

Course Descriptions

01111111 Principles of Microeconomics

3(3-0-6)

Basic concepts of economics, demand, supply, price, elasticity of demand and supply, the role of the government and the application of demand and supply. Consumer behavior and utility. Production and cost in short-run and long-run. Output and price determination in different types of market, production factor markets and determination of return on production factors.

01111112 Principles of Macroeconomics

3(3-0-6)

Basic concepts of national income. Structure and determinants of national income. Business cycle and national income fluctuations. Theories, measures, and applications of fiscal and monetary policies. Price level, money and banking system. Meaning and role of money in the economy.

01111121 Mathematics for Economists

3(3-0-6)

The use of mathematical tools to explain economic concepts by applying calculus and matrix to economic problems, both static and dynamic.

01111122 Statistics for Economists

3(3-0-6)

An application of statistical tools to analyze economic issues and to test economic variables. Statistical interpretation, hypothesis testing, and analysis of variance.

01111138 Entrepreneurial Economics Ethics

3(3-0-6)

Developments of social ethics from personal to organization and institutional levels. Social responsibility of organization. Corporate good governance. Role of government. Ethical issues relating to pollution, environment, human rights, technology, globalization. Trend of social ethical standard and its application for business and economic development.

01111151 Digital Technology for Entrepreneur

3(3-0-6)

Concepts of digital economy. Tech startups, Entrepreneurship and innovation. Information system and design. Digital disruption. Business models in the digital economy. Business analytics and artificial intelligent. AI implications for managing the organization, social, and ethical.

01111213 Intermediate Microeconomics

3(3-0-6)

Prerequisite: 01111111

An analytical approach to consumers, firms, and markets. Determination of prices and quantities in perfect and imperfect markets for goods and services. Theories of production factor markets, general equilibrium and welfare economics.

01111214 Intermediate Macroeconomics

3(3-0-6)

Prerequisite: 01111112

Roles of labor market, goods market, and financial market in the determination of national income, unemployment, and inflation; economic growth and business cycles; fiscal and monetary policies.

01111215 Agricultural and Resource Economics

3(3-0-6)

Prerequisite: 01111111

Economic concepts related to agriculture, food industry, natural resources and environment in a national and global context. Emphasis on agricultural production and consumption. Role of government on agricultural and trade policy. Financial policy related to agriculture and farm management.

01111216 Cooperative and Community Economics **3(3-0-6)**
Prerequisite: 01111111 and 01111213

Origin and historical development of cooperatives. Meaning and principle of cooperatives. Cooperative movement in Thailand. Types of cooperatives. Comparison of cooperatives and other types of organizations. Cooperatives integration. Current situation of cooperative. Cooperatives and state. Role, duty and importance of cooperatives to economic and social development.

01111219 Fundamentals of Entrepreneurial Economics **3(3-0-6)**
Prerequisite: 01111111

Microeconomics Macroeconomics and the business environment. Analysis of the economic role and importance of the entrepreneur. The entrepreneur as market-maker and leader. The entrepreneurial role in strategic decision making, organizational design, supply chain management and management development. Topics of study include financial planning and venture capital. Field trip required.

01111223 Fundamental Econometrics **3(3-0-6)**
Prerequisite: 01111122

Tools for estimating functional relationships. Assumptions of simple and multivariate regressions. Analysis of common econometric problems and their potential consequences and remedies. Emphasis on heteroscedasticity, autocorrelation, multicollinearity, simultaneous equation, dynamic models, and use of qualitative and limited dependent variables.

01111238 Marketing for Entrepreneurial Economics **3(3-0-6)**
Prerequisite: 01111111 and 01111219

Markets and market structure using economic concept for entrepreneurs. Principles of marketing and implication on entrepreneurial economics, marketing concepts, marketing research, marketing environment analysis, consumer behavior, price setting, marketing strategy analysis and formulation for entrepreneurs.

01111239 Economics of Laws **3(3-0-6)**

Introduction to the legal system. Usage and interpretation of laws. Substantive legal principles relating to the constitution. Civil and commercial laws relating to contracts. Torts. Specific transactions. Consumer protection. Labour laws. Legal principles governing international relations.

01111311 Institutional Economics **3(3-0-6)**
Prerequisite: 01111111 and 01111112

Evolution of institutional environment and arrangement. Roles and influences of organizational, law, regulation, and corporate culture reform in the economy. Assessment of government's economic policies administration.

01111317 Structure of Thai Economy **3(3-0-6)**

Structure of Thai economy and its current situation. Performance analyzing fiscal and monetary policies and international policies. Urban and rural development. Political and social issues. Impacts of world economy on Thai economy system.

01111318 Economics of Development and Planning **3(3-0-6)**
Prerequisite: 01111111 and 01111112 and 01111213

Meaning of economic development. Characteristics of developing economies. Factors and obstacles affecting economic development. Economic development policies, economic planning, national economic and social development plans.

