 st Floor
Student Development Division	- Building 8, 1 st Floor

Grade Point Average Computation

There are two types of Grade Point Average (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.

How to Calculate GPA

1. Replace grades with the quality points as shown below:

Grade	Achievement Rate	Quality Points
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Fairly Good	2.50
C	Fair	2.00
D+	Poor	1.50
D	Very Poor	1.00
F	Failed	0

Other letter symbols used include:

“W” indicates withdrawal and its credits will not be calculated.

“S” indicates satisfactory work completed.

“I” indicates incomplete, used in case a student fails to complete an assignment within time limitation.

An “I” grade must be changed to completed grade within three weeks. Otherwise, the grade will automatically become an “F”

“U” indicates unsatisfactory (some courses must be repeated to obtain grade “S”)

“AUD” indicates non-credit registration (Students must be granted permission from the Dean of BUSEM to audit a class.)

“CS” indicates credits obtained from a standardized test. “CE” indicates credits obtained from Exams.

“CT” indicates credits obtained from Training.

2. Multiply each grade by its credits.
3. Add up all result from Step No.2.
4. Divide the total number of grade points (Step No.3) by the total number of credits.

How to Calculate 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

1st Semester

Course	Credits	Grades	Grade Points
Communicative English	3	A	$4 \times 3 = 12$
Ethics	3	C	$2 \times 3 = 6$
Critical Reading	3	B+	$3.5 \times 3 = 10.5$
Man and Environment	3	C	$2 \times 3 = 6$
Politics and Government	3	B	$3 \times 3 = 9$
Fundamental Mathematics	3	D+	$1.5 \times 3 = 4.5$
18			48

$$\text{Grade point average of the 1}^{\text{st}} \text{ semester} = \frac{48}{18} = 2.66$$

Example

2nd Semester

Course	Credits	Grades	Grade Points
Intercultural Studies	3	D	$1 \times 3 = 3$
College Writing	3	C+	$2.5 \times 3 = 7.5$
Critical and Creative Thinking	3	C+	$2.5 \times 3 = 7.5$
Management	3	B	$3 \times 3 = 9$
General Psychology	3	A	$4 \times 3 = 12$
Introduction to Language	3	C	$2 \times 3 = 6$
18			45

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{45}{18} = 2.50$$

Cumulative grade point average of both 1st and 2nd semesters =

$$\frac{48}{18} + \frac{45}{18} = \frac{93}{36} = 2.58$$

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

GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn course.

Example

1st Semester

Course	Credits	Grades	Grade Points
Communicative English	3	A	$4 \times 3 = 12$
Ethics	3	C	$2 \times 3 = 6$
Critical Reading	3	B+	$3.5 \times 3 = 10.5$
Man and Environment	3	D+	$1.5 \times 3 = 4.5$
Marketing	3	B	$3 \times 3 = 9$
General Psychology	3	W	-
18			42

$$\text{Grade point average of the 1st semester} = \frac{42}{15} = 2.80$$

Example

2nd Semester

Course	Credits	Grades	Grade Points
Intercultural Studies	3	A	$4 \times 3 = 12$
College Writing	3	C	$2 \times 3 = 6$
Critical and Creative Thinking	3	B	$3 \times 3 = 9$
Management	3	D+	$1.5 \times 3 = 4.50$
Computer and Information Technology	3	C	$2 \times 3 = 6$
Introduction to Language	3	W	-
18			37.50

$$\text{Grade point average of the 2nd semester} = \frac{37.5}{15} = 2.50$$

$$\begin{aligned} \text{Cumulative Grade point average of both 1st and 2nd semesters} &= \frac{42}{15} + \frac{37.5}{15} \\ &= \frac{79.5}{30} = 2.65 \end{aligned}$$

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

1st Semester

Course	Credits	Grades	Grade Points
Communicative English	3	A	$4 \times 3 = 12$
Ethics	3	C	$2 \times 3 = 6$
Critical Reading	3	B+	$3.5 \times 3 = 10.5$
Man and Environment	3	C	$2 \times 3 = 6$
Marketing	3	B+	$3.5 \times 3 = 10.5$
General Psychology	3	F*	$0 \times 3 = 0$
18			42

$$\text{Grade point average of the 1}^{\text{st}} \text{ semester} = \frac{42}{18} = 2.50$$

Example

2nd Semester

Course	Credits	Grades	Grade Points
Intercultural Studies	3	D	$1 \times 3 = 3$
College Writing	3	C+	$2.5 \times 3 = 7.5$
Critical and Creative Thinking	3	C+	$2.5 \times 3 = 7.5$
Computer and Information Technology	3	B	$3 \times 3 = 9$
Introduction to Economics	3	A	$4 \times 3 = 12$
General Psychology	3	C*	$2 \times 3 = 6$
18			45

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{45}{18} = 2.50$$

$$\text{Cumulative grade point average of both 1}^{\text{st}} \text{ and 2}^{\text{nd}} \text{ semesters} = \frac{42}{18} + \frac{45}{18} = \frac{90}{36} = 2.50$$

* 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 Term

Credits earned during a summer session will be calculated as follows :

Example

1st Semester

Course	Credits	Grades	Grade Points
Communicative English	3	A	$4 \times 3 = 12$
Ethics	3	D+	$1.5 \times 3 = 4.5$
General Psychology	3	B+	$3.5 \times 3 = 10.5$
Man and Environment	3	C+	$2.5 \times 3 = 7.5$
Politics and Government	3	B	$3 \times 3 = 9$
Critical Reading	3	F*	$0 \times 3 = 0$
18			43.5

$$\text{Grade point average of the 1}^{\text{st}} \text{ semester} = \frac{43.5}{18} = 2.41$$

Example

2nd Semester

Course	Credits	Grades	Grade Points
Intercultural Studies	3	C	$2 \times 3 = 6$
College Writing	3	B	$3 \times 3 = 9$
Critical and Creative Thinking	3	D+	$1.5 \times 3 = 4.5$
Management	3	A	$4 \times 3 = 12$
Introduction to Language	3	C	$2 \times 3 = 6$
15			37.5

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{37.5}{15} = 2.50$$

$$\text{Cumulative grade point average of both 1}^{\text{st}} \text{ and 2}^{\text{nd}} \text{ semesters} = \frac{43.5}{18} + \frac{37.5}{15} = \frac{81}{33} = 2.45$$

Summer Term

Course	Credits	Grades	Grade Points
Marketing	3	A	$4 \times 3 = 12$
Critical Reading	3	C*	$2 \times 3 = 6$
	6		18

$$\begin{array}{lcl}
 \text{Grade point average of the summer term} & = & \frac{18}{6} = 3.00 \\
 \text{Cumulative grade point average} & \frac{43.5}{15} + \frac{37.5}{15} & = \frac{18}{6} = \frac{99}{36} = 2.75
 \end{array}$$

Caution

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

ACADEMIC REGULATIONS

Academic System

Bangkok University's School of Entrepreneurship and Management (BUSEM) offers classes with two compulsory fourteen-week semesters and an optional summer term in one academic year. The primary purposes of summer term are to offer courses to students who wish to repeat failed courses in mandatory semesters or to students who fail to register in particular courses in a semester as indicated in the degree plan.

