



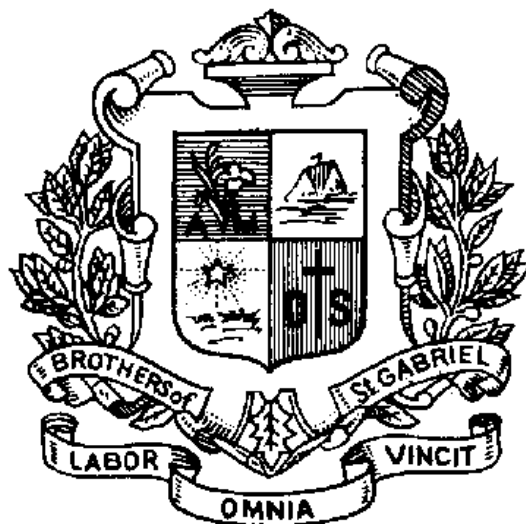
ASSUMPTION BUSINESS ADMINISTRATION COLLEGE



Undergraduate BULLETIN 1986

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**Assumption Business
Administration College
Bangkok, Thailand**



Undergraduate BULLETIN 1986

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COLLEGE CALENDAR

	<u>Undergraduate</u>	<u>Graduate</u>
Application filing period for 1/1986	Feb.10, Mon—Mar.19, Wed.	
Entrance examination 1/1986	Mar.23, Sun.	
Intensive courses registration and orientation	Apr.14, Mon—Apr.19, Sat. Apr.5, Sat.(even. prog.)	
Intensive courses	Apr.21, Mon.—May.17, Sat.	
Final examination for intensive courses	May.21, Wed.—May.23, Fri. May.24, Sat.—May.26, Mon.(even. prog.)	
Freshmen enrollment	May.24, Sat.	
First semester begins (1/1986)	Jun.2, Mon.	Jun.2, Mon.
Registration period	May.30, Fri.— Jun.4, Wed.	May.31, Sat.— Jun.1, Sun.
Instruction begins	Jun.8, Sun.	Jun.2, Mon.
Freshmen orientation	Jun.19, Thu.	
Last day for late registration and adding classes	Jun.23, Mon.	Jun.16, Mon. (contact MBA office for details)
Last day to withdraw without record and to have 50% of tuition fees refunded		
Waikru day	Jul.3, Thu.	
Freshy day	Jul.9, Wed.	
Submission of midterm exam papers	Jul.19, Sat.	
Asalaha Bhucha day(admin.holiday)		Jul.20, Sun.
Khao Phansa day (Buddhist Lent day—admin. holiday)		Jul.21, Mon.
Midterm examination	Aug.1, Fri.—Aug.9, Sat.	
Application filing period for 2/1986	Aug.4, Mon.—Sept.3, Wed.	
Her Majesty the Queen's birthday (admin. holiday)		Aug.12, Tue.
Midterm Grades Due	Aug.23, Sat.	
Submission of Final Exam Papers	Sept.6, Sat.	

Entrance examination 2/1986	Sept.7,Sun.	
Last day to withdraw with 'W'	Sept.19,Fri.	Sept.20,Sat.
Entrance examination results	Sept.20,Sat.	
Freshmen enrollment	Sept.22,Mon.	
Last day of classes	Oct.1,Wed.	Sept.30,Tue.
Intensive courses	Oct.2,Thu.—Oct.25,Sat.	
Final examination	Oct.3,Fri.—	Oct.5,Sun.—
	Oct.18,Sat.	Oct.11,Sun.
Semester ends	Oct.20,Mon.	
Chulalongkorn memorial day(admin. holiday)	Oct.23,Thu.	
Semester Grades Due	Oct.29,Wed.	Oct.25,Sat.
Second semester begins (2/1986)	Nov.1,Sat.	Nov.1,Sat.
Registration period	Oct.31,Fri.—	Nov.1,Sat.—
	Nov.5,Wed.	Nov.2,Sun.
	Nov.8,Sat. (even.prog.)	
Instruction begins	Nov.9,Sun.	Nov.3,Mon.
Loy Krathong's day	Nov.15,Sat.	
Freshmen orientation	Nov.20,Thu.	
Last day for late registration and adding classes	Nov.24,Mon.	Nov.17,Mon. (contact MBA office for details)
Last day to withdraw without record and to have 50% of tuition fees refunded		
H.M. the King's birthday (admin. holiday)	Dec.5,Fri.	
Thai Constitution day (admin. holiday)	Dec.10,Wed.	
Submission of midterm exam papers	Dec.20,Sat.	
Christmas Eve (no classes)	Dec.24,Wed.	
Christmas Day (admin. holiday)	Dec.25,Thu.	
New Year's Eve (admin. holiday)	Dec.31,Wed.	
New Year's Day (admin. holiday)	Jan.1,Thu.	
Commencement exercises	Jan.10,Sat.	
Midterm examination	Jan.12,Mon.—Jan.21,Wed.	
Midterm Grades Due	Feb.4,Wed.	
Submission of Final Exam Papers	Feb.7,Sat.	
Application filing period for 1/1987	Feb.9,Mon.—Mar.18,Wed.	
Last day to withdraw with 'W'	Feb.18,Wed.	Feb.21,Sat.
Last day of classes	Mar.4,Wed.	Feb.28,Sun.

Final examination	Mar.6,Fri.— Mar.21,Sat. Mar.22,Sun.	Mar.8,Sun. — Mar.14,Sat. Mar.23,Mon.
Entrance examination 1/1987		
Semester ends		
Semester Grades Due	Apr.5,Sun.	Mar.23,Mon.





GENERAL INFORMATION

HISTORICAL BACKGROUND

ABAC was formally established in June 1969 and accredited by the Ministry of Education on June 16, 1972. The founding father of this institution is Brother Bernard Mary of the Brothers of St. Gabriel-a-Catholic religious, congregation devoted to education and other philanthropic activities in Thailand and other countries. The congregation runs 17 educational institutions in the country.

Beginning its operation with only 51 students, two classrooms, three administrative personnel, and part-time faculty, The College has grown by leaps and bounds into a university-like organization with a student body of more than 4,000 a high-caliber ~~ed~~ full-time and part-time faculty, ^{The P.T.F. is} drawn from relevant business circles and government offices. These help considerably in bringing students into close touch with pragmatic aspects of business.

THE COLLEGE COUNCIL

The College is administered by a Council.

The Council provides policy guidance for long-term planning and formulates controls ⁺ procedures. In addition, it allocates funds and screens proposed budgets as well as curriculum design and/or changes.

Its functions include institution of new academic disciplines, establishment of satellite campuses, installation as well as removal of chief executives, and approval of degree and diploma conferral.

It also gives approval to the academicians that the College engages to carry out its academic and research programs and guards its honour and integrity.

The Council members are appointed jointly by Ministry of University Affairs (Thailand) and the Brothers of St. Gabriel. At present, the college Council consists of the following persons:

1. Mr. Udane Tejapaibul
2. Pol. Maj. Gen. Jat Javangkun
3. Prof. Dr. Serm Sak Wisalaporn
4. Rev. Bro. Viriya Chanthavarodom (Chairman of the Council)
5. Rev. Bro. Visith Srivichairatana
6. Rev. Bro. Bancha Saenghiran
7. Asst. Prof. Yanyong Boon-Long
8. Prof. Dr. Bunsom Martin
9. Prof. Dr. Srisakdi Charmonmarn
10. Mr. Plengsakdi Prakaspesat
11. Mr. Chote Sophonpanich
12. Rev. Bro. Prathip Martin Komolmas (President of the College)
13. Assoc. Prof. Dr. Thavan Voratheputipong



MOTTO: LABOR OMNIA VINCIT

PHILOSOPHY

The College stands for :

- the inculcation of respect for the Three institutions of the Nation: Religion, Country, and King; and, a democratic way of life.
- the belief that a man justifies himself and his existence by the nobility of his work.
- the commitment to be a light that leads men towards the true source of all knowledge and life.

OBJECTIVES

ABAC exists for the sole purpose of serving the nation by providing a sound professional business education. To this end it aims at :

- inculcating in the students right attitudes and ideologies through a carefully integrated curriculum of Ethics and Business Management Science.
- achieving academic excellence through hard work, freedom of expression, logical thinking, and decision-making.

Moreover, Assumption Business Administration College endeavors to develop in each student a respect for the dignity and worth of the individual, a desire and capacity for critical reasoning, an appreciation and understanding of scholarship and creativity in business management science, an ability to effectively communicate and a continuing desire for knowledge. By offering undergraduate and graduate programs as well as noncredit educational opportunities, the College seeks to assist individuals of all ages to discover and realize all facets of their own potentialities. In other words, the College wishes to enlarge the pool of learning persons, not just the one of learned individuals. The College therefore attempts to provide, on a continual basis, the requisites for competence, personal fulfillment, and responsible leadership in business profession.

ACCREDITATION

The College is fully accredited by the Ministry of University Affairs. Its graduates enjoy the privileges accorded to State University graduates. Its academic standards are accepted by the Civil Service Commission of Thailand.

ABAC is widely recognized in the U.S.A and other countries to the extent that transfer credits from the College are accepted by most foreign universities.

Graduates from the College can pursue Master Degrees almost anywhere in the world provided they take the required tests.

ABAC is listed in the Handbook of Universities and other Institutions of the INTERNATIONAL ASSOCIATION OF UNIVERSITIES in Paris, France.

The College is recognized by the U.S Veterans Administration for full benefits to U.S Veterans studying at the College.

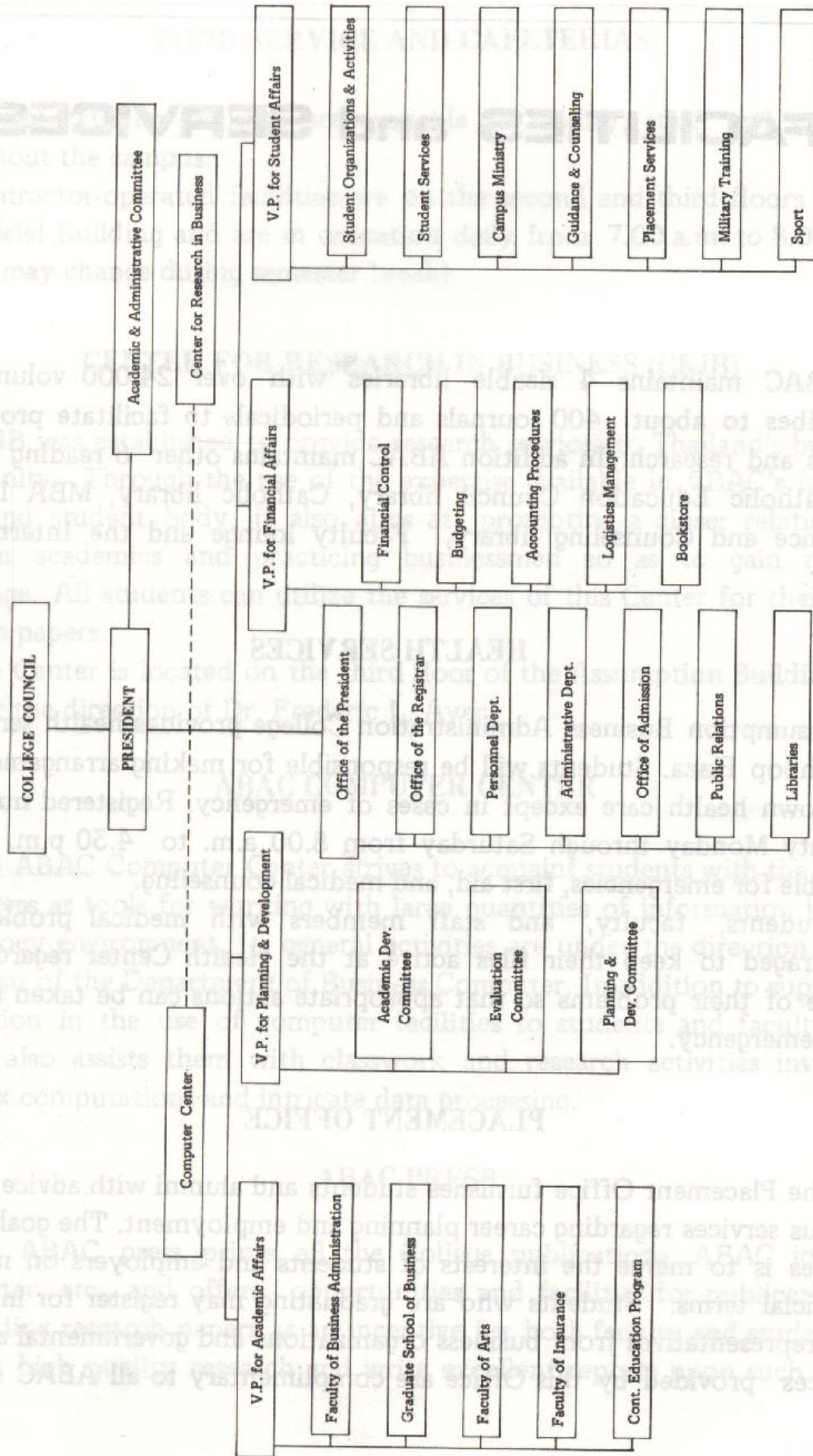
MEDIUM OF INSTRUCTION

English is the officially approved medium of instruction at the College. Five courses are in the Thai language though for Thai speaking students. Students whose native tongue is not Thai follow the same courses in English.

POLICY on NON-DISCRIMINATION

The Assumption Business Administration College will not discriminate in its programs and activities against any person because of race, color, ethnic origin, ancestry, religion, age, sex as well as the handicapped. This non-discrimination policy applies to admissions, employment, treatment of individuals, and access to program. Inquiries concerning this policy may be directed to the Personnel office or the Office of the Registrar.

ABAC Organization Chart



FACILITIES and SERVICES

ABAC maintains 4 sizable libraries with over 24,000 volumes and subscribes to about 400 journals and periodicals to facilitate productive studies and research. In addition ABAC maintains other 6 reading corners ie., Catholic Education Council library, Catholic library, MBA Lounge, Guidance and Counseling library, Faculty lounge and the International Center.

HEALTH SERVICES

Assumption Business Administration College provides health services in Dr. Choop Plaza. Students will be responsible for making arrangements for their own health care except in cases of emergency. Registered nurses are on duty Monday through Saturday from 8.00 a.m. to 4.30 p.m. and are available for emergencies, first aid, and medical counseling.

Students, faculty, and staff members with medical problems are encouraged to keep their files active at the Health Center regarding the nature of their problems so that appropriate actions can be taken in event of an emergency.

PLACEMENT OFFICE

The Placement Office furnishes students and alumni with advice and on-campus services regarding career planning and employment. The goal of such services is to merge the interests of students and employers on mutually beneficial terms. Students who are graduating may register for interviews with representatives from business organizations and governmental agencies. Services provided by this Office are complimentary to all ABAC students.

FOOD SERVICE AND CAFETERIAS

Several catering facilities are available to faculty, staff, and students throughout the campus.

Contractor-operated facilities are on the second and third floors of the St. Gabriel Building and are in operation daily from 7.00 a.m. to 8.00 p.m. (Hours may change during semester break).

CENTER FOR RESEARCH IN BUSINESS (CRIB)

CRIB was established to provide research services to Thailand's business community. Through the use of the expertise available in ABAC's faculty, staff, and student body, it also aims at promoting a closer relationship between academics and practicing businessmen so as to gain mutual advantage. All students can utilize the services of this Center for their own research papers.

The Center is located on the third floor of the Assumption Building and is under the direction of Dr. Frederic L. Ayer.

ABAC COMPUTER CENTER

The ABAC Computer Center strives to acquaint students with the use of computers as tools for working with large quantities of information in high technology environment. Its general activities are under the direction of the Chairman of the Department of Business Computer. In addition to supplying instruction in the use of computer facilities to students and faculty, the Center also assists them with classwork and research activities involving complex computations and intricate data processing.

ABAC PRESS

The ABAC press prints all the College publications, ABAC journal, Newsletter, etc., and offers opportunities and facilities for publication of outstanding research papers as an incentive for both faculty and students to conduct high quality research and write excellent reports upon such work.

COLLEGE BOOKSTORE

The bookstore provides a wide range of magazines, periodicals, educational equipment, textbooks and professional books usually not available at regular commercial bookstores.

THE INTERNATIONAL CENTER

The International Center, directly under the Office of the President, is engaged in multinational activities to promote understanding, cooperation, and unity among the teaching staff and student community with backgrounds foreign to Thailand.

The Center emphasizes the following international dimensions of the College through its counseling services:

- cultural contribution to campus life by various nationalities represented.
- opportunity for the students to learn and co-exist.

The Center is housed in Dr. Choop Plaza with full-time attendants.

CAMPUS MINISTRY, CHAPEL AND RELIGIOUS CENTER

The Campus Ministry is designed for the Catholic community and makes use of a spacious and beautiful Chapel whereas the Religious Center is a multi-religion house of prayer, meditation, congregation, preaching, and for soul-searching pursuit of the true source of all knowledge and life. Space is provided for each community applying to establish a house of meditation and prayer.

ADMISSION and FINANCIAL INFORMATION

ADMISSION

There are two modes of admission at ABAC : transfer from an accredited university or college (see Transfer of Credit), and Entrance Examination. The College administers Entrance Examination twice a year. The College admits approximately 550 freshmen for the Faculty of Business administration and 100 freshmen for the Faculty of Insurance each semester. Interested candidates may apply during the following periods:

- February and March for June semester enrollment
- August for November semester enrollment

1. Qualifications

Applicants must possess

- 1.1 M.6 certificate (grade 12) or its equivalent* as issued by the Ministry of Education.
- 1.2 Clear record of good behaviour.
- 1.3 Good physical & mental health.
- 1.4 Working knowledge of English & Mathematics.

* GCE 'O' level not less than C in 5 subjects or high school certificate from accredited institutions (12 years of schooling) are equivalent to M.6.

2. Documents & fees for application for entrance examination

- 2.1 A photocopy of M.6 Certificate or its equivalent.
- 2.2 Three 3x4 cm. photographs.
- 2.3 Application fees of ₦ 100.

3. Entrance Examination

The College administers Entrance Examination to determine the candidates proficiency in the following subjects:

3.1 English Structure	100	marks
3.2 English Comprehension	100	marks
3.3 Mathematics	<u>100</u>	marks
Total	<u>300</u>	marks

4. Candidates applying from foreign countries will be waived the Entrance Examination but must pass an oral interview in lieu thereof.

The candidates who successfully pass the Entrance Examination are required to take a 60 hr course in English before the first semester begins. The candidates whose scores in Mathematics are below standard will have to take another 60 hr course in Mathematics also.

TRANSFER OF CREDIT

ABAC accepts transfer students provided that they are in good standing with the last institution attended and that they meet ABAC's admission standards. To insure proper processing of applications for admission, candidates must request of each College or University previously attended that an official transcript be forwarded to the Office of the Registrar. The transfer of credit will be approved only under the following conditions :

- the course was completed at any institution accredited by the Civil Commission of Thailand.
- the course content is equivalent to that specified in ABAC's curriculum.
- the course must have been taken within 5 years from the time of application.
- only the course with an earned grade of 'C' or higher in the General Education course or an earned grade of 'B' or higher in the Business core course will be accepted as transfer credit.
- a maximum of 70 credits can be transfer.

FEEES

Fees are as follows:

- | | |
|--|---------|
| 1. Matriculation fees | ₦ 100 |
| 2. Annual College fees | ₦ 1,700 |
| 3. Tuition fees (per credit hour) | ₦ 240 |
| 4. Intensive English course fees (text books included) | ₦ 1,460 |
| 5. Intensive Mathematics course fees | ₦ 960 |

Note :- Current rate of exchange is ₦ 27 for U.S. \$ 1.

- Fees are subject to change.



ACADEMIC INFORMATION

ACADEMIC SYSTEM

The semester system is adopted at Assumption Business Administration College. A semester has a duration of not less than 16 weeks. An academic year is divided into:

- | | |
|---------------------|---|
| The First Semester | —starting in June and ending in October. |
| The Second Semester | —starting in November and ending in March. |
| The Summer Session | —an intensive session stretching through April and May. The Summer Session is optional. |

One credit hour involves a minimum of 15 hours of classwork. Therefore, a subject involving 3 credit hours will require at least 45 hours in class. To qualify for sitting at the final exam of any subject, a student is required to have a minimum of 80% class attendance. In some exceptional cases, at the discretion of the lecturer and/or the Dean of the Faculty concerned, this requirement may be waived.