0111324 Economics Forecasting for Entrepreneurship	3(3-0-6)
Prerequisite: 0111223	
Basic economics forecasting, model selection, regression for forecasting, time-series decomposition, and forecasting techniques. Estimation and forecast of demand, supply and cost.	
0111331 Human Resource and Industrial Economics	3(3-0-6)
Prerequisite: 0111112 and 0111213	
Economic theories of human resource and industrial organization. Thai labor market, industry structure and development. Basic models of human and firm behaviors. Governmental regulations.	
0111333 Analysis of International Economics	3(3-0-6)
Prerequisite: 0111111 and 0111112	
International trade and finance theories and policies. Balance of payment, foreign exchange rates, international capital movement. Gains from international trade, trade barriers, international trade negotiations and international economic cooperation.	
0111334 Multinational Entrepreneurial Economics	3(3-0-6)
Prerequisite: 0111111 and 0111112	
Economic analysis and application of global business; interactions among national and multinational enterprises in the global economy. International trade activities and global business environment; impacts of globalization on domestic and international business.	
0111335 Economics of Financial Management	3(3-0-6)
Prerequisite: 01130171	
Financial Markets. Financial regulations and policies. Financial data analysis and economic application. Theory of investment and investment decision. Risk and uncertainty in financial markets. Cost of capital. Short-term and long-term capital position. Liquidity policy and strategy. Financial market assessment.	
0111337 Economics for Strategic Management Entrepreneur	3(3-0-6)
Microeconomic and macroeconomic concept relating to strategic management, principles of strategic planning and competitive strategies. Applications of management theories related to strategic planning. Decision making under risk and uncertainty. Business environment analysis. Business tools for strategic management. Applications of economics concepts to analyze business problems and identify business strategies for entrepreneur. Case studies.	
0111338 Digital Economy	3(3-0-6)
Characteristics and overview of digital economy, digital platform, digital infrastructure, and the new digital consumers. Impact of digital market on businesses. Impact of network effect on demand and supply. Application and limitations of the new marketing approaches in digital business. Transformation of the organization in the changing world.	
0111341 Economics of Transportation	3(3-0-6)
Prerequisite: 0111111, 0111112 and 0111213	
Meaning of transportation economics. Analyzing transportation demand, supply of transportation networks, price elasticity of transportation demand, transportation pricing, cost of transportation, infrastructure financing, the role and importance of transportation on the economy, and government's policies and measures relating to transportation.	

- 01111342 Logistics for International Enterprises** **3(3-0-6)**
Prerequisite: Prerequisite: 01111111, 01111112 and 01111213
- Logistics system. The relationship between logistics system and international trade, investment and tourism. Logistics management. The impacts of logistics system on international trades, the impacts of globalization on logistics system.
- 01111343 Economics of Logistics Management** **3(3-0-6)**
Prerequisite: 01111112 and 01111213
- Applying economics concepts to study the logistics management. Demand, cost and profit analysis for logistics management. Inventory management. Public utility planning. Vehicle routing. Production planning and total quality management.
- 01111352 Economics of Information and Communication Technology** **3(3-0-6)**
Prerequisite: 01111151
- Supply for and demand of information and communication products and services; electronic commerce, telecommunication, software and hardware. Industrial structure and competition, resource allocation, externality and linkages, social welfare, and international trade in goods and services of information and communication industry.
- 01111353 Economics Technological Change and Innovation** **3(3-0-6)**
Prerequisite: 01111111
- Characteristics and determinants of technological change; patterns of technological innovation process; incentive-based and knowledge-based approaches of technological innovation. Firm size, technological spillovers, optimum market concentration and innovation activities. Technology transactions, organizational learning, and strategic alliances to manage technology innovation.
- 01111354 Economics of Computer Information System** **3(3-0-6)**
Prerequisite: 01111151
- Economics of communication. Wireless information system. Database management. Knowledge management. Software requirements and software quality management. Security of information system. Human computer interface and human resource economics. Information technology and collaborative work.
- 01111355 Economics of Software Industry** **3(3-0-6)**
Prerequisite: 01111151
- The characteristics and economics roles of software industry. Software classification. The role of the government in software industry development. The application of economics theory for household's and business behaviors in software industry.
- 01111361 Marketing for Agri-enterprises** **3(3-0-6)**
Prerequisite: 01111213 and 01111238
- Domestic and international marketing for agri-enterprises. The expansion of agricultural markets. Agricultural futures market. Marketing margin. Marketing channels. Agricultural processing. Role of government on agri-enterprises.
- 01111362 International Agri-enterprises** **3(3-0-6)**
Prerequisite: 01111111, 01111112 and 01111213
- Characteristics of international agri-trade, economic integration, impacts of free trade on agricultural sector, inter-agri-enterprise financing.
- 01111363 Agri-enterprises and Information Management** **3(3-0-6)**
Prerequisite: 01111213
- Agri-enterprises, principle of information management, application of the information management to agri-enterprises, security management of information system.

01111364 Agri-enterprises Management Techniques	3(3-0-6)
Prerequisite: 01111213	
Principles of agri-enterprises management. Farm management. Marketing. Agricultural credit. Location selection. Production control planning. Selection of production technology. Inventory management. Forecasting techniques.	
01111371 Economics Principles of Travel and Tourism Industry	3(3-0-6)
Prerequisite: 01111213	
An overview of the travel and tourism industry in economics aspect. Emphasis on historical, behavioral, societal, economic, and business aspects of travel and tourism including economic analysis of impacts from tourism industry.	
01111372 Health Service Economics	3(3-0-6)
Prerequisite: 01111111 and 01111213	
An economic analysis of health, healthcare service, and pharmaceutical industries. Supply and demand for health and pharmaceutical products, medical products and healthcare services. Economic analysis of healthcare systems and policy; economic evaluation of healthcare technology and the measurement and valuation of health. Market characteristics, market failure and regulations, theories of price formation and health insurance.	
01111373 Recreation and Tourism Economics	3(3-0-6)
Prerequisite: 01111111 and 01111213 and 01111371	
Economic analysis of recreation and tourism industries; estimation and prediction of demand and supply, valuation, and determination of regional economic and environmental impacts; public recreational places; analysis of management, marketing and policy decisions.	
01111374 Economics and Business of International Tourism	3(3-0-6)
Prerequisite: 01111111 and 01111213 and 01111371	
Economic and business issues of international travel and tourism. Focus is on economic, social, political, cultural and environmental considerations of international tourism management and development.	
01111375 Socioeconomics of Oriental Healthcare Industry	3(3-0-6)
Prerequisite: 01111111 and 01111213	
Economic issues in oriental healthcare industry; spa, traditional massage, traditional medicine, supplements, and treatments; herbal and healthy food industry. The market, production, and consumption of oriental healthcare products and services; laws and regulations of healthcare practice. Economic analysis of healthcare investment decision.	
01111382 Investment in Global Financial Market for Entrepreneur	3(3-0-6)
Prerequisite: 01111213 and 01111335	
Economics analysis of risks and returns for entrepreneur. Characteristics of global financial market; portfolio theory; risks and diversification; asset pricing models and stock valuation; efficient market hypotheses; behavioral finance theory; investment in mutual funds and exchange-traded funds.	
01111425 Project Feasibility Analysis	3(3-0-6)
Prerequisite: 01111213 and 01111335	
Meaning of planning and project. Planning under change environmental conditions. Internal and external economic factors affecting planning, project preparation with emphasis on economic and social aspects, economic and financial analysis of project. Identification and analysis of project costs and benefits. Methods of project management.	
01111436 Community-Based Microfinance	3(3-0-6)
General background, and present credit policies. Roots of microfinance. Microfinance products and services, funding sources and clients, financial viability assessment, and credit risk assessment. Microfinance development in Thailand and other countries. Analysis of microfinance projects and impact analysis of microfinance activities.	

01111438 Entrepreneurship in Digital Economy**3(3-0-6)****Prerequisite: 01111338**

Characteristics of entrepreneurship in the digital economy. Tools for digital business start-up. Digital business model design. Business model innovation for digital business. Marketing on digital business platform. Digital business operation and resource. Cross-border e-commerce platform. Pitching and rising early-stage investment for early digital business.

01111439 Entrepreneurship Development

Entrepreneurship overview. Entrepreneurship and its types. Environmental factors preventing aspiring entrepreneurs from becoming one. Entrepreneur's ability to innovate making (or Breaking) future success. The struggles of entrepreneurship and how to overcome them. Redefining entrepreneurship through the circular economy. Timeless strategies entrepreneurship in a post-covid era. How to pitch your business, product or idea.

01111444 Project Analysis and Evaluation in Logistics**3(3-0-6)****Prerequisite: 01111213 and 01130171**

Applying feasibility analysis to evaluate logistics projects and related investment, investment strategies, costs and benefits analysis, risks and returns analysis and their impacts on stakeholders, and pricing of related services on logistics system.

01111445 Quantitative Analysis in Logistics**3(3-0-6)****Prerequisite: 01111211 and 01111213**

Analyzing and development logistics models. Decision theory and statistical analytical tools for quantitative analysis.

01111456 Public Policy of Information Technology**3(3-0-6)****Prerequisite: 01111151**

Evaluating current and potential public policy related to information technology industry. Intellectual property rights, human capital development, labor mobility, research and development, public investment, and capacity building in information technology industry. Policy planning, law, and regulations related to information technology industry.

01111457 Project Analysis and Evaluation in Information Technology**3(3-0-6)****Prerequisite: 01130171**

Project cycles, identification, preparation, selection, planning, implementation, and evaluation of information technology project. Emphasis on economic and social aspects. Project quality; risk assessment; coordination, communication and procurement. Costs and benefits analysis of information technology projects.

01111466 Economics Agricultural Futures Markets**3(3-0-6)****Prerequisite: 01111213**

Economic theory related to agricultural futures markets. Risk assurance in the market and forecasting. Analysis of fundamental factors and technical factors of selling and buying in agricultural futures markets. Principles and mechanism, functions and roles of domestic and foreign agricultural futures markets.

01111476 Economic Analysis and Evaluation of Healthcare Services**3(3-0-6)****Prerequisite: 01111111 and 01111213**

Principles and techniques used in the economic evaluation of healthcare services. Efficiency and effectiveness of healthcare services; hospