



**COURSE PLANS FOR
ENGLISH PROGRAM
FIRST SEMESTER
ACADEMIC YEAR 2024**

**FACULTY OF
MANAGEMENT SCIENCES
KASETSART UNIVERSITY
SRIRACHA CAMPUS**



**Course plan: First semester, Academic year 2024,
International Business (R18)
Faculty of Management Sciences, Kasetsart University Sriracha Campus**

First-year, First semester (Student code 67)		Credits
03753111-00	Microeconomic	3
03760101-64	Principles of Accounting	3
01999111-67	Knowledge of the Land (General Education: Thai Citizen and Global Citizen)	2
01355XXX-64	English Language (1) (General Education: Language and Communication)	3
03757123-67	Mathematics for Business (General Education: Entrepreneurship)	3
03654111-67	Aesthetics of Sport (General Education: Aesthetics)	3
01361101-67	Introductory Thai Usage (General Education: Language and Communication)	3
Total		20

Second-year, First semester (Student code 66)		Credits
03757122-65	Business Statistics	3
03759211-62	Financial Management I	3
03760201-64	Accounting for Business Management	3
03762211-64	International Trade Theory	3
03762212-64	International Business Management	3
01355XXX-64	English Language (3) (General Education: Language and Communication)	3
01999141-67	Man and Society (General Education: Thai Citizen and Global Citizen)	3
Total		21

Third-year, First semester (Student code 65)		Credits
03762321-64	International Financial Management	3
03762331-64	Cross-Cultural Analysis and Management	3
03762362-64	International Trade Law	3
Special Subject (Field of Specialization)		
03762353-64	Global Entrepreneur	3
03762496-64	Selected Topics in International Business	3
Total		15

Fourth-year, First semester (Student code 64)		Credits
03760324-64	International Accounting Systems	3
XXXXXXXXXX (Elective Subject)	3
Special Subject (Field of Specialization)		
03762334-64	International Quality Standards	3
03762364-64	International Trade Business and Industry in ASEAN	3
Special Subject: English for career (Field of Specialization)		
03754362-00	English for Global Business Communication	3
Total		15

- Note:**
1. ENG 4 : 01355209-64 Communicative English for Careers
 2. Announcement for English course registration. Students must enroll an English course according to the university comparative score criteria.
(see the criteria table at <https://registrar.ku.ac.th/pretesteng>)

**Course plan: First semester, Academic year 2024,
Finance and Investment (R19)
Faculty of Management Sciences, Kasetsart University Sriracha Campus**

Second-year, First semester (Student code 66)		Credits
03760201-64	Accounting for Business Management	3
03757122-65	Business Statistics	3
03759211-62	Financial Management I	3
03757231-65	Business Law	3
03759241-62	Financial Markets and Institution	3
01355XXX-64	English Language (1) <i>(General Education: Language and Communication)</i>	3
Total		18

Third-year, First semester (Student code 65)		Credits
03759311-62	Financial Communication and Presentation	3
03759321-62	Financial Management II	3
03759331-62	Investment in Equity Securities	3
03759351-62	International Financial Management I	3
03759361-62	Insurance	3
Special Subject (Field of Specialization)		
03759422-62	Budgeting and Financial Planning	3
Total		18

Fourth-year, First semester (Student code 64)		Credits
03757442-65	Strategic Management	3
03759461-62	Financial Risk Management	3
03759491-62	Basic Research Methods in Finance and Investment	3
03759333-62	Investment in Derivative Securities	3
XXXXXXXX <i>(Elective Subject)</i> <i>(Select any subject if you don't fulfill credit completion)</i>	3
Special Subject (Field of Specialization)		
03759433-62	Portfolio Management	3
Total		18

- Note:**
1. ENG 4 : 01355209-64 Communicative English for Careers
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**Course plan: First semester, Academic year 2024,
Management (R26)
Faculty of Management Sciences, Kasetsart University Sriracha Campus**

First-year, First semester (Student code 67)		Credits
01130171-64	Financial Accounting	3
01132111-65	Principles of Management	3
01101181-65	Microeconomics I	3
01999111-67	Knowledge of the Land <i>(General Education: Thai Citizen and Global Citizen)</i>	2
01355XXX-64	English Language (1) <i>(General Education: Language and Communication)</i>	3
01999033-64	Arts of Living <i>(General Education: Wellness)</i>	3
Total		17