NORMAL COURSE LOAD

A student's course load may vary with the circumstances of the individual student each semester. The minimum course load for all full-time students is four courses (12 credit hours) per semester. The maximum course load is six courses (18 credit hours) per semester. To enroll in more than six courses permission must be obtained from the following persons:

1. The written permission of the chairperson of the department concerned if they are senior graduating students or junior and senior students with cumulative GPA in excess of 2.99 and valid reasons.





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2. In all other cases the written-permission of the Dean of the Faculty concerned.

ATTENDANCE

Students are expected to attend all classes regularly. To qualify to sit for final exams for any subject a minimum of 80% attendance is mandatory. There are no authorized cuts from classes, irregular attendance may result in exclusion from classes. Any student who finds that he/she can no longer attend a class must officially withdraw in writing through the Office of the Registrar. Failure to withdraw officially may result in a grade of 'F' for the course. In case of unavoidable absence, such as subpoena requirements, illness of the student or serious illness or death of a member of the family, all work missed must be satisfactorily made up and responsibility for making up this work rests with the students.

WITHDRAWAL

Students may withdraw (drop) officially from a course, or all courses during the first two weeks without notation on permanent records. Students withdrawing officially thereafter through the final day of withdrawals as indicated in the College calendar will receive 'W' grades. An official withdrawal is completed at the Office of the Registrar. An official withdrawal may be accomplished only by the student (not by someone else in his/her behalf). Failure to withdraw officially will usually result in a 'WF' grade.

GRADING SYSTEM

Letter marks are used to show the academic standing of a student, with the following meaning and values :

LETTER	MEANING	EQUIVALENT*	VALUE
A	Excellent	90-100	4
B	Good	80-89	3
C	Fair	70-79	2
D	Pass	60-69	1

* The equivalent percentage is used as a guideline. It is left to the judgement of each instructor to decide who deserves what grade, whether A,B etc.

F	Failure	below 60	0
S	Satisfactory	—	—
U	Unsatisfactory	—	—
W	Withdrawal with Permission	—	—
WF	Withdrawal with F	0	0
	Withdrawal from course after time limit.		
Aud	Audit and non-credit	—	—
I	Incomplete, used in case a student fails to complete his/her assignment within the time limit or is absent from the examination with approval from the College due to exceptional reasons.	—	—

The student's grades are computed at the end of each semester. The student is graded for his/her work during the semester. This includes :

quizzes

term papers

book reports

assignments

recitation

class participation

attendance

midterm and final examinations

These requirements will vary from course to course.

ACADEMIC ACTION

Academic action taken on a student can be both favorable and disciplinary. When a student is performing well all action on him/her in the academic area is said to be favorable to the student. For example, when a student obtains a high GPA he/she is put on the Academic List of Honors; when he/she consistently achieves very high marks he/she is given higher honors.. However, if his/her achievement is below standards, disciplinary action is taken against him/her.

Disciplinary Action against the student is of two kinds depending upon the severity of the poor degree of performance measured in time : Probation or Dismissal.

PROBATION

Students who obtain a Cumulative GPA of less than 2.00 (1.99-1.50) but above the limits set for dismissal from the College will be put on probation, except the first semester of the Freshman year.

DISMISSAL

Students will be dismissed from the College upon the following Categories:

- A student who obtains a cumulative GPA of less than 1.50 at the end of any semester except the first semester of the Freshman Year.
- A student who obtains a cumulative GPA of less than 1.75 for two consecutive semesters except the first semester of the Freshman Year.
- A student who obtains a cumulative GPA of less than 2.00 for four consecutive semesters except the first semester of the Freshman Year.

HONORS SYSTEM

The College, in wishing to provide recognition to exceptional students, has an honors system. Students are given awards for hard work measurable in grades, beginning with semester grades and ending with cumulative grades until graduation.

GRADUATION WITH HONORS :

Students maintaining a high scholastic average are eligible for graduation with honors

- | | | |
|-------------------|----------------|-----------|
| - Summa Cum Laude | Cumulative GPA | 3.80-4.00 |
| - Magna Cum Laude | Cumulative GPA | 3.50-3.79 |
| - Cum Laude | Cumulative GPA | 3.25-3.49 |

Requirements for Honors

Students must:

- have fulfilled all the requirements for graduation within 4 years.
- not have been placed on probation in any categories.
- not have received a grade lower than 'C' for any course.

Transfer students must have taken all the third and fourth year courses (or 72 credits) at the College.

There are no other requirements whatsoever.

SPECIAL HONORS AND AWARDS :

Students are given distinctions for their performance for a semester or academic year as the case may be. Listed below are the Honors :

- A special Certificate of Honor from the College Council for those who obtain a 4.00 GPA for any academic year.
- A special Certificate of Honor from the President of the College to all students who fall within the GPA range of 3.50 – 3.99 for any academic year.
- Students who obtain a GPA of 3.25 or above at the end of each semester will have their names published in the Academic List of Honors.

ACADEMIC ACTION

Academic action taken on a student can be both favorable and disciplinary. When a student is performing well, a notice of commendation is given. For example, when a student is maintaining a high academic average and is eligible for graduation, a notice of commendation is given. A student who is not performing well may be placed on probation or suspension. A student who is not performing well may be placed on probation or suspension. A student who is not performing well may be placed on probation or suspension.

Cumulative GPA 3.80-4.00	Cum Laude
Cumulative GPA 3.50-3.79	Magna Cum Laude
Cumulative GPA 3.25-3.49	Cum Laude

STUDENT ACTIVITIES

COLLEGE PLACEMENT OFFICE

The College placement office, staffed with full-time personnel, is set up to: assist students seeking jobs; assist employers and organize summer job programs in campus recruitment activities.

The Placement Office maintains personal data on each job-seeking student and makes it available to pertinent & interested company recruiting officials. The Office also arranges on campus, as well as off-campus, interviewing schedules when requested by potential employers. Position vacancy and job opportunity information is released through appropriate College communication channels.

In addition to assisting students in their job search the placement office also organizes summer job programs. These programs are aimed at: providing students with the opportunity to put the theories they have learned into practice; acquainting students to actual work conditions; giving students occasion to meet prominent individuals in business; obtaining business data and information which can be used to improve teaching and learning at ABAC; and, enabling needy students to earn some income during their summer vacations. The Office assigns students either to work for a reputable business firm or to work for the ABAC Dummy Company. ABAC's Dummy Company is organized, staffed, and run by the students themselves under the general supervision of the Placement Office.

ABAC STUDENT COUNCIL

To support and promote democratic rule and government at ABAC the College administration encourages the students to form a student council to govern and manage the students' affairs, and to engage in various extracurricular activities which will better prepare them for later life after they have graduated. The Student Council, made of members elected once a year, is responsible for supervising and controlling the following clubs, associations, and groups :

1. The Catholic Club
2. The Drama Club
3. The Music Club
4. The International Club
5. The Peer Counseling Club
6. The Rotaract Club
7. The Public Speaking Club
8. The Photo Club
9. The Physical and Mental Fitness Club
10. The Sports Club
11. The Computer Club
12. The Chorus Club
13. The Songtang Club
14. The Vintage Society
15. The Professional Information and Training Committee

INTERNATIONAL STUDENTS

ABAC welcomes students from other countries. In 1985 about 34 foreign students enrolled at ABAC representing more than 21 countries. Maintaining and encouraging a foreign student program has been ABAC's policy since 1972 when the College enrolled its first foreign student.

ABAC STUDENT COUNCIL

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ACADEMIC PROGRAMS

FACULTY OF BUSINESS ADMINISTRATION

DEGREE : Bachelor of Business Administration

OBJECTIVES OF THE PROGRAM

The BBA Program is designed to help meet the needs of the business community and the economic and social development of the nation.

Specifically, it aims at :

- producing expert, up-to-date and upright business leaders known for their ability to think, analyze and solve problems systematically.
- preparing students for graduate studies in business both locally and abroad.

REQUIREMENTS FOR GRADUATION

ABAC confers the degree of Bachelor in Business Administration upon students who meet all the general requirements and the specific requirements listed below :

1. General Requirements.

1.1 Complete a minimum of 142 credits from any of the particular curriculum as follow :

- Marketing
- General Management
- Finance and Banking
- Accounting
- Business Computer

An additional 280 hours of training is required of students majoring in Business Computer.

- 1.2 Have participated in 16 sessions of the Seminar in Ethics for Businessmen.
- 1.3 Have a cumulative grade point average of 2.00 (C average)
- 1.4 Have library and financial clearance with the College.
- 1.5 Have good behavior and discipline.
- 1.6 Make formal application for graduation.

2. Specific Requirements

The following indicates the minimum number of credits which must be earned in each of the designated categories : students must have at least 'C' grade in all major required courses.

	Credits
Basic Courses	31
Business Core Courses	57
Major Required Courses	30
Major Elective Courses	12
Free Elective Courses	12
Total	142

PROGRAM OF STUDIES

FRESHMAN AND SOPHOMORE YEARS

During the first two years all students pursue the same program of studies which provides them with the basic knowledge and a feel of all the disciplines offered in Business. This program prepares the student with adequate knowledge to select Major that suits his/her ability, background, and preferences.

FIRST YEAR**First Semester**

BG 1000	Literary Thai
BG 1001	English I
BG 1100	Physical Education
BG 1200	Mathematics for Business
BG 1202	Science, Man & His Environment
BG 1400	Business Law I
BG 1402	Business, Society and Government

Second Semester

BG 1002	English II
BG 1101	Introduction to Business
BG 1201	Statistics I
BG 1401	Business Law II
BC 1500	Introduction to Computer
BA 1600	Principles of Accounting I

SECOND YEAR**First Semester**

BG 2000	English III
BG 2200	Statistics II
BG 2401	Micro – Economics
BM 2800	Principles of Marketing
BG 2404	Managerial Psychology
BA 2601	Principles of Accounting II

Second Semester

BG 2001	English IV
BG 2400	Macro – Economics
BG 2402	Ethics
BF 2700	Finance, Credit and Banking
BA 2620	Managerial Accounting
BP 2900	Principles of Management

JUNIOR & SENIOR YEARS

Upon the completion of 67 to 73 credit hours in the first two years, with the consent of the Department Chairman involved, the student selects a major by following some procedural formalities. During the Junior and Senior Years he/she pursues the following program of studies:

1. Five Core Courses

- BF 3701 Corporate Finance
- BP 3905 Production Management I
- BF 3710 Theory of International Trade
- BP 3940 Business Research Methodology
- BP 4914 Small Business Management

2. Ten Major Required Courses.

3. Four Major Elective Courses.

4. Four Free Elective Courses.

DEPARTMENTAL COURSES

MARKETING MAJOR

Major Requirements

- | | |
|---------|-----------------------------------|
| BM 3801 | Purchasing |
| BM 3802 | International Marketing |
| BM 3820 | Sales Management |
| BM 3821 | Advertising |
| BM 3822 | Sales Promotion and Merchandising |
| BM 3840 | Consumer Behaviour |
| BM 4804 | Marketing Management |
| BM 4808 | Marketing Decision Making |
| BM 4841 | Marketing Research |
| BC 3524 | Current Programming Language |

Major Electives

BM 3803	Retail Management	BM 3803
BM 3823	Marketing Institutions and Systems	BM 4805
BM 4805	Industrial Goods Marketing	BM 4810
BM 4806	Product Management	BM 4813
BM 4807	Agricultural Marketing	BP 3902
BM 4809	Marketing for Services	BP 3903
BM 4810	Export – Import Management	BP 3904
BM 4811	Seminar in Marketing	BP 3906
BM 4812	Individual Research	BP 3907
BM 4813	Travel Industry Management	BP 3921
BM 4814	Hotel Management	BP 3922
BM 4824	Advertising Management	BP 3941
BM 4825	Physical Distribution	BP 3942
BF 3706	Financial Statements Analysis	BP 4909
BF 3740	Risk Management and Insurance	BP 4910
BF 4718	Export – Import Financing	BP 4911
BF 4742	Credit Management	BP 4912

GENERAL MANAGEMENT MAJOR

Major Requirements

BM 3802	International Marketing	BP 4943
BM 4804	Marketing Management	BP 4944
BP 3901	Business Organization	BF 3704
BP 3908	Production Management II	BF 4707
BP 3920	Personnel Management	BF 4713
BP 4908	Administrative Planning and Control	BF 4714
BF 3706	Financial Statements Analysis	BF 4742
BF 4703	International Finance	
BF 4710	Financial Management	
BC 3524	Current Programming Language	

Major Electives

BM 3803	Retail Management	BM 3803
BM 4805	Industrial Goods Marketing	BM 4805
BM 4810	Export - Import Management	BM 4810
BM 4813	Travel Industry Management	BM 4813
BP 3902	Public Relations in Business	BP 3902
BP 3903	Leadership	BP 3903
BP 3904	Office Management	BP 3904
BP 3906	Managerial Group Dynamics	BP 3906
BP 3907	Management Information System	BP 3907
BP 3921	Employment Procedure and Evaluation	BP 3921
BP 3922	Personnel Training and Development	BP 3922
BP 3941	Operations Research	BP 3941
BP 3942	Organization Behaviour	BP 3942
BP 4909	Comparative Management	BP 4909
BP 4910	Communication in Management	BP 4910
BP 4911	Seminar in Personnel Management	BP 4911
BP 4912	Individual Research	BP 4912
BP 4913	Business Policy	BP 4913
BP 4915	Project Management	BP 4915
BP 4923	Wage and Salary Administration	BP 4923
BP 4924	Manpower Planning	BP 4924
BP 4925	Labour Relations	BP 4925
BP 4943	Organization Development	BP 4943
BP 4944	Organization Psychology	BP 4944
BF 3704	Principles and Policies of Investment	BF 3704
BF 4707	Industrial Finance	BF 4707
BF 4713	Financial Feasibility Planning	BF 4713
BF 4714	Agricultural and Commercial Finance	BF 4714
BF 4742	Credit Management	BF 4742
BM 3822	Sales Promotion	BM 3822
BM 3840	Consumer Behaviour	BM 3840
BM 4804	Marketing Management	BM 4804
BM 4808	Marketing Decision Making	BM 4808
BM 4841	Marketing Research	BM 4841
BM 4854	Current Programming Language	BM 4854

FINANCE AND BANKING MAJOR

Major Requirements

BF	3704	Principles and Policies of Investment	BA	3602
BF	3705	Financial Institutions and Money Markets	BA	3603
BF	3706	Financial Statements Analysis	BA	3604
BF	3740	Risk Management and Insurance	BA	3605
BF	4703	International Finance	BA	3621
BF	4710	Financial Management	BA	3622
BF	4719	Quantitative Methods for Financial Decisions	BA	3641
BF	4742	Credit Management	BA	4607
BA	3604	Taxation	BA	4646
BC	3524	Current Programming Language	BC	4572

Major Electives

BF	3702	Advanced Financial Accounting	BA	3606
BF	3703	Introduction to Financial Economics	BA	3623
BF	3720	Bank Operation	BA	3624
BF	3721	Central Banking System and Policy	BA	3625
BF	4707	Industrial Finance	BA	3626
BF	4708	Public Finance Administration	BA	4608
BF	4709	Real Estate Investment	BA	4609
BF	4711	Seminar in Finance and Banking	BA	4611
BF	4712	Individual Research	BA	4612
BF	4713	Financial Feasibility Planning	BA	4624
BF	4714	Agricultural and Commercial Finance	BA	4642
BF	4715	Laws and Practices in Finance	BA	4643
BF	4716	Small Business Finance	BA	4645
BF	4717	Personal Finance	BA	4645
BF	4718	Export – Import Financing	BF	3706
BF	4722	Bank Management	BC	3524
BC	4571	Computer Applications in Banking		
	4592	Directed Study II		
	4593	Directed Study III		
	4595	Selected Topic in Business Computer		
	4596	Advanced Topic in Business Computer		

ACCOUNTING MAJOR

Major Requirements

BA 3602	Intermediate Accounting I
BA 3603	Intermediate Accounting II
BA 3604	Taxation
BA 3605	Tax Accounting
BA 3621	Budgeting and Planning
BA 3622	Cost Accounting I
BA 3641	Auditing I
BA 4607	Advanced Accounting I
BA 4646	Accounting System Design
BC 4572	Computer Applications in Accounting

Major Electives

BA 3606	Government and Fund Accounting
BA 3623	Cost Accounting II
BA 3624	Real Estate Accounting
BA 3625	Hospital Accounting
BA 3626	Hotel Accounting
BA 4608	Advanced Accounting II
BA 4609	Accounting Theory
BA 4611	Seminar in Accounting
BA 4612	Independent Study
BA 4624	Seminar in Cost Accounting
BA 4642	Auditing II
BA 4643	Seminar in Auditing
BA 4645	International Accounting
BF 3706	Financial Statements Analysis
BC 3524	Current Programming Language

BUSINESS COMPUTER MAJOR

Major Requirements

BC 3510	Introduction to Computer Systems
BC 3520	COBOL Programming
BC 3530	Information Structures
BC 3535	Advanced COBOL Programming
BC 3540	Data Base Systems
BC 3550	System Concepts and Implications
BC 3551	Information System Analysis
BC 4552	System Design and Implementation
BC 4575	Computer Management Information System
BC 4590	Computer Seminar

Major Electives

BC 3521	FORTRAN Programming
BC 3522	ASSEMBLY Language Programming
BC 3523	PL/1 Programming
BC 3525	BASIC Programming
BC 3526	RPG Programming
BC 3527	PASCAL Programming
BC 3590	Introduction to Operation Research
BC 4530	Software Design
BC 4541	File and Communication System
BC 4560	Computer Feasibility Study and Procurement
BC 4570	Computer Methods for Management Decisions
BC 4571	Computer Applications in Banking
BC 4572	Computer Applications in Accounting
BC 4573	Computer Crime and Prevention
BC 4574	Management of Computer Resources
BC 4576	Computer Applications in Insurance
BC 4591	Directed Study I
BC 4592	Directed Study II
BC 4593	Directed Study III
BC 4595	Selected Topic in Business Computer
BC 4596	Advanced Topic in Business Computer

FACULTY OF INSURANCE

DEGREE : Bachelor of Business Administration (Insurance)

OBJECTIVES OF THE PROGRAM

The Insurance Program is designed to help meet the needs of the business community and the economic and social development of the nation.

Specifically , it aims at :

- providing the quality professional education in all branches of insurance
- enhancing professional knowledge in insurance by offering opportunities in research continuing education and exchange of ideas.
- providing the base for graduate degrees and the groundwork for :
 - a. The British A.C.I.I and F.C.I.I. exams.
 - b. The American C.P.C.U. and C.L.U. exams.
- offering practical training in insurance through Internship programs.
- providing an opportunity for those employed in insurance but holding degrees in other fields to obtain a degree in Insurance.
- providing a chance for employees of insurance companies lacking in any professional qualifications to enhance their careers through education and training in insurance.

REQUIREMENTS FOR GRADUATION

ABAC confers the degree of Bachelor in Business Administration (Insurance) upon students who meet all the general requirements and the specific requirements listed below :

1. General Requirements.

- 1.1 Complete a minimum of 144 credits from any of the particular curriculum as follows :

- Commercial Lines Insurance
- General Insurance
- Life Assurance
- Marine and Aviation Insurance
- Personal Lines Insurance

The student must also select a minor field of study from any one of the following fields :

- Marketing
- General Management
- Finance and Banking
- Accounting
- Business Computer

1.2 Have participated in 16 sessions of the Seminar in Ethics for Businessmen.

1.3 Have a cumulative grade point average of 2.00 (C average).

1.4 Have library and financial clearance with the College.

1.5 Have good behavior and discipline.

1.6 Make formal application for graduation.

2. Specific Requirements.

The following indicates the minimum number of credits which must be earned in each of the designated categories : students must have at least 'C' grade in all major required courses.

