



**Assumption University
Graduate School of Business**

Application deadline for Exchange Program

Trimester	Application Deadline	Trimester begins	Date of Arrival
May – August	End of February	First week of May	April 30
September – December	End of June	First week of Sept.	August 30
January - April	End of October	First week of Jan.	December 30

Courses offering in every trimester

Master of Business Administration (MBA)

	Credits
BA 6601 Managerial Accounting	3 (3-0)
BC 6501 Introduction to Management Information Systems	3 (3-0)
BE 6401 Managerial Economics	3 (3-0)
BF 6701 Financial Management	3 (3-0)
BM 6801 Marketing Management	3 (3-0)
BP 6902 Business Research Methodology	3 (3-0)
BP 6903 Organizational Behavior	3 (3-0)
BP 6904 Operations Management	3 (3-0)
BP 6918 Strategic Management	3 (3-0)
BP 6910 International Business Management	3 (3-0)
BF 6704 Investment	3 (3-0)
BF 6705 Management of Financial Institutions	3 (3-0)
BF 6706 International Financial Management Auditing Theory	3 (3-0)
BM 6802 Advertising and Promotional Strategies	3 (3-0)
BM 6806 International Marketing Management	3 (3-0)
BM 6896 Consumer Behavior	3 (3-0)

*Courses offered vary each semester. To register, please contact the coordinator to check the available course.

Master of Business Administration in Tourism Management (MBA – TRM)

TR 6000 Managerial Accounting, Economics and Financial Decision Making for Tourism	3 (3-0)
TR 6001 Sustainable Tourism Development	3 (3-0)
TR 6103 Tourism Business Management and Ethics	3 (3-0)
TR 6104 Human Resources Management for Tourism Organization	3 (3-0)
TR 6107 Marketing Management for Tourism	3 (3-0)
TR 6108 Strategic and Quality Management for Tourism and Hospitality	3 (3-0)
TR 6109 International Tourism and Its Environment	3 (3-0)
TR 6110 Tourism Policy and Public Planning	3 (3-0)
TR 6111 Information Technology and E-commerce for Tourism	3 (3-0)

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Course Description

BA 6601 MANAGERIAL ACCOUNTING

3 (3-0) Credits

The purpose of this course is to acquaint students with the fundamentals of managerial accounting aspects as an information for planning and controlling the routine operation, non-routine decisions, policy making and long range planning, product cost and income determination. Thus allowing the students to attain a better and in-depth understanding of all required topics, at the same time develop those necessary analytical skills for efficient and accurate problem solving, cases and/or project.

BE 6401 MANAGERIAL ECONOMICS

3 (3-0) Credits

This course combines economic theory with the application of economic analysis. It provides the analytical tools necessary to choose among alternatives in solving business problems that deal with economic decision-making in the light of recent trends. It includes business cases, discussions, questions and problems. The applications of these theories, principles, mechanisms, and incentives to several current and interesting cases will also be discussed in this course.

BC 6501 INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS 3 (3-0) Credits

This course provides students with the foundation of the development and management of Computer-Based Information Systems (CBIS) in Business. Students are introduced to basic concepts of computer hardware, software, database, data communication and system development techniques (analysis, design, testing, and implementation) from the perspective of managers and users. This course focuses on the importance of the use of Computer-based Information Systems to support operation and decision making in business organizations. The issues involved the utilization of information and information technologies and a strong managerial perspective will be emphasized.

BF 6701 FINANCIAL MANAGEMENT

3 (3-0) Credits

This course aims at providing students with a framework for financial analysis and management. Topics include working capital management, long-term asset management, short-term financing, long-term financing, capital structure, dividend policy, and the cost of capital. The course emphasizes major activities of the chief financial executives.

BM 6801 MARKETING MANAGEMENT

3 (3-0) Credits

Prerequisite: BP 5702 Foundation in Business (Marketing)

The course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity. Typically, it is called corporate marketing, strategic marketing, or marketing management. For our purposes they all involve essentially the same process, even though the actors and activities may differ. The course will provide students with a systematic framework for understanding marketing management and strategy. Accordingly, the course gives emphasis on: primary and changing perspectives on marketing management in the New Economy, the impact of interactive media on marketing management and applied marketing management and strategy, domestic and global.

BP 6902 BUSINESS RESEARCH METHODOLOGY

3(3-0)Credits

Prerequisite: BG 5151 Introduction to Quantitative Analysis

Students are exposed to and given a set of conceptual tools techniques that allow them to understand the nature of scientific methods as they apply to business, estimate the worth of research proposals and study from an instrument design and implementation point of view, student will also do an entry level job of planning and executing a research project. Techniques for gathering and appraising information needed in business planning and control are presented in this course. Emphasis on research design, problem formulation, conducting a research project, and application of research to special field is stressed.

