

**Program:** Bachelor of Arts (Entrepreneurial Economics) International  
**Degree Conferred:** Bachelor of Arts (Entrepreneurial Economics) International Program  
 B.A. (Entrepreneurial Economics) International Program  
**Credits Required:** at least 130 credits

### Curriculum Structure

|  |           |                |
|--|-----------|----------------|
| <b>1. General Education</b>  | <b>30</b> | <b>Credits</b> |
| <b>1.1 Wellness</b>  | <b>3</b>  | <b>Credits</b> |
| <b>1.2 Entrepreneurship</b>  | <b>6</b>  | <b>Credits</b> |
| <b>1.3 Language and Communication</b>  | <b>13</b> | <b>Credits</b> |
| <b>1.4 Thai Citizen and Global Citizen</b>   | <b>5</b>  | <b>Credits</b> |
| <b>1.5 Aesthetics</b>  | <b>3</b>  | <b>Credits</b> |
| <b>2. Specific Course</b>  | <b>94</b> | <b>Credits</b> |
| <b>2.1 Compulsory</b>  | <b>64</b> | <b>Credits</b> |
| <b>2.2 Elective</b>  | <b>30</b> | <b>Credits</b> |
| <b>2.2.1 Major (5 subjects)</b>  | <b>15</b> | <b>Credits</b> |
| <b>2.2.2 Minor (3 subjects)</b>  | <b>9</b>  | <b>Credits</b> |
| <b>2.2.3 Specific elective</b>   | <b>6</b>  | <b>Credits</b> |
| Chosen from<br>- 01111490 Cooperative Education      6      Credits<br>or<br>- 01111239 Economics of Laws<br>- 01111311 Institutional Economics<br>- 01111318 Economics of Development and Planning<br>- 01111324 Economics Forecasting for Entrepreneurship<br>- 01111334 Multinational Entrepreneurial Economics<br>- 01111352 Economics of Information and Communication Technology<br>- 01111353 Economics Technological Change and Innovation<br>- 01111354 Economics of Computer Information System<br>- 01111355 Economics of Software Industry<br>- 01111436 Community-Based Microfinance<br>- 01111456 Public Policy of Information Technology<br>- 01111457 Project Analysis and Evaluation in Information Technology<br>- 01111496 Selected Topics for Entrepreneurial Economics<br>- 01111498 Special Problems<br>- 01132333 Management Information System |           |                |
| <b>3. Free Elective</b>  | <b>6</b>  | <b>Credits</b> |

### Study Plan (Example)

#### **First year semester 1**

|              |                                  |           |                |  |
|--------------|----------------------------------|-----------|----------------|--|
| 01111111     | Principles of Microeconomics     | 3         | Credits        | (2.1 Specific course: compulsory)                        |
| 01111121     | Mathematics for Economists       | 3         | Credits        | (2.1 Specific course: compulsory)                        |
| 01111138     | Entrepreneurial Economics Ethics | 3         | Credits        | (2.1 Specific course: compulsory)                        |
| 01999111     | Knowledge of the Land            | 2         | Credits        | (1.4 General Education: Thai Citizen and Global Citizen) |
|              | Wellness                         | 2         | Credits        | (1.1 General Education : Wellness)                       |
|              | Thai Language                    | 3         | Credits        | (1.3 General Education: Language and Communication )     |
| <b>Total</b> |                                  | <b>16</b> | <b>Credits</b> |  |

**First year semester 2**

|              |  |           |                |  |
|--------------|--|-----------|----------------|--|
| 01111112     | Principles of Macroeconomics           | 3         | Credits        | (2.1 Specific course: compulsory)                        |
| 01111122     | Statistics for Economists              | 3         | Credits        | (2.1 Specific course: compulsory)                        |
| 01111151     | Intro. To Information Tech. Economics  | 3         | Credits        | (2.1 Specific course: compulsory)                        |
| 01175xxx     | 1 course from Physical Education Field | 1         | Credit         | (1.5 General Education: Physical Education)              |
|              | Thai Citizen and Global Citizen        | 3         | Credits        | (1.4 General Education: Thai Citizen and Global Citizen) |
|              | Foreign language 1 language            | 3         | Credits        | (1.3 General Education: Language and Communication )     |
| <b>Total</b> |  | <b>16</b> | <b>Credits</b> |  |

**Second year semester 1**

|              |                                      |           |                |  |
|--------------|--------------------------------------|-----------|----------------|--|
| 01111213     | Intermediate Microeconomics          | 3         | Credits        | (2.1 Specific course: compulsory)                    |
| 01111215     | Agricultural and Resource Economics  | 3         | Credits        | (2.1 Specific course: compulsory)                    |
| 01111219     | Fundamental of Entrepreneur Economic | 3         | Credits        | (2.1 Specific course: compulsory)                    |
| 01130171     | Financial Accounting                 | 3         | Credits        | (2.1 Specific course: compulsory)                    |
|              | Foreign language 1 language          | 3         | Credits        | (1.3 General Education: Language and Communication ) |
|              | Information Technology / Computer    | 1         | Credit         | (1.3 General Education: Language and Communication ) |
|              | Aesthetics                           | 3         | Credits        | (1.5 General Education: Aesthetics)                  |
| <b>Total</b> |                                      | <b>19</b> | <b>Credits</b> |  |

