

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

FACULTY OF  
MANAGEMENT SCIENCES  
KASETSART UNIVERSITY  
SRIRACHA CAMPUS



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

แผนการเรียนสาขาธุรกิจระหว่างประเทศ (R18) ประจำปีภาคปลาย ปีการศึกษา 2567

<b>First-year, Second semester (ปี 1 ภาคปลาย)</b>		<b>Credits</b>
03753112-00	Macroeconomics	3
03757112-65	Organization and Management	3
03758111-65	Principles of Marketing	3
03761111-00	Principles of Production and Operation	3
01355101-64	English Language (1) (General Education: Language and Communication) (Chinese students)	
01355XXX-64	English Language (2) (General Education: Language and Communication)	3
01418101-67	Computer Applications (General Education: Language and Communication)	1
01175114-64	Table Tennis for Health (Physical Education Activity) (General Education: Wellness)	1
01999033-67	Arts of Living (General Education: Wellness)	3
<b>Total</b>		<b>20</b>

<b>Second-year, Second semester (ปี 2 ภาคปลาย)</b>		<b>Credits</b>
03757222-65	Quantitative Analysis for Business	3
03757231-65	Business Law	3
03762261-64	International Economic Geography	3
03762333-64	Intercultural Business Communication	3
03762361-64	International Business Environment	3
01999032-67	Thai Studies (General Education: Thai Citizen and Global Citizen)	3
<b>Total</b>		<b>18</b>

<b>Third-year, Second semester (ปี 3 ภาคปลาย)</b>		<b>Credits</b>
03762322-64	International Investment	3
03762342-64	International Marketing Management	3
03762351-64	Export and Import Management	3
03762491-64	Basic Research Methods in International Business	3
<b>Special Subject (Field of Specialization)</b>		
03762335-64	International Business Etiquette	3
03762432-64	Trade in Emerging Markets	3
<b>***For abroad internship students***</b>		
03762395-67	Study Abroad	1 to 6
03762396-67	Body of Knowledge from Overseas Studies	1 to 15
03762492-67	Experiential Learning in International Business	1 to 9
<b>Total</b>		<b>18</b>

<b>Fourth-year, Second semester (ปี 4 ภาคปลาย)</b>		<b>Credits</b>
03762431-64	Global Business Strategies	3
03762497-64	Seminar	1
03762498-64	Special Problems	3
<b>Elective Subject</b>		
03762465-64	Industry and Trade in Europe	3
<b>***For abroad internship students***</b>		
03762395-67	Study Abroad	1 to 6
03762396-67	Body of Knowledge from Overseas Studies	1 to 15
03762492-67	Experiential Learning in International Business	1 to 9
<b>Total</b>		<b>10</b>

- Note:**
1. Course planning may be changed as appropriate.
  2. ENG 4 : 03754271 English for Careers (General Education: Language and Communication)
  3. 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: Second semester, Academic year 2024**  
**Finance and Investment (R19)**  
**Faculty of Management Sciences, Kasetsart University Sriracha Campus**  
 แผนการเรียนสาขาการเงินและการลงทุน (R19) ประจำปีภาคปลาย ปีการศึกษา 2567

<b>Second-year, Second semester (ปี 2 ภาคปลาย)</b>		<b>Credits</b>
03757222-65	Quantitative Analysis for Business	3
03759212-62	Financial Reporting and Analysis	3
03759231-62	Principles of Investment	3
01350102-67	Visual Storytelling (General Education: Aesthetics)	3
01999032-67	Thai Studies (General Education: Thai Citizen and Global Citizen)	3
01999033-67	Arts of Living (General Education: Wellness)	3
<b>Total</b>		<b>18</b>

<b>Third-year, Second semester (ปี 3 ภาคปลาย)</b>		<b>Credits</b>
03759312-62	Ethics, Corporate Governance, Law and Regulations	3
03759332-62	Investment in Fixed Income Securities	3
03759371-62	Personal Financial Planning I	3
<b>Special Subject (Field of Specialization)</b>		
03759362-62	Life and health Insurance	3
03759423-62	Entrepreneurial Finance	3
<b>Elective Subject</b>		
XXXXXXXX	..... (Elective Subject) (Select any subject if you don't fulfill credit completion)	3
<b>Total</b>		<b>18</b>

<b>Fourth-year, Second semester (ปี 4 ภาคปลาย)</b>		<b>Credits</b>
03759497-62	Seminar	1
03759498-62	Special Problem	3
03759426-62	Computer Application in Finance and Investment	3(2-2)
<b>Special Subject (Field of Specialization)</b>		
03759432-62	Behavioral Finance	3
<b>Total</b>		<b>10</b>