	CREDITS
Basic Courses	36
Business Core Courses	51
Major Required Courses	30
Minor Required Courses	15
Major Elective Courses	6
Free Elective Courses	6
Total	144

PROGRAM OF STUDIES

FRESHMAN AND SOPHOMORE YEARS

In the first two years all students must pursue the following pattern of education :

FIRST YEAR

First Semester

BG 1001	English for Insurance I
BG 1201	Statistics for Insurance I
BG 1400	Business Law I
BG 1200	Business Mathematics
BG 1101	Introduction to Business
BG 1202	Science, Man and His Environment

Second Semester

BG 1002	English for Insurance II
IG 1601	Introduction to Risk Management
BG 1203	Calculus <i>Check - approved</i>
BA 1600	Principles of Accounting I ✓
BG 2404	Managerial Psychology ✓
BG 1401	Business Law II ✓

SECOND YEAR

First Semester

BG 2000	Communications in Insurance (English III)
BG 2200	Statistics for Insurance II
BG 2401	Micro - Economics
BM 2800	Principles of Marketing
BA 2601	Principles of Accounting II
IG 2600	Principles of Insurance

Second Semester

BG	2001	Advanced English (English IV)
BG	2400	Macro – Economics
BP	2900	Principles of Management
BF	2700	Finance, Credit and Banking
IP	2825	Property and Casualty Insurances
BG	2402	Ethics

JUNIOR AND SENIOR YEARS

In the third and fourth years students in all majors must take the following CORE courses :

IG	3650	Insurance Accounting
IG	3625	Principles of Reinsurance
IG	4650	Insurance Law
IC	4575	Insurance Marketing
IL	4750	Investment Management in Insurance

In addition, each student must complete the following requirements :

10	Major	Required Courses
5	Minor	Required Courses
2	Major	Elective Courses
2	Free	Elective Courses

DEPARTMENTAL COURSES**COMMERCIAL LINES INSURANCE****Major Requirements**

IG	3651	Principles of Underwriting
IP	3825	Fire Insurance
IC	3525	Commercial Vehicles Insurances
IC	3526	Business Liability Insurances
IC	3527	Product Liability Insurance

IL	3700	Principles of Life Assurance
IC	4525	Engineering Insurance
IC	4526	Business Interruption Insurance
IC	4527	Goods - In -- Transit Insurance
IC	4550	Principles of Surveying and Adjusting

Major Electives

IG	3600	Computer Applications in Insurance
IC	4528	Commercial Theft Insurance
IC	4529	Fidelity Insurance and Suretyship
IC	4530	Employer's and Public. Liability Insurance
IC	4500	Seminar in Commercial Lines Insurance
IC	4501	Directed Study in Commercial Lines Insurance
IC	4502	Internship in Commercial Lines Insurance

GENERAL LINES INSURANCE

Major Requirements

IG	3651	Principles of Underwriting
IP	3825	Fire Insurance
IL	3700	Principles of Life Assurance
IG	3626	Professional Liability Insurances
IL	3751	Pension Scheme Design and Administration
IM	3925	Motor Carrier Insurance
IC	4550	Principles of Surveying and Adjusting
IG	4600	Risk Theory, Principles & Applications
IG	4625	Contractor's Insurances
IG	4675	Insurance Management

Major Electives

IG	3600	Computer Applications in Insurance
IP	4876	Broking and Brokerage Management
IG	4626	Credit and Credit Life Insurance
IL	3725	Medical Insurances
IG	4601	Seminar in Risk and Insurance

IG	4602	Directed Study in General Lines Insurance	4951	IM
IG	4603	Internship in General Lines Insurance	4950	IM
			4975	IM

LIFE ASSURANCE

Major Requirements

IL	3700	Principles of Life Assurance	3700	IL
IL	3750	Life Underwriting	4925	IM
IL	3775	Life Assurance Salesmanship	4876	IP
IL	3725	Medical Insurances	4926	IM
IL	3701	Mathematics of Life Assurance	4900	IM
IL	3751	Pension Scheme Design and Administration	4901	IM
IL	4751	Policy Payments and Administration	4902	IM
IL	4725	Group Insurance		
IL	4752	Estate Planning and Management		
IL	4700	Theory of Life Assurance		

Major Electives

IG	3600	Computer Applications in Insurance	3825	IP
IG	4626	Credit and Credit Life Insurance	3826	IP
IL	4726	Advanced Life Assurance	3827	IP
IL	4701	Seminar in Life Assurance	3725	IL
IL	4702	Directed Study in Life Assurance	3700	IL
IL	4703	Internship in Life Assurance	4825	IP

MARINE AND AVIATION INSURANCE

Major Requirements

IM	3900	Marine Insurance and Markets		
IM	3950	Marine Underwriting		
IM	3951	Aviation Underwriting		
IM	3952	Marine Claims		
IM	3953	Aviation Claims		
IM	3925	Motor Carrier Insurances		
IC	4550	Principles of Surveying and Adjusting		

IM	4951	Principles and Practice of Arbitration	IG	4602
IM	4950	International Trade and Marine Laws	IG	4603
IM	4975	Transportation Insurance Management		

GENERAL LINES INSURANCE

Major Electives

IG	3600	Computer Applications in Insurance	IL	3700
IL	3700	Principles of Life Assurance	IL	3750
IM	4925	Inland Marine Insurances	IL	3775
IP	4876	Broking and Brokerage Management	IL	3725
IM	4926	Technical Marine Insurance	IL	3701
IM	4900	Seminar in Marine Insurance	IL	3751
IM	4901	Directed Study in Marine Insurance	IL	4751
IM	4902	Internship in Marine and Aviation Insurance	IL	4725

PERSONAL LINES INSURANCE

Major Requirements

IG	3651	Principles of Underwriting	IG	3600
IP	3825	Fire Insurance	IG	4626
IP	3826	Motor Insurance	IL	4726
IP	3827	Personal Liability Insurance	IL	4701
IL	3725	Medical Insurances	IL	4702
IL	3700	Principles of Life Assurance	IL	4703
IP	4825	Personal Accident Insurances		
IP	4826	Personal Theft Insurances		
IP	4850	Claims Management		
IC	4550	Principles of Surveying		

Major Electives

IG	3600	Computer Applications in Insurance	IM	3900
IP	4827	Household Insurance	IM	3950
IP	4875	Management of Personal Lines Insurance	IM	3951
IP	4876	Broking and Brokerage Management	IM	3952
IP	4800	Seminar in Personal Lines Insurance	IM	3953
IP	4801	Directed Study in Personal Lines Insurance	IM	3925
IP	4802	Internship in Personal Lines Insurance	IG	4550

MINOR REQUIREMENTS

MARKETING

BM 3820	Sales Management
BM 3840	Consumer Behaviour
BM 3802	International Marketing
BM 4804	Marketing Management
BM 4809	Marketing for Services

GENERAL MANAGEMENT

BP 3905	Production Management I
BF 3701	Corporate Finance
BP 3920	Personnel Management
BM 3802	International Marketing
BP 4908	Administrative Planning and Control

FINANCE AND BANKING

BF 3701	Corporate Finance
BF 3702	Advanced Financial Accounting
BF 3710	Theory of International Trade
BF 4703	International Finance
BF 4710	Financial Management

ACCOUNTING

BA 3602	Intermediate Accounting I
BA 3603	Intermediate Accounting II
BA 3621	Budgeting and Planning
BA 3604	Taxation
BA 3622	Cost Accounting I

BUSINESS COMPUTER

IM 4950	International Trade and Marine Law
BC 3510	Introduction to Computer Systems
BC 3520	COBOL Programming
BC 3525	BASIC Programming
BC 3535	Advanced COBOL Programming
BC 3550	Systems Concepts and Implications

GRADUATE SCHOOL OF BUSINESS**DEGREE**

The Graduate Division of Assumption Business Administration College offers a program leading to the degree of **MASTER OF BUSINESS ADMINISTRATION**

OBJECTIVES OF THE PROGRAM

The basic purpose of the **MASTER OF BUSINESS ADMINISTRATION** program is to supply the Thai business community with more top-level executives. The program seeks to develop skills for recognition and analysis of business and organizational problems, to provide sufficient knowledge of the concepts and methods of problem solving, and to utilize these concepts and methods in deriving proper solutions to present problems and in devising prudent plans for the future. The program is also designed to provide an understanding and appreciation of the role and responsibility of efficient managers and administrators in the environment of the 1980s.

Toward accomplishing these objectives, the program leading to the MBA degree consists of a prescribed pattern of graduate courses. The entire program is based upon common core courses which examine the functions of the executives and their interaction with business environment. Beyond these core courses, students may choose some electives to pursue some in-depth studies in quite a number of particular fields of business administration and economics.

ADMISSION

Eligibility for admission to the MBA program at ABAC requires a bachelor's degree in any field from accredited universities or colleges with a grade point average of at least 2.5 on the four-point scale or its equivalent. Applicants must also have at least one year of working experience prior to applying for entry into the MBA program.

Together with undergraduate transcripts, applicants are required to obtain and submit three letters of recommendation as well as scores achieved in the Graduate Management Admission Test (GMAT). For applicants whose native languages are not English, scores in the Test of English as a Foreign Language (TOEFL) are also required.

In the selection process, the Graduate Admission Committee considers all facets of applicants' qualifications, including scholastic strength, determination, motivation, evidence of leadership and managerial potential. The required documents substantiating the qualities as mentioned above will be closely examined. Furthermore, in some particular cases, special entrance examinations and/or interviews may be demanded. The criteria for admission are based upon academic excellence, analytical skill, language and communication proficiency, and managerial potential. The expected size of student intake each year is 60 and there is no discrimination regarding race, sex, age, religion, nationality or any physical handicap.

APPLICATION PROCEDURE

Application documents are obtainable from the Office of Graduate Studies at ABAC at the cost of Baht 200 (US \$ 9). The submission of each complete application must be accompanied with a non-refundable fee of Baht 500 (US \$ 22).

FEES

Current estimated tuition and fees are as follows and are subject to change :

Tuition fees (per credit hour)	฿ 1,500
Annual College fees	฿ 2,100
Miscellaneous fees	฿ 1,700

The ABAC's MBA Program consists of 48 credit hours.

For further information, please contact

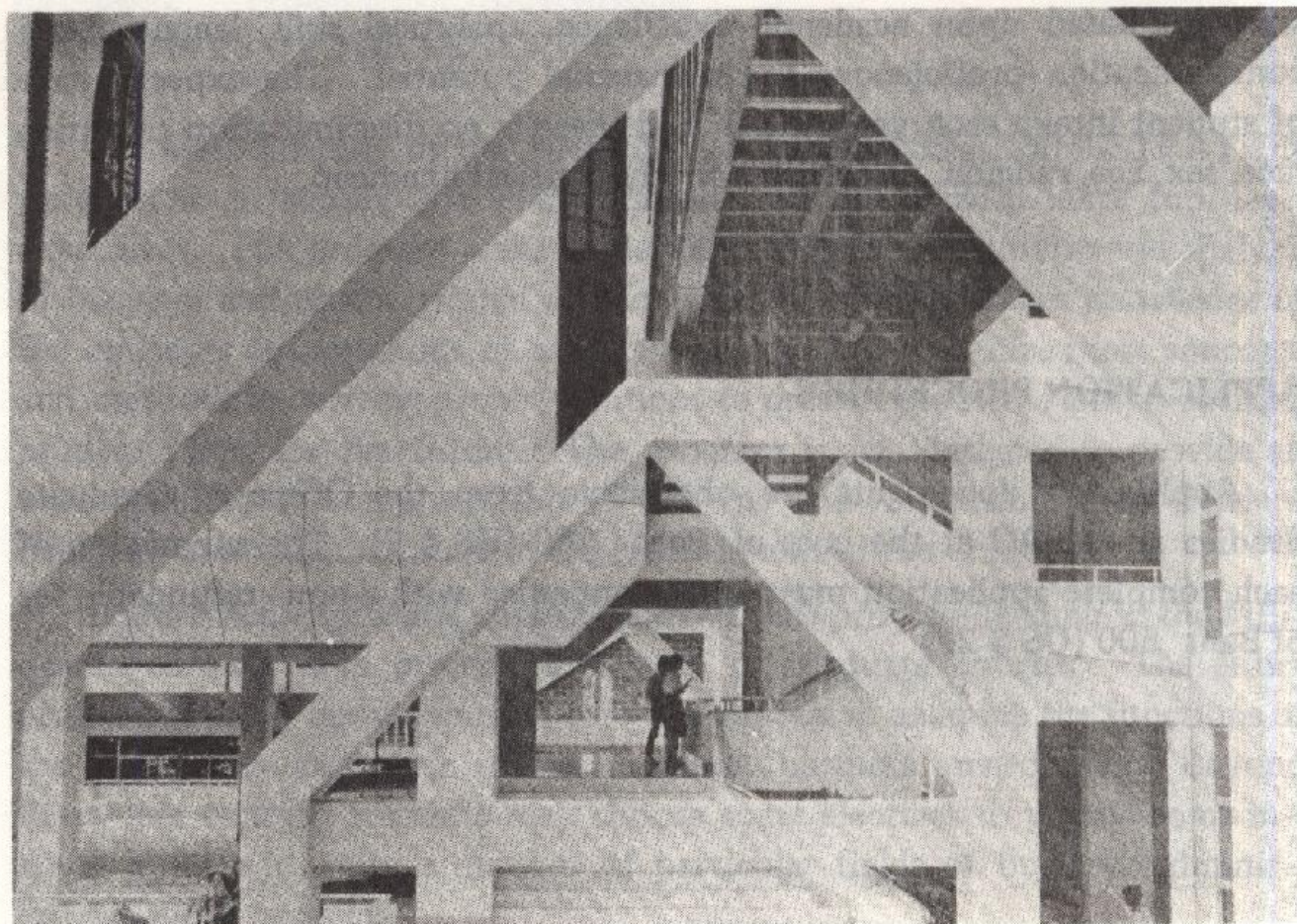
Office of Graduate Studies

Assumption Business Administration College

682 Huamark, Bangkok,

Bankok 10240, Thailand.

Tel: 314-0456, 314-1446, 314-2450, 314-4128-9 Telex : 87468 ABAC TH



COURSE DESCRIPTIONS

BG 0000 REMEDIAL ENGLISH.**0 CREDIT**

This course aims at developing in the students the ability to speak fluent English. It includes a study of the basic structure of the English language together with the different patterns involved. It aims at helping the students to overcome the most common errors due to the influence of the mothertongue with regard to forms of verbs, tenses and idioms. Emphasis is given to oral expression and reading comprehension.

BG 0200 REMEDIAL MATHEMATICS.**0 CREDIT**

This course is designed to give the students ansound background in mathematics.Emphasis, will be given to solving equations with one and more than one unknowns, solution by factorization, solution by completing the square, solution by formula, solution by rule of cross multiplication, basic ideas of graphs, solution of equations by means of graphs, arithmetic, harmonic, and geometric progression, the theory of indices, surds and irrational quantities, logarithms, interest and discount, ratio and proportion.

BG 1000 LITERARY THAI.**3 CREDITS**

This course is designed to develop in the students the ability to communicate in oral and written Thai business language, and to analyze and appreciate the literary writings in the wealth of Thai literature. Emphasis is given to fast reading, comprehension and writing.

BG 1001 ENGLISH I.**3 CREDITS**

Prerequisite BG 0000 Remedial English. This course aims at providing a solid foundation in reading, writing, speaking and understanding spoken English. The students can expect rigorous reading assignments which will be quizzed daily and discussed in class. There will be three one-half hour language lab lessons per week to help students to improve their pronunciation, intonation and listening comprehension; as well as one and one-half hour writing lab each week to help students to write clearly and logically. The important thing to realize is that each and every day the students will have a chance to practise and improve their English language skills.

BG 1002 ENGLISH II.**3 CREDITS**

Prerequisite : BG 1001 English I. English II is a continuation of English I, but with increasing emphasis on independent study, oral and written reports and group discussion. Listening comprehension is stressed so that students attain an ability to understand full length lectures in English.

BG 1100 PHYSICAL EDUCATION.**1 CREDIT**

This course is centered around the physical activity needs, abilities, and interests of young adults. The aims are to create unity among students and to help them to improve physical fitness; to provide opportunity to establish skills in basic movement; to bring performance in elected physical activities to a high level of satisfying proficiency; to find enjoyment in physical activity and lasting interest in continuing voluntary participation. Activities include swimming, soccer, basketball, volleyball, tennis, and social dance.

- BG 1101 INTRODUCTION TO BUSINESS. 3 CREDITS**
A general introduction to business, aiming at outlining the philosophy, objectives and responsibility of business enterprises, and familiarizing students with a business vocabulary; business and its environment, emphasizing the fundamental principles of organization, legal forms of business ownership, business activities concerning personnel, accounting, marketing, production and finance.
- BG 1200 MATHEMATICS FOR BUSINESS. 3 CREDITS**
Prerequisite : BG 0200 Remedial Mathematics. The study of algebraic operations and processes such as properties of real numbers, polynomials, exponents and radicals, linear equations, quadratic equations, logarithmic equations, sets, matrixes and determinants, complex numbers and sectors, sequences and series, and probability.
A business-oriented course involving differential and integral calculus. The first part covers differential calculus: functions, limits, derivatives, optimization, single variable business and economic models, multivariate and transcendental functions and exponential business models. The second part deals with integral calculus and their application to area, probability and other economic applications.
- BG 1201 STATISTICS I. 3 CREDITS**
Prerequisite : BG 1200 Mathematics for Business. The application of statistics in business, collection of data, tabulation, and graphical presentation, with emphasis on the computation of various averages, measures of dispersion moments, skewness and kurtosis, elementary probability theory, Binomial, Normal and Poisson distributions, sampling theory, estimation theory, tests of statistical hypotheses, and chi-square test.
- BG 1202 SCIENCE, MAN AND HIS ENVIRONMENT. 3 CREDITS**
A general study of science and technology emphasizing scientific inventions and innovations and their applications to business, the side effect of modern technology on man and his physical environment.
- BG 1400 BUSINESS LAW I. 3 CREDITS**
(Civil & Commercial)
This course is intended to give students an introduction to the general principles of the Civil and Commercial laws of Thailand. Beginning from the fundamental principles of law, the lectures will proceed to sources, definition, juristic relationship between persons, their nature, interpretation, application and cancellation of laws including the system and administration of the courts. Further lectures will deal in general principles of person, types of persons, capacity of persons, things, property (movable and immovable) juristic acts, wrongful acts, obligations and prescriptions of claims. Specific contracts and practice which are common in commercial transactions, such as sale, exchanges, gift, hire of property, hirepurchase, hire of service, hire of work, carriage, loan, deposit, suretyship, mortgage, pledge, agency, brokerage, insurance and bills will also be dealt with as far as they are necessary to give the students an insight into these matters.
- BG 1401 BUSINESS LAW II. 3 CREDITS**
(Partnership & Company)
Prerequisite : BG 1400 Business Law I. This course is in continuation of the basic knowledge of BG 1400 and is aimed at giving students specific knowledge of laws concerning partnership and company. The lectures will deal with general provisions, definitions, rights and duties, relationship among those who are partners, shareholders and third persons, the procedure for formation of such juristic persons, their management audit, increase and reduction of capital, debentures, dissolution, and liquidation. The

relationship of such juristic persons (partnership and company) in the dealing with banks involving promissory notes, bills of exchange, cheque and other negotiable instruments and mercantile documents will also be introduced.

BG 1402 BUSINESS, SOCIETY AND GOVERNMENT.

3 CREDITS

A study of the relationship between business on the one hand and society and government on the other, and the influence of this relationship on business operations; the limitational and promotional influences that will be conducive to adaptation to environment, the study focuses on the Thai Governmental System, relationship between government and private sectors, role of business in national development, political advancement, administration and aspects of Thai economics that have impact on changes in business organization.

BG 1403 BUSINESS ETHICS SEMINARS.

0 CREDIT

This course is a special requirement extended over a four-year year period, involving 16 3 hour seminars two in each semester. The purpose of this course is to instill in the students ethical concepts in the conduct of business and the various religious philosophies and thoughts in ethical conduct. The seminars will involve guest speakers invited by the College from a wide variety of fields and religions.

BG 2000 ENGLISH III.

3 CREDITS

Prerequisite : BG 1002 English II. This course is designed to develop the student's skill in business executive English. The course comprises a survey of the various types of communication used in the business world. It includes their format and usage. Extensive applicative opportunities are provided for correct expression and structure under the guidance of the instructor.

BG 2001 ENGLISH IV.

3 CREDITS

Prerequisite : BG 2000 English III. This course is designed to develop the skill of the students in writing idiomatic English. Its objective is to see that the students can write in a logical, persuasive and authoritative way on any subject that may be of interest to them in their business and daily lives.

BG 2200 STATISTICS II.

3 CREDITS

Prerequisite : BG 1201 Statistics I. A continuation from statistics I : index number, regression and correlation analysis of time series, and forecasting, application of statistical methods to industrial and business problems.

BG 2400 MACRO-ECONOMICS.

3 CREDITS

The objective of this course is to give the students the overall picture of the economic system. A study of the relationship between micro-economics and macro-economics will be the starting point. However, stress of this course is on the following: theories and methods of measurement of output and national income, money and role of financial institutions, quantity theory of money, price level, consumption theory, savings and investment, government expenditure, balances of trade and payment, various economic problems and their solutions: inflation, deflation, unemployment, business cycle. The subject also covers the importance and role of macro-economics in basic economic development.