BP 6903 ORGANIZATIONAL BEHAVIOR**3 (3-0) Credits****Prerequisite: BP 5701 Foundation in Business (Management)**

Organizational Behavior is an interdisciplinary field that draws its core concepts from disciplines such as psychology, management, sociology, social psychology, and anthropology, dedicated to better understanding and managing people at work. It is a horizontal discipline cutting across virtually every job category and professional specialty. Therefore, the focal point of this course is to explore the behavior of individuals and groups within various organizations and the interaction between organizational members and their external environments. Topics include personality characteristics, group dynamics, situational and communication factors in the working environment, and concepts of motivation.

Organizational behavior is both research and application oriented. Thus, each session takes account the importance of relevant theories, and through discussion of theories, past researches, and resolving problems; the students must be proficient to prove their comprehension in their perception of theory versus practice.

BP 6904 OPERATIONS MANAGEMENT**3(3-0)Credits****Prerequisite: BP 6901 Quantitative Analysis for Management**

The course covers both service and manufacturing enterprises. Its purpose is to provide an understanding of operations as a major functional area of business and to show operations decision making can be improved by utilizing all the underlying disciplines: behavioral, quantitative, economic and systems. Production objectives, design and improvement of product (service) and processes, work study and economics, plant planning and maintenance, the use of measurements and standards, production planning and control, quality control, budgetary and cost control, materials management, and the application of quantitative techniques to resource allocation and profit maximization will be topics of discussion. Substantive case studies to improve the student's skills in the identification and formulation of problems will be used.

BP 6918 STRATEGIC MANAGEMENT**3 (3-0) Credits****Prerequisite: Final Semester of Study**

The practice of strategic management leads to the formulation and implementation of strategies. These strategies are conceived to attain competitive advantage. Situations are analyzed for various sources of competitive advantage, also, internal and external environment as a prelude to strategy selection. This course is required of all students as the culminating experience for the MBA program.

BP 6910 INTERNATIONAL BUSINESS MANAGEMENT**3 (3-0) Credits****Prerequisite: BE 6401 Managerial Economics**

This first part of the course provides the student with an intensive study of environmental and institutional factors including theories of international trade and finance. The second part of the course encompasses patterns and problems of multinational corporations.

BF 6704 INVESTMENT**3 (3-0) Credits****Prerequisite: BF 6701 Financial Management**

This course introduces students to different types of securities and markets. It includes basic techniques for risk and return analyses of individual securities, and for forming efficient portfolios from them. Moreover, the equilibrium pricing of capital assets, risk-adjusted evaluation of portfolio performance, the efficiency of the capital allocation process in security markets, derivative instruments, and other important topics are examined.

BF 6705 MANAGEMENT OF FINANCIAL INSTITUTIONS**3 (3-0) Credits**

Managing Financial Institutions is important for students who plan to: manage finance industry firms or acquire capital from those firms, trade with them, consult to them, or sell to them. The course covers the largest financial intermediaries in the economy: commercial banks, investment banks, mutual funds, insurance firms, and payments systems. The reach of these organizations goes well beyond the finance industry to affect businesses of all sizes. Managing Financial Institutions is a basic building block in your knowledge of finance because most financial transactions involve a

financial intermediary. In other courses you study the finance of markets (Capital Markets, Investments, Options and Futures, Debt Markets) and the finance of corporations (Corporate Finance, Restructuring, Financial Management, Corporate Governance).

BF 6706 INTERNATIONAL FINANCIAL MANAGEMENT

3 (3-0) Credits

Prerequisite: BF 6701 Financial Management

This course aims at providing a sound understanding and knowledge of financial management in international business and the management of multinational enterprises from a financial point of view. It includes investment opportunities and their evaluation, sources of funds for international business, capital structure, cost of capital management in international business. Emphasis is placed on managerial aspects of multinational enterprises as well as financial problems and practices.

BM 6802 ADVERTISING AND PROMOTIONAL STRATEGIES

3 (3-0) Credits

Prerequisite: BM 6801 Marketing Management

This course, apart from focusing on the administration of advertising as a component of the marketing mix and a tool of business and public organizations, includes the principles and practices of guiding the management in making key decisions necessary in sales promotion. Course activities include lectures, case discussion, and meetings with outstanding advertising professionals.

BM 6806 INTERNATIONAL MARKETING MANAGEMENT

3 (3-0) Credits

Prerequisite: BM 6801 Marketing Management

This course, seeks to provide students with an understanding of the principles and practices of international marketing beginning with small companies concerned only with exporting and ending with an examination of multinational corporations. Case method is the main learning method of the course. This course will highlight the need for manager to view the role of international marketing as vital upgrade managerial concern. The importance of an international marketing perspective will be examined through the use of case studies. At the completion of the course students will be able to analyze the changing in international marketing environment, engage in creative marketing-oriented thinking.