**Second year semester 2**

|              |   |           |                |  |
|--------------|---|-----------|----------------|--|
| 01111214     | Intermediate Macroeconomics             | 3         | Credits        | (2.1 Specific course: compulsory)                    |
| 01111223     | Fundamental Econometrics                | 3         | Credits        | (2.1 Specific course: compulsory)                    |
| 01111238     | Marketing for Entrepreneurial Economics | 3         | Credits        | (2.1 Specific course: compulsory)                    |
| 01111335     | Economics of Financial Management)      | 3         | Credits        | (2.1 Specific course: compulsory)                    |
|              | Foreign language 1 language             | 3         | Credits        | (1.3 General Education: Language and Communication ) |
|              | Entrepreneurship                        | 3         | Credits        | (1.2 General Education: Entrepreneurship)            |
| <b>Total</b> |   | <b>18</b> | <b>Credits</b> |  |

**Third year semester 1**

|              |                                     |           |                |   |
|--------------|-------------------------------------|-----------|----------------|---|
| 01111333     | Analysis of International Economics | 3         | Credits        | (2.1 Specific course: compulsory)         |
| 01130172     | Management Accounting               | 3         | Credits        | (2.1 Specific course: compulsory)         |
|              | Entrepreneurship                    | 3         | Credits        | (1.2 General Education: Entrepreneurship) |
|              | 1 Subject from Major                | 3         | Credits        | 2.2.1 (Specific Course : Elective)        |
|              | 1 Subject from Minor                | 3         |                | 2.2.2 (Specific Course : Elective)        |
|              | Free Elective                       | 3         | Credits        |   |
| <b>Total</b> |                                     | <b>18</b> | <b>Credits</b> |   |

**Third year semester 2**

|              |  |           |                |                                    |
|--------------|--|-----------|----------------|------------------------------------|
| 01111317     | Structure of Thai Economy                | 3         | Credits        | (2.1 Specific course: compulsory)  |
| 01111331     | Human resource & Industrial organization | 3         | Credits        | (2.1 Specific course: compulsory)  |
|              | 1 Subject from Major                     | 3         | Credits        | 2.2.1 (Specific Course : Elective) |
|              | 1 Subject from Major                     | 3         | Credits        | 2.2.1 (Specific Course : Elective) |
|              | 1 Subject from Minor                     | 3         | Credits        | 2.2.2 (Specific Course : Elective) |
|              | Free Elective                            | 3         | Credits        |                                    |
| <b>Total</b> |  | <b>18</b> | <b>Credits</b> |                                    |

### Forth year semester 1

|              |   |           |                |                                    |
|--------------|---|-----------|----------------|------------------------------------|
| 01111337     | Economics of Entrepreneurial Strategic Management | 3         | Credits        | (2.1 Specific course: compulsory)  |
| 01111491     | Economic Research Methods for Entrepreneurship    | 3         | Credits        | (2.1 Specific course: compulsory)  |
|              | 1 Subject from Major                              | 3         | Credits        | 2.2.1 (Specific Course : Elective) |
|              | 1 Subject from Major                              | 3         | Credits        | 2.2.1 (Specific Course : Elective) |
|              | 1 Subject from Minor                              | 3         | Credits        | 2.2.2 (Specific Course : Elective) |
| <b>Total</b> |   | <b>15</b> | <b>Credits</b> |                                    |

### Forth year semester 2

|              |                              |           |                |                                    |
|--------------|------------------------------|-----------|----------------|------------------------------------|
| 01111425     | Project Feasibility Analysis | 3         | Credits        | (2.1 Specific course: compulsory)  |
| 01111497     | Seminar                      | 1         | Credit         | (2.1 Specific course: compulsory)  |
|              | 1 Subject from Major         | 3         | Credits        | 2.2.1 (Specific Course : Elective) |
|              | 1 Subject from Minor         | 3         | Credits        | 2.2.2 (Specific Course : Elective) |
| <b>Total</b> |                              | <b>10</b> | <b>Credits</b> |                                    |

## Major Courses

### Note A: List of Specific Courses (64 Credits)

| Courses Code | Courses Name                                      | Credits (Lect.-lab hrs.) | Prerequisite          |
|--------------|---|--------------------------|-----------------------|
| 01111111     | Principles of Microeconomics                      | 3(3-0)                   |                       |
| 01111112     | Principles of Macroeconomics                      | 3(3-0)                   |                       |
| 01111121     | Mathematics for Economists                        | 3(3-0)                   |                       |
| 01111122     | Statistics for Economists                         | 3(3-0)                   |                       |
| 01111138     | Entrepreneurial Economics Ethics                  | 3(3-0)                   |                       |
| 01111151     | Introduction to Information Technology Economics  | 3(3-0)                   |                       |
| 01111213     | Intermediate Microeconomics                       | 3(3-0)                   | 01111111              |
| 01111214     | Intermediate Macroeconomics                       | 3(3-0)                   | 01111112              |
| 01111215     | Agricultural and Resource Economics               | 3(3-0)                   | 01111111              |
| 01111219     | Fundamental of Entrepreneur Economic              | 3(3-0)                   |                       |
| 01111223     | Fundamental Econometrics                          | 3(3-0)                   | 01111122              |
| 01111238     | Marketing for Entrepreneurial Economics           | 3(3-0)                   |                       |
| 01111317     | Structure of Thai Economy                         | 3(3-0)                   | 01111111              |
| 01111331     | Human Resource and Industrial Economics           | 3(3-0)                   | 01111112 and 01111213 |
| 01111333     | Analysis of International Economics               | 3(3-0)                   | 01111111 and 01111112 |
| 01111335     | Economics of Financial Management                 | 3(3-0)                   | 01130171              |
| 01111337     | Economics of Entrepreneurial Strategic Management | 3(3-0)                   |                       |
| 01111425     | Project Feasibility Analysis                      | 3(3-0)                   | 01111213 and 01111335 |
| 01111491     | Economic Research Methods for Entrepreneurship    | 3(3-0)                   | 01111122              |
| 01111497     | Seminar   | 1                        |                       |
| 01130171     | Financial of Accounting                           | 3(3-0)                   |                       |
| 01130172     | Management Accounting                             | 3(3-0)                   | 01130171              |