- BG 2401 MICRO-ECONOMICS.** 3 CREDITS
A study of micro-economics as it is related to macro-economics as well as other fields of studies. The course will cover pricing mechanism, demand and supply, consumption behavior and consumption and patterns of individual, organization, industry and economy as a whole ; utility theory, indifference curve analysis, law of diminishing return, theory of production and its costs, types of market structure in economic system, theory of factor price: wage, rent, interest and profits.
- BG 2402 ETHICS** 3 CREDITS
A course designed to help students discover themselves and their potentialities so that they may be able to effectively deal with the reality of themselves and others in the social milieu in which they find themselves. For this purpose, the course concentrates on a discussion of the nature of man, the nature of the good life, the nature of society and the nature of ultimate reality.
- BG 2404 MANAGERIAL PSYCHOLOGY.** 3 CREDITS
A study of the concept and scope of social psychology, basic psychological factors and as they relate to the business organization; a survey of language, symbol, perception, memory, emotion, social attitude, persuasion, social and cultural environment, role and status, personality, leadership, group behavior, morale and the application of these factors in the human relations function of business, especially in the creation of morale, motivation of workers, and the solution of business and social problems.
- BM 2800 PRINCIPLES OF MARKETING.** 3 CREDITS
Prerequisite : BG 1101 Introduction to Business. A study of the principles and problems involved in the transfer of goods and services from the producer to the consumer consumer's buying motives, product policies, distribution policies, price policies, sales promotion policies, and the improvement of marketing efficiency.
- BM 3801 PURCHASING.** 3 CREDITS
Prerequisite : BM 2800 Principles of Marketing. The scope and objective of negotiation in procurement, participation and relationship of functional elements of the organization of the purchasing department; preparation, conduct and recording of negotiations; analysis of sources of supply, contract cost, price, profit, investment and risk; cost principles; techniques of negotiation; make or buy, transportation service.
- BM 3802 INTERNATIONAL MARKETING.** 3 CREDITS
Prerequisite : BM 2800 Principles of Marketing. Principles and operations of international marketing: the application of current domestic marketing concepts to international marketing environment; international marketing position; foreign market survey, trade promotion activities of the government and private agencies; environmental aspects of international market; financial features and instruments, marketing structure of international trade, terms of trade and credit.
- BM 3803 RETAIL MANAGEMENT.** 3 CREDITS
Prerequisite : BM 2800 Principles of Marketing. This course aims at introducing the students to the essential principles and practices of the small business in the area of retail operations; planning operations and control in the various retailing institutions: retailing opportunities and careers; with major emphasis on the need to adopt decisions on store location, layout, building, fixtures, equipment and merchandise management : buying, handling, control and pricing; store promotion and customer services.

BM 3820 SALES MANAGEMENT. 3 CREDITS

Prerequisite : BM 2800 Principles of Marketing. The management of personal selling process in marketing: types of sales organizations and their relations with other departments of the business; the place of sales research and planning in marketing; the selection of selling methods: credit, collection and sales financing : hiring, training, compensating and supervising of salesman.

BM 3821 ADVERTISING. 3 CREDITS

Prerequisite : BM 3840 Consumer Behavior. The course is intended to give the students an understanding of broad principles and practices of advertising: basic values and functions of advertisement; consumer's values; product and market analyses for advertising ideas; preparing advertising visualization; advertising media; testing advertising effectiveness; cost and budgeting consideration in advertising.

BM 3822 SALES PROMOTION AND MERCHANDISING. 3 CREDITS

Prerequisite : BM 3840 Consumer Behavior. The principles and practices in guiding management in making the key decisions necessary in sales promotion program: the selection of the proper sales appeals, sales promotion directed towards company's sales staff, middlemen and ultimate consumers. Emphasis is given to planning and evaluation of promotional activities, including the merchandising functions.

BM 3823 MARKETING INSTITUTIONS AND SYSTEMS. 3 CREDITS

Prerequisite : BM 2800 Principles of Marketing. Types, functions, and operating problems of the various institutions in the chain of distribution of different types of products and industries; channel strategy formulation and implementation; the scope of the distribution system; distribution policies; the communication network; evaluation and control of channel performance. Course will include the fast emerging Thai co-operatives as part of channel system, their organization, operation, and management.

BM 3840 CONSUMER BEHAVIOR. 3 CREDITS

Prerequisites : BG 2404 Managerial Psychology and BM 2800 Principles of Marketing. A study of the nature and determinants of consumer behavior. Attention will be focused on the influence of sociopsychological factors such as personality, various social groups, demographic variables, social class, and culture on the formation of consumers' attitudes; consumption and purchasing behavior; including steps in decision-making process starting from problem identification, information and fact finding, evaluation of alternatives, buying decision, and after-purchase evaluation.

BM 4804 MARKETING MANAGEMENT. 3 CREDITS

Prerequisites : BM 2800 Principles of Marketing and BP 2900 Principles of Management. A study and discussion of the scope and field of marketing management; the need of marketing and product planning for promotion purpose the need to plan for new products to replace existing products, and planning for new marketing techniques, including pricing and pricing policies, the techniques of market survey, its objectives and limitations, the management of personal selling, coordination of advertising with all other aspects of marketing, the development of policy toward changing the items comprising the product lines, and the control of marketing operation.

BM 4805 INDUSTRIAL GOODS MARKETING.**3 CREDITS**

Prerequisite : BM 2800 Principles of Marketing. Encompassing the marketing problems of manufacturers and distributors of industrial goods such as machinery and equipment, raw and semi-fabricated materials, industrial supplies and component parts. The course includes the industrial marketing system and concepts; demand and product characteristics; product and service definitions; market identification, evaluation and measurement of marketing performance; pricing; promotion and public relations; industrial channel strategy and logistics; performance standards and instruments of control.

BM 4806 PRODUCT MANAGEMENT.**3 CREDITS**

Prerequisite : BM 2800 Principles of Marketing. A study of management's concepts concerning price and product policies; strategies used in developing produce lines; pricing decision in keeping up-to-date the prices of both industrial and consumer goods; product line management; environment factors that have impacts on price and product strategies.

BM 4807 AGRICULTURAL MARKETING.**3 CREDITS**

Prerequisite : BM 2800 Principles of Marketing. A study of the nature and problems of marketing agricultural products, with the emphasis on Thai agricultural marketing; the nature of Thai agricultural products and their marketing systems; survey of local and foreign agricultural marketing; environmental factors of the agricultural markets; grading, storing and transporting the products; promotional activities and policies of the government and private agencies.

BM 4808 MARKETING DECISION MAKING.**3 CREDITS**

Prerequisite : BM 2800 Principles of Marketing. A course directed towards planning and control in the area of marketing. It includes the principles, techniques and actual practices of marketing forecasting, demand analysis and evaluation of market potential. Emphasizing the market projection, sales budgeting, pricing, demand analysis; production and distribution scheduling as a part of administrative planning for profit; market campaign planning, execution and control.

BM 4809 MARKETING FOR SERVICES.**3 CREDITS**

Prerequisite : BM 2800 Principles of Marketing. A study of nature and characteristics of market and consumer behavior for various services; marketing mix for services; structure and development of institutions involved in selling services such as financial institutions, banks, insurance companies, transportation firms, hotels and various travel industry agencies. The course also covers the comparison between marketing for goods and marketing for services.

BM 4810 EXPORT - IMPORT MANAGEMENT.**3 CREDITS**

Prerequisite : BM 3802 International Marketing. In addition to common principles and practices of international marketing management, the course will include foreign market exploration, exchange problems, practices and document preparation; customs clearances and forwarding practices; detailed study of customs tariffs, duties and export-import premiums; landed cost calculation methods; commodity classification system of the Customs Department; carrier selection decision making; management and organization of freight forwarding and customs clearance agencies; marketing communication for foreign products; management and organization of import and export departments of large commercial firms; relationship with financial and transportation intermediaries.

- BM 4811 SEMINAR IN MARKETING.** 3 CREDITS
Senior Standing (Marketing Major). The primary objective of this course is that of an integrating experience for the students. All areas of marketing curriculum will be brought to play on the problems encountered. The approach will be case study analysis, guest lecturers from business field, research, and others.
- BM 4812 INDIVIDUAL RESEARCH.** 1-3 CREDITS
Senior Standing (Marketing Major). This course aims at developing in students the ability to apply a theoretical concept to the real world problems of any organization in a selected industry in Thailand. Any specific area of concentration will be chosen by the student upon agreement with an instructor selected from the faculty members of Marketing Department. A typewritten report must be submitted.
- BM 4813 TRAVEL INDUSTRY MANAGEMENT.** 3 CREDITS
Prerequisite : BM 2800 Principles of Marketing. A study of economic and social factors that determine the demand for recreation and travel, activities in present-day recreation and travel, travel service institutions, international travel industry, International organization in travel industry, government policy regarding tourism and functions of Tourist Organization of Thailand, tourism activities of the following governmental and private agencies: local tourist organization, local museums, national reserved forests, ruins and relics; role of travel industry on national economy.
- BM 4814 HOTEL MANAGEMENT.** 3 CREDITS
Prerequisite : BM 2800 Principles of Marketing. A study of fundamentals of Hotel Management embracing such topics as hotel structure and staff; receptions; public relations; other hotel services encompassing foods and beverage, housekeeping, engineering, arrangement of transportation for local tours, arrangement with other hotel members and/or non members; other sources of income; cost controlling; and promotion and pricing.
A study also cover effect of various macro-environmental factors such as economics, and governmental policies and subsidiaries on the future of hotel industry.
- BM 4824 ADVERTISING MANAGEMENT.** 3 CREDITS
Prerequisite : BM 3821 Advertising. The management of personal and nonpersonal communication in the marketing process, This course is an overview of the functions of the advertising agency as a business operation and the advertising departments of large business firms. The course emphasizes accounts management and advertising campaign planning, execution and control; billing procedures, income sources, costing techniques, internal operations, personnel policies; media strategy formulation and selections; measurement of advertising effectiveness; and current topics such as truth and ethics in advertising, etc.
- BM 4825 PHYSICAL DISTRIBUTION.** 3 CREDITS
Prerequisite : BM 2800 Principles of Marketing. An analysis of distribution logistics as they relate to time-service concepts, profit control centers, technological gains, the transportation system, economic of transportation pricing, national and international regulations of transportation , freight rates of different modes and their classification systems, transportation terminology, documentation, routes, Thai transport laws, quantitative transportation models, and other modern topics. This course focuses on a study

of organization structure, communication problems and alternatives evaluation, inventory management, warehousing, and transportation.

BM 4841 MARKETING RESEARCH.

3 CREDITS

Prerequisites : BG 2200 Statistics II, BP 3940 Business Research Methodology and BM 3821 Advertising. An introduction to the principles and methods of marketing research: securing the respondents, making a test investigation, sampling, collecting data, types and errors of collected data, tabulating and analyzing the information, interpreting the findings and stating the conclusion. Through a series of class projects, practical experience is offered to the students on how research techniques and procedures are applied to the solution of marketing problems: the determination of market potential and sales quota, reduction of selling costs, forecasting and appraisal of sales promotional efforts, advertising program and channels of distribution are also comprehensively discussed.

BP 2900 PRINCIPLES OF MANAGEMENT.

3 CREDITS

Prerequisite : BG 1101 Introduction to Business. The essential principles of management: planning, organizing, motivating, coordinating and controlling; the theory of management as applied to modern corporate structure; management policies; departmentalization, centralization and decentralization; line and staff functions.

BP 3901 BUSINESS ORGANIZATION.

3 CREDITS

Prerequisite : BP 2900 Principles of Management. This course deals with the theories, practices and problems of organization and its environment, function and structure of authority and responsibility, formal and informal organization and social system, organizational behavior, organizational control, research and development, changing of corporate structure.

BP 3902 PUBLIC RELATIONS IN BUSINESS.

3 CREDITS

Prerequisite : BP 2900 Principles of Management. This course deals with the principles of public relations in business. The main emphasis will be on the study of tools and techniques employed in winning and holding confidence and approval through the formulation and application of public relations policies such as publicity, analysis of opinions and attitudes to create better understanding between business organization and its employees as well as the public, the applications of public relations theories in various situations.

BP 3903 LEADERSHIP.

3 CREDITS

Prerequisite : BP 2900 Principles of Management. This course deals with the types of leadership and recognition of the problems faced by leaders in various working situations, understanding the role of the first-line supervisor and his subordinate, exploration of theories of worker motivation and their application, nature and character of influential leader.

BP 3904 OFFICE MANAGEMENT.

3 CREDITS

Prerequisite : BG 1101 Introduction to Business. A study of various phases of office management, the modern concepts of office management, organization, operation, nature of the office work, office layout, office personnel, planning and control of office work, productivity measurement and cost control.

- BP 3905 PRODUCTION MANAGEMENT I. 3 CREDITS**
Prerequisite : BP 2900 Principles of Management. The fundamentals of industrial management from the point of view of organization structure, product, product development and research, standardization, plant location and layout, materials handling, machines equipment and maintenance, and the overall operation of production and control.
- BP 3906 MANAGERIAL GROUP DYNAMICS. 3 CREDITS**
Prerequisite : BP 3903 Leadership. This course is designed to acclimate students to methods and skills of conference and discussion leadership, with the main emphasis on improving the effectiveness of leader's performance in group problem-solving and decision-making, basing upon the assumption that skilled leadership must be able to dissipate the forces in a group that make for frustration and to utilize the group resource that make for cooperative problem-solving.
- BP 3907 MANAGEMENT INFORMATION SYSTEM. 3 CREDITS**
Prerequisites : BG 1201 Statistics I and BP 2900 Principles of Management. A study of principles of information system, filing system, fact finding, processing, and application of information in all decision-making, and a study of the information system of some organizations.
- BP 3908 PRODUCTION MANAGEMENT II. 3 CREDITS**
Prerequisite : BP 3905 Production Management I. A follow-up course to the fundamentals of industrial management. Provides an in-depth view of the Production Department, Processes, Plant, Equipment, and Maintenance, with special emphasis on Production Planning and Control. Important topics include Resource Allocation and Scheduling, Quality Assurance, Product Quality Control methods, and how such technical information are communicated for management decisions.
- BP 3920 PERSONNEL MANAGEMENT. 3 CREDITS**
Prerequisite : BP 2900 Principles of Management. The study of phases of personnel management; methods, techniques and procedures of the managerial as well as the operational phases of procurement, development, maintenance and utilization of an effective working force. The course covers the raising of greater efficiency and productivity of personnel through the application of effective policies and practices in selection training, compensation, promotion and transfer, health and safety provisions, morale building, job stabilization, grievance handling and disciplinary actions, the human relations aspect of dealing with personnel is also emphasized.
- BP 3921 EMPLOYMENT PROCEDURE AND EVALUATION. 3 CREDITS**
Prerequisite : BP 3920 Personnel Management. The course covers recruitment methods labor laws and evaluation of employees. It deals with the logic of selection and the processes of recruitment, interview and testing, recruitment of personnel for different levels, laws governing labor, evaluation of employment techniques and individual performance.
- BP 3922 PERSONNEL TRAINING AND DEVELOPMENT. 3 CREDITS**
Prerequisite : BP 3920 Personnel Management. The course deals with the principles of training and development of personnel; types, methods, and contents of training programs; development of the programs; evaluation of training program; behavioral changes; training for different levels of personnel and leadership training.

- BP 3940 BUSINESS RESEARCH METHODOLOGY. 3 CREDITS**
Prerequisite : BG 2200 Statistics II. A study of scientific research methods for business decision-making and problem-solving. Emphasis is placed on the nature of research, choosing a problem and scope for research in business administration, planning and organizing the research project, methodology and techniques in data collection, design of research project, processing, analysis and presentation of data in appropriate report format. Students will be trained in writing the research report.
- BP 3941 OPERATIONS RESEARCH. 3 CREDITS**
Prerequisite : BG 2200 Statistics II. Application of quantitative techniques to the formulation and solution of economic and business problems. Topics include demand and cost analysis, forecasting methods, linear programming, inventory and queuing theories.
- BP 3942 ORGANIZATION BEHAVIOR. 3 CREDITS**
Prerequisites : BG 2404 Managerial Psychology, BP 3901 Business Organization and BP 3920 Personnel Management. This course provides the social psychological foundations for understanding individual and group behavior, and the application of these principles to the problems faced by managers in both line and staff positions in organizations. Specific topics of study include perception, communication, attitudes, motivation, influence, cooperation-competition, group dynamics, organizational change, and organizational structure.
- BP 4908 ADMINISTRATIVE PLANNING AND CONTROL. 3 CREDITS**
Prerequisite : BP 2900 Principles of Management. The course deals with organizational objective, formulation of corporate policies and strategies, planning processes, implementation, and the process of control in the accomplishment of an organization's objectives, short-term and long-term planning, planning for profit, evaluation of the plan; the methods processes and problems in setting up different systems of control used by management, and the analysis of information for decision-making.
- BP 4909 COMPARATIVE MANAGEMENT. 3 CREDITS**
Prerequisites : BG 1402 Business, Society and Government and BG 2404 Managerial Psychology. Identification, analysis and comparison of management systems in differing national, functional, or institutional settings. Impact of economic, social political, and cultural variables on management systems, Universality of management principles.
- BP 4910 COMMUNICATION IN MANAGEMENT. 3 CREDITS**
Prerequisite : BP 2900 Principles of Management. The main objective of this course is to apply the general communication concept to business management system by studying of hindrance, communication problems affecting the management process and effectiveness, including approaches to solution of such problems; relationship between communication system and other management ingredients such as decision - making, authority, responsibility, delegation, operation of organization, cooperation, coordination and conflicts which organization, including planning and controlling of communication systems for an optimal effectiveness in the management of organization.
- BP 4911 SEMINAR IN PERSONNEL MANAGEMENT. 3 CREDITS**
Senior Standing (General Management Major). The primary objective of this course is that of an integrating experience for the students. All areas of management and personnel curriculum will be brought to play on the problems encountered. The approach will be case study analysis, guest lecturers from businessfield, research, and others.

BP 4912 INDIVIDUAL RESEARCH. 1-3 CREDITS

Senior Standing (General Management Major). This course aims at developing in students the ability to apply a theoretical concept to the real world problems of any organization in a selected industry in Thailand. Any specific area of concentration will be chosen by the student upon agreement with an instructor selected from the faculty members of General Management Department. A typewritten report must be submitted.

BP 4913 BUSINESS POLICY. 3 CREDITS

Senior Standing. This course is intended to familiarize students with problems in overall business policy formulation, and problems in management, as well as providing practical experience in analysis and decision-making process for these problems. The methods of teaching will be case discussion by using cases developed from the real life situations of business firms and other organizations. Students will be assigned to analyze and solve the problems concerning organization establishment organizational changes, planning, marketing, selling, purchasing, production, labor, personnel, finance and measures of control.

BP 4914 SMALL BUSINESS MANAGEMENT 3 CREDITS

Prerequisite : BP 2900 Principles of Management. A study of small business management techniques for both existing and newly established, appropriate principles and practices for the said businesses, study of problems and solutions in order to operate small business with optimal effectiveness, including the preparation for the survival and growth of small businesses.

BP 4915 PROJECT MANAGEMENT 3 CREDITS

Prerequisite : BP 3901 Business Organization. A study of project planning procedure by considering factors in determining project objectives, setting of work system, allocation of resources, project feasibility analysis, matrix model organization, management techniques and operation procedures in accomplishing goal such as implementation, communication, coordination, controlling and evaluation of the project.

BP 4923 WAGE AND SALARY ADMINISTRATION 3 CREDITS

Prerequisite : BP 3920 Personnel Management. This is an intensive course on the methods and techniques of determining the relative worth of jobs and giving them of appropriate monetary values in terms of salary and wage rates; the basic types of job valuation, the analysis of basic principles of wage and salary administration and their effects on morale of employees.

BP 4924 MANPOWER PLANNING 3 CREDITS

Prerequisite : BP 3920 Personnel Management. A study and analysis of long range personnel policy and operation planning of the organization, organizing of work system both in its structure and procedures, departmental human resources, demand, rate of manpower procurement to replace vacancy due to promotion, retirement, and dismissal of human resources, factors and limitations of personnel development at all organizational levels for both existing and incoming personnel, including manpower planning for all types of personnel at different periods and situations.

BP 4925 LABOR RELATIONS 3 CREDITS

Prerequisite : BP 3920 Personnel Management. An analysis of labor relations, focusing on management problems and their solutions, the environmental framework, the legal framework, the behavioral structure of organized labor groups, collective bargaining, administration of labor agreement, handling of labor disputes, and labor relations policies.

BP 4943 ORGANIZATION DEVELOPMENT 3 CREDITS

Prerequisites : BP 3901 Business Organization, BP 3942 Organization Behavior
A study of concepts for developing organizations, determining the direction for organization development, stages of organization development work, strategies and tactics of organization development such as team development, intergroup relationships, goal-setting and planning, development of skills and abilities for individual participants, etc.; organization - environment interface, the group - to - group interface, individual - and - organization interface; problem - solving by means of managerial strategy, the way work is done, new environment strategy, communications and influence patterns; in including the application of organization development principles and concepts in practice which leads to effective cooperation and healthy organization.