Transfer Students/Credits

Applicants seeking to transfer credits must meet the following requirements:

- collect at least 12 credits from previous institutions;
- have a cumulative GPA of 2.00 or higher;
- submit the following application documents to Bangkok University:
 - * A transcript from previous college or university
 - *A copy of English-translated high school transcript
 - *Course descriptions of courses taken at previous college or university
 - *A letter of recommendation
 - *A copy of national ID card or passport
 - *Three one - inch photos
 - *TOEFL, IELTS, CU-TEP, TU-GET, SAT scores (optional)*

Courses that are eligible for transfer must be given grade "C" or higher. Courses can be transferred up to maximum of 90 credits. Transfer students must register at least one academic year with BU international before graduation. Transfer students are NOT eligible for honor degrees.

* TOEFL, CU-TEP or TU-GET score of 550 or IELTS score of 5.5 in each part can be transferred as IEN105 Communicative English. However, the grade will be recorded as "CS"(credits from a standardized test) on the transcript, and will not be calculated for GPA.

Classification of Students

Students are classified on the basis of the following numbers of Credits completed:

Classification	Credits attained
Freshmen	0 - 33
Sophomores	34 - 66
Juniors	67 - 99
Seniors	100 or above

Course Load

Students must enroll for the minimum course load of 12 credits per semester. They can enroll for up to 22 credits in each semester.

Probationary Status

Probationary students are those who achieve a cumulative grade point average (CUM. GPA) between 1.50 - 1.74. The probationary students are required to obtain a cumulative GPA of 1.75 or higher at the end of each semester, or they will be dismissed.

Probationary students must contact the Counseling Department for guidelines and assistance. Probationary students are not allowed to register for more than 16 credits in the first and second semesters and 10 credits in summer term.

Registration

1. Students are obliged to register within the registration period and pay for tuition and fees before the deadline indicated on the registration receipt.
2. Registration in a course with prerequisite requirements must meet the requirements, otherwise the registration will be cancelled.
3. Students may register for up to 22 credits, but not less than 12 credits in the first and second semesters. For summer term, students may register for up to 9 credits.
4. Students who cannot register for courses within the registration periods by themselves are advised to authorize a guardian or a friend to register at the Records Office on their behalf during the registration period.
5. Students who fail to register during the registration periods can seek an approval from the Director of Administrative Affairs for late registration within the first week of each semester. However, late registration is subject to the availability of courses.
6. Probationary students must receive an approval from a counselor at the Counseling Department prior to the registration.
7. Students who do not want to register in the first or second semester must apply for an academic leave or their student status will be terminated.

Adding Courses

1. Adding must be done within the Adding and Dropping period, which is scheduled in the first week of every semester.
2. Students who wish to add courses must fill out the Adding/ Dropping Form (RO. 021), which is available at the Records Office.
3. Students cannot add courses totaling more than 22 credits per semester in the first and second semesters, or 9 credits in summer term.

Dropping Courses

1. Dropping courses must be done within the Adding and Dropping period, which is scheduled during the first week of every semester.
2. Students who wish to drop courses must fill out the Adding/ Dropping Form (RO. 021), which is available at the Records Office.
3. After dropping courses, students must still maintain the minimum of 12 credits for the first and second semesters. If a student registers for less than 12 credits in the first and second semesters, the dropping will be forfeited.
4. After dropping is finalized, 40% of tuition and fees will be refunded to a student's account. Dropped courses will not be listed in a student's transcript.

Withdrawing Courses

1. The withdrawal period starts from the third week after the midterm examination until the last Saturday of the semester before the final examination in the first and second semesters.
2. The letter symbol "W" will appear on the transcript for withdrawn courses.
3. After withdrawal, students must maintain the minimum course load of 12 credits for the first and second semesters.
4. Special withdrawal must be approved by the Director of Administrative Affairs.

Refund Policy

1. 100% of tuition and fees will be refunded to students who register in a course which is later cancelled by the University.
2. 40% of tuition and fees will be refunded to students who drop a course within the Adding and Dropping period, which is scheduled in the first week of every semester.

Time Limitation

Students must complete the degree programs within eight academic years, but not less than three academic years, from the date of initial enrollment.

Class Attendance Policy

Students are expected to attend classes regularly and attendance will be considered as part of the participation for grading purposes. In case of illness, students are required to submit a doctor's certificate to lecturers for verification.

Academic Evaluation

The academic evaluation of students is normally undertaken at the end of each semester, except for the first-year students whose assessment will be done at the end of their full second semester. Summer terms are included in semester calculation for first-year students whether concluding or intervening semesters.

Students in good standing are expected to attain a GPA of not less than 1.75

Probationary students are those who obtain a GPA of less than 1.75 from the total credits attempted.

Request for a Comprehensive 100% Final Examination

Students who fail to take the midterm examination are eligible to take a comprehensive 100% final examination for the following reasons:

1. Severe sickness that requires urgent medical attention or an admission to hospital services. In such case, medical certification is required;
2. Accident that causes severe injury or requires the student's presence at the place where the accident occurs in order to solve the problem;
3. Severe illness, grave accident, or death of the student's parents or guardians who give financial support to the student;
4. Students' financial catastrophe

Students who are absent due to one of these reasons are eligible to have a comprehensive 100% final examination by reporting the absence for the midterm examination together with credible evidence within 5 days after the absence. However, postponement for the submission of evidence may be acceptable. The Director of Administrative Affairs will determine the student's request within 5 working days after the midterm examination.

5. National athletes who have to take a leave to attend a competition, or students who are granted a scholarship to study abroad and have to depart during the midterm examination, must notify the Director of sports and Students Activities Office or the Director of Administrative Affairs for approval by the Director of Administrative Affairs, BUSEM for the absence.

Students who miss the final examination are not allowed to have a make-up final examination. Students must instead request a special withdrawal from the Director of Administrative Affairs, BUSEM within 5 days after their absence from the final examination.

Failure and Repetition

Students who fail in General Education and Professional Foundation, including Major Requirement courses must repeat the courses until grade “D” or higher is given. Students who fail in Major Elective, and Free Elective courses may repeat the same courses or select other new courses.

Students may also repeat courses previously given “D” in order to improve their GPA. Nevertheless, the grades from previous semesters will appear on the transcript. Students are eligible for course repetition after a minimum of 12 credits are earned.