**Note B: List of Elective Courses (30 Credits)**

There are 4 majors available.

At least 15 credits required in a major courses and at least 9 credits required in another.

Others 6 credits required are in the other list. (Note C)

**Logistics Economics**

| Courses Code | Courses Name                                 | Credits (Lect.-lab hrs.) | Prerequisite          |
|--------------|--|--------------------------|-----------------------|
| 01111341     | Economics of Transportation                  | 3(3-0)                   | 01111111 and 01111112 |
| 01111342     | Logistics for International Enterprises      | 3(3-0)                   | 01111111 and 01111112 |
| 01111343     | Economics of Logistics Management            | 3(3-0)                   | 01111112              |
| 01111444     | Project Analysis and Evaluation in Logistics | 3(3-0)                   | 01130171              |
| 01111445     | Quantitative Analysis in Logistics           | 3(3-0)                   | 01111121 and 01111223 |

**Agribusiness and Food Economics**

| Courses Code | Courses Name                                   | Credits (Lect.-lab hrs.) | Prerequisite          |
|--------------|--|--------------------------|-----------------------|
| 01111216     | Economics of Cooperative and Social Enterprise | 3(3-0)                   | 01111111 and 01111213 |
| 01111361     | Marketing for Agri-Enterprises                 | 3(3-0)                   | 01111111              |
| 01111362     | International Agri-enterprises                 | 3(3-0)                   | 01111111 and 01111112 |
| 01111363     | Agri-enterprises and Information Management    | 3(3-0)                   | 01111213              |
| 01111364     | Agri-enterprises Management Techniques         | 3(3-0)                   | 01111213              |
| 01111466     | Economics Agricultural Futures Markets         | 3(3-0)                   | 01111213              |

**Hospitality and Tourism Economics**

| Courses Code | Courses Name   | Credits (Lect.-lab hrs.) | Prerequisite          |
|--------------|--|--------------------------|-----------------------|
| 01111371     | Economics Principles of Travel and Tourism Industry      | 3(3-0)                   | 01111213              |
| 01111372     | Health Service Economics                                 | 3(3-0)                   | 01111111              |
| 01111373     | Recreation and Tourism Economics                         | 3(3-0)                   | 01111111              |
| 01111374     | Economics and Business of International Tourism          | 3(3-0)                   | 01111111              |
| 01111375     | Socioeconomics of Oriental Healthcare Services           | 3(3-0)                   | 01111111              |
| 01111476     | Economics Analysis and Evaluation of Healthcare Services | 3(3-0)                   | 01111111              |
| 01111477     | Public Policy of Public Health                           | 3(3-0)                   | 01111111 and 01111112 |

**Economics of Finance for the Entrepreneur**

| Courses Code | Courses Name   | Credits (Lect.-lab hrs.) | Prerequisite                    |
|--------------|--|--------------------------|---------------------------------|
| 01101251     | Money and Banking  | 3(3-0)                   | 01101182                        |
| 01111382     | Investment in Global Financial Markets for Entrepreneurs                     | 3(3-0)                   | 01111213 and 01111335           |
| 01101444     | International Finance Policy   | 3(3-0)                   | 01101182                        |
| 01101454     | Financial Institutions and the Economy                                       | 3(3-0)                   | 01101251                        |
| 01111481     | Economics of Derivative Markets for Entrepreneurs                            | 3(3-0)                   | 01111213, 01111335 and 01111382 |
| 01111482     | Economics of Venture Capital   | 3(3-0)                   | 01111213 and 01111335           |
| 01111483     | Economics of Wealth Management   | 3(3-0)                   | 01111213 and 01111335           |
| 01111484     | Economics of Fixed Income and Hybrid Financial Instruments for Entrepreneurs | 3(3-0)                   | 01111213 and 01111335           |