BP 4944 ORGANIZATION PSYCHOLOGY 3 CREDITS

Prerequisite : BP 3942 Organization Behavior. This course deals with an application of psychology to personnel problems in organization, with major emphasis on problem - solving approaches, and selection of personnel strategies. Within this course, students will be given opportunity to learn a real personnel problem - solving utilized by psychologists.

BF 2700 FINANCE, CREDIT AND BANKING 3 CREDITS

A basic course in finance, credit and banking: history of money, importance and functions of money, value of money, quantity theories of money, meaning of money in business, financial need of business; nature, system and functions of bank, bank reserve, expansion and contraction of money quantity, bank services; criteria in granting credit, uses of credit instruments, credit extension, debt prevention and debt amortization, monetary policy and fiscal policy.

BF 3701 CORPORATE FINANCE 3 CREDITS

Prerequisite : BF 2700 Finance, Credit and banking. The fundamental principles and policies of corporate finance, scope and nature of financial function, emphasizing capital financing and management of working capital, funds for establishment and operation, assets management, organization design for financial advantages, raising of long - term and short - term capital, financial structure, cost of capital calculation, principles of financial analysis, planning for debt repayment and profit.

BF 3702 ADVANCED FINANCIAL ACCOUNTING 3 CREDITS

Prerequisite : BA 2601 Principles of Accounting II. Accounting theories and practices relating to problems of asset valuation and classification in accounts and statements. Also includes accounting theories and practices relating to problems of valuation and classification of liabilities and stockholders equity. Prior years adjustments, and study of contemporary accounting issues.

BF 3703 INTRODUCTION TO FINANCIAL ECONOMICS 3 CREDITS

Prerequisites : BG 2401 Micro-Economics, BG 2400 Macro-Economics and BF 2700 Finance, Credit and Banking. The study of economic theory, analysis and application in finance and business decision making. The topics include quantitative techniques in decision making, decision making under risk and uncertainty, business condition analysis, demand analysis and estimation, production analysis, cost concept for decision making, cost estimation and forecasting, pricing decision in practice and investment decision criteria.

BF 3704 PRINCIPLES AND POLICIES OF INVESTMENT 3 CREDITS

Prerequisite : BF 3701 Corporate Finance. A study of principles and policies of securities investment, principles of investment and profit speculation, factors that motivate investment, capital stability, cost of capital, types and characteristics of securities and the institutions involved, methods of investment analysis, investment project, income determination from investment, investment policy, and the management of investment portfolio.

BF 3705 FINANCIAL INSTITUTIONS AND MONEY MARKETS 3 CREDITS

Prerequisite : BF 2700 Finance, Credit and Banking. A study of the nature, functions, importance and operation of financial institutions both local and foreign such as bank, financial company, money markets, insurance company, trust, world bank and international financial institutions. The course covers principles of investment of the stated institutions, operation of securities markets and brokerage houses, flow of capital, interest rate, and importance of demand and supply in money markets.

BF 3710 THEORY OF INTERNATIONAL TRADE 3 CREDITS

Prerequisite : BG 2401 Micro-Economics. An introduction to the theory of international trade and finance, the course examines the functioning of the international monetary system and international financing arrangements. Topics included, but not limited to, are: comparative advantage; transfer of international payments; foreign exchange markets, and hedging therein; balance of payments, and adjustments; international liquidity; international portfolio and direct investments; international financial markets and institutions (including a survey of the IMF and Drawing Rights, World bank, Asian Development Bank); foreign trade policy; effects of protectionism and regionalism (e.g. COMMON MARKET), and other topics of current interest such as the Eurodollar, Asian Dollar, ASEAN, the U.S. Prime Rate and its impact on developing countries.

BF 3720 BANK OPERATION 3 CREDITS

Prerequisite : BF 2700 Finance, Credit and Banking. The course is designed to give the students the knowledge of the practices and operation of commercial banks, a study of structure, nature, policy and various services provided as well as principles of bank accounting; a detailed study of all departments of commercial bank is also included.

BF 3721 CENTRAL BANKING SYSTEM AND POLICY 3 CREDITS

Prerequisite : BF 2700 Finance, Credit and Banking. A study of the basic principles and practices of the central bank, the central bank's control over money circulation and commercial banks, origin and historical development of central banking, the Bank of Thailand, principles and practices of the central bank, monetary system, central bank's monetary policy, control of money by central bank, financial relationship between central bank and commercial banks, role of the Bank of Thailand in solving economic problems.

BF 3740 RISK MANAGEMENT AND INSURANCE. 3 CREDITS

A study of principles and operation in relation to risk management and insurance. The first part covers risk management, risk reduction, types and selection of insurance, role and advantages of insurance.

The second part covers principles in operating various types of insurance, classification of risk, universal practice of insurance, responsibility of insurance company, reserve for capital retirement, investment management of insurance company, meaning and scope of life insurance, criteria, conditions and procedures in buying life insurance, insurance coverage, and responsibility of insurer.

BF 4703 INTERNATIONAL FINANCE. 3 CREDITS

Prerequisite : BF 2700 Finance, Credit and Banking. A study of the principles and practices of international finance and exchange, the balances of trade and payment, with major emphasis on policy, operation and role of international financial institutions, tools in currency exchange, stabilization of currency, determination of exchange rates, nature of foreign exchange markets and control, problems arising from the standardization of currency, government control policy of foreign investment and foreign loan, balance of trade and its effect, international agreement which has impact on country's economy such as trade tariff, international cooperation and foreign aids.

BF 4706 FINANCIAL STATEMENTS ANALYSIS. 3 CREDITS

Prerequisite : BA 2620 Managerial Accounting. This course is designed to enable the students to read and interpret financial statements, and to analyze and criticize departmental financial matters as well. Emphasis is given to the study of owner's equity, investment, capital expansion, division of profit, a detailed examination of the analysis and interpretation of financial statements, techniques employed in financial statements analysis, presentation of reports to stockholders and interested public, principles employed in analyzing assets from the point of view of investment, profitability and other factors that affect price of securities, forecasting and analysis of security market environment, including critical problem solving.

BF 4707 INDUSTRIAL FINANCE. 3 CREDITS

Prerequisite : BF 3701 Corporate Finance. A study of policies and practices of public and private institutions engaged in industrial project, supporting both in increasing work efficiency and finance of small, medium and large industrial projects. The course involves proposal preparation, project feasibility analysis and follow up. Case analysis and/or seminar may be emphasized.

BF 4708 PUBLIC FINANCE ADMINISTRATION. 3 CREDITS

Prerequisite : BF 2700 Finance, Credit and Banking. The principles and policies of public finance administration with emphasis on the importance of public finance, relationship between business finance and public finance, internal auditing, government purchases, policies of taxation and revenue collection, administration of public debts, fiscal policy, the administration of municipality finance, and the problems in tax collection.

BF 4709 REAL ESTATE INVESTMENT. 3 CREDITS

Prerequisites : BF 3702 Advanced Financial Accounting and BF 3704 Principles and policies of Investment. Integration of theory and practice of real estate operations, valuation, financing, marketing and financial management, maintenance system, as well as legal aspects of real estate.

BF 4710 FINANCIAL MANAGEMENT. 3 CREDITS

Prerequisite : BF 3701 Corporate Finance. A study of financial principles and policies, and the analysis of financial problems for decision-making, formation of short-term and long-term financial policies, planning for various methods of fund raising, cost of capital, capital allocation, dividend policy, financial problems of new and existing business enterprises, valuation of enterprises, joint venture, merger and acquisition, capital expansion, financial operation and control.

- BF 4711 SEMINAR IN FINANCE AND BANKING. 3 CREDITS**
Senior Standing (Finance and Banking Major). The primary objective of this course is that of an integrating experience for the students. All areas of finance and banking curriculum will be brought to play on the problems encountered. The approach will be case study analysis, guest lecturers from business field, research and others.
- BF 4712 INDIVIDUAL RESEARCH. 1-3 CREDITS**
Senior Standing (Finance and Banking Major). This course aims at developing in students the ability to apply a theoretical concept to the real world problems of any organization in selected industry in Thailand. Any specific area of concentration will be chosen by the student upon agreement with an instructor selected from the faculty members of Finance and Banking Department. A typewritten report must be submitted.
- BF 4713 FINANCIAL FEASIBILITY PLANNING. 3 CREDITS**
Prerequisite : BF 3704 Principles and Policies of Investment. A study and analysis of system, structure, procedures, and information of investment project in order to evaluate its feasibility, including the study of the relationship between financial feasibility and other operating factors like marketing and economic; data interpretation of the said project for the purpose of making decision basing upon financial feasibility.
- BF 4714 AGRICULTURAL AND COMMERCIAL FINANCE. 3 CREDITS**
Prerequisites : BF 2700 Finance, Credit and Banking and BF 4742 Credit Management. A study of financial problems of borrower and lender.
Borrower : Individual farmer, farmers, farm co-op and commercial firms; practices applicable to borrowing.
Lender : Various lending agencies including cooperatives, commercial banks, dealers, middlemen and loan sharks; policies and method of granting farm credit, evaluation of alternative agricultural credit systems, collateral and repayment, government's role in farm and commercial credit.
- BF 4715 LAWS AND PRACTICES IN FINANCE. 3 CREDITS**
Prerequisite : BF 3705 Financial Institutions and Money Markets. A comprehensive survey of laws and regulations governing financial institutions, including examination and auditing procedures for commercial banks, trust and finance companies, insurance companies, and pawn shops. This course also includes formalities and requirements governing the establishment of those institutions, ethical standards and rules governing the operation and control.
- BF 4716 SMALL BUSINESS FINANCE. 3 CREDITS**
Prerequisite : BF 3702 Advanced Financial Accounting. A study of the financial theories used by large firms, as applicable by small firms, as well as suitable techniques and models which may be employed in an analytical framework designed to improve the efficiency of the small firm; in such fields as planning, accounting and data processing systems, financial leverage; valuation, investment decision-making, working capital management.
- BF 4717 PERSONAL FINANCE. 3 CREDITS**
Prerequisite : BF 2700 Finance, Credit & Banking. The course is concerned with the management of property, of wealth and entails management of income (sources of funds) and outgo or expense (uses of funds) Topics covered deal with personal income and budgeting, consumer credit and credit instruments, types of insurances and annuities, investments, taxes and assets and estate planning.

BF 4718 EXPORT - IMPORT FINANCING. 3 CREDITS

Prerequisite : BF 3701 Corporate Finance. A study of the principles and practices involved, particularly as related to customs and problems in Thailand, in the procurement of credit (from all types of institutions) to finance import and export transactions from the viewpoint of the business firm: either trading, contracting, or manufacturing. Discussion will also include viewpoints of the financial institutions granting such credit and customs procedures and practices pertaining thereto. At the discretion of the instructor coverage may include the role of the central bank in such transactions and its rules and regulations on export-import financing. The instructor may also cover activities of the Ex-Im Bank of the U.S. if time permits.

BF 4719 QUANTITATIVE METHODS FOR FINANCIAL DECISIONS. 3 CREDITS

Prerequisites : BG 1200 Mathematics for Business, BG 2200 Statistics II and BF 3701 Corporate Finance. This course is primarily designed to equip the students with modern quantitative techniques that can be readily applied to financial decisions. Extensive use is made of probability, statistics, linear programming and others mathematical tools.

Topics will include the probability theory, Bayes' theorem, random variables, utility and choices under uncertainty, mathematical programming and decision theory. In particular, emphasis will be placed on these topics as applied to the theory of investment decisions, cost of capital and capital valuation, and working capital management, etc.

BF 4722 BANK MANAGEMENT. 3 CREDITS

Prerequisite : BF 2700 Finance, Credit and Banking. Course encompasses concepts and practices of the functions of banking institutions in Thailand, including trust and finance companies, whether local or foreign, as well as their organization and management.

BF 4742 CREDIT MANAGEMENT. 3 CREDITS

Prerequisite : BF 2700 Finance, Credit and Banking. Organization, management and operation of the credit function of business enterprise, factors determining credit acceptability, credit investigation procedures, risk analysis and interpretation of credit data, interdepartmental relationships, setting of credit limits, terms of trade of different industries, factoring and discount, management of the collection function, customer record systems and procedures, legal aspects and steps in default and other related topics.

BA 1600 PRINCIPLES OF ACCOUNTING I. 3 CREDITS

A study of accounting concepts, elementary accounting principles and procedures, income determination, preparing financial statement reports, emphasizing at the same time the meaning, objectives, and importance of accounting; recording of business transactions in general journal, ledger, special journal, control accounts, trial balance, adjusting processes, closing entries, ruling and balancing the accounts, work sheet, profit and loss statement, and balance sheet. Course also covers cash control, voucher system, petty-cash book, bank reconciliation; accounting procedures for notes and inventory.

BA 2601 PRINCIPLES OF ACCOUNTING II. 3 CREDITS

Prerequisite : BA 1600 Principles of Accounting I. A study of accounting principles and practices of investment securities, long-lived assets, depreciation and liabilities ; accounting principles pertaining to partnership, company, department accounts, simple manufacturing accounting and financial statements of non-profit organizations.

BA 2620 MANAGERIAL ACCOUNTING.**3 CREDITS**

Prerequisite : BA 2601 Principles of Accounting II. A study of analyzing and using accounting information for planning, operation, decision-making and control: the basic accounting concepts, financial statements analysis, fund flow and cash flow statements, budgeting, changes in price level, costs behavior, performance and profit measurement, as well as cost-volume-profit analysis.

BA 3602 INTERMEDIATE ACCOUNTING I.**3 CREDITS**

Prerequisite : BA 2601 Principles of Accounting II. A detailed study of accounting principles, practices and problems of assets valuation and classification, presentation of following assets in balance sheet: cash, marketable securities, notes, accounts receivable, merchandise inventory, investments, tangible and intangible assets, natural resources; and different methods of depreciation calculation.

BA 3603 INTERMEDIATE ACCOUNTING II.**3 CREDITS**

Prerequisite : BA 2601 Principles of Accounting II. A detailed study of accounting principles, practices and problems of liabilities and owner's equity valuation and classification, presentation of following liabilities and owner's equity in balance sheet: short-term and long-term liabilities, owner's equity, reserves and retained earnings.

BA 3604 TAXATION.**3 CREDITS**

Prerequisite : BG 1401 Business Law II. A survey of environmental factors relating to tax paid by individuals and business enterprises: principles and features of taxation according to Revenue Code, methods of various tax liabilities appraisal and collection such as personal income tax, corporate tax, business tax, duties and stamps, and other kinds of tax involved in business.

BA 3605 TAX ACCOUNTING.**3 CREDITS**

Prerequisites : BA 2601 Principles of Accounting II and BA 3604 Taxation. A study of tax accounting procedure in compliance to the Revenue Code: principles and procedures in determining income, expenditures, valuation of assets and liabilities, and depreciation in calculation of net income or profit for tax purposes, practical problems in tax accounting.

BA 3606 GOVERNMENT AND FUND ACCOUNTING.**3 CREDITS**

Prerequisite : BA 2601 Principles of Accounting II. A study of system and procedure of the governmental and state enterprise accounting, and the national budget system, with major emphasis on the government's financial management, national budget, financial funds, governmental and fund accounting systems, controlling function of the National Audit Council and the Comptroller General Department, national financial statements, accounting of municipalities and other government agencies, state enterprise accounting, and fund accounting of foundations, educational institutions, etc.

BA 3621 BUDGETING AND PLANNING.**3 CREDITS**

Prerequisite : BA 2601 Principles of Accounting II. The process in preparing budgets for managerial planning and control: the procedures in preparing various types of budgets such as cash budgeting, capital budgeting, sales budgets, production budgets, etc. ; interrelationship among budgets; cost-volume-profit analysis and other related topics.

- BA 3622 COST ACCOUNTING I. 3 CREDITS**
Prerequisite : BA 2601 Principles of Accounting II. This course is designed to enable the students to understand cost concepts, cost accumulation, techniques in cost analysis and preparing production cost report: accounting procedures for raw materials, labor and overhead costs; various cost accounting approaches: job-order accounting, process costing, point-product and by-product costs, cost control by means of standard costs; analysis of variances; preparing production cost reports.
- BA 3623 COST ACCOUNTING II. 3 CREDITS**
Prerequisite : BA 3622 Cost Accounting I. A study of using cost accounting information for managerial planning and production control, including the use of such information for product pricing. A detailed study of variable cost, fixed cost, mixed cost, direct costing, absorption costing; analysis of costs for decision-making; capital expenditure planning, rate of returns; manufacturing expenses control; measurement and control of various work units.
- BA 3624 REAL ESTATE ACCOUNTING. 3 CREDITS**
Prerequisite : BA 3622 Cost Accounting I. Accumulation and selection of data; recording, analysis, and preparation in report format to conform to real estate laws and other pertinent laws of Thailand for investors, investment firms, housing projects, speculators, real estate agencies, condominium cooperatives, real estate developers and financial institution real estate portfolios; at discretion of the instructor coverage may include various expense allocation systems, analysis of variances against projected expenditures, including use of the case method.
- BA 3625 HOSPITAL ACCOUNTING. 3 CREDITS**
Prerequisite : BA 3622 Cost Accounting I. This course is designed for students interested to specialize in the accumulating, recording, interpreting accounting data and preparation of reports on various hospital functions (including other medical service functions and institutions such as polyclinics and nursing homes) both for the public and private sectors of hospital business; the course includes study of rules and regulations governing the accounting of health services in Thailand.
- BA 3626 HOTEL ACCOUNTING 3 CREDITS**
Prerequisite : BA 3622 Cost Accounting I. This course offers specialization to students interested in entering this vital sector of Thailand's foreign exchange earner. Covers the accumulation, recording, analyzing of accounting, data and preparation of reports on the performance of the various hotel functions such as rooming, food beverage, indoor/outdoor catering, banquets, entertainment, laundry & other services including foreign exchange, arcade rental income and other franchise income such as limousing, parking, exhibition stalls, sauna health clubs, massage parlors, sports center etc. Included also will be control systems, periodical performance appraisals and analysis of variances for corrective action.
- BA 3641 AUDITING I 3 CREDITS**
Prerequisite : BA 2601 Principles of Accounting II. A study of principles in auditing accounts and preparing auditing reports, importance of auditing, laws governing auditing practices, auditor's demeanour and decorum, and responsibilities, auditing standard, internal control, internal auditing, auditing planning and auditing procedures, disclosure of data in financial statements, and preparation of auditing reports.

- BA 4607 ADVANCED ACCOUNTING I. 3 CREDITS**
Prerequisites : BA 3602 Intermediate Accounting I and BA 3603 Intermediate Accounting II. An advanced course covering specific accounting procedures: joint venture, consignment, installment sale, hire purchase, insurance, home office and branch accounting, accounting procedures regarding currency exchange, correction of errors, and preparation of financial statements from incomplete records.
- BA 4608 ADVANCED ACCOUNTING II 3 CREDITS**
Prerequisite : BA 4607 Advanced Accounting I. A study of accounting for holding and subsidiary companies, preparation of consolidated financial statements, accounting for statement of affairs, receiverships, statement of realization and liquidation.
- BA 4609 ACCOUNTING THEORY 3 CREDITS**
Prerequisites BA 3602 Intermediate Accounting I and BA 3603 Intermediate Accounting II. A study of various accounting issues and modern accounting theories, evaluation of main accounting concepts, survey of contemporary accounting field, with emphasis on latest developments and issues.
- BA 4611 SEMINAR IN ACCOUNTING. 3 CREDITS**
Senior Standing (Accounting Major) The primary objective of this course is that of an integrating experience for the students. All areas of accounting curriculum will be brought to play on the problems encountered. The approach will be case study analysis, guest lecturers from business, field research, and others.
- BA 4612 INDEPENDENT STUDY 1-3 CREDITS**
Senior Standing (Accounting Major). This course aims at developing in students the ability to apply a theoretical concept to the real world problems of any organization in a selected industry in Thailand. Any specific area of concentration will be chosen by the student upon agreement with an instructor selected from the faculty members of Accounting Department. A typewritten report must be submitted.
- BA 4624 SEMINAR IN COST ACCOUNTING. 3 CREDITS**
Prerequisite : BA 3623 Cost Accounting II A study of problems concerning the relationship, understanding, and cooperation from other work units involved in data collection and analysis of data for the purpose of designing enterprise's cost accounting system, as well as a study of problems arising from the application of cost accounting concepts to various work systems.
- BA 4642 AUDITING II. 3 CREDITS**
Prerequisite : BA 3641 AUDITING I A study of practices and problems in auditing involving the use of accounting principles in auditing financial statements, the pattern of reports for different types of industries, and study of the statements of the certified public accountant institutes that often raise very important problems for the accountants to consider.
- BA 4643 SEMINAR IN AUDITING. 3 CREDITS**
Prerequisite : BA 4642 Auditing II. A review of auditing problems, principles and practices in auditing accounts, law aspects in auditing, and other related practices. Students will be assigned to work out the Thai certified public accountant's former examination papers, including problems analysis and class discussion. This course is intended to acclimate and prepare the students to become auditors.