BM 6896 CONSUMER BEHAVIOR

3 (3-0) Credits

Consumer behavior includes the study of concepts and methods from psychology, sociology, and anthropology that help us learn about consumers' shape intentions, activities, and motivations. The course examines consumers as individuals and as part of groups in learning how they think and make choices as consumers. Individual, family, and group buying decision processes will be examined. Particular attention will be paid to discussing how firms use this information. Cases, real firm strategies, and my own ongoing consumer research will be considered in class to develop a "hands on" feel for the usefulness of consumer behavior topics and research.

TR 6000 Managerial Accounting, Economics and Financial Decision Making for Tourism

3 (3-0) Credits

This course presents managerial concepts Tourism Industry Besides discussing the demand and supply from the tourism economics point of view, the issues of externalities, multiplier effects and forecasting are emphasized. Issues of portfolio management, foreign direct investment (FDI), and some basic principles of Tourism financial point of view are also included.

TR 6001 Sustainable Tourism Development

3 (3-0) Credits

The practices of tourism in the third world countries are studied. This will include a careful examination of the tourism development as well as its impact to the host country in terms of ecological/environmental, social, cultural, and economical perspective. Different Approaches for understanding tourism development and its sustainability are examined. Appropriate case studies are selected to relate students to the current issues of sustainable tourism development in the third world countries.

TR 6103 Tourism Business Management and Ethics**3 (3-0) Credits**

The Course aims to provide students with various theories of management for both the organization and those who work in it. For organization management aspect, different organization structures and their essential archetypes appropriate for tourism are examined. For human resources management aspect, the social psychological foundations for understanding individual and-or group of people who work in organization are investigated. The issues of ethics in conducting the business in the industry are also discussed through appropriate case studies.

TR 6104 Human Resources Management for Tourism Organization**3 (3-0) Credits**

Students will be presented with techniques and methodologies to plan, organize and control the human resources in the tourism organization. The practices of recruiting, training, compensation provision, promoting, health and safety provision, and employee relations are reviewed from both domestic and international perspective. Appropriate approaches to manage and maintain expatriate staff are discussed. The emphasis of the course is placed on the comparison of the practices of the domestic and international human resources management.

TR 6107 Marketing Management for Tourism**3 (3-0) Credits**

The principles and practices of marketing in the tourism industry are presented. Besides placing the emphasis of the course on the appropriate approach to market the tourism product, the course also compares and contrasts the unique approach of tourism marketing to the classical marketing principles. The course will also introduce systematic approach in undertaking marketing research for the tourism product . Case studies are used to illustrate the applications of tourism marketing approach appropriate for organizations in the industry at various stages-domestic, international, and global. The roles of information technology on tourism are also investigated.

TR 6108 Strategic and Quality Management for Tourism and Hospitality**3 (3-0) Credits**

The issues of formulating the organization's strategic planning are emphasized. The components of the strategic plan for tourism and hospitality business, for example, the vision, mission, objectives, tactical and operational goals, are examined. The principles of quality management are also introduced. Useful international quality standards, for example, ISO standards and appropriate approaches to maintain quality will be discussed as tools for achieving competitiveness, and cost efficient in managing the processes of producing or maintaining the resources for the tourism industry.

TR 6109 International Tourism and Its Environment**3 (3-0) Credits**

The international issues governing the tourism industry are examined. This includes the preliminary studies of international policy, law and regulations which support or constrain the tourism business. The course involves the study of the roles and functions of the international tourism organizations. Issues related to transportation management, for example, the airlines industry, are discussed. Principles and practices of related laws and regulations of tourism in Thailand are also introduced.

TR 6110 Tourism Policy and Public Planning**3 (3-0) Credits**

Besides introducing students to the roles and forms of the National Tourism Organizations, and Tourism Authority of Thailand, the course also examines the planning methodologies for tourism . Such methodologies include study preparation, determination of objectives, survey of relevant elements, analysis and synthesis, policy and plan formulation, and implementation and monitoring. The course focuses on the tourism private and public planning at a local, regional and national level. The principles of sustainable tourism development are re-examined. Case studies drawn from different countries on their tourism planning approaches are also employed to relate students to the current issues at a national and an international level.

TR 6111 Information Technology and E-commerce for Tourism 3 (3-0) Credits

The course is a management and marketing application-oriented study of the development of Information Technology and E-Commerce for the tourism organizations. Subjects covered include: the history and overview of IT and the Internet in the Tourism Industry, the use of the Internet for destination and tourism organization marketing, travel industry consumer information search and buying behavior, effective web design strategies, direct and relationship marketing via the Internet, innovation and development of new E-commerce tourism ventures, and finally the management of the overall IT/E-commerce function for Tourism Industry organizations.