**Note C: Others 6 credits required are in the following list**

| Courses Code | Courses Name  | Credits (Lect.-lab hrs.) | Prerequisite          |
|--------------|---|--------------------------|-----------------------|
| 01111490     | Cooperative Education                                     | 6                        |                       |
|              | Or  |                          |                       |
| 01111239     | Economics of Laws   | 3(3-0)                   |                       |
| 01111311     | Institutional Economics                                   | 3(3-0)                   | 01111111 and 01111112 |
| 01111318     | Economics of Development and Planning                     | 3(3-0)                   | 01111111 and 01111112 |
| 01111324     | Economics Forecasting for Entrepreneurship                | 3(3-0)                   | 01111223              |
| 01111334     | Multinational Entrepreneurial Economics                   | 3(3-0)                   | 01111111 and 01111112 |
| 01111352     | Economics of Information and Communication Technology     | 3(3-0)                   | 01111151              |
| 01111353     | Economics Technological Change and Innovation             | 3(3-0)                   | 01111111              |
| 01111354     | Economics of Computer Information System                  | 3(3-0)                   | 01111151              |
| 01111355     | Economics of Software Industry                            | 3(3-0)                   | 01111151              |
| 01111436     | Community-Based Microfinance                              | 3(3-0)                   |                       |
| 01111456     | Public Policy of Information Technology                   | 3(3-0)                   | 01111151              |
| 01111457     | Project Analysis and Evaluation in Information Technology | 3(3-0)                   | 01130171              |
| 01111496     | Selected Topics for Entrepreneurial Economics             | 3(3-0)                   | 01111496              |
| 01111498     | Special Problems  | 3                        |                       |
| 01132333     | Management Information System                             | 3(3-0)                   | 01132111              |

## Course Descriptions

### **0111111 Principles of Microeconomics**

**3(3-0-6)**

Basic concepts of economics, demand, supply, price, elasticity of demand and supply, the role of the government and the application of demand and supply. Consumer behavior and utility. Production and cost in short-run and long-run. Output and price determination in different types of market, production factor markets and determination of return on production factors.

### **0111112 Principles of Macroeconomics**

**3(3-0-6)**

Basic concepts of national income. Structure and determinants of national income. Business cycle and national income fluctuations. Theories, measures, and applications of fiscal and monetary policies. Price level, money and banking system. Meaning and role of money in the economy.

### **0111121 Mathematics for Economists**

**3(3-0-6)**

The use of mathematical tools to explain economic concepts by applying calculus and matrix to economic problems, both static and dynamic.

### **0111122 Statistics for Economists**

**3(3-0-6)**

An application of statistical tools to analyze economic issues and to test economic variables. Statistical interpretation, hypothesis testing, and analysis of variance.

### **0111138 Entrepreneurial Economics Ethics**

**3(3-0-6)**

Developments of social ethics from personal to organization and institutional levels. Social responsibility of organization. Corporate good governance. Role of government. Ethical issues relating to pollution, environment, human rights, technology, globalization. Trend of social ethical standard and its application for business and economic development.

### **0111151 Introduction to Information Technology Economics**

**3(3-0-6)**

Importance and components of information technology for searching, compiling, storing, and utilizing telecommunication and networking systems in the economy. Software and hardware management; computer virus and protection; information system analysis and design; internal and external information technology sourcing using economic principles for decision making. Future information technology trend.

### **0111213 Intermediate Microeconomics**

**3(3-0-6)**

**Prerequisite : 0111111**

An analytical approach to consumers, firms, and markets. Determination of prices and quantities in perfect and imperfect markets for goods and services. Theories of production factor markets, general equilibrium and welfare economics.

### **0111214 Intermediate Macroeconomics**

**3(3-0-6)**

**Prerequisite : 0111112**

Roles of labor market, goods market, and financial market in the determination of national income, unemployment, and inflation; economic growth and business cycles; fiscal and monetary policies.

### **0111215 Agricultural and Resource Economics**

**3(3-0-6)**

**Prerequisite : 0111111**

Economic concepts related to agriculture, food industry, natural resources and environment in a national and global context. Emphasis on agricultural production and consumption. Role of government on agricultural and trade policy. Financial policy related to agriculture and farm management.

**01111216 Cooperative and Community Economics 3(3-0-6)**

**Prerequisite : 01111111 and 01111213**

Origin and historical development of cooperatives. Meaning and principle of cooperatives. Cooperative movement in Thailand. Types of cooperatives. Comparison of cooperatives and other types of organizations. Cooperatives integration. Current situation of cooperative. Cooperatives and state. Role, duty and importance of cooperatives to economic and social development.

**01111219 Fundamentals of Entrepreneurial Economics 3(3-0-6)**

Microeconomics Macroeconomics and the business environment. Analysis of the economic role and importance of the entrepreneur. The entrepreneur as market-maker and leader. The entrepreneurial role in strategic decision making, organizational design, supply chain management and management development. Topics of study include financial planning and venture capital. Field trip required.

**01111223 Fundamental Econometrics 3(3-0-6)**

**Prerequisite : 01111122**

Tools for estimating functional relationships. Assumptions of simple and multivariate regressions. Analysis of common econometric problems and their potential consequences and remedies. Emphasis on heteroscedasticity, autocorrelation, multicollinearity, simultaneous equation , dynamic models, and use of qualitative and limited dependent variables.

**01111238 Marketing for Entrepreneurial Economics 3(3-0-6)**

**Prerequisite : 01111111 and 01111219**

Markets and market structure using economic concept for entrepreneurs. Principles of marketing and implication on entrepreneurial economics, marketing concepts, marketing research, marketing environment analysis, consumer behavior, price setting, marketing strategy analysis and formulation for entrepreneurs.

**01111239 Economics of Laws 3(3-0-6)**

Introduction to law, history, type, usage, abrogation, interpretation, general principle of civil and commercial law relating to responsibility of producers and traders to consumers, consumer rights, consumer protection, international business transaction law, important specific contract law.