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**Course plan: Second semester, Academic year 2024**  
**Management (R26)**  
**Faculty of Management Sciences, Kasetsart University Sriracha Campus**  
 แผนการเรียนสาขาการจัดการ (R26) ประจำปีภาคปลาย ปีการศึกษา 2567

<b>First-year, Second semester (ปี 1 ภาคปลาย)</b>		<b>Credits</b>
01101182-65	Macroeconomics I	3
01130172-64	Management Accounting	3
01134111-65	Principles of Marketing	3
01355XXX-64	English Language (2) (General Education: Language and Communication)	3
01361102-67	Thai Practical Writing (General Education: Language and Communication)	3
01418101-67	Computer Applications (General Education: Language and Communication)	1
03757123-67	Mathematics for Business (General Education: Entrepreneurship)	3
01175114-64	English Language (1) (General Education: Language and Communication) (Chinese students)	
01999033-67	Arts of Living (General Education: Wellness) (Chinese students)	
<b>Total</b>		<b>19</b>

<b>Second-year, Second semester (ปี 2 ภาคปลาย)</b>		<b>Credits</b>
01132213-65	Organizational Communication	3
01132214-65	Environment of Business	3
01132231-65	Business Statistics	3
01140221-63	Law and Tax for Business	3
01999033-67	Arts of Living (General Education: Wellness)	3
XXXXXXXX	เฉพาะเลือกกลุ่มภาษาต่างประเทศ (1) หรือ วิชาเลือกเสรี	3
<b>Total</b>		<b>18</b>

<b>Third-year, Second semester (ปี 3 ภาคปลาย)</b>		<b>Credits</b>
01132342-60	Business Tax System	3
01132351-65	International Business	3
01132335-65	Business Project Management	3
01132XXX	วิชาเฉพาะเลือก **9 หน่วยกิต**	9
<b>Total</b>		<b>18</b>

<b>Fourth-year, Second semester (ปี 4 ภาคปลาย)</b>		<b>Credits</b>
01132497-65	Seminar	1
01132498-65	Special Problems	3
<b>Special Subject (Field of Specialization)</b>		
01132XXX	วิชาเฉพาะเลือก **6 หน่วยกิต**	6
<b>Total</b>		<b>10</b>

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**Course plan: Second semester, Academic year 2024****Digital Marketing and Branding (R27)****Faculty of Management Sciences, Kasetsart University Sriracha Campus**

แผนการเรียนสาขาการตลาดดิจิทัลและการสร้างตรา (R27) ประจำปีภาคปลาย ปีการศึกษา 2567

<b>First-year, Second semester (ปี 1 ภาคปลาย)</b>		<b>Credits</b>
03753111-00	Microeconomic	3
03757122-65	Business Statistics	3
03758111-65	Principles of Marketing	3
03758212-65	Social Media Marketing and E-Commerce	3
03760101-64	Principles of Accounting	3
01355XXX-64	English Language (2) (General Education: Language and Communication)	3
01418101-67	Computer Applications (General Education: Language and Communication)	1
01175114-64	Arts of Living (General Education: Wellness)	3
<b>Total</b>		<b>22</b>

<b>Second-year, Second semester (ปี 2 ภาคปลาย)</b>		<b>Credits</b>
03757123-67	Mathematics for Business (General Education: Entrepreneurship)	3
03759211-62	Financial Management I	3
03758211-65	Principles of Digital Marketing	3
03758311-65	Branding Strategy	3
<b>Special Subject (Field of Specialization)</b>		
03758314-65	Corporate Social Responsibility in Marketing and Branding	3
<b>Total</b>		<b>15</b>

<b>Third-year, Second semester (ปี 3 ภาคปลาย)</b>		<b>Credits</b>
01134341-65	Marketing Channel Management	3
01134432-65	Price Strategy	3
03757222-65	Quantitative Analysis for Business	3
03758354-65	Marketing Public Relations	3
<b>Special Subject (Field of Specialization)</b>		
03758353-65	Event Marketing and Sales Promotion	3
<b>Total</b>		<b>15</b>

<b>Fourth-year, Second semester (ปี 4 ภาคปลาย)</b>		<b>Credits</b>
03758411-65	Digital Marketing and Branding Project	3
03758497-65	Seminar	1
03758498-65	Special Problems	3
<b>Special Subject (Field of Specialization)</b>		
XXXXXXXX		3
<b>Total</b>		<b>10</b>

- Note:**
1. Course planning may be changed as appropriate.
  2. ENG 4 : 03754271 English for Careers (General Education: Language and Communication)
  3. 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: Second semester, Academic year 2024**