Dismissal

The following students are subject to dismissal:

1. Students with a cumulative grade point average of less than 1.50 assessed at the end of each semester (with the exception of the first semester of the first year)
2. Probationary students with a cumulative grade point average of less than 1.75 evaluated at the end of each academic year
3. Students with a cumulative grade point average of less than 2.00 calculated at the end of the 8th academic year
4. Students’ death
5. Voluntary resignation
6. Expulsion

Academic Dishonesty

Academic dishonesty includes such practices as cheating on examinations, plagiarism, or committing any act proved to be dishonest. The student’s acts considered as “cheating on the exam” include:

1. bringing any notes, written paper or technology which has a content related to the content of that course into the examination room;
2. passing examination papers to other students, or copying answers from other students’ examination papers, or attempting to copy answers from other students’ examination papers;
3. taking the examination on behalf of somebody else.

Any student proved dishonest will receive an “F” grade for that course. He/She is also liable to be suspended for one academic year. This period of suspension includes the summer session. In a serious case, the student will be dismissed.

Plagiarism Policy

Guidelines for education about, and management of, plagiarism

- a. Suggested definition of plagiarism
- b. BUSEM's and BU International 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.staffs.union.com/news/article/Plagiarism-know-the-rules/>

b. BUSEM's approach to plagiarism

BUSEM's approach to managing plagiarism is educative rather than punitive.

* students should understand:

- what plagiarism is
- how to avoid it
- what BUSEM and 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.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 BUSEM's and BU International 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 rewrite and resubmit or
3. deduct marks or award no marks for the assignment (with no rewrite of feed)

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 (no rewrite)

Readmission of Students

Any student who withdraws or leaves before the completion of the course of studies may be readmitted by notifying the Records Office before the opening of the new academic year. Students have to give their grounds for readmission to the Director of Administrative Affairs for approval.

Readmitted students must complete the university's current curriculum. Relevant credits from a previous major are transferable to the same or a new major. Further readjustment to the present curriculum will be considered by the Director of Administrative Affairs or the Vice President for BU International.

Readmission Requirements

Former students seeking readmission to Bangkok University must have good behavior and academic records and contact the university one month before the oncoming academic year. They must not have left the university for a period longer than five years.

Transfer of Major/Field of Study

Students who wish to transfer from their current major to a new major within BU must have completed a minimum of two semesters in their former major.

Approval of a transfer requires a student to submit a request form. Additionally, the Dean's approval is required for a transfer to Computer Graphics and Multimedia major. The student has to make sure that all the procedures have been followed to ensure registration in the next semester. Completed courses in which credits can be transferred must have a course content equivalent to that required in the curriculum of the new school.

Academic Leave

Students may be eligible to take academic leave for one of the following reasons:

- Severe illness supported by a doctor's letter indicating instant medical care is required;
- Participation in the university exchange programs or receiving overseas scholarships;
- Failure to register in a particular semester within the registration period;
- A family or personal crisis.

Students who want to take academic leave must file an academic leave request along with the required document at the Records Office within the scheduled period in each semester. For more information, check with the Academic Calendar for BU International at <http://recordsoffice.bu.ac.th/>.

Graduation

All students eligible to apply for graduation must maintain a minimum GPA of 2.00 within eight years after the enrollment. Once they complete all academic requirements, students must apply to the Records Office for graduation, and make a formal request for degree conferment.

Degree Pursuit

Students who are qualified for a diploma can earn a bachelor's degree by repeating the same courses and obtaining a grade of "C". Alternatively, they may register in other courses with prior approval of the Dean of the particular school. They must earn a GPA of not less than 2.00 within eight years after the enrollment.

Students who have completed the program; however, earned a GPA of between 1.50 - 1.99 can only apply for a certificate of course completion.

Requirements for Honors

- First Class Honors

Students who fulfill all the requirements for graduation within eight academic semesters, and have obtained a GPA of 3.50 or above, will be awarded First Class Honors. Those with the grade of D, D+, F, U or if they repeat a course for any reason will not be eligible for the First-Class Honors. Transferred students are also not eligible for First Class Honors.

- Second Class Honors

Students who complete all the requirements for graduation within eight academic semesters, and obtain a GPA of 3.25 or above, will be awarded Second Class Honors. Those with the grade of F, U or if they repeat a course for any reason are not eligible for Second Class Honors.

Transfer students, students studying for a second degree, continuing program students, and students who concurrently enroll at other universities are not eligible for honors.

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

Entrepreneurship Major

Degree Plan
Bangkok University School of Entrepreneurship and Management
B.B.A. in Entrepreneurship Program

Total Number of Credits

General Education	30	credits
Professional Education	96	credits
Core Courses	54	credits
Major Requirements	30	credits
Major Electives	12	credits
Free Electives	6	credits
Total	<u>132</u>	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;
- 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 Entrepreneurship

1. General Education: 30 credits

Code	Course	Credits	Grade	Prerequisite
IEN106	The Art of Writing	3		
IEN107	Critical Reading and Writing	3		
IEN108	Persuasive Presentation	3		
IGE101	Thinking Skills for Lifelong Learning	3		
IGE102	Citizenship and Social Transformation	3		
IGE103	Technology and Innovation	3		
IGE104	Aesthetics and Well-being for Life	3		
IGE105	Global Alliance and Emerging Issues	3		
IGE106	Financial Literacy and Sustainable Development	3		
IGE107	Entrepreneurial Spirit and Leadership	3		
Total		30	Credits	

2. Professional Education: 96 credits

2.1 Core Course 54: credits

Code	Course	Credits	Grade	Prerequisite
EPI103	Understanding Accounting for	3		
EPI201	Entrepreneurial Finance	3		
EPI205	Advance Financial and Accounting for Entrepreneurs	3		EPI103 or Dean's Approval
EPI301	Fundamental of Economics	3		
EPI404	Legal Aspects in Entrepreneurship	3		
EPI202	Basic Research Methods in	3		
EPI204	Business Research for Entrepreneurs	3		EPI202 or Dean's Approval
EPI101	Creative Thinking and Developing Entrepreneurial Opportunities	3		
EPI102	Foundations of Entrepreneurship	3		
EPI104	New Product and Service Development	3		
EPI203	Business Planning	3		EPI206 or Dean's Approval
EPI206	Entrepreneurial Marketing	3		EPI102 or Dean's Approval
EPI207	Production and Operations Management	3		EPI102 or Dean's Approval
EPI302	Innovation and Technologies for Entrepreneurs	3		EPI101 or Dean's Approval
EPI303	Social Entrepreneurship	3		EPI401 or Dean's Approval
EPI401	Business Strategy and Sustainable Growth	3		EPI203 or Dean's Approval
EPI402	Entrepreneurship and Global	3		
EPI403	Human Capital Management for Entrepreneurs	3		
Total		54	Credits	

