

Year 1 Semester 1		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01130171	Financial of Accounting	3(3-0-6)
01132111	Principles of Management	3(3-0-6)
01132142	Business and Legal Environment	3(3-0-6)
01175xxx	Physical Educations	1(0-2-1)
	Science & Math Studies	3(- -)
	Social Science Studies	3(- -)
Total		16(- -)
Year 1 Semester 2		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01108111	Microeconomics I	3(3-0-6)
01130172	Management Accounting	3(3-0-6)
01134111	Principles of Marketing	3(3-0-6)
	Social Science Studies	3(- -)
	Foreign Language (Non Thai)	3(- -)
	Science & Math Studies	3(- -)
Total		18(- -)
Year 2 Semester 1		Credit (Lecture Hour - Lab Hour - Self Study Hours)
01108112	Macroeconomics I	3(3-0-6)
01133211	Operations Management	3(3-0-6)
01134212	Consumer Behavior	3(3-0-6)
01175xxx	Physical Educations	1(0-2-1)

	Foreign Language (Non Thai)	3(- -)
	Humanities Studies	3(- -)
	Specific Elective	3(- -)
Total		19(- -)
Year 2 Semester 2 Credit (Lecture Hour - Lab Hour - Self Study Hours)		
01103112	Business Finance	3(3-0-6)
01133211	Business Statistics	3(3-0-6)
01134351	Integrated Marketing Communication	3(3-0-6)
01175xxx	Product and Price Policy	1(0-2-1)
	Foreign Language (Non Thai)	3(- -)
	Specific Elective	3(- -)
Total		18(- -)

Year 3 Semester 1 Credit (Lecture Hour - Lab Hour - Self Study Hours)		
01134321	International Marketing	3(3-0-6)
01132342	Business Tax System	3(3-0-6)
01132332	Quantitative Analysis for Decision Making in Business	3(3-0-6)
	Specific Elective	9(- -)
Total		18(- -)
Year 3 Semester 2 Credit (Lecture Hour - Lab Hour - Self Study Hours)		
01134412	Sales Forecasting	3(3-0-6)
01134353	Customer Relationship Management	3(3-0-6)
01134341	Marketing Channel Management	3(3-0-6)
	Foreign Language 1 Language	3(- -)
	Specific Elective	6(- -)

		Total	18(- -)
Year 4 Semester 1		Credit (Lecture Hour - Lab Hour - Self Study Hours)	
01134411	Marketing Management		3(3-0-6)
01132413	Strategic Management		3(3-0-6)
01134491	Basic Research Methods in Marketing		3(3-0-6)
01134497	Seminar		1
	Foreign Language 1 Language		3(- -)
	Specific Elective		3(- -)
		Total	16(- -)
Year 4 Semester 2		Credit (Lecture Hour - Lab Hour - Self Study Hours)	
01134498	Special Problems		3
	Free Elective		6(- -)
		Total	9(- -)