BA 4645 INTERNATIONAL ACCOUNTING.**3 CREDITS**

Prerequisite : BA 3622 Cost Accounting I. The course involves the accumulation and recording of accounting data of business firms with multi-national operations; includes analysis and reporting of these operations by functions, products, product lines and by country/location of operations for proper presentation of operating results to top management.

BA 4646 ACCOUNTING SYSTEM DESIGN.**3 CREDITS**

Prerequisite : BA 4607 Advanced Accounting I. A study of the importance of accounting system in operation control, practices in designing accounting systems for different businesses, principles of internal control, determination and designing of various business papers and books, use of accounting codes and its problems, use of accounting machines, accounting system design for computer operation, and problems on such designing, including accounting system design relating to purchase, sale, cash receipts and disbursement, as well as payrolls.

BC 1500 INTRODUCTION TO COMPUTER.**3 CREDITS**

History of development of computation and computing machines. Introduction to an electronic digital computer. Function of computer and scope of its applications. Factors for succesful applications. Introduction to system analysis, system flowchart. Basic principles of computer languages. Introduction to classification of computer languages.

BC 3510 INTRODUCTION TO COMPUTER SYSTEMS.**3 CREDITS**

Prerequisite : BC 1500 Introduction to Computer or Equivalence. Introduction to hardware modules, executive software, operation software, data and program handling software, multiprogramming and multiprocessing environment.

BC 3520 COBOL PROGRAMMING.**3 CREDITS**

Prerequisite : BC 1500 Introduction to Computer or Equivalence. Introduction to COBOL language and its use in business applications. Each student must compose and debug five short COBOL programs in this course.

BC 3521 FORTRAN PROGRAMMING.**3 CREDITS**

Prerequisite : BC 1500 Introduction to Computer or Equivalence. Elements of FORTRAN language, arithmetic and logical statements, control statements, specification statement, input/output statements, and subprograms. Each student must compose and debug about eight FORTRAN programs in this course.

BC 3522 ASSEMBLY LANGUAGE PROGRAMMING.**3 CREDITS**

Prerequisite : BC 1500 Introduction to Computer or Equivalence. Classification of assembly languages, Programming in standardized assembly language. Actual sample of assembly languages. Each student will have to write and debug about five programs in assembly language.

BC 3523 PL/1 PROGRAMMING.**3 CREDITS**

Prerequisite : BC 1500 Introduction to Computer or Equivalence. Elements of PL/1 language and its application in business problems. Each student must compose and debug about five short PL/1 programs in this course.

- BC 3524 CURRENT PROGRAMMING LANGUAGE. 3 CREDITS**
Prerequisite : BC 1500 Introduction to Computer or Equivalence. This course is designed primarily to service other academic departments and is not open to Computer majors. Other majors who opt to take any language that is being offered in the semester will take it in conjunction with Computer majors but credit will be given for this course although the contents of the course and the classroom will be the same.
- BC 3525 BASIC PROGRAMMING. 3 CREDITS**
Prerequisite : BC 1500 Introduction to Computer or Equivalence. Introduction to BASIC language and its use in business applications. Each student must compose and debug about eight BASIC programs in this course.
- BC 3526 RPG PROGRAMMING. 3 CREDITS**
Prerequisite : BC 1500 Introduction to Computer or Equivalence. Elements of RPG language and its application in various business problems. Each student must compose and debug about five short RPG programs in this course.
- BC 3527 PASCAL PROGRAMMING 3 CREDITS**
Prerequisite : BC 1500 Introduction to Computer or Equivalence. Introduction to PASCAL language and its use in business applications. Each student must compose and debug about five PASCAL programs in this course.
- BC 3530 INFORMATION STRUCTURES. 3 CREDITS**
Prerequisite : BC 1500 Introduction to Computer or Equivalence. Basic concept of information. Introduction to linear list and multilinked structures, machine level implementation structures, storage management, programming language implementation structures, sorting and searching. Example of the use of information structures.
- BC 3535 ADVANCED COBOL PROGRAMMING. 3 CREDITS**
Prerequisite : BC 3520 COBOL Programming. Review of COBOL features such as file organization and processing, sorting and searching, COBOL programming for payroll, invoicing, accounts receivable, cash receipts, accounts payable, check writing and check reconciliation, order filling, inventory forecast and control, purchasing and receiving, work-in-process and scheduling, labor distribution and job costing, fixed assets and depreciation, general ledger, financial statements, and sales analysis and market penetration.
- BC 3540 DATA BASE SYSTEMS. 3 CREDITS**
Prerequisite : BC 3530 Information Structures. Basic concepts of data base, and storage structures. Introduction to data model data sublanguages, relational approach hierarchical approach, and network approach. Security and integrity and practical aspects of data base system.
- BC 3550 SYSTEM CONCEPTS AND IMPLICATIONS. 3 CREDITS**
Prerequisite : BC 1500 Introduction to Computer or Equivalence. Introduction to the system concept, system definition, system analysis, management system, and management information system. Historical prospective of the computer industry.
- BC 3551 INFORMATION SYSTEM ANALYSIS. 3 CREDITS**
Prerequisites : BC 3510 Introduction to Computer Systems and BC 3550 System concepts and Implications. Nature of the decision making process. Operational, tactical and strategic level system. System life cycle management. Basic analysis tools. Defining logical system requirements. Determining economics of alternative systems.

- BC 3590 INTRODUCTION TO OPERATION RESEARCH. 3 CREDITS**
Prerequisite : BG 2200 Statistics II. Introduction to method of operation research, such as linear programming, dynamic programming, game theory, queueing theory, simulation and applications of these techniques to business and industrial problems.
- BC 4530 SOFTWARE DESIGN. 3 CREDITS**
Prerequisite : BC 3530 Information Structures. Principles of run-time structures in programming languages. Communication, linking, and sharing of programs and data. Program documentation. Program debugging and testing. Program style and selected example.
- BC 4541 FILE AND COMMUNICATION SYSTEMS. 3 CREDITS**
Prerequisite : BC 3530 Information Structures. Introduction to functions of files and communication system, file system hardware, organization and structure. Analysis of file system. Data management system. Basic concepts of communications system hardware, organization and structure. Introductions to analysis of communication system.
- BC 4552 SYSTEM DESIGN AND IMPLEMENTATION. 3 CREDITS**
Prerequisites : BC 3551 Information System Analysis and BC 3540 Data Base Systems. Basic design tools and objectives. Hardware/software selection and evaluation. Design and engineering of software. Data Base development. System implementation. Post implementation analysis. Long-range system planning. System development project.
- BC 4560 COMPUTER FEASIBILITY STUDY AND PROCUREMENT. 3 CREDITS**
Prerequisite : BC 3551 Information System Analysis. Overview of computer system life cycle outlines of computer feasibility study; objective and schedule, existing system and procedure, existing problems and user's requirements, alternate solutions selected solutions, estimate of budget and implementation schedule, and format of feasibility study report. Discussion of computer and computing services specifications, contract negotiation, site preparation. Computer center organization and management and computer personnel. Case studies.
- BC 4570 COMPUTER METHODS FOR MANAGEMENT DECISIONS. 3 CREDITS**
Prerequisite : BC 1500 Introduction to Computer or Equivalence. Review of mathematical programming, functional notations and manipulation of inequalities. Problem formulation for zero-one programming such as knapsack problem, advertising media selection problem, capital budgeting problem, assignment problem, assembly line balancing problem, etc. Problem formulation with special condition such as overtime, project team, committee assignment, hiring, commercials, and subdivisions. Introduction to optimization problems such as shortest route, Maximum flow and minimum cost flow. Case studies and computational experience.
- BC 4571 COMPUTER APPLICATIONS IN BANKING. 3 CREDITS**
Prerequisite : BC 3520 COBOL Programming. Review of banking activities and banking computers. System design and programming for various types of accounts, central credit file, loan analysis and management, foreign exchanges, import, export and clearing. Report generations and potential applications of computers in banking business. Case studies of local banks and finance companies.

BC 4572 COMPUTER APPLICATIONS IN ACCOUNTING. 3 CREDITS

Prerequisite : BC 1500 Introduction to Computer or Equivalence. This course is designed for accounting major students to study the applications of electronic data processing for accounting functions. Specific applications of computer in accounting functions such as payroll, accounts payable, accounts receivable, inventory, labor cost analysis, cost accounting, job-order accounting, and financial statement analysis will be covered in this course.

BC 4573 COMPUTER CRIME AND PREVENTION. 3 CREDITS

Prerequisite : BC 3551 Information System Analysis. Computer crime theory and its practical applications. Sample cases of computer crime. Operational security, physical security, hardware security, cyptographic transformation, operating system security, and data base security. Loss recovery, legal and investigative considerations. Prevention and deterrents. Cost/benefit analysis of preventive measures. Hints on how to implement countermeasures successfully.

BC 4574 MANAGEMENT OF COMPUTER RESOURCES. 3 CREDITS

Prerequisite : BC 4552 System Design and Implementation. The EDP mission and the managers of data processing. EDP organization and management techniques. Tools of system management and computer services management. Managing human resources and hardware resources. EDP planning and measuring the EDP function. Other EDP management issues.

BC 4575 COMPUTER MANAGEMENT INFORMATION SYSTEM. 3 CREDITS

Prerequisite : BC 3551 Information System Analysis. An overview of management information systems. Concepts of information, information processors, information systems, and organization and management. Structure of a management information system. Organization and management of information systems. Development of a management information system. Evaluation of information systems. Current issues, social implications, and future developments.

BC 4576 COMPUTER APPLICATIONS IN INSURANCE. 3 CREDITS

Prerequisite : BC 1500 Introduction to Computer or Equivalence. Designed for students intending to pursue careers in the field of Insurance, it provides the students with the applications of data processing techniques for all functions in all types of insurance business. Specific applications include policy holders control, commissions, premiums, policy due dates, reminders branch office/broker control & costing, cost analysis by function, salesman, branch office insurance coverage type, claims control and analysis, analysis of variance and deviations, branch and head office financial statement analysis and other topics of insurance interest at the discretion of the instructor.

BC 4590 COMPUTER SIMINAR. 3 CREDITS

Prerequisite : By consent of instructor. Each student will be given the responsibility of presenting a paper to the class and participate in the discussion of papers presented by others. The papers may be the results of research or practical experience gained from computer installations to be arranged by the instructor.

BC 4591 DIRECTED STUDY I. 1 CREDIT

Prerequisite : By consent of instructor. With the approval of the instructor, a student may carry out a computer-related project with 1 credit.

- BC 4592 DIRECTED STUDY II. 2 CREDITS**
Prerequisite : By consent of instructor. With the approval of the instructor, a student may carry out a computer-related project with 2 credits.
- BC 4593 DIRECTED STUDY III. 3 CREDITS**
Prerequisite : By consent of instructor. With the approval of the instructor, a student may carry out a computer-related project with 3 credits.
- BC 4595 SELECTED TOPIC IN BUSINESS COMPUTER. 3 CREDITS**
Prerequisite : By consent of instructor. A topic of current interest.
- BC 4596 ADVANCED TOPIC IN BUSINESS COMPUTER. 3 CREDITS**
Prerequisite : By consent of instructor. An advanced topic business computer.
- IC 3525 COMMERCIAL VEHICLES INSURANCES. 3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. This course involves a detailed study of the handling of commercial vehicle insurances from all aspects of risk analysis, negotiation, rating, underwriting, policy wording both for individual risks and fleet covers.
- IC 3526 BUSINESS LIABILITY INSURANCES. 3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. The course surveys the various liability risks in the conduct of an enterprise (with emphasis on manufacturing); liabilities whether they be general, contractual, legal, civil, or third party. It determines the risks that are insurable and studies the various methods of handling them.
- IC 3527 PRODUCT LIABILITY INSURANCE. 3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. This is a specialized course providing a detailed study (from standpoints of a. manufacturer, b. importer, c. exporter, d. wholesaler/distributor e. retailer) of the liability implications in the manufacture and/or distribution/sale of goods. Also covered are legal positions of customers/consumers, methods of rating (eg. by product, by geography, by extent/size of risk, etc.), underwriting (short-tail, long-tail) policy wording and consequential loss.
- IC 4500 SEMINAR IN COMMERCIAL LINES INSURANCE. 3 CREDITS**
Senior Standing. The seminar is designed to provide a comprehensive review of all aspects of commercial lines insurance. The case method approach highlights problems in product design, marketing, management, rating, underwriting, claims and policy structure in commercial lines business.
- IC 4501 DIRECTED STUDY IN COMMERCIAL LINES INSURANCE. 1-3 CREDITS**
Prerequisite : Consent of Dean. In the final year of his studies at the College a student may, under the guidance of his Department Chairman, conduct research on an approved topic in Commercial Lines Insurance. The extent and depth of research will determine the credits given.
- IC 4502 INTERNSHIP IN COMMERCIAL LINES INSURANCE. 3 CREDITS**
Prerequisite : Consent of Dean. In the final semester of his studies at the College a student may arrange a training program of not less than 300 working hours with an insurance firm. Each week the student must submit a progress report countersigned by his immediate supervisor. At the end of the internship program an exam will be administered and a grade given.

IC 4520 BUSINESS INTERRUPTION INSURANCE. 3 CREDITS

Prerequisite : IG 2600 Principles of Insurance. An indepth study of business interruption starting with basic theory, the effect of interruption on earning power, measuring the amount of business lost, variable and standing charges. The definition of damage, perils covered, material-damage proviso, outline of policy conditions, the specification, calculation of gross profit-difference basis, net profit and standing charges basis-comparison of the two methods, application of average, special circumstances clauses are examined from a technical viewpoint. A discussion concerning special perils, extensions, special covers, advance profits, book debts, auditors charges leads to the insurance of wages and profits and terminates with the treatment of underwriting and rating.

IC 4525 ENGINEERING INSURANCE. 3 CREDITS

Prerequisite : IG 2600 Principles of Insurance. The course covers main features of engineering insurance-steam plant and boilers, engines, engines insurance, insurance of process plant, refrigerators, lifts, hoists and cranes, electrical machinery insurance, insurance of computers and other specialized equipment. Covered also are inspection services and special features, underwriting, rating and consequential loss.

IC 4527 GOODS-IN-TRANSIT INSURANCE. 3 CREDITS

Prerequisite : IG 2600 Principles of Insurance. This course provides an indepth study of the insurance of cargo by all modes of transportation and from aspects of loss, damage, and liability. Discussed will be pertinent cargo clauses A.B., C., War Risk, Strike, Commodity Trades, and other clauses and principles of interest.

IC 4528 COMMERCIAL THEFT INSURANCE. 3 CREDITS

Prerequisite : IG 2600 Principles of Insurance. This course discusses in detail the various risks of theft, burglary, pilferage, robbery, and forgery involving all types of commercial property including money and securities whether in place or in transfer. Coverage is also provided for employee death or disability and third party liability as a result of the acts of commercial theft. Marketing of commercial theft insurance, rating, underwriting, loss prevention techniques (alarm systems) and claims handling will be emphasized.

IC 4529 FIDELITY INSURANCE & SURETYSHIP. 3 CREDITS

Prerequisite : IG 2600 Principles of Insurance. Discussed here are all aspects of insurance relating to human honesty. Covered are principles of suretyship and bond forms for any and all purposes, as well as underwriting of fiduciary risks of all types.

IC 4530 EMPLOYER'S & PUBLIC LIABILITY INSURANCES. 3 CREDITS

Prerequisite : IG 2600 Principles of Insurance. This course scrutinizes an enterprise's liabilities to its employees, and to the public, and discusses policy covers available. Studied are the standard policy covers, exclusions and extensions, surveys and accident prevention, workmen's compensation laws, modern problems of public liability insurance, including the use of indemnity clauses in standard forms of contract underwriting and rating are featured.

IC 4550 PRINCIPLES OF SURVEYING & ADJUSTING. 3 CREDITS

Prerequisite : IG 2600 Principles of Insurance. This course relates to surveying of all types of property in all lines of insurance, excepting life, relating to both pre-insurance surveys and post-loss surveys. Discussion of loss-adjustment techniques will also be provided using policy wording in each class of business.

- IC 4575 INSURANCE MARKETING. 3 CREDITS**
Prerequisite : BM 2800 Principles of Marketing. This is a survey of modern methods of marketing products of major branches of insurance. It emphasizes sales, advertising and promotion, product design, product knowledge development, direct selling, direct marketing, intermediary marketing, forecasting, marketing costing, and other relevant topics.
- IG 1600 INTRODUCTION TO RISK MANAGEMENT. 3 CREDITS**
The course starts with the history of insurance and an induction to the common terms in insurance, then delves into types of perils in the main branches of insurance with a discussion of insurable and uninsurable risks and the methods of handling risks. Basic discussion of classes of insurance is offered with some treatment of the principles of utmost good faith, insurable interest, indemnity, subrogation, contribution and causality.
- IG 2600 PRINCIPLES OF INSURANCE. 3 CREDITS**
Prerequisite : IG 1600 Introduction to Risk Management. The course includes the nature of insurance, basic insurance principles and concepts, structure of the insurance industry, main branches and detailed breakdowns thereof. Considered also are basic policy clauses commonly found with an introduction to rating and underwriting methods.
- IG 3600 COMPUTER APPLICATIONS IN INSURANCE. 3 CREDITS**
Prerequisite : Consent of Instructor. The course deals with data processing techniques used in pertinent functions in all branches of insurance. Specific applications relate to policy control, commissions, premiums, renewals, branch/broker control & costing, cost analyses and financial analysis. Other topics of interest may be included at the discretion of the instructor.
- IG 3625 PRINCIPLES OF REINSURANCE. 3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. The course starts with the nature and functions of reinsurance, main types of reinsurers and reinsurance brokers, legal principles and an outline of the international reinsurance market; then it evolves into details of facultative, proportional, excess of loss and stop-loss topics with a discussion of treaties and treaty analysis. The course concludes with accounts, coding & profit commissions, taxes, premiums and loss reserves.
- IG 3626 PROFESSIONAL LIABILITY INSURANCE. 3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. The course starts with the nature of liability and how it arises, professional liability implications for architects, engineers, doctors, dentists, surgeons, artists, lawyers and other professionals including bailees, common carriers, hoteliers, owners & occupiers of premises. Then, it discusses how the principles of insurance apply to professional liability, covers available, rating, underwriting, policy wording, marketing of professional liability insurance, and concludes with survey, risk improvement and loss prevention.
- IG 3650 INSURANCE ACCOUNTING. 3 CREDITS**
Prerequisite : BA 2601 Principles of Accounting II. The course provides an understanding of accounting concepts in all branches of insurance on both intra-company and inter-company basis for insurance firms as well as large brokers-covering insurance accounting, reinsurance accounting and a survey of technical treaty accounts. The course will conclude with financial statement analysis from annual reports emphasizing vital ratios such as claims ratios, commission ratios, expense ratios and other essential ratios commonly found.

IG 3651 PRINCIPLES OF UNDERWRITING. 3 CREDITS

Prerequisite : IG 2600 Principles of Insurance. This course covers principles behind underwriting practice in the main branches of insurance, and through problem assignments and case analysis equips the student with the tools necessary to handle underwriting tasks.

IG 4600 RISK THEORY, PRINCIPLES & APPLICATIONS. 3 CREDITS

Prerequisite : BG 1203 Calculus. This course is concerned with the application of certain concepts of risk theory as applied to a simple insurance portfolio. Topics covered include individual and collective risk theory, ruin theory, stop-loss reinsurance, and Monte Carlo methods. Application of these concepts will be emphasized.

IG 4601 SEMINAR IN RISK & INSURANCE. 3 CREDITS

Senior Standing. An integrative course on policy problems it includes the concept of risk management as applied to various risk situations. Provided is discussion of methods of risk identification and evaluation, alternative methods of treatment, including risk control and risk financing techniques. Included are case analysis of managerial problems in insurance.

IG 4602 DIRECTED STUDY IN GENERAL LINES INSURANCE. 1-3 CREDITS

Prerequisite : Consent of Dean. Under the guidance of the Department Chairman a student may carry out an approved research project in General Lines Insurance. Depth, detail, and innovativeness of research will determine credits given.