2.2 Major Requirement: 30 Credits

Code	Course	Credits	Grade	Prerequisite
EPI151	Business Workshop and Consulting for Entrepreneurs I	0		
EPI152	Business Workshop and Consulting for Entrepreneurs II	0		
EPI153	New Business Venture Creation	3		EPI102 or Dean's Approval
EPI251	Business Workshop and Consulting for Entrepreneurs III	0		
EPI252	Business Workshop and Consulting for Entrepreneurs IIII	0		
EPI253	Brand Management	3		
EPI351	Business Workshop and Consulting for Entrepreneurs V	0		
EPI352	Business Workshop and Consulting for Entrepreneurs VI	0		
EPI353	Art of Selling and Negotiation	3		
EPI354	Digital Economy Strategies for Entrepreneurs	3		EPI206 or Dean's Approval
EPI355	Entrepreneurial Business Experience I	3		EPI203 and EPI205 or Dean's Approval
EPI356	Entrepreneurial Business Experience II	3		EPI401 and EPI355 or Dean's Approval
EPI357	Strategic Marketing Management for Entrepreneurs	3		EPI206 or Dean's Approval
EPI451	Business Workshop and Consulting for Entrepreneurs VII	0		
EPI452	Business Workshop and Consulting for Entrepreneurs VIII	0		
EPI453	Entrepreneurial Venture Funding	3		
EPI454	Family Business	3		

EPI455	Risk, Crisis Management and Business Continuity Planning	3		
Total		30	Credits	

2.3 Major Elective 12 Credits

Code	Course	Credits	Grade	Prerequisite
EPI501	Asia Countries and New Emerging Market Countries Study for Entrepreneurs	3		
EPI502	Digital Transformation	3		
EPI503	Corporate Entrepreneurship	3		
EPI504	Customer Relationship Management	3		
EPI505	Data Science and Business Analysis	3		
EPI506	Digital Marketing for Entrepreneurs	3		
EPI507	Entrepreneurial Diagnosis and Business Consulting	3		
EPI508	Entrepreneurial Internship	3		
EPI509	Entrepreneurship in the Global Economy	3		
EPI510	Environmental Sustainability and Social Responsibility	3		
EPI511	Foundations of Management	3		
EPI512	Independent Study	3		
EPI513	Innovation and Intrapreneurship	3		
EPI514	Leadership and Organization Behavior	3		
EPI515	Managing a Growing Business	3		
EPI516	Networking, Relationships and Cluster Management	3		
EPI517	Personal Finance Management	3		
EPI518	Research in Entrepreneurship	3		
EPI519	Seminar in Entrepreneurship	3		
EPI520	Special Topics in Entrepreneurship	3		
EPI521	Supply Chain and Logistics Management	3		
EPI522	Wealth Management	3		
EPI523	Pitching and Presentation Skills	3		
EPI525	Marketing Channel and Retail Business	3		
EPI526	Creative Packaging Design for	3		
Total		12	Credits	

3. Free Electives 6 Credits

Code	Course	Credits	Grade	Prerequisite
EPI571	Building Social Network in Digital World	3		
EPI572	Business Professional Skills	3		
EPI573	Enneagram for Entrepreneurs	3		
EPI574	Gemology for Life and Business	3		
EPI575	Health and Wellness Management	3		
EPI576	Physiognomy and Fengshui	3		
EPI577	Real Estate Management	3		
EPI578	Social Interaction and Personality	3		
Total		6	Credits	

Regular Track

Regular Track Program of Study
School of Entrepreneurship and Management (International Program)
2024 Entrants

First Year
First Semester

Course Number	Course Title	1 st Batch		2 nd Batch	
		General	Intern	General	Intern
EPI102	Foundations of Entrepreneurship	3			
EPI151	Business Workshop and Consulting for Entrepreneurs I	0			
IEN106	The Art of Writing	3			
IEN107	Critical Reading and Writing	3			
IEN108	Persuasive Presentation	3			
IGE101	Thinking Skills for Lifelong Learning	3			
		15			

Second Semester

Course Number	Course Title	1 st Batch		2 nd Batch	
		General	Intern	General	Intern
EPI101	Creative Thinking and Developing Entrepreneurial Opportunities	3		3	
EPI102	Foundations of Entrepreneurship			3	
EPI103	Understanding Accounting for Entrepreneurs	3		3	
EPI104	New Product and Service Development	3		3	
EPI151	Business Workshop and Consulting for Entrepreneurs I			0	
EPI152	Business Workshop and Consulting for Entrepreneurs II	0		0	
EPI153	New Business Venture Creation	3			
IGE102	Citizenship and Social Transformation	3		3	
IGE103	Technology and Innovation	3		3	
IGE104	Aesthetics and Well-being for Life	3		3	
		21		21	

Second Year

First Semester

Course Number	Course Title	1 st Batch		2 nd Batch	
		General	Intern	General	Intern
EPI201	Entrepreneurial Finance	3		3	
EPI202	Basic Research Methods in Entrepreneurship	3		3	
EPI206	Entrepreneurial Marketing	3		3	
EPI251	Business Workshop and Consulting for Entrepreneurs III	0		0	
IGE101	Thinking Skills for Lifelong Learning			3	
IGE105	Global Alliance and Emerging Issues	3		3	
IGE106	Financial Literacy and Sustainable Development	3		3	
IGE107	Entrepreneurial Spirit and Leadership Skills	3		3	
		18		21	

Second Semester

Course Number	Course Title	1 st Batch		2 nd Batch	
		General	Intern	General	Intern
EPI153	New Business Venture Creation			3	
EPI203	Business Planning	3		3	
EPI204	Business Research for Entrepreneurs	3		3	
EPI205	Advance Finance and Accounting for Entrepreneurs	3		3	
EPI207	Production and Operations Management	3		3	
EPI252	Business Workshop and Consulting for Entrepreneurs IV	0		0	
EPI253	Brand Management	3		3	
		15		18	

Third Year
First Semester

Course Number	Course Title	1 st Batch		2 nd Batch	
		General	Intern	General	Intern
EPI301	Fundamental of Economics	3		3	
EPI302	Innovation and Technologies for Entrepreneurs	3		3	
EPI303	Social Entrepreneurship	3		3	
EPI351	Business Workshop and Consulting for Entrepreneurs V	0		0	
EPI355	Entrepreneurial Business Experience I	3		3	
XXXXX1	Free Elective 1	3		3	
IEN106	The Art of Writing			3	
IEN107	Critical Reading and Writing			3	
		15		21	

Second Semester

Course Number	Course Title	1 st Batch		2 nd Batch	
		General	Intern	General	Intern
EPI352	Business Workshop and Consulting for Entrepreneurs VI	0		0	
EPI353	Art of Selling and Negotiation	3		3	
EPI354	Digital Economy Strategies for Entrepreneurs	3		3	
EPI356	Entrepreneurial Business Experience II	3		3	
EPI357	Strategic Marketing Management for Entrepreneurs	3		3	
EPIXX1	Major Elective 1	3		3	
XXXXX2	Free Elective 2	3		3	
		18		18	

Fourth Year
First Semester

Course Number	Course Title	1st Batch		2nd Batch	
		General	Intern	General	Intern
EPI401	Business Strategy and Sustainable Growth	3		3	
EPI402	Entrepreneurship and Global Opportunities	3		3	
EPI404	Legal Aspects in Entrepreneurship	3		3	
EPI451	Business Workshop and Consulting for Entrepreneurs VII	0		0	
EPI453	Entrepreneurial Venture Funding	3		3	
IEN108	Persuasive Presentation			3	
EPIXX2	Major Elective 2	3		3	
EPIXX3	Major Elective 3	3		3	
		18		21	