**Accounting (R28)**

**Faculty of Management Sciences, Kasetsart University Sriracha Campus**

แผนการเรียนสาขาการบัญชี (R28) ประจำปีภาคปลาย ปีการศึกษา 2567

<b>First-year, Second semester (ปี 1 ภาคปลาย)</b>		<b>Credits</b>
03758111-65	Principles of Marketing	3
03759211-62	Financial Management I	3
03760112-64	Principles of Intermediate Accounting I	3
03761111-00	Principles of Production and Operation	3
01355XX-64	English Language (2) (General Education: Language and Communication)	3
01999032-67	Thai Studies (General Education: Thai Citizen and Global Citizen)	3
<b>Total</b>		<b>18</b>

01175114-64

<b>Second-year, Second semester (ปี 2 ภาคปลาย)</b>		<b>Credits</b>
03757222-65	Quantitative Analysis for Business	3
03757361-65	Business Taxation	3
03760221-64	Principles of Advanced Accounting I	3
03760331-64	Principles of Cost Accounting II	3
03760341-64	Principles of Internal Audit and Internal Control	3
01350102-67	Visual Storytelling (General Education: Aesthetics)	3
01175114-64	Table Tennis for Health (Physical Education Activity) (General Education: Wellness)	1
<b>Total</b>		<b>19</b>

<b>Third-year, Second semester (ปี 3 ภาคปลาย)</b>		<b>Credits</b>
03760342-64	Auditing	3
03760362-64	Applications in Accounting	3
03760491-64	Research Methods in Accounting	3
<b>Special Subject (Field of Specialization)</b>		
03754371-00	English for Accountant	3
03760422-64	Accounting for Specific Enterprise	3
<b>Elective Subject</b>		
XXXXXXXX	..... (Elective Subject) (Select any subject if you don't fulfill credit completion)	3
<b>Total</b>		<b>18</b>

<b>Fourth-year, Second semester (ปี 4 ภาคปลาย)</b>		<b>Credits</b>
03760434-64	Strategic Managerial Accounting	3
03760497-64	Seminar	1
	Internship (Accounting) 400 hours	
<b>Total</b>		<b>4</b>

- Note:**
1. Course planning may be changed as appropriate.
  2. ENG 4 : 03754271 English for Careers (General Education: Language and Communication)
  3. 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: Second semester, Academic year 2024****Logistics Management (R29)****Faculty of Management Sciences, Kasetsart University Sriracha Campus**

แผนการเรียนสาขาการจัดการโลจิสติกส์ (R29) ประจำปีภาคปลาย ปีการศึกษา 2567

<b>First-year, Second semester (ปี 1 ภาคปลาย)</b>		<b>Credits</b>
03753112-00	Macroeconomics	3
03757112-65	Organization and Management	3
03758111-65	Principles of Marketing	3
03761111-00	Principles of Production and Operation	3
01355XXX-64	English Language (2) (General Education: Language and Communication)	3
03757123-67	Mathematics for Business (General Education: Entrepreneurship)	3
01999033-67	Arts of Living (General Education: Wellness)	3
01175114-64	English Language (1) (General Education: Language and Communication) (Chinese students)	
<b>Total</b>		<b>21</b>

<b>Second-year, Second semester (ปี 2 ภาคปลาย)</b>		<b>Credits</b>
03757222-65	Quantitative Analysis for Business	3
03760206-64	Accounting for Logistics Business Management	3
03764221-64	Inventory Management and Production Planning	3
03764222-64	Warehouse Management	3
01999033-67	Arts of Living (General Education: Wellness)	3
01999032-67	Thai Studies (General Education: Thai Citizen and Global Citizen)	3
<b>Total</b>		<b>18</b>

<b>Third-year, Second semester (ปี 3 ภาคปลาย)</b>		<b>Credits</b>
03757442-65	Strategic Management	3
03764333-64	Freight Forwarding and Multimodal Transport	3
03764491-64	Basic Research Methods in Logistics Management	3
<b>Special Subject (Field of Specialization)</b>		
03754377-00	English for Logistics Business	3
03764428-64	Food Supply Chain Management	3
03762464-64	Industry and Trade in Asia	3
<b>Total</b>		<b>18</b>

<b>Fourth-year, Second semester (ปี 4 ภาคปลาย)</b>		<b>Credits</b>
03764422-64	Strategic Supply Chain Management	3
03764497-64	Seminar	1
03764498-64	Special Problems	3
<b>Special Subject (Field of Specialization)</b>		
XXXXXXXX		3
XXXXXXXX		3
<b>Total</b>		<b>13</b>

- Note:**
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  2. ENG 4 : 03754271 English for Careers (General Education: Language and Communication)
  3. 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: Second semester, Academic year 2024**  
**Hospitality Industry Management (Hotel Management) (R30)**  
**Faculty of Management Sciences, Kasetsart University Sriracha Campus**