IG 4603 INTERNSHIP IN GENERAL LINES INSURANCE. 3 CREDITS

Prerequisite : Consent of Dean. In his final semester at the College a student may arrange for an Internship Program with an insurance company for not less than 300 hours of work. Weekly progress reports, approved by his immediate supervisor, must be submitted. A final exam will be administered and a grade given.

IG 4625 CONTRACTORS' INSURANCE. 3 CREDITS

Prerequisite : IG 2600 Principles of Insurance. This course inducts the students to the multifarious risks of building contractors, the assessment of these risks, covers available, premium calculation, policy wording and other relevant topics of interest. Emphasis will be given to U.K practice using underwriting case-studies on Contractors' All Risks Insurance.

IG 4626 CREDIT & CREDIT LIFE INSURANCE. 3 CREDITS

Prerequisite : IG 2600 Principles of Insurance. Divided into three parts, the first part of this course covers the insurance of accounts receivables and other forms of credit, including export credit insurance. The second part deals with insurable interest in the life of debtors and the handling of credit life insurance. The third part involves rating, underwriting, policy wording, claims and legal implications. If time permits mortgage insurance and mortgage payment insurance may be treated.

IG 4650 INSURANCE LAW. 3 CREDITS

Prerequisite : BG 1401 Business Law II. Insurance laws (and Ministerial Regulations) of the Kingdom pertaining to life, accident, fire, transportation and liability will be studied in detail. Wherever feasible, comparison will be made with laws in the U.K. and U.S.

- IG 4675 INSURANCE MANAGEMENT** **3 CREDITS**
Prerequisite : BP 2900 Principles of Management. Starting with Thai business incorporation procedures the course leads the student into managerial practices and problems in large insurance composites and specialists. All main functions of insurance in the major branches are treated.
- IL 3700 PRINCIPLES OF LIFE ASSURANCE.** **3 CREDITS**
Prerequisite : IG 1600 Introduction to Risk Management. The course covers the nature, scope and uses of life assurance, principles of life assurance, actuarial aspects of life assurance, selection, classification and treatment of life insurance risks, types of contracts in life assurance, introduction to underwriting, elements of taxation, and policy wordings. Also provided is a brief introduction to group pensions, retirement annuities, unit linked contracts, mortgages, and capital transfer tax.
- IL 3701 MATHEMATICS OF LIFE ASSURANCE.** **3 CREDITS**
Prerequisites : BG 2200 Statistics II and BG 1203 Calculus. This course is devoted to the application of calculus and numerical analysis of problems of life contingencies related to single lives and compound contingencies related to multiple lives.
- IL 3725 MEDICAL INSURANCES.** **3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. This course examines in detail various schemes providing insurance (and other forms of) coverage for medical and related benefits (individual and group) for sickness, hospitalization (due to illness, accident or surgery), dismemberment, and loss of life. Included are scopes of cover, terms of contract, rating, underwriting and other relevant topics.
- IL 3750 LIFE UNDERWRITING.** **3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. The course starts with elementary physiology and anatomy, deals with proposals and medical report forms, explains principles of underwriting, and surveys underwriting aspects relating to impairment, diseases and physiological malfunctions.
- IL 3751 PENSION SCHEME DESIGN & ADMINISTRATION.** **3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. The course starts with nature, scope, benefits and actuarial aspects of pensions. It then surveys, form design & tax qualification, angles, the various type of pension schemes, going into scheme valuations, investment of pension funds, pension fund accounting and control. Finally, a treatment of pension laws and taxation is provided.
- IL 3775 LIFE ASSURANCE SALESMANSHIP.** **3 CREDITS**
Prerequisite : BM 2800 Principles of Marketing. Emphasis on principles of salesmanship as applied to life assurance. A development of personality traits essential in life insurance business is provided. Prospecting techniques, an understanding of customer behavior, practical sales presentations, handling sales resistance, and closing techniques are examined. Additionally, postsales customer relations, time management and self-motivation are treated.
- IL 4700 THE THEORY OF LIFE ASSURANCE.** **3 CREDITS**
Prerequisites : BG 1203 Calculus and BG 2200 Statistics II. The course covers basic theory and practical techniques used in the measurement of human mortality, determination of exposure to risk, and derivation of mortality rates from records of insured lives. Also examined are graduation, elements of demography, and methods of construction and graduation in a problem area.

- IL 4701 SEMINAR IN LIFE ASSURANCE. 3 CREDITS**
Senior Standing. This is an integrative course in the management and operation of life insurance companies covering human resource planning & management, financial planning & management, product design and market development, channel relations and other related topics of life assurance managerial interest. Cases will be analyzed.
- IL 4702 DIRECTED STUDY IN LIFE ASSURANCE. 1-3 CREDITS**
Prerequisite : Consent of Dean. Under the guidance of the Department Chairman a student may conduct research in an approved area of life assurance. The depth, detail and innovativeness of the research will determine the credits given.
- IL 4703 INTERNSHIP IN LIFE ASSURANCE. 3 CREDITS**
Prerequisite : Consent of Dean. In the final semester of his studies at the College a student may arrange for an internship program for not less than a total of 300 working hours with a life assurance company. Weekly progress reports approved by his immediate supervisor must be submitted. An exam will be administered the student and a grade given.
- IL 4725 GROUP INSURANCE. 3 CREDITS**
Prerequisite : Consent of instructor. Course examination of the theory of group insurance. Include dissection of group underwriting procedures, master contracts and certificates, costs, experience rating, and claims administration. Marketing and merchandising of group insurance, and evaluation of current trends.
- IL 4726 ADVANCED LIFE ASSURANCE. 3 CREDITS**
Prerequisite : IL 3700 Principles of Life Assurance. The course deals with key-man insurance, partnership insurance, group insurance for business, trust policies, advanced life underwriting, claims management, and legal aspects of life assurance. In addition, taxation aspects are examined comparing life assurance with non-life investments for tax mitigation, raising income, and building capital; consideration is given to taxation of policies, qualifying and non-qualifying, and other topics of current interest.
- IL 4750 INVESTMENT MANAGEMENT IN INSURANCE. 3 CREDITS**
Prerequisite : BF 2700 Finance, credit & Banking. Surveys the principles & practices found in the main branches of insurance concerned with the investment of funds. Investment alternatives are examined in light of laws, risks, return criteria, inflation and growth. Equal treatment is provided to real property (including life office investments) and securities. Some inspection of overseas investments and investment of overseas funds is offered. Additionally, a study of exchange rate implications of investment problems will be provided, as also consideration given to the management of investment funds.
- IL 4751 POLICY PAYMENTS & ADMINISTRATION. 3 CREDITS**
Prerequisite : IL 3700 Principles of Life Assurance. This course emphasizes administrative aspects of payments with respect to : death and disability claims, maturity and annuity payments, surrenders and partial surrenders of policies, loans on policy and bonus surrenders. Coverage will also be provided on lost policies, correspondence, office records, practices and procedures.

- IL 4752 ESTATE PLANNING & MANAGEMENT. 3 CREDITS**
Prerequisite : BF 2700 Finance, Credit & Banking. Designed more for buyers and prospective buyers of life insurance the course will provide decision making ability in the planning of personal estate. Stressing the role of life assurance, it will demonstrate how assets and income may be so arranged as to produce the most beneficial balance between growth of assets, maximization of income, and minimization of tax liability. The course will include taxation and reliefs/exemptions, gifts and settlements, wills, trusts, pensions, funding schemes, life assurance as an investment and method of funding for taxation.
- IM 3900 MARINE INSURANCE AND MARKETS 3 CREDITS**
Prerequisite : IG 1600 Introduction to Risk Management. The course examines key principles of marine & aviation insurance and leads to a thorough understanding of the structure of the international marine and aviation insurance markets, the legal position and practical function of underwriting agents and brokers. The UK market is analysed, studying international associations and government regulatory bodies, their functions and practices in relation to marine and aviation insurance. The Lloyds Register and its terminology is scrutinized.
- IM 3925 MOTOR CARRIER INSURANCES. 3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. This course is designed to provide an understanding of insurances necessary for motor carriers, private and common. It covers problems of inter-country carriage of goods by road, legal implications and laws on insurance. Included are risk assessment, covers available, policy wordings, rating, underwriting, loss assessment, claims settlement, and other relevant topics.
- IM 3950 MARINE UNDERWRITING. 3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. Coverage begins with detailed study marine of insurance principles, and concludes with a thorough examination of theory and practices of marine underwriting. Included are Marine Insurance Acts, marine risk assessment, standard policies and clauses, the S G. form, Lloyds and Institute forms for hull, cargo and freight. Covered also are various types of reinsurance protection, management techniques for financial control & funding of underwriting accounts, inflation/devaluation aspect and technical reserves. The flow of quote sheets and slips is followed from beginning until policy is issued.
- IM 3951 AVIATION UNDERWRITING. 3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. Covered are principles of aviation insurance pertaining to passenger and cargo aircraft, risk assessment, problems and practices in the insurance of lighter aircraft, balloon ships and satellites (from aspects of hull, cargo, freight, liability, and consequential loss). Included is the study of the Warsaw Convention, the Hague Protocol, Montreal (Guatemala) Protocols, the Air Travel Protection Act, and other international rules and regulations. Also covered is Airport Owners and Operators Liability Insurance. Relevant current topics of interest may be included. Underwriting is emphasized.
- IM 3952 MARINE CLAIMS. 3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. This course provides a thorough understanding of (1) presentation, adjustment, and settlement of hull, freight and cargo claims (2) functions of claims settlement agents, salvage associations, average adjusters, hull & cargo surveyors, loss assessors, and the York/Antwerp Rules 1974 and the Rules of Practice of the Association of Average Adjusters, and (3) the adjustment of claims, recoveries, and reserves under marine reinsurances. Other topics may be included at the discretion of the instructor.

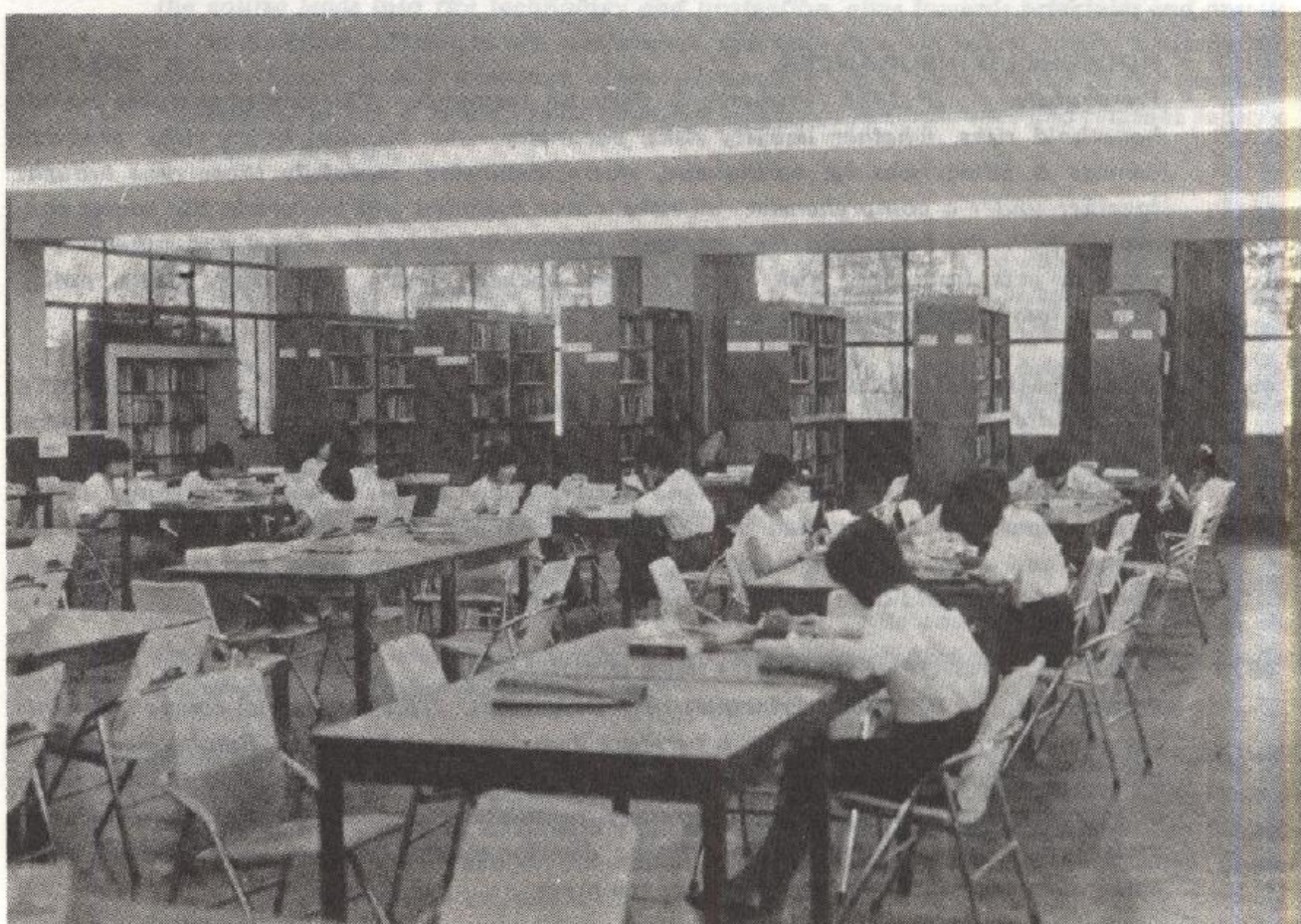
- IM 3953 AVIATION CLAIMS. 3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. The course covers: (1) presentation, adjustment and settlement of liability, hull, freight and cargo claims (2) functions of surveyors, loss assessors and other organizations available to aviation insurers (3) adjustment of claims, recoveries and reserves under aviation reinsurance (4) special problems in aviation claims.
- IM 4900 SEMINAR IN MARINE INSURANCE 3 CREDITS**
Senior Standing. This course integrates (through case studies and class discussions) the knowledge and experience of the student from the various marine and non-marine courses into a conceptual and total understanding of marine insurance.
- IM 4901 DIRECTED STUDY IN MARINE INSURANCE. 1-3 CREDITS**
Prerequisite : Consent of Dean. A student may conduct research in an approved area of marine insurance. The depth, the detail and innovativeness of research results will determine the credits given.
- IM 4902 INTERNSHIP IN MARINE INSURANCE. 3 CREDITS**
Prerequisite : Consent of Dean. In his final semester at the College a student may arrange with an insurance company to obtain practical experience in marine insurance through an internship program of not less than 300 working hours. Weekly progress reports, countersigned by his immediate supervisor, must be submitted. At the end of the program an exam will be administered and a grade given.
- IM 4925 INLAND MARINE INSURANCES. 3 CREDITS**
Prerequisite : IM 3900 Marine Insurance & Markets. This course will provide an indepth study of insurance schemes for transportation conducted through rivers, canals and coastal shipping: barges, tugs, tows, boats and other inland waterway vessels are covered (for hull, freight, cargo & Liability) in terms of risk analysis, rating, policy wording, underwriting and reinsurance.
- IM 4926 TECHNICAL MARINE INSURANCE. 3 CREDITS**
Prerequisite : IM 3900 Marine Insurance & Markets. This course covers both technical hull and technical cargo aspects of marine insurance. It includes a detailed study of the policy and standard clauses, institute clauses and the American hull form, the standard Dutch hull, and other foreign clauses are compared; studies hull underwriting and claims, drilling rigs and platforms, and reinsurance. Also included are the standard cargo clauses and the trade clauses, current international law affecting cargo insurance, how claims are dealt with and the documents required. There will be a study of the New Marine Policy and Clauses.
- IM 4950 INTERNATIONAL TRADE & MARINE LAWS. 3 CREDITS**
Prerequisites : BG 1401 Business Law II and IM 3900 Marine Insurance & Markets. The course begins with details of shipping practice and leads into legal concepts and doctrines applicable to marine insurance. Studied are The Hague Rules, Hague-Visby Rules, Carriage of Goods by Sea Act and Hamburg Rules. Charterparties and bills of lading are discussed together with the Uniform Customs and Practices for Documentary Credit of the ICC through topics such as W.A., F.P.A. and other marine insurance technical terms.

- IM 4951 PRINCIPLES & PRACTICE OF ARBITRATION. 3 CREDITS**
Senior Standing. This course deals with the delicate problem of handling disputes arising in the areas of marine and aviation insurances with arbitration as an alternative to litigation or as a pre-litigation course of action. Discussed are advantages and disadvantages of arbitration, voluntary, statutory and court order arbitration, arbitration clauses, appointment of arbitrators, the hearing, the award, costs of arbitration, enforcement and other relevant topics. Code of ethics of arbitrators, qualifications, procedures in the discharge of duties are included.
- IM 4975 TRANSPORTATION INSURANCE MANAGEMENT. 3 CREDITS**
Senior Standing. The course offers a study of all managerial aspects of large insurance companies (and large intermediaries) concerned with insurance activities on all means and modes of transportation. Focus is placed on organization and management, financial management, product design and marketing, human resource management, claims, reinsurance management and other topics of managerial interest.
- IP 2825 PROPERTY & CASUALTY INSURANCES. 3 CREDITS**
Prerequisite IG 1600 Introduction to Risk Management. This course offers the basics of property & pecuniary insurances with a discussion of related liabilities, accidental death and disability as a result of certain property/pecuniary events. Elements of life insurance, in as much as they are connected to property & casualty topics, will also be treated.
- IP 3825 FIRE INSURANCE. 3 CREDITS**
Prerequisite : IP 2825 Property & Casualty Insurance. Starting with fire risk analysis, the course leads into fire technology and protection, aims towards principles and practice of fire insurance. Included are sum insured determination (all bases), rating, underwriting, covers offered, policy wordings, claims settlement, other risks related to fire insurance, reinsurance in fire & related risks, financial aspects of fire insurance and relevant topics of managerial interest.
- IP 3826 MOTOR INSURANCE. 3 CREDITS**
Prerequisite : IP 2825 Property & Casualty Insurance. This course deals with the practice of motor insurance, emphasizing cars & vehicles such as private cars and vehicles such as motor cycles, trailers, vans, mobile homes and other motorized private vehicles. Discussed are risk assessment, individual and fleet rating, premium calculation (all forms), claims procedures for policyholders, third parties and damage-to-vehicle claims. Included are topics such as noclaims discount, market agreements, insurance for vehicles taken abroad. A treatment of passenger-carrying vehicles, contractors vehicles and motor trade risks may also be offered at instructor's discretion.
- IP 3827 PERSONAL LIABILITY INSURANCES. 3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. This course covers the nature and scope of personal liability, insurable risks, types of cover, exclusions & extensions, policy wordings, underwriting & rating, claims.
- IP 4800 SEMINAR IN PERSONAL LINES INSURANCE. 3 CREDITS**
Senior Standing. This is a study of important problems affecting insurer operations in personal lines; Thailand, U.K. and U.S. are emphasized, Topics are relevant to (a) professional goals and interests of the student, and (b) current trends in the industry. Course involves class discussion on research topics, oral and written reports.

- IP 4801 DIRECTED STUDY IN PERSONAL LINES INSURANCE. 1-3 CREDITS**
Prerequisite : Consent of Dean. A student may conduct research in a approved area of personal lines insurance. The depth, the detail and innovativeness of research will determine credits given.
- IP 4802 INTERNSHIP IN PERSONAL LINES INSURANCE. 3 CREDITS**
Prerequisite : Consent of Dean. In his final semester at the College a student may arrange with an insurance company to obtain practical experience through an internship program. The internship must be for more than 300 working hours. Weekly progress reports, countersigned by immediate supervisor, must be submitted. At the end of the program and exam will be administered the student and a grade given.
- IP 4825 PERSONAL ACCIDENT INSURANCES. 3 CREDITS**
Prerequisite : IG 2600 Principles of Insurance. This course provides an understanding of insurance schemes involving personal accidents whether or not arising out of the operation of private vehicles. Included are relevant insurance concepts and principles, scopes of cover, extensions, rating, and all risks' PA insurance. Offered is a detailed study of policy wordings, legal concepts, underwriting and claims settlement. Covered also are travel insurance and kidnap insurance.
- IP 4826 PERSONAL THEFT INSURANCE. 3 CREDITS**
Prerequisite : IP 2825 Property & Casualty Insurances. Studied in detail is the practice of insurance on thefts, burglaries, robberies and holdups in private dwellings and while the insured is in travel. Treated are forms of cover (emphasizing the 'all risks' policy), rating, underwriting, loss assessment, security alarm devices & loss control, role of police in loss prevention & recovery, and relevant topics.
- IP 4827 HOUSEHOLD INSURANCES. 3 CREDITS**
Prerequisite : IP 2825 Property & Casualty Insurance. This course analyzes various household risks, whether liability risks, pecuniary risks, physical injury risks, property damage & allied risks eg. earthquake, storm, explosion, especially those risks brought together under a comprehensive 'all risks' cover. Included will be certain life covers connected with the household (eg. mortgage repayment insurance plans) and other topics such as pets insurance. Risk identification, package design, marketing, rating, policy clauses, loss assessment and claims settlement will be emphasized.
- IP 4850 CLAIMS MANAGEMENT. 3 CREDITS**
Prerequisite : IP 2825 Property & Casualty Insurances. This course surveys the operations of claims departments of large conglomerates selling personal lines insurances. The functions of all key field & office (and outsiders such as loss adjusters) personnel in the claims department are studied by class of business and by functional area. Included are internal and external communications, methods of claims processing and record keeping. Course includes field trips and guest speakers from the industry.
- IP 4875 MANAGEMENT OF PERSONAL LINES INSURANCE. 3 CREDITS**
Prerequisite : BP 2900 Principles of Management. This managerial course acquaints the student with all functions of a personal lines insurance company. Emphasized are (1) capital structure, organization and financial management (2) laws relating to supervision of insurance business (3) corporate strategy formulation (4) administrative, cash-flow, and underwriting management (5) investment decision-making, and (6) national and international intermediaries in personal lines insurance.