**01111311 Institutional Economics 3(3-0-6)**

**Prerequisite : 01111111 and 01111112**

Evolution of institutional environment and arrangement. Roles and influences of organizational, law, regulation, and corporate culture reform in the economy. Assessment of government's economic policies administration.

**01111312 History of Economic Doctrines 3(3-0-6)**

**Prerequisite : 01111111 and 01111112**

A study of main economics concept and revolution for each period. Divided by school of thought such as classical school, historical school, utopia socialist, Keynesian school , marginalist, Austrain school and Lausanne school.

**01111317 Structure of Thai Economy 3(3-0-6)**

Structure of Thai economy and its current situation. Performance analyzing fiscal and monetary policies and international policies. Urban and rural development. Political and social issues. Impacts of world economy on Thai economy system.

**01111318 Economics of Development and Planning 3(3-0-6)**

**Prerequisite : 01111111 and 01111112**

Meaning of economic development. Characteristics of developing economies. Factors and obstacles affecting economic development. Economic development policies, economic planning, national economic and social development plans.

|  |                 |
|--|-----------------|
| <b>01111319 Fundamental Agri-enterprise</b>  | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111111</b>   |                 |
| Business environment of agricultural industry. Supply chain management for agricultural and food enterprises. Finance, marketing, and management issues in agricultural and food production.   |                 |
| <b>01111324 Economics Forecasting for Entrepreneurship</b>   | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111223</b>   |                 |
| Basic economics forecasting, model selection, regression for forecasting, time-series decomposition, and forecasting techniques. Estimation and forecast of demand, supply and cost.   |                 |
| <b>01111331 Human Resource and Industrial Economics</b>  | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111112 and 01111213</b>  |                 |
| Economic theories of human resource and industrial organization. Thai labor market, industry structure and development. Basic models of human and firm behaviors. Governmental regulations.  |                 |
| <b>01111332 Business Economics</b>   | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111111</b>   |                 |
| Economic principle for business conduct under uncertainty. Analysis of demand, cost, profit, price and investment criteria based on concepts of profit making, economics of production and production policies, pricing theory and practice, investment decision, and business decision under government policies.   |                 |
| <b>01111333 Analysis of International Economics</b>  | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111111 and 01111112</b>  |                 |
| International trade and finance theories and policies. Balance of payment, foreign exchange rates, international capital movement. Gains from international trade, trade barriers, international trade negotiations and international economic cooperation.  |                 |
| <b>01111334 Multinational Entrepreneurial Economics</b>  | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111111 and 01111112</b>  |                 |
| Economic analysis and application of global business; interactions among national and multinational enterprises in the global economy. International trade activities and global business environment; impacts of globalization on domestic and international business.  |                 |
| <b>01111335 Economics of Financial Management</b>  | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01130171</b>   |                 |
| Financial Markets. Financial regulations and policies. Financial data analysis and economic application. Theory of investment and investment decision. Risk and uncertainty in financial markets. Cost of capital. Short-term and long-term capital position. Liquidity policy and strategy. Financial market assessment.                                  |                 |
| <b>01111337 Economics for Strategic Management Entrepreneur</b>  | <b>3(3-0-6)</b> |
| Economic concept of strategic management, principles of strategic planning, decision making under risk and uncertainty situation , business environment analysis, tools for strategic management analysis and business problems analysis for entrepreneurial economics.  |                 |
| <b>01111341 Economics of Transportation</b>  | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111111, 01111112 and 01111213</b>  |                 |
| Meaning of transportation economics. Analyzing transportation demand, supply of transportation networks, price elasticity of transportation demand, transportation pricing, cost of transportation, infrastructure financing, the role and importance of transportation on the economy, and government's policies and measures relating to transportation. |                 |



- 01111342 Logistics for International Enterprises** **3(3-0-6)**  
**Prerequisite : 01111111 and 01111112**
- Logistics system. The relationship between logistics system and international trade, investment and tourism. Logistics management. The impacts of logistics system on international trades, the impacts of globalization on logistics system.
- 01111343 Economics of Logistics Management** **3(3-0-6)**  
**Prerequisite : 01111112 and 01111213**
- Applying economics concepts to study the logistics management. Demand, cost and profit analysis for logistics management. Inventory management. Public utility planning. Vehicle routing. Production planning and total quality management.
- 01111352 Economics of Information and Communication Technology** **3(3-0-6)**  
**Prerequisite : 01111151**
- Supply for and demand of information and communication products and services; electronic commerce, telecommunication, software and hardware. Industrial structure and competition, resource allocation, externality and linkages, social welfare, and international trade in goods and services of information and communication industry.
- 01111353 Economics Technological Change and Innovation** **3(3-0-6)**  
**Prerequisite : 01111111**
- Characteristics and determinants of technological change; patterns of technological innovation process; incentive-based and knowledge-based approaches of technological innovation. Firm size, technological spillovers, optimum market concentration and innovation activities. Technology transactions, organizational learning, and strategic alliances to manage technology innovation.
- 01111354 Economics of Computer Information System** **3(3-0-6)**  
**Prerequisite : 01111151**
- Economics of communication. Wireless information system. Database management. Knowledge management. Software requirements and software quality management. Security of information system. Human computer interface and human resource economics. Information technology and collaborative work.
- 01111355 Economics of Software Industry** **3(3-0-6)**  
**Prerequisite : 01111151**
- The characteristics and economics roles of software industry. Software classification. The role of the government in software industry development. The application of economics theory for household's and business behaviors in software industry.
- 01111361 Marketing for Agri-enterprises** **3(3-0-6)**  
**Prerequisite : 01111111 and 01111213**
- Domestic and international marketing for agri-enterprises. The expansion of agricultural markets. Agricultural futures market. Marketing margin. Marketing channels. Agricultural processing. Role of government on agri-enterprises.
- 01111362 International Agri-enterprises** **3(3-0-6)**  
**Prerequisite : 01111111, 01111112 and 01111213**
- Characteristics of international agri-trade, economic integration, impacts of free trade on agricultural sector, inter-agri-enterprise financing.
- 01111363 Agri-enterprises and Information Management** **3(3-0-6)**  
**Prerequisite : 01111213**
- Agri-enterprises, principle of information management, application of the information management to agri-enterprises, security management of information system.

|  |                 |
|--|-----------------|
| <b>01111364 Agri-enterprises Management Techniques</b>   | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111213</b>   |                 |
| Principles of agri-enterprises management. Farm management. Marketing. Agricultural credit. Location selection. Production control planning. Selection of production technology. Inventory management. Forecasting techniques.   |                 |
| <b>01111371 Economics Principles of Travel and Tourism Industry</b>  | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111213</b>   |                 |
| An overview of the travel and tourism industry in economics aspect. Emphasis on historical, behavioral, societal, economic, and business aspects of travel and tourism including economic analysis of impacts from tourism industry.   |                 |
| <b>01111372 Health Service Economics</b>   | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111111 and 01111213</b>  |                 |
| An economic analysis of health, healthcare service, and pharmaceutical industries. Supply and demand for health and pharmaceutical products, medical products and healthcare services. Economic analysis of healthcare systems and policy; economic evaluation of healthcare technology and the measurement and valuation of health. Market characteristics, market failure and regulations, theories of price formation and health insurance. |                 |
| <b>01111373 Recreation and Tourism Economics</b>   | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111111 and 01111213</b>  |                 |
| Economic analysis of recreation and tourism industries; estimation and prediction of demand and supply, valuation, and determination of regional economic and environmental impacts; public recreational places; analysis of management, marketing and policy decisions.   |                 |
| <b>01111374 Economics and Business of International Tourism</b>  | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111111 and 01111213</b>  |                 |
| Economic and business issues of international travel and tourism. Focus is on economic, social, political, cultural and environmental considerations of international tourism management and development.  |                 |
| <b>01111375 Socioeconomics of Oriental Healthcare Industry</b>   | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111111 and 01111213</b>  |                 |
| Economic issues in oriental healthcare industry; spa, traditional massage, traditional medicine, supplements, and treatments; herbal and healthy food industry. The market, production, and consumption of oriental healthcare products and services; laws and regulations of healthcare practice. Economic analysis of healthcare investment decision.  |                 |
| <b>01111382 Investment in Global Financial Market for Entrepreneur</b>   | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111213 and 01111335</b>  |                 |
| Economics analysis of risks and returns for entrepreneur. Characteristics of global financial market; portfolio theory; risks and diversification; asset pricing models and stock valuation; efficient market hypotheses; behavioral finance theory; investment in mutual funds and exchange-traded funds.   |                 |
| <b>01111425 Project Feasibility Analysis</b>   | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111213 and 01111335</b>  |                 |
| Meaning of planning and project. Planning under change environmental conditions. Internal and external economic factors affecting planning, project preparation with emphasis on economic and social aspects, economic and financial analysis of project. Identification and analysis of project costs and benefits. Methods of project management.  |                 |
| <b>01111436 Community-Based Microfinance</b>   | <b>3(3-0-6)</b> |
| General background, and present credit policies. Roots of microfinance. Microfinance products and services, funding sources and clients, financial viability assessment, and credit risk assessment. Microfinance development in Thailand and other countries. Analysis of microfinance projects and impact analysis of microfinance activities.   |                 |

- 01111437 Strategic Planning for Competitiveness** **3(3-0-6)**  
**Prerequisite : 01111111 and 01111335**
- Integration between strategic management theory and industrial organization with respect to marketing concepts. Market segmentation, industry competition, consumer behavior, distribution channels, communications and competitive advantage.
- 01111444 Project Analysis and Evaluation in Logistics** **3(3-0-6)**  
**Prerequisite : 01111213 and 01130171**
- Applying feasibility analysis to evaluate logistics projects and related investment, investment strategies, costs and benefits analysis, risks and returns analysis and their impacts on stakeholders, and pricing of related services on logistics system.
- 01111445 Quantitative Analysis in Logistics** **3(3-0-6)**  
**Prerequisite : 01111121 and 01111213**
- Analyzing and development logistics models. Decision theory and statistical analytical tools for quantitative analysis.
- 01111456 Public Policy of Information Technology** **3(3-0-6)**  
**Prerequisite : 01111151**
- Evaluating current and potential public policy related to information technology industry. Intellectual property rights, human capital development, labor mobility, research and development, public investment, and capacity building in information technology industry. Policy planning, law, and regulations related to information technology industry.
- 01111457 Project Analysis and Evaluation in Information Technology** **3(3-0-6)**  
**Prerequisite : 01130171**
- Project cycles, identification, preparation, selection, planning, implementation, and evaluation of information technology project. Emphasis on economic and social aspects. Project quality; risk assessment; coordination, communication and procurement. Costs and benefits analysis of information technology projects.
- 01111465 Agri-enterprises Strategic Planning** **3(3-0-6)**
- Principles of strategic planning, decision making under risk and uncertainty situation, agri-enterprises environment analysis, agri-enterprises problems analysis.
- 01111466 Economics Agricultural Futures Markets** **3(3-0-6)**  
**Prerequisite : 01111213**
- Economic theory related to agricultural futures markets. Risk assurance in the market and forecasting. Analysis of fundamental factors and technical factors of selling and buying in agricultural futures markets. Principles and mechanism, functions and roles of domestic and foreign agricultural futures markets.
- 01111476 Economic Analysis and Evaluation of Healthcare Services** **3(3-0-6)**  
**Prerequisite : 01111111 and 01111213**
- Principles and techniques used in the economic evaluation of healthcare services. Efficiency and effectiveness of healthcare services; hospital cost and benefit analysis and forecasting; cost effectiveness, utility measurement and analysis; ethical issues in resource allocation.
- 01111477 Public Policy of Public Health** **3(3-0-6)**  
**Prerequisite : 01111111, 01111112 and 01111213**
- Utilizing economic tools to evaluate current and potential public policy related to public health. Human capital development, research and development, public investment, and capacity building in medical industry and public healthcare providers. Policy impact assessment, planning, laws, and regulations related to medical industry and public health.

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| <b>01111481 Economics of Derivatives Market for Entrepreneur</b>   | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111213, 01111335 and 01111382</b>  |                 |
| Economics principles of derivatives market for entrepreneur; forwards, futures and swap contract; options contract; options pricing models, Black-Scholes and Merton model; options strategies.  |                 |
| <b>01111482 Economics of Venture Capital</b>   | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111213 and 01111335</b>  |                 |
| Economics theories and practice of venture capital financing of entrepreneurial firm. Evaluating new venture opportunities. Venture capital industry and other sources of funds for financing new ventures. Fundraising and characteristics of venture capital firms. Venture capital investing. The structure of financial contracts. Entrepreneurial firm valuation. Private equity exit strategies. Venture Capital and Private Equity Investments in an international context. |                 |
| <b>01111483 Economics of Wealth Management</b>   | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111213 and 01111335</b>  |                 |
| Wealth theory, wealth management, investment and wealth accumulation, retirement and retirement Income, wealth and lifestyle protection, and transferring wealth for inter generation.   |                 |
| <b>01111484 Economics of Fixed Income and Hybrid Financial Instrument for Entrepreneur</b>   | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111213 and 01111335</b>  |                 |
| The study of economics rational regarding liquidity preference, demand for money, investment function, and firm borrowing behavior, the usage of hybrid financial instruments for modern financial management, assessing the debt and equity treatment of hybrid instruments, credit rating, valuation methods for fixed income and hybrid instruments, application for entrepreneurs.   |                 |
| <b>01111490 Cooperative Education</b>  | <b>6</b>        |
| On the job training as a temporary employee according to the assigned project including report writing and presentation.   |                 |
| <b>01111491 Economics Research Methods for Entrepreneurship</b>  | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01111122</b>   |                 |
| Principles and research methods in entrepreneurial economics, identification of research problems, formulation of research objectives and hypotheses, collection of data, construction of questionnaire, data analysis and interpretation, application of statistics for research, report writing and presentation.  |                 |
| <b>01111496 Selected Topics for Entrepreneurial Economics</b>  | <b>3(3-0-6)</b> |
| Selected topics in entrepreneurial economics at the bachelor's degree level. Topics are subject to change each semester.   |                 |
| <b>01111497 Seminar</b>  | <b>1</b>        |
| Presentation and discussion on current interesting topics in entrepreneurial economics at the bachelor's degree level.   |                 |
| <b>01111498 Special Problems</b>   | <b>3</b>        |
| This is a course in which a student works independently with an assigned faculty member on a study/research topic of the student's choosing in entrepreneurial economics at the bachelor's degree level and compiles into a written report.  |                 |
| <b>01101251 Money and Banking</b>  | <b>3(3-0-6)</b> |
| <b>Prerequisite : 01101182</b>   |                 |
| Functions and types of money. Credit and credit-instruments. Commercial banks. Central bank and other financial institutions. Financial market. International finance and the international financial institutions. Basic monetary theories and policies. Field trip required.   |                 |

**01101444 International Finance Policy****3(3-0-6)****Prerequisite : 01101282**

Balance of payments. An analytical framework for the flexibility of foreign debt service. Macroeconomic and international monetary measures and policies for internal and external balance. The evolution and experience of the international monetary system up to Bretton Woods. Roles of the International Monetary Fund. Problems of foreign debt repayment among developing countries.

**01101454 Financial Institutions and the Economy****3(3-0-6)****Prerequisite : 01101251**

Main characteristics of financial institutions in Thailand. Their behavior and role in mobilizing and distributing financial fund. Impact on monetary variables and economic development. The international financial institutions and their role in Thailand. Field trip required.

**01130171 Financial Accounting****3(3-0-6)**

General accounting principles; principles of recording transactions for cash, account receivables, note receivables, inventories, investment, tangible and intangible assets, liabilities, owner equities; preparation of financial reports.

**01130172 Management Accounting****3(3-0-6)****Prerequisite : 01130171**

Role of management accounting; cost accounting; standard costing; activity based costing; budgeting; flexible budgeting; cost-volume-profit analysis; responsibility accounting; segment reporting; pricing decision; use of accounting information for management.

**01132333 Management Information System****3(3-0-6)****Prerequisite : 01132111**

Basic information systems in business economics based on functions, decision support systems, strategic analysis and uses of information systems, database management, integration and development of information systems for business economics. Transactions, electronic commerce, and global information management system. Information resources and security. Ethics for information system application.

## Course List

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|---|---|
| <b>Semester Period:</b> Semester 1 Fall | August to December (Exams Mid-December) |
| Semester 2 Spring                       | Mid-January to May (Exams Mid-May)      |
| Summer (optional)                       | June – July                             |

**Remarks:** The official 2018/2019 Academic Calendar from KU Office of Registrar is not yet announced. The exact date for each semester period will be updated later on Kasetsart University's Official Academic Calendar. We will advise partners when the final version is published. TENTATIVE dates are set forth:

<http://www.ecia.eco.ku.ac.th/r2/index.php/student/important-day>

### COURSES Tentatively Planned for Semester 1 (Fall)

01111111 Principles of Microeconomics  
01111121 Mathematics for Economists  
01111138 Entrepreneurial Economics Ethics  
01111213 Intermediate Microeconomics  
01111215 Agricultural and Resource Economics  
01111217 Structure of Thai Economy  
01111219 Fundamental of Entrepreneur Economics  
01111319 Fundamental Agri-enterprise  
01111333 Analysis of International Economics  
01111337 Economics of Entrepreneurial Strategic Management  
01111341 Economics of Transportation  
01111343 Economics of Logistics Management  
01111352 Economics of Information and Communication Technology  
01111353 Economics Technological Change and Innovation  
01111354 Economics of Computer Information System  
01111361 Marketing for Agri-enterprises  
01111362 International Agri-enterprises  
01111363 Agri-enterprises and Information Management  
01111371 Economics Principles of Travel and Tourism Industry  
01111373 Recreation and Tourism Economics  
01111374 Economics and Business of International Tourism  
01111375 Socioeconomics of Oriental Healthcare Industry  
01111382 Investment in Global Financial Market for Entrepreneur  
01111445 Quantitative Analysis in Logistics  
01111465 Agri-enterprises Strategic Planning  
01111482 Economics of Venture Capital  
01111483 Economics of Wealth Management  
01111491 Economics Research Methods for Entrepreneurship  
01130171 Financial of Accounting  
01130172 Management Accounting  
01111497 Seminar\*\*  
01111498 Special Problem\*\*  
01999111 Knowledge of the Land\*\*

### COURSES Tentatively Planned for Semester 2 (Spring)

01111112 Principles of Macroeconomics  
01111122 Statistics for Economists  
01111151 Introduction to Information Technology Economics  
01111214 Intermediate Macroeconomics  
01111223 Fundamental Econometrics  
01111238 Marketing for Entrepreneurial Economics  
01111239 Economics of Laws  
01111312 History of Economic Doctrines  
01111318 Economics of Development and Planning  
01111331 Human Resource and Industrial Economics  
01111335 Economics of Financial Management  
01111342 Logistics for International Enterprises  
01111352 Economics of Information and Communication Technology  
01111355 Economics of Software Industry  
01111364 Agri-enterprises Management Techniques  
01111371 Economics Principles of Travel and Tourism Industry  
01111372 Health Service Economics

01111425 Project Feasibility Analysis  
01111444 Project Analysis and Evaluation in Logistics  
01111456 Public Policy of Information Technology  
01111466 Economics Agricultural Futures Markets  
01111477 Public Policy of Public Health  
01111481 Economics of Derivatives Market for Entrepreneur  
01111484 Economics of Fixed Income and Hybrid Financial Instrument for Entrepreneur  
01111491 Economics Research Methods for Entrepreneurship  
01111497 Seminar\*\*  
01111498 Special Problem\*\*  
01132101 Modern Entrepreneur\*\*

COURSE Tentatively Planned for Summer (optional)\*\*

01111324 Economics Forecasting for Entrepreneurship  
01111334 Multinational Entrepreneurial Economics

**Note:**

1. 01111497 Seminar and 01111498 Special Problem are only available for full degree EEBA students; it is not open to non-degree exchange students.
2. 01999111 Knowledge of the Land is a mandatory course for 1<sup>st</sup> year full degree students.
3. 01132101 Modern Entrepreneur is a mandatory course for 1<sup>st</sup> year and 2<sup>nd</sup> year full degree students; the course will not be available in Academic Year 2018/2019.
4. Summer Semester is optional for full degree students.
5. The courses offered by EEBA, the schedule of classes, and course descriptions are subject to change.
6. The 2018/2019 Final Schedule of Classes showing the courses offered by EEBA will be announced about 1 month prior to First Day of the Semester.

We recommend that you review the Current 2017 Class Schedule (most recent past year) to see how our class schedule is structured. Normally, the classes offered each semester are similar year to year.

- EEBA semester 1 Fall 2017 <http://bit.ly/2FDVDVX>
- EEBA semester 2 Spring 2017 <http://bit.ly/2Cqo6PZ>