Second Semester

Course Number	Course Title	1 st Batch		2 nd Batch	
		General	Intern	General	Intern
EPI403	Human Capital Management for Entrepreneurs	3		3	
EPI452	Business Workshop and Consulting for Entrepreneurs VIII	0		0	
EPI454	Family Business	3		3	
EPI455	Risk, Crisis Management and Business Continuity Planning	3		3	
EPIXX4	Major Elective 4	3		3	
		12		12	

Remark - Special project maintenance

Period	Fee (Baht)
First Year First Semester	-
First Year Second Semester	7,500
Second Year First Semester	6,500
Second Year Second Semester	9,500
Third Year First Semester	12,500
Third Year Second Semester	17,000
Fourth Year First Semester	17,000
Fourth Year Second Semester	10,000

The students who attend the university in the first batch will have to pay for it on the second semester of the first year and the students who attend the university in the second batch (the second semester) will have to pay on their first semester.

Course	Per Credit (Baht)	Laboratory (Baht)
EPI203, EPI355, EPI356	2,100	5,000
EPI151, EPI152, EPI251, EPI252, EPI351, EPI352, EPI451, EPI452	-	6,000
EPIxxx	2,100	-
General Education	2,000	-

Student's Academic Record

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

Course Description

Entrepreneurship and Management

1. General Education 30 credits

IEN106	The Art of Writing	3 (2 – 2 – 6)
	Intensive practice in the writing of paragraphs and essays. Plan, write, and revise different types of essays, including narration, description, and exposition, with emphasis on the development of fluency, self-confidence, and ease with writing through free writing and peer reviewing.	
IEN107	Critical Reading and Writing	3 (2 – 2 – 6)
	A workshop on enhancing critical reading and writing skills. Build up vital skills for producing a critique of any reading materials, including how to identify main ideas and summarize texts, how to analyze author's intent, tone, bias, assumption, and intended audience, as well as how to spot propaganda, fake news and disinformation.	
IEN108	Persuasive Presentation	3 (2 – 2 – 6)
	In-depth training on persuasive presentation skills. Learn to plan and organize ideas, design and deliver convincing presentations, with emphasis on employing persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as creative audio-visual media.	
IGE101	Thinking Skills for Lifelong Learning	3 (3 – 0 – 6)
	A study of the principles of thinking and the development of systematic thinking including analytical thinking, synthesis thinking, critical thinking, problem-solving thinking and creative thinking. Students should be able to connect ideas and effectively choose to apply the appropriate thinking tools in daily life, working life, and lifelong learning.	
IGE102	Citizenship and Social Transformation	3 (3 – 0 – 6)
	A study of the concepts, traits, rights, duties and freedom of citizenship. Students should be able to keep abreast of and adapt themselves to societal changes in emerging digital and multicultural environments in order to live harmoniously and happily with others and not to encroach on others.	

IGE103	Technology and Innovation	3 (3 – 0 – 6)
A study of the concepts, role and the application of technology, including how to become aware of technology and innovation in various areas that improves the quality of life in modern society along with its impact on life, society and economics. This course also focuses on how to protect intellectual property arising from technology and innovation.		
IGE104	Aesthetics and Well-being for Life	3 (3 – 0 – 6)
Learn to live a meaningful life through various types of arts and recreational activities. Students will open new perspectives for the aesthetics of life and society from various artistic works and sport that influence the existence of life, society, and culture.		
IGE105	Global Alliance and Emerging Issues	3 (3 – 0 – 6)
A study of the international economic and political developments that impact the social and cultural changes in the global society in order to understand critical emerging issues of the world community.		
IGE106	Financial Literacy and Sustainable Development	3 (3 – 0 – 6)
A study of how to effectively manage and make financial decisions including personal financial management and investing. Emphasis is placed on the sustainable development through the integration of knowledge that harmonizes the relationship between community and society with an aim to recognize key problems and take positive actions.		
IGE107	Entrepreneurial Spirit and Leadership Skills	3 (3 – 0 – 6)
A study of the development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur. This course comprises of creative thinking and seeking opportunities to start and run businesses on the basis of ethics and moral grounds. It also focuses on demonstrating effective leadership and teamwork as well as making bold, prompt, and well-informed decisions.		

2. Professional Education 96 credits

2.1 Core Courses 54 credits

EPI103	Understanding Accounting for Entrepreneurs	3 (2 – 2 – 5)
This course provides the essentials of fundamental accounting such as definition of Accounting, users of accounting information, accounting concepts and principles, accounting equation, measuring and recording of business transactions, adjusting entries, completing the accounting cycle, classified financial statements, depreciation, inventories, managerial accounting basics, cost behavior, cost volume-profit and its analysis and budgeting.		

EPI201	Entrepreneurial Finance	3 (3- 0 – 6)
A study of the practical aspects of corporate finance. Topics covered include the mathematics of finance, security valuation, investment and financing decisions, risk and return tradeoff, and the fundamentals of international financial management that involved with business plan		
EPI205	Advance Finance and Accounting for Entrepreneurs	3 (2 - 3 - 6)
Pre-requisite: EPI103 or Dean's Approval		
A Study of the business project assessment Management of production, finance, marketing, personnel and economic value of the project. Calculation for project compensation, decision rules including how to reducing the risk of Financial in the various way, markets capitalization and the economic globe. Including a collect data of reports for investment decision planning process.		
EPI301	Fundamental of Economics	3 (3 - 0 - 6)
A study of basic economics principles to analyze and understand the decision of individuals, business units and governments in the economy system. The study includes demand and supply analysis, theory about consumer and producer, and the characteristics of various market structures such as market competition, market competition, monopoly competition, semi-monopoly, and small seller market. This study also including the influence of various market structures which also affect macroeconomic pricing such as the relationship between productivity levels, employment rates, interest rates, and the impact of fiscal and fiscal policies on business decision-making.		
EPI404	Legal Aspects in Entrepreneurship	3 (3 - 0 - 6)
A study of the key legal principles that business owners must know for the sake of planning the type of business organization to suit the operation both forms of individual persons and juristic persons, including the business by contract law as a tool to operate. It also needs to understand the key legal principles of the Civil and Commercial Code, as well as the laws related to bills in today's most widely used forms of taxation, taxation payments, and intellectual property law including strategic closure and other laws regarding the establishment of various types of businesses.		