แผนการเรียนสาขาการจัดการอุตสาหกรรมบริการ แขนงการจัดการโรงแรม (R30) ประจำปีภาคปลาย ปีการศึกษา 2567

<b>First-year, Second semester (ปี 1 ภาคปลาย)</b>		<b>Credits</b>
03763112-64	Hospitality Industry Psychology	3
03760101-64	Principles of Accounting	3
03761111-00	Principles of Production and Operation	3
01355XXX-64	English Language (2) (General Education: Language and Communication)	3
01418101-64	Computer Applications (General Education: Language and Communication)	1
01999032-64	Thai Studies (General Education: Thai Citizen and Global Citizen)	3
01361102-67	Thai Practical Writing (General Education: Language and Communication)	3
01175114-64	Personality Development for Modern Entrepreneur (General Education: Entrepreneurship)	3
<b>Total</b>		<b>22</b>

<b>Second-year, Second semester (ปี 2 ภาคปลาย)</b>		<b>Credits</b>
03757223-65	Quantitative Analysis and Business Statistics	3
03759211-62	Financial Management I	3
03763221-64	Front Office Management	3
03763242-64	Housekeeping Management and Operations	3
03763222-64	Food and Beverage Management	3
<b>Special Subject: English for career (Field of Specialization)</b>		
03754361-00	Business English	3
03754376-00	English for Health Service Business	3
<b>Total</b>		<b>21</b>

<b>Third-year, Second semester (ปี 3 ภาคปลาย)</b>		<b>Credits</b>
<b>Special Subject: English for career (Field of Specialization)</b>		
03754373-00	English for Food and Beverage Service	3
<b>Special Subject (Field of Specialization)</b>		
03763323-64	Spa Management	3
03763343-64	MICE Business Management	3
03763333-64	Food Selection and Preparation	3
<b>Elective Subject</b>		
XXXXXXXX	Elective 1	3
XXXXXXXX	Elective 2	3
<b>Total</b>		<b>18</b>

<b>Fourth-year, Second semester (ปี 4 ภาคปลาย)</b>		<b>Credits</b>
03763497-64	Seminar	1
03763498-64	Special Problems	3
	Internship (Hospitality Industry Management) 400 hours	4
<b>Total</b>		<b>4</b>

- Note:**
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  2. ENG 4 : 03754271 English for Careers (General Education: Language and Communication)
  3. 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: Second semester, Academic year 2024**  
**Hospitality Industry Management (Contemporary Tourism Management) (R31)**  
**Faculty of Management Sciences, Kasetsart University Sriracha Campus**  
 แผนการเรียนสาขาการจัดการอุตสาหกรรมบริการ แขนงการจัดการการท่องเที่ยวร่วมสมัย (R31)  
 ประจำปีภาคปลาย ปีการศึกษา 2567

First-year, Second semester (ปี 1 ภาคปลาย)		Credits
03760101-64	Principles of Accounting	3
03761111-00	Principles of Production and Operation	3
03763112-64	Hospitality Industry Psychology	3
01355XXX-64	English Language (2) (General Education: Language and Communication)	3
01361102-67	Thai Practical Writing (General Education: Language and Communication)	3
01418101-67	Computer Applications (General Education: Language and Communication)	1
01999032-67	Thai Studies (General Education: Thai Citizen and Global Citizen)	3
01175114-64	Arts of Living (General Education: Wellness)	3
<b>Total</b>		<b>22</b>

Second-year, Second semester (ปี 2 ภาคปลาย)		Credits
03757223-65	Quantitative Analysis and Business Statistics	3
03759211-62	Financial Management I	3
03763252-64	Tourist Behaviors	3
03763253-64	Tour Guide	3
01355XXX-64	English Language (General Education: Language and Communication)	3
<b>Special Subject: English for career (Field of Specialization)</b>		
03754474-00	Technical English for Tourism Business	3
03754376-00	English for Health Service Business	3
<b>Total</b>		<b>18</b>

Third-year, Second semester (ปี 3 ภาคปลาย)		Credits
03763355-64	Information Technology in Tourism Business	3
03763371-64	Human Capital Management in Tourism Business	3
<b>Special Subject: English for career (Field of Specialization)</b>		
03754374-00	English for Airline Business	3
<b>Special Subject (Field of Specialization)</b>		
03763374-64	Airline Business Management	3
03763376-64	Adventure Tourism	3
03763477-64	Museum Management	3
<b>Elective Subject</b>		
01350102-64	Visual Storytelling (General Education: Aesthetics)	3
<b>Total</b>		<b>21</b>

Fourth-year, Second semester (ปี 4 ภาคปลาย)		Credits
03763497-64	Seminar	1
03763498-64	Special Problems	3
	Internship (Hospitality Industry Management) 400 hours	
<b>Total</b>		<b>4</b>

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