- Note:**
1. ENG 4 : 01355209-64 Communicative English for Careers
 2. Announcement for English course registration. Students must enroll an English course according to the university comparative score criteria.
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**Course plan: First semester, Academic year 2024,
Digital Marketing and Branding (R27)
Faculty of Management Sciences, Kasetsart University Sriracha Campus**

First-year, First semester (Student code 67)		Credits
03757112-65	Organization and Management	3
03758111-65	Principles of Marketing	3
01999111-67	Knowledge of the Land <i>(General Education: Thai Citizen and Global Citizen)</i>	2
01355XXX-64	English Language (1) <i>(General Education: Language and Communication)</i>	3
01361101-67	Introductory Thai Usage <i>(General Education: Language and Communication)</i>	3
01999141-67	Man and Society <i>(General Education: Thai Citizen and Global Citizen)</i>	3
01175141-64	Aerobic Dance for Health <i>(General Education: Wellness)</i>	1
Total		18

Second-year, First semester (Student code 66)		Credits
03753112-00	Macroeconomic	3
01134212-65	Consumer Behavior	3
03761111-00	Principles of Production and Operations	3
03760201-64	Accounting for Business Management	3
01355XXX-64	English Language (3) <i>(General Education: Language and Communication)</i>	3
03757232-65	Business Law for Digital Economy	3
01350102-67	01350102-67 Visual Storytelling <i>(General Education: Aesthetics)</i>	3
Total		21

Third-year, First semester (Student code 65)		Credits
01134321-65	International Marketing	3
01134332-65	Strategic Product Management	3
03758351-65	Integrated Marketing Communication and Media Planning	3
Special Subject (Field of Specialization)		
01134333-65	Marketing for Luxury Products	3
01134312-65	Sales Management	3
Total		15

Note: 1. ENG 4 : 01355209-64 Communicative English for Careers
2. Announcement for English course registration. Students must enroll an English course according to the university comparative score criteria.
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**Course plan: First semester, Academic year 2024,
Accounting (R28)
Faculty of Management Sciences, Kasetsart University Sriracha Campus**

First-year, First semester (Student code 67)		Credits
03753111-00	Microeconomic	3
03757112-65	Organization and Management	3
03760111-64	Fundamental Accounting Principles	3
01999111-64	Knowledge of the Land	2
01355XXX-64	English Language (1) <i>(General Education: Language and Communication)</i>	3
03757123-67	Mathematics for Business <i>(General Education: Entrepreneurship)</i>	3
01418101-67	Computer Applications <i>(General Education: Language and Communication)</i>	1
Total		18

Second-year, First semester (Student code 66)		Credits
03757122-65	Business Statistics	3
03757231-65	Business Law	3
03753112-00	Macroeconomics	3
03760211-64	Principles of Intermediate Accounting II	3
03760231-64	Principles of Cost Accounting I	3
01355XXX-64	English Language (3) <i>(General Education: Language and Communication)</i>	3
01175141-64	Aerobic Dance for Health <i>(General Education: Wellness)</i>	1
01999033-64	Arts of Living <i>General Education: Wellness)</i>	3
Total		22

Third-year, First semester (Student code 65)		Credits
03760351-64	Principles of Tax Accounting	3
03760321-64	Principles of Advanced Accounting II	3
03760363-64	Data Analytics for Accounting	3
03760361-64	Accounting Information Systems	3
03760332-64	Cost Management	3
03654111-67	Aesthetics of Sport <i>(General Education: Aesthetics)</i>	3
XXXXXXXX <i>(Elective Subject)</i>	3
Total		21

- Note:**
1. ENG 4 : 01355209-64 Communicative English for Careers
 2. Announcement for English course registration. Students must enroll an English course according to the university comparative score criteria.
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**Course plan: First semester, Academic year 2024,
Logistics Management (R29)
Faculty of Management Sciences, Kasetsart University Sriracha Campus**

First-year, First semester (Student code 67)		Credits
03753111-00	Microeconomic	3
03760101-64	Principles of Accounting	3
01999111-64	Knowledge of the Land	2
01355XXX-64	English Language (1) <i>(General Education: Language and Communication)</i>	3
03654111-67	Aesthetics of Sport <i>(General Education: Aesthetics)</i>	3
01418101-67	Computer Applications <i>(General Education: Language and Communication)</i>	1
01361101-67	Introductory Thai Usage <i>(General Education: Language and Communication)</i>	3
01175141-64	Aerobic Dance for Health <i>(General Education: Wellness)</i>	1
Total		19