EPI202	Basic Research Methods in Entrepreneurship	3 (2 – 2 – 5)
To provide students with mathematical knowledge, fundamental concepts of basic statistics for study business fundamentals, and data analysis for use in forecasting and business decision making in both theory and application. This study aims that students can apply mathematical techniques, study statistical methods and hypothesis testing applied to management analysis and business decision making, and study about percentage and application of business, pricing, trading discount, banking discount, installment, and derivative and integration in business application.		
EPI204	Business Research for Entrepreneurs	3 (2 – 2 – 5)
Pre-requisite: EPI202 or Dean's Approval		
Study and research the truth of business operations, such as study customer needs or market needs by using a reliable process in accordance with the correct methodology of the research. The purpose is to provide primary and secondary data analysis to explain and improve business performance for entrepreneurs.		
EPI101	Creative Thinking and Developing Entrepreneurial Opportunities	3 (3 - 0 - 6)
A study of the meaning of creativity, fundamental characteristics of creative people, nature of creativity, process and development of creativity, creative thinking to design products or service as market needs, also including strategy and techniques for developing creative ideas in order to prepare for become business owner who creates innovation products and services for the target customers.		
EPI102	Foundations of Entrepreneurship	3 (3 - 0 - 6)
A study of the pattern of establishing a business from sole proprietorship to partnership and limited company. Study the nature of the business environment, business activities in manufacturing, marketing, finance, accounting and human resources management, laws related to business, financial institution, commercial documents and management. The study aims to build the foundation of the concept of business operation and to gain an understanding of each business activity which will be beneficial to academic studies as a business owner, including the study of environmental factors that promote the success of entrepreneurs.		
EPI104	New Product and Service Development	3 (3 - 0 - 6)
A study of the process of developing and planning new products and services into the market. Meaning and relationship between market opportunity analysis. The pursuit and evaluation of business opportunities Study trends and needs of the market. Analysis of business environment assessment Lead to the conceptualization. Moderation concept		

Conceptual assessment of new products and services. It leads to the development of prototype products, market testing and introduction of new products into the market. Include the development of new products and services or new business continuously to meet the needs of the market.

EPI203	Business Planning	3 (3 - 0 - 6)
--------	-------------------	---------------

Pre-requisite: EPI206 or Dean's Approval

A study of the importance and process of business plan writing for business as a planning tool, and review the concept of business to be systematic and united. Also include the principles of business plan writing and how to present a business plan to the bank or financial institution for seeking financial support or inviting others to come to the venture.

EPI206	Entrepreneurial Marketing	3 (3 - 0 - 6)
--------	---------------------------	---------------

Pre-requisite: EPI102 or Dean's Approval

A study of basic concepts of marketing, meaning and importance of marketing, consumer behavior, market research, market and environmental feasibility that affect marketing planning of entrepreneurs, the nature and pattern of market segmentation, target market selection, product placement, and marketing mix strategies including product, pricing, distribution channels, and integrated marketing communications including social marketing concepts and methods.

EPI207	Production and Operations Management	3 (3 - 0 - 6)
--------	--------------------------------------	---------------

Pre-requisite: EPI102 or Dean's Approval

A study of the basics and scope of production management, production predicting or forecasting, product design and development, location selection, plant layout, purchasing, production capacity management, inventory management, project management, quality management system, and maintenance of machinery.

EPI302	Innovation and Technologies for Entrepreneurs	3 (3 - 0 - 6)
--------	---	---------------

Pre-requisite: EPI101 or Dean's Approval

A study of innovation and technology, new ideas and processes which never existed before, or the development of adaptation of the original and when used in the business to increase the effective. Also learn how to innovate to create new ideas, practices or actions, that all new or just some parts, to apply to start a business or run business further.

EPI303 Social Entrepreneurship 3 (3 - 0 - 6)

Pre-requisite: EPI401 or Dean's Approval

A study about business both profitable and non-profitable. Faithful to social benefits as business approach. Business in the form of Social Enterprise or S.E. will focus on the distribution of income to the production unit in society, social responsibility, integrity, sharing, and distribution of technology, knowledge and information among members. Be a business that introduces innovative technology as a component in reducing production costs and using various production resources to the worth value. Business in the perspective of social enterprise looks at the value of each human being, rather than the status of income. Each production potential of human is brought out as the owner of social production unit so sometimes the word "Social Entrepreneur" is used to convey the meaning of the business of the Social Enterprise to be more clearly.

EPI401 Business Strategy and Sustainable Growth 3 (3 - 0 - 6)

Pre-requisite: EPI203 or Dean's Approval

A study of theories, principles, strategic planning processes for new business owners and new businesses by setting the goals and mission of the organization to gain competitive advantage, corporate, investment integration in various forms, a study of the internal and external environment that influences the organization's strategy including marketing, finance, production, management and human resources management to put the strategy into practice, focus on case study as a guide for innovation planning, include strategic business plan and follow up.

EPI402 Entrepreneurship and Global Opportunities 3 (3 - 0 - 6)

A study of how to be a business owner in the global market by analyzing and evaluating economic, political, social, legal and technological environmental factors affecting the opportunities and threads of business operations. Study theories and case studies to help students understand how to plan and evaluate the feasibility of developing a business in the global market. Also study how to organize, marketing, management, finance, human resources management, knowledge management, and cultural management of multinational corporations for the effective business management.

EPI403 Human Capital Management for Entrepreneurs 3 (3 - 0 - 6)

The study of roles and responsibilities of the human resource department in the organization including job designing, job analysis, human capital planning, recruiting, human resource development, job evaluation, payroll management, and information technology which can be adapted to human resource management. Furthermore, it is to study on personalities, groups, and organizations in order to understand behaviors of people who work in the same organization.

2.2 Major Requirements 30 credits

EPI151 Business Workshop and Consulting for Entrepreneurs I 0 (1 - 0 - 3)

A study of the research and problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.

EPI152 Business Workshop and Consulting for Entrepreneurs II 0 (1 - 0 - 3)

A study of the research and problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.

EPI153 New Business Venture Creation 3 (3 - 0 - 6)

Pre-requisite: EPI102 or Dean's Approval

A study of the meaning, role, type, and special attributes of business ownership. Analyze and evaluate the environment both inside and outside the organization which consists of strengths, weaknesses, opportunities and threads in the business. Analysis and evaluation of business opportunities. Also study the legal conditions, concepts and processes for establishing new businesses. Operations and problems. In business Include the importance and procedures for writing a business plan as well as guidelines for planning and developing sustainable business.

- EPI251 Business Workshop and Consulting for Entrepreneurs III 0 (1 – 0 – 3)
 A study of the research and problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.
- EPI252 Business Workshop and Consulting for Entrepreneurs IV 0 (1 – 0 – 3)
 A study of the problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.
- EPI253 Brand Management 3 (3- 0 - 6)
 Study and understand the importance of positioning and differentiating products and services for the entrepreneurial business. Learn the name management system. Operational planning Operations to meet market needs. Brand assessment and measurement and brand equity management to be accepted in the long run. Creating the right understanding about the benefits of brand management to entrepreneurs. Including the use of marketing communication techniques to create strategies to develop brand value.
- EPI351 Business Workshop and Consulting for Entrepreneurs V 0 (1 – 0 – 3)
 A study of the research and problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.

- EPI352 Business Workshop and Consulting for Entrepreneurs VI 0 (1 – 0 – 3)
- A study of the research and problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.
- EPI353 Art of Selling and Negotiation 3 (3 - 0 - 6)
- A study of the sales process management and the negotiation process in various forms, and the process of the person looking to solve the problem peacefully. To make a compromise, try to find a mutually acceptable agreement between the two parties. Also learn the interaction process is voluntary. When one or more parties want. One or more things from the other party or parties. In order to get a mutual agreement. To be used for negotiation. And use the basics of negotiation to send, learn the process of selling in various forms. Use sales techniques to gain the benefits that both buyers and sellers are satisfied. And can be used to promote the business for maximum benefit.
- EPI354 Digital Economy Strategies for Entrepreneurs 3 (2 - 2 - 5)
- Pre-requisite: EPI206 or Dean's Approval
- A study of the Networking, basic elements, applications used in electronic business systems, and legal issues, ethics related to the security of electronic business systems. Including network marketing strategy as well as electronic business administration from planning, organization organize, command and control at the operational level.
- EPI355 Entrepreneurial Business Experience I 3 (3 - 3 - 6)
- Pre-requisite: EPI203 and EPI205 or Dean's Approval
- A study of how to do a real business with practice and learn to be a business entrepreneur by investing in real business to learn deeply and fully integration. Students will gain real-world experience in business processes from start-up to business management. May be use business plan that is taught in the business plan courses for a business owner for getting the actually result of the business with a team of advisor as consultants. Students will be assigned to the project or business outcome report at the end of the project.

EPI356 Entrepreneurial Business Experience II 3 (3 - 3 - 6)

Pre-requisite: EPI401 and EPI355 or Dean's Approval

A study of the enhance real business with practice and learn to be a business entrepreneur by investing in real business to learn deeply and fully integration. Students will gain real-world experience in business processes from start-up to business management. May be use business plan that is taught in the business plan courses for a business owner for getting the actually result of the business with a team of advisor as consultants. Students will be assigned to the project or business outcome report at the end of the project, or presenting plans to outside organizations to find funding sources to expand the business that students have studied and acted on.

EPI357 Strategic Marketing Management for Entrepreneurs 3 (3 - 0 - 6)

Pre-requisite: EPI206 or Dean's Approval

A study of the meaning, concepts, and functions of strategic marketing management. Analysis of external factors such as consumers, customers, competitors, and factors within the organization, such as entrepreneurs and business groups in the organization, marketing strategies, sales strategies, and business unit strategies which has impact on strategic marketing management in order to be able to formulate strategic marketing plans such as cost leadership, strategy to make a difference, focus on strategy, strategic to expand to other businesses and global marketing strategies. Including the process of managing and operating the marketing effectively to maximize the competitive advantage.

EPI451 Business Workshop and Consulting for Entrepreneurs VII 0 (1 - 0 - 3)

A study of the research and problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.

EPI452 Business Workshop and Consulting for Entrepreneurs VIII 0 (1 – 0 – 3)

A study of the research and problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.

EPI453	Entrepreneurial Venture Funding	3 (3 – 0 – 6)
--------	---------------------------------	---------------

The study of sources of funds, types of funds, and the behavior of source of funds in order to be able to understand sources of funds and explain how to select the appropriate sources of funds and how to loan from the sources of funds. Furthermore, this course also provides the study of the factors influencing funding. Managing and building the image are also learned in this course in order to be successful in the access to funding.

EPI454 Family Business 3 (3 – 0 – 6)

The study of the patterns of family business, family business organizational culture, roles and relationship of family members. Furthermore, planning and development of family business, managing family business organizational structure, communication, laws, taxation, how to behave with professional executive, leadership in family business, conflict management, improve strength and decrease weakness in order to build the team for successful family business, and the preparation of planning and strategy in building the successor in family business are all covered in this course.

EPI455	Risk, Crisis Management and Business Continuity Planning	3 (3 - 0 - 6)
--------	--	---------------

A study of the risk and crisis management, and learn the condition of the abnormal incident and dealing with different crisis situations. Let the owner be ready to deal and manage crisis and risk without causing chaos damage to business. Including realistic simulation to achieve critical management skills.

2.3 Major Electives 12 credits

EPI501 Asia Countries and New Emerging Market Countries Study
for Entrepreneurs

A study of the process of analyzing and evaluating economic, political and demographic factors. Society and Culture, Law, Competition, Technology, Risk and Consumer Behavior in Asia and countries that have started to open the country to trade in the world market, such as United Arab Emirates, India, Middle East, Vietnam, etc. The study of theories and case studies. To understand the process of entering the international market and establishing a business. In preparation for organization management, marketing, production, financial management, human resources management. Logistic management in the context of global marketing, which is a factor affecting the success of running a business in new market countries efficiently and competitively.

EPI502	Digital Transformation	3 (3- 0 - 6)
--------	------------------------	--------------

Information Technology is one of the most significant factors that drives company's success. This course will provide the knowledge of the changes in information technology, how information technology plays an important role in business world, and how to win the business world with the help of information technology.

EPI503	Corporate Entrepreneurship	3 (3 – 0 – 6)
--------	----------------------------	---------------

This course will provide the knowledge on the different forms of corporate entrepreneurship, how corporate entrepreneurship handles corporate culture and human resource functions, how to apply the concepts of corporate entrepreneurship and its tools to the different type of business such as public organization, private organization, and social enterprise.

EPI504	Customer Relationship Management	3 (3 – 0 – 6)
--------	----------------------------------	---------------

The study of establishing and managing the customer centered or customer-focused business, successful customer service strategy, methods of acquiring and maintaining customers, customer survey development, and analyzing and applying the customer feedbacks to the business.

EPI505	Data Science and Business Analytics	3 (3 – 0 – 6)
--------	-------------------------------------	---------------

The study of the importance of data, and how to use the data to improve the business. Furthermore, topics such as data collection, database construction, data selection, data analytics and utilization, and the techniques of applying the information from data analyzation to the business are all covered in this course.

EPI506	Digital Marketing for Entrepreneurs	3 (3 – 0 – 6)
	The study of meanings, perceptions, roles of digital marketing, the uses of social media and Internet for marketing, components of social media and Internet in marketing such as UX/UI, user's data storage, segmentation, and promotion methods in the digital channel.	
EPI507	Entrepreneurial Diagnosis and Business Consulting	3 (3 – 0 - 6)
	A study of the principles and processes of diagnosis and business consulting. Focus on student practice diagnosis, establishment and business consulting by apply the knowledge gained from multiple learning fields to the synthesis of new knowledge. Starting from the study of real business problems selected as a case study from the actual establishment. And let students analyze the cause of the problem and find solutions. And to summarize how to solve the problem. Leads to synthesis, consulting, solutions to entrepreneurs and supervisory advisor. Students will learn theories from the classroom and have them practiced at the workplace.	
EPI508	Entrepreneurial Internships	3 (3 – 0 - 6)
	It is a practical, systematic study of the workplace by providing them with real work experience at the work place. The work that the student performs will be in line with the subject and the student's needs, which is consistent with the student interest by focusing on learning from real-life experiences or special projects, useful to establishments such as updating or optimizing, or work process solution. Students can complete within the semester so students can learn, have work experience and the quality meets the needs most establishments.	
EPI509	Entrepreneurship in the Global Economy	3 (3 - 0 – 6)
	A study of how to be a business owner in the global market by analyzing and evaluating economic, political, social, legal and technological environmental factors affecting the opportunities and threads of business operations. Study theories and case studies to help students understand how to plan and evaluate the feasibility of developing a business in the global marketplace. Including how to organize marketing, financial management and human resources management, knowledge management, managing multinational corporations for the effective business management.	
EPI510	Environmental Sustainability and Social Responsibility	3 (3 – 0 – 6)
	This course will provide the knowledge of environmental sustainability, business impacts on environment, strategic responses to environmental sustainability, conflicted outcomes of maximizing financial returns and impact on society, and social responsibility activities.	

- EPI517 Personal Finance Management 3 (3 - 0 - 6)
- A study of the wealth management planning and management. Personal finance, for example. Retirement planning, tax, education fund for children, investment, inheritance, risk management. Also learn about the proper management of personal financial planning, based on financial status information.
- EPI518 Research in Entrepreneurship 3 (3 - 0 - 6)
- To understand the research process for entrepreneurs. And the use of existing data by various sources to optimize the analysis to create a competitive advantage. And can determine the future direction of the business. Can access and know how to access useful and reliable sources of information for entrepreneurs. Can analyze and evaluate research. Information is useful. Know how to act in a real data store to understand effective data collection practices. Can also network with international research institutes.
- EPI519 Seminar in Entrepreneurship 3 (3 - 0 - 6)
- A study of the guidelines for the establishment, business operations in terms of concept, seeking the opportunities, risks, planning and return of business ownership in the global marketplace. As well as analysis of the problems and solutions that actually happen to the business owner. Including learning organization management and knowledge management tools to be used as a guideline for conducting business, update to unlock and systematic business development by way of learning from case studies, brainstorming and group discussions to prepare before applying for real business.
- EPI520 Special Topics in Entrepreneurship 3 (3 - 0 - 6)
- This course will provide the up-to-date situations in entrepreneurship such as the innovation of new advance technology, recent economic situations and policies related to entrepreneurship, and other interesting topics related to entrepreneurship.
- EPI521 Supply Chain and Logistics Management 3 (3 - 0 - 6)
- A study of the meaning, importance and process of supply chain management and delivery from the start to end of business logistics and demand-supply chain. Also study the importance of circulation of shipment information and the flow of money, which will be beneficial to create a competitive advantage, customer service and value adding of the business.

EPI522	Wealth Management	3 (3 – 0 – 6)
--------	-------------------	---------------

Study of personal financial evaluation, personal income tax, investment life cycle, return rate and risk evaluation in financial instrument, investment portfolio, investment policy, real estate investment, evaluation of fund administration, retirement plan, wealth transferring, inheritance management plan, and donation plan.

EPI523	Pitching and Presentation Skills	3 (3 - 0 - 6)
--------	----------------------------------	---------------

A study of the patterns of media design planning in various ways. The nature of the tone, the use of gestures, the appropriate speech to present for the purpose of the situation to be presented. Can use presentation techniques to present in various ways. Whether it is offering to raise money with investors, presentation for sale, presentation for information, etc.

EPI525	Marketing Channel and Retail Business for Entrepreneurs	3 (3 – 0 – 6)
--------	---	---------------

Study the elements that comprise the retail business management and retail mix, including types of retailers, multichannel retailing, consumer buying behavior, retail marketing strategies, selecting retail site locations, supply chain management, merchandising, pricing, store management, store layout & design and customer service. In order to create the advantages and extend the business for entrepreneurs.

EPI526	Creative Packaging Design for Entrepreneurs	3 (3 - 0 - 6)
--------	---	---------------

The study of packaging basic principles of packaging design, packaging materials and the importance of color. Print product information such as details on Primary use according to the purpose of the packaging. By focusing on the creation of the packaging design for entrepreneurial thinking that follows, this will help these goods to be received in good order.

3. Free Electives 6 credits

EPI571	Building Social Network in Digital World	3 (3 – 0 – 6)
--------	--	---------------

The Study of the history of social network, development of social network, types of social network, system in social network, impact of social network, user interface in each social network in order to effectively create the social network to be fully utilized for the greatest benefits of the business.

- EPI572 Business Professional Skills 3 (3 – 0 - 6)
- Study and practice skills. Essential to enhance the personality of a professional businessman, including speaking in the community. Presentation Business communication in the form of speaking, listening, reading and writing effective conferencing techniques, personality development, Social etiquette as well as the morality and ethics of business people.
- EPI573 Enneagram for Entrepreneurs 3 (3 – 0 - 6)
- A study of the science of understanding the inner life of one's own self, thoughts, and expressions. As well as linking up with others in the beginning to make it easier to know oneself and understand others. And to prepare the entrepreneur to learn about themselves and others. Understand the motives of life that lead to individual actions. It can also be applied to the science of applied management. And counseling to promote the potential to make themselves happy in society. And help build a better understanding between the team. Colleagues and family.
- EPI574 Gemology for Life and Business 3 (3 – 0 - 6)
- A study of the basic principles in gems analysis and precious stone with simple methods and tools, so that students can have the basic knowledge of the selection of gems to use in daily life to enhance the personality of being a leader and a businessman. The students can also apply the knowledge gained to the business or create a new business.
- EPI575 Health and Wellness Management 3 (3 – 0 - 6)
- A study of the principles and techniques of health care, nutrition, how to relaxing body and mind and relieving tension. Prepares the physical and mental to balance the physical and mental energy used in daily business running. Also stimulates and promotes the physical and mental powers of living in the business world in accordance with physical and mental conditions. In addition, the students will also be trained in yoga, meditation, Chinese boxing and reflexology to relieve stress. The students can apply these to their daily lives.

EPI576	Physiognomy and Fengshui	3 (3 – 0 - 6)
	A study of the principles of Nalaksatth which is the interpretation of the shape and appearance of the five aspects of the eyebrows, ears, eyes, nose, mouth and facial components, shapes such as walking, sitting, lying, talking to use as information for consideration in the. Select qualified candidates to work for the job. Including the use of business ethics in business negotiation. They also study the basic principles of Feng Shui in the knowledge of natural sciences. And the relationship between humans and nature and the environment for office organization.	
EPI577	Real Estate Management	3 (3 – 0 – 6)
	The study of real estate management concepts such as urban property management, control and maintenance, management and marketing of condominiums, legal issues related to real estate industry, technical and infrastructure issues in real estate industry, and real estate valuation.	
EPI578	Social Interaction and Personality Development	3 (3 – 0 – 6)
	The study of how to develop self-personality in order to be a professional business person, how to appropriately interact with confidence, social etiquette, table manner, appropriate grooming for both male and female, and how to behave in the society.	