IP 4876 BROKING & BROKERAGE MANAGEMENT. 3 CREDITS

Senior Standing. This specialized management course studies the various activities and functions of insurance brokers for all major branches of insurance, particularly those handling personal lines. Covered are (1) the intermediary system, its registration & regulation (2) accounting systems of brokers (3) broker's role in risk management, insurer selection, insurance placement and claims negotiation, (4) legal & economic factors affecting operations of insurance brokers in major insurance markets (U.K., U.S. & Thailand).



FACULTY

DEPARTMENT OF MATHEMATICS

Faculty Chairman :	Pojanat Sanguanboon BEcon, Thammasat University
Amornlugsana	BA, Chulalongkorn University
Thanasinsupaya	
Angkana TiyaJamorn	BA(Stat.), Thammasat University MSc(Appli. Stat.), NIDA
Borriboon Thitakamol	BSc, Chulalongkorn University MSc, University of Kentucky PhD, University of Kentucky
Enriqueta D.	BA(Math.), Manuel L. Quezon University
Bovornpanomsak	MA(Math.), Manuel L. Quezon University
Fizal Mookerdum	BSc, Arts & Science University
Narin Sowapart	BEd(Math.), Srinakharinwirot University MSc(Appli. Stat.), NIDA
Pirat Amornsupasiri	BSc, Mahidol University MSc(Appli. Stat.), NIDA
Prasit Payakkapong	BSc(Math.), Khon Kaen University MSc(Appli. Stat.), NIDA
Sasima Ratanasut	BA(Stat.), Thammasat University MSc(Appli. Stat.), NIDA
Titiraht Chudasring	BEcon, Chulalongkorn University MSc, AIT
Vinai Saengkaew	BSc, University of Madras MSc, NIDA
Prasong Parncharoen	BSc, Chulalongkorn University MA, Colorado State College
Sakchai Watchara-amphaiwan	BEd, The College of Education MS, University of the Philippines

DEPARTMENT OF BUSINESS ECONOMICS

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Padmavathy Vijayagopalan	BA(Econ.), University of Madras MA(ECON.), Madurai Kamaraj University
Petsri Bumrungcheep	BA(Econ.), Kasetsart University MA(Econ.), (Eng. Program) Thammasat University MA(Econ. Policy), Boston University
Thamnoon Soparatana	BSc, Thammasat University MS, Utah State University MS, University of Hawaii PhD, University of Hawaii
Tin Tin Aye	BA, University of Rangoon MA, University of Rangoon
Teresita Q. Waraungzarit	BA(Econ.), St. Louis University

DEPARTMENT OF GENERAL STUDIES

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Amornthep Arunoprayote	BA(Pol. Sc.), Ramkhamhaeng University MPA, Kentucky State University
Bancha Saenghiran	BSc, St. Louis University MEd, St. Mary's College

Boonbunchong Uratanamane	BEd, Ramkhamhaeng University
Chalor Wongwattanaphikula	LLB, Chulalongkorn University Barrister-at-Law, The Thai Bar Doctorate D' Universite de Nice
Chatuphorn Vongthongson	LLB, Thammasat University MPS, Mississippi State University MCL, Dickinson School of Law
Chitti Lohsiwanont	BBA(Magna Cum Laude), ABAC
Chirapa Limrossuk	BSBA, Kasetsart University MBA, U.S. International University
Decha Siricharern	LLB, Thammasat University MS, University of California
Gerald William Driskill	BA(Magna Cum Laude), Abilene Christian University MA, Abilene Christian University
June D' Suza	BA(Psycho.), Sophia College for women
Kamthorn Kamprasert	LLB, Chulalongkorn University MCL, Southern Methodist University
Kunnegar Kongkrue	BEd, Srinakharinwirote University
Laura Brahmasikara	BS, University of the Philippines MA, University of the East
Margot L. Ayer	BA, University of St. Andrew MA, University of St. Andrew
May Thet Mar	BSc(Physics), Arts & Science University Dip. In French Language, Institute of Foreign Languages.
Nattapong Posakabutra	LLB, Ramkhamhaeng University Barrister-at-Law, The Thai Bar MCL, Southern Methodist University
Niramol Kuanrakcharoen	BBA, ABAC MBA, Notre Dame University
	BA, Arts & Science University

Martin Komolmas, fsg,	BSc(Inter.), Loyola, University of Madras BA(Econ.), Loyola, University of Madras MA(Inter. Devel. Ed.), Stanford University MA(Soc. Sc. in Ed.), Stanford University
Pansiri Chantokul	BEd, Srinakrintavirrote University MEd, Chulalongkorn University
Pornchai Soonthornpan	LLB, Thammasat University MCL, Southern Methodist University
Songpan Maneewan	BA, Chulalongkorn University MEd, Chulalongkorn University
Suchada Chunsanit	BBA, ABAC MSc, Mahidol University
Supachai Supavai	BA, Lincoln University MEd, Lincoln University PhD, Fordham University
Tikamporn Yongvanich	BSc, The Australian National University MSc, Mahidol University
Tipaporn Phimpisut	BA(Pol. Sc.), Thammasat University MA(Pol. Sc.), Northwestern Illinois University PhD(Pol. Sc.), Miami University
Varee Nasakul	Doctorat En Droit University De Paris
Visith Srivichairatana	BEd, The College of Education MEd, St. Michael's College, Vermont
Visit Sornphiphatphong	BBA(Summa Cum Laude), ABAC
Vithaya Thammachamorn	AA, Essex Community College BS, University of Baltimore MBA, University of Baltimore

Vitoon Nil-ubol	BSc(Ag. Econ.), Kasetsart University MSc, AIT
Wirote Phadungsoondararak	BA, Silapakorn University MA, Silapakorn University
Witchanee Kuptawathin	BA, Thammasat University
Yingrak Saisuwan	LLB, College of Business Administration MM, Gregorio Araneta University
Yuangrat Wedel	BA(Pol. Sc.), (2nd Hons) Thammasat University MA(Pol. Sc.), University of Michigan PhD(Pol. Sc.), University of Michigan

ENGLISH LANGUAGE CENTER

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Chitra Chiaranaipanich	BA, Chulalongkorn University MS, Abilene Christian University
Charito S. Hiruntrakul	BS, University of the Philippines BSc, University of the East
Colette Francis	BA, Arts & Science University

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Kalpana Tripathi	BA, University of Allahabad MA, University of Allahabad
Khin San Win	BA, Arts & Science University MA, Institute of Education, Rangoon
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Kruapan Jirapinyo	BA, Chulalongkorn University MA, Central Missouri State University
Lilia Villamin Eduardcoce	BSc, University of Baguio
Manusak Degang	BA, Udonthani Teachers College BEd, Srinakharinwirot University
Marie-Jeanne de roubaix	BA, Catholic University MA, Catholic University
Panadda Dhamdusdi	BA(2nd Hons), Chulalongkorn University MA, New York University
Pimporn Chandee	BA(Hons), University of London Cert. of Ed. University of Oxford MA, Chulalongkorn University
Pongpan Phadungsoondarak	BA(2nd Hons), Silpakorn University MA, Roosevelt University
Prapasiri Kullamart	BEd, Chulalongkorn University MA, U.S. International University
Pusaya Ritdee	BA(1st Hons) Thammasat University
Rapin Sub-aneg	BA, Thammasat University MA, Chulalongkorn University
Sresdhavalee Varasarin	BA(2nd Hons), Chulalongkorn University MA, Chulalongkorn University

Sunanta Keotabhand	BA(2nd Hons), Thammasat University MA, Westfield State College
Sunee Chantokul	BA(1st Hons) Thammasat University MS, Iowa State University
Sunitnart Thavornchan	BA, Chulalongkorn University Post-Grad. Stoke - on Trend Cauldon College, London
Suwanna Benjadol	BA, Chulalongkorn University MEd, University of Houston
Steven L. Chaplin	BSc, Indiana University BSc, San Francisco State University
Shahnaz Lohmud	BA, Aligarh University MA, Aligarh University
Sirinat Choosri	BEd, Srinakrintavirrote University MA, University of Delhi
Teresita Juan Bunyakarte	BSc(Cum Laude), Philippine Normal College
Tuang Tuangthong	BA, Ramkhamhaeng University Cert. in Teaching English, Brigham Young University
Wachira Pongpairoj	BA(1st Hons), Chulalongkorn University MA, University of Oregon

DEPARTMENT OF MARKETING

Faculty Chairman :**Vindhai Cocrakul**

BBA, ABAC

MBA, Pepperdine University

MPA, Pepperdine University

Chalit Limpanavedh

BBA, ABAC

Chatchai Bunnag

BSc, University of Wisconsin

MEAS, University of Wisconsin

Chalermchai Ubolriabroy

BA(Pol. Sc.), Chulalongkorn

University

BBA, ABAC

Studying MBA, GIBA

Chavalit Rojjanaprayon

BSBA, Kasetsart University

MBA, Central State University

Dhavadh Chiu

BBA, Memphis State University

MBA, Memphis State University

Frederic L. Ayer

BS, in Ed. University of Akron

MA, Teachers College, University
of Columbia

PhD, Columbia University

Guntalee Wechasara

BCom, Chulalongkorn University

MS, Ball State University

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New York

BBA, ABAC

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BSBA, Drake University

MBA, University of Denver

Kishore Kumar Rathi

BSc, Vikram University

MA, Vikram University

MBA, Woodbury University

Kobkait Boontharawara

BBA, ABAC

MBA, City University

Manu Leopairote

BSc, Thammasat University

MSc, University of Kentucky

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Porn Widchuwekhin	BBA, ABAC MCom, Chulalongkorn University
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Preyapun Towcharoen	BA, Chulalongkorn University MBA, Chulalongkorn University
Rachane Potjanasuntorn	BSc, Kasetsart University MBA, NIDA
Suphornchai Jitima	BBA, ABAC MBA, Marshall University
Somchai Chaiyachakorn	BEng, Chulalongkorn University MBA, Tarleton State University
Thanarat Watcharapisudhi	BCom, Madras University MCom, Madras University
Viwat Kittiphongkosol	BBA, ABAC MBA, University of Detroit MS, Northeastern University
Visidha Tanchanasuk	BA(Econ.), Thammasat University BBA(Bus.), Northeast Louisiana University MBA(Bus.), Northeast Louisiana University
Wanwilai Pongmee	BA(Bus. Ad.), Texas Southern University MS, Texas Southern University

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Nawin Minakan	BS, Southern Oklahoma State University MS, Southern Oklahoma State University

Patricia Attachariya	BCom, Nahpur University Diploma in Bus. Admin. K.C. College of Management Studies
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Sunisa Imbumrung	BEd, Chiangmai University MSEM, De La Salle University

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Cherdpong Sribunruang	BA(Econ.), Thammasat University MSc(Econ.), Pittsburg State University
Dheerasak Suwannayos	BA, Karachi University MA, Karachi University
K. K. Subramanian	BTech, IIT MEngg, AIT
Manop Chareonsit	BA, Chulalongkorn University MA, Thammasat University MBA, Drake University

Phuangthip	BBA(Acctg. & Bus. Ad.), Eastern New Mexico University
Aursoonthornwattana	MBA, Eastern New Mexico University
Pisit Leeahtam	PhD, Erasmus University of Rotterdam
Poonkiti Gangaketu	BEcon, Chulalongkorn University MS, NIDA MBA, North Texas State University
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Pongpanu Svetarundra	BCom, University of Auckland MA, Northwestern University
Radha Subramanian	BA(Econ.), Ethiraj College Madras MA(Econ. & Stat.), Presidency College, Madras
Rattana Kasemnugijgul	BEd, Khon Kaen University MBA, Sul Ross State University
Roongroj Kongchaimongkol	BBA, ABAC MS(Acctg.), Thammasat University
Sanit Nitithamas	LLB, Thammasat University BSc, Thammasat University Barrister-at-Law, The Thai Bar
Satayaphorn Tantemsapya	BS, Boston University
Savitri Sophonpanich	BAEcon, Barnard College MBA, GIBA(Chulalongkorn U.)
Sirinphon Sombunya	BBA, ABAC MBA, Wagner College
Somchai Cheeva-Kriengkrai	BA, Indiana University MA, Ohio University
Sombat Larppichet	BBA, ABAC Studying MBA, Chulalongkorn University

Somboon Bovornjaruchainant	BBA(Magna Cum Laude), ABAC Studying MBA, Chulalongkorn University
Supavud Saicheua	BA(Hons), Victoria University of Wellington NZ MA(Econ.), University of the Philippines PhD(Econ.), University of Hawaii
Suphong Vibulsresth	BSEcon, University of Pennsylvania MA, University of California
Thawee Phuanketkeow	BBA, ABAC MBA, GIBA(Chulalongkorn U.)
Theerapol Mekathikom	BA, Chulalongkorn University MBA, University of Texas
Vathanaporn Pungbun Na Ayudhya	BSBA, University of Missouri MBA, NIDA DBA(Fin.), Indiana University
Vanaporn Covavisaruch	BA,Thammasat University MBA, Roosevelt University
Vimon Chawiriyatthep	BBA, ABAC MBA, GIBA(Chulalongkorn U.)
Wiwat Limsakdakul	BBA, ABAC MBA, Oklahoma State University
Wichai Hirunwong	MSc, Pittsburg State University
Wiwat Vettagyanukul	BA, Chulalongkorn University MBA, Washington State University

DEPARTMENT OF ACCOUNTING

Faculty Chairman :	Potjanee Thanavaranit BA, Chulalongkorn University MBA, Syracuse University
Amorn-tip Thanasriwanitchai	BS(Acctg.), Chulalongkorn University MS(Acctg.), Oklahoma City University MBA, Central State University
Boonanan Chaichalor	BS, Kasetsat University MAcctg, Chulalongkorn University
Charnchai Wichayanuparb	BCom, Thammasat University MBA, California State University
Choopong Pornintra	BSc, Brigham Young University MAM, Brigham Young University
Chinda Khantong	BA, Kasetsat University MBA, University of The Philippines
Chalaiporn Tharatip	BA(Acctg.), Chulalongkorn University MS(Acctg.), Thammasat University MBA, GIBA(Chulalongkorn U.)
Darunee Lertdamronglak	BBA(Summa Cum Laude), ABAC Studying MBA, Thammasat University
Josefina Corazon C. Garcia	BSc, Far Eastern University
Kanchana Sripong	BA, Thammasat University MA, NIDA MBA, Michigan State University
Lok Kam Leung	BSc, Northwestern Oklahoma State University MBA, Central State University
May Hla Aung	BCom, Institute of Economics MCom, Institute of Economics
Naruemol Tridechapol	BAcctg, Chulalongkorn University MBA, NIDA

Nataya Ouivirach	BBA, ABAC MBM, AIM
Noppadol Manchanda	BBA, ABAC MBA, Thammasat University
Norachai Sripimol	BA, Chulalongkorn University MBA, Farleigh Dickinson University
Orapin Chartabsorn	BA, Chulalongkorn University MBA, The Gothernburg School of Economics MS, University of Wisconsin MBA, University of Wisconsin
Noranuch Paikaew	BBA(Acctg.), Ramkhamhaeng University MCom, Chulalongkorn University
Phichai Chunhavajira	BA, Thammasat University MBA, Indiana University
Phibul Phatharodom	BCom, Thammasat University LLB, Thammasat University MS, University of Kansas
Pilunya Vichit	BBA, Thammasat University MBA, Northwest Missouri University MA, Kansas University
Phiphat Posayanont	LLB, Thammasat University BSc, Far Eastern University MBA, American University
Pravit Pukasem	AA, Essex Community College BA, California State University
Pin Limprapentkul	BS, Chulalongkorn University MBA, California State University
Rungarune Charungpanitcharoen	BBA, ABAC
Sakit Chantanotoke	BS, Florida State University MBA, Florida State University

Somchai Srisantisuk	BSc, Thammasat University LLB, Thammasat University MA, University of Minnesota
Surasakdi Prugsamat	BCom(2nd Hons), Loyola College, Madras University
Tongurai Sirivongse	BA, Chulalongkorn University MBA, University of Wisconsin
Veravan Phoonphiphat	BA, Chulalongkorn University MA, Chulalongkorn University
Vichai Tumtaweetikul	BBA, ABAC MBA, AIM
Visa Hongsirirat	BACctg, Chulalongkorn University MACct, Chulalongkorn University MA, University of Illinois
Vissnu Poomipanit	BBA, ABAC MBA, De La Salle University
Vichuda Choojirawong	BBA(Acctg.), Thammasat University MS, Oklahoma State University
Wasana Panmanee	BSc, Thammasat University MS, Thammasat University PhD, Keio University, Japan

DEPARTMENT OF BUSINESS COMPUTER

Faculty Chairman :

Ko Ko Lay	BSc, Arts & Science University MSc, AIT
Apisit Charitsue	BSc(Chem.), Silpakorn University MSc, AIT
Adisorn Krungkasem	BEngg, Chulalongkorn University MSc(Comp. Engg.), Chulalongkorn University
Chaveevan Janviriyasopak	BSc, Kasetsart University MSc, Mississippi State University MSc(Computer), Mississippi State University

Chookiat Mungmit	BSc, Chulalongkorn University MSc, Florida Institute of Technology
Chulit Meesajjee	BSc, Chulalongkorn University MEngg, Chulalongkorn University MSc, Oregon State University PhD, Oregon State University
Dhanaraj Sreenivas	TEC Diploma General Engineering, Peterlee Technical College, U.K.
Kanjana Mekruksavanich	BS, Chiangmai University MAMS, University of Georgia
Kalaya Sophonpanich	BSc, Chulalongkorn University DIC, PhD, Imperial College of Science & Technology, London University
Ravindran - D	BSc, Bolton Institute of Technology MSc, AIT
Pinyo Teparagul	BBA, ABAC MBA, North Texas State University
Pongsak Chewcharat	BSc, Thammasat University MS, Northeastern University
Prajak Somjana	BSc, Ramkhamhaeng University MSc, NIDA
Prapaporn Tungsarote	BCom, Chulalongkorn University MCom, Chulalongkorn University
Ratanakorn Kornsilpa	BSc, Prince of Songkla University MEng, AIT
Rungtiva Phasuksakul	BEng, King Mongkut Institute of Technology MEng, AIT
Srisakdi Charmonman	BEngg, Chulalongkorn University MS, SEATO Graduate School PhD, Georgia Institute of Technology
Somporn Kanchanakosol	BSc, Chulalongkorn University MS, NIDA

Soonthorn Comprapai	BSc, RTAF Academy MSc, Chulalongkorn University
Sohrab Moattar Aliabadi	BSc, RAZI University IRAN MSc, Mahidol University
Suraphol Intharayaem	BSc, Queen Mary College Postgraduate Program, University of Sheffield
Teay Shawyun	BBA(Summa Cum Laude), ABAC MBA, GIBA(Chulalongkorn U.)
Vichit Pounnavatr	BA, Chulalongkorn University MA, NIDA

FACULTY OF INSURANCE

Brian Butterfield	FCII, The Chartered Insurance Institute
Kitti Pintarirooj	LLB, Thammasat University Barrister-at-law, The Thai Bar MCL, University of Miami LLM, (Admiralty), Tulane University
Niran Tangtrairat	LLB, Thammasat University CPCU, The Insurance Institute of America
Pallop	BBA(Ins.), The College of Insurance
Isarankura Na Ayuthya	AOS, The College of Insurance
Sammuel C. Corey	BSc, University of Georgia
Thanodom Lokaphadhana	BBA, Thammasat University MBA(Risk Management & Insurance), University of Wisconsin-Madison CPCU Insurance Institute of America

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