Second-year, First semester (Student code 66)		Credits
03757122-65	Business Statistics	3
03757231-65	Business Law	3
03759211-62	Financial Management I	3
03764211-64	Logistics and Supply Chain Management	3
01355XXX-64	English Language (3) <i>(General Education: Language and Communication)</i>	3
XXXXXXXX <i>(Elective Subject)</i>	3
Total		18

Third-year, First semester (Student code 65)		Credits
03764331-64	Land Transport Management	3
03764338-64	International Transport	3
03764441-64	Logistics and Supply Chain Data Analytics	3
01453103-67	Laws for New Entrepreneur <i>(General Education: Entrepreneurship)</i>	3
Special Subject (Field of Specialization)		
03764321-64	Procurement in Supply Chain	3
03764323-64	Innovation Management in Supply Chain	3
Total		18

Note: 1. ENG 4 : 01355209-64 Communicative English for Careers
2. Announcement for English course registration. Students must enroll an English course according to the university comparative score criteria.
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**Course plan: First semester Academic year 2024,
Hospitality Industry Management (Hotel Management) (R30)
Faculty of Management Sciences, Kasetsart University Sriracha Campus**

First-year, First semester (Student code 67)		Credits
03757112-65	Organization and Management	3
03758111-65	Principles of Marketing	3
03763111-64	Introduction to Hospitality Industry	3
01999111-64	Knowledge of the Land	2
01355XXX-64	English Language (1) <i>(General Education: Language and Communication)</i>	3
03757123-67	Mathematics for Business <i>(General Education: Entrepreneurship)</i>	3
01999036-67	Happiness amongst Life Dynamics <i>(General Education: Wellness)</i>	3
Total		20

Second-year, First semester (Student code 66)		Credits
03757231-65	Business Law	3
03753113-00	Business Economics for Service Industries	3
03760204-64	Accounting for Hotel Business Management	3
03763241-64	Management and Operations in Hotel Business	3
01355XXX-64	English Language (3) <i>(General Education: Language and Communication)</i>	3
01999033-64	Arts of Living <i>(General Education: Wellness)</i>	3
Total		18

Third-year, First semester (Student code 65)		Credits
03763322-64	Human Capital Management in Hotel Business	3
03763321-64	Communication in Hotel Business	3
03763431-64	Ethics in Hotel Business	3
03763491-64	Research Methods in Hospitality Industry	3
03754473-00	Technical English for Hotel Business	3
01350102-67	Visual Storytelling <i>(General Education: Aesthetics)</i>	3
Total		18

Note: 1. ENG 4 : 01355209-64 Communicative English for Careers
2. Announcement for English course registration. Students must enroll an English course according to the university comparative score criteria.
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**Course plan: First semester Academic year 2024,
Hospitality Industry Management (Contemporary Tourism Management) (R31)
Faculty of Management Sciences, Kasetsart University Sriracha Campus**

First-year, First semester (Student code 67)		Credits
03757112-65	Organization and Management	3
03758111-65	Principles of Marketing	3
03763111-64	Introduction to Hospitality Industry	3
01999111-64	Knowledge of the Land	2
01355XXX-64	English Language (1) <i>(General Education: Language and Communication)</i>	3
03757123-67	Mathematics for Business <i>(General Education: Entrepreneurship)</i>	3
01999036-67	Happiness amongst Life Dynamics <i>(General Education: Wellness)</i>	3
Total		20

Second-year, First semester (Student code 66)		Credits
03757231-65	Business Law	3
03753113-00	Business Economics for Service Industries	3
03760205-64	Accounting for Tourism Business Management	3
03763251-64	Transportation Systems in Tourism	3
01355XXX-64	English Language (3) <i>(General Education: Language and Communication)</i>	3
01999033-64	Arts of Living <i>(General Education: Wellness)</i>	3
Total		18

Third-year, First semester (Student code 65)		Credits
03763354-64	Ethics in Tourism Business	3
03763361-64	Contemporary Tourism Marketing Management	3
03763373-64	Management and Operations in Tourism Business	3
03763491-64	Research Methods in Hospitality Industry	3
03763357-64	Personality Development for Service Providers in Tourism Business	3
03763465-64	Sustainable Tourism Development	3
03754375-00	English for Tourism Operation and Travel Agency Business	3
Total		21

- Note:**
1. ENG 4 : 01355209-64 Communicative English for Careers
 2. Announcement for English course registration. Students must enroll an English course according to the university comparative score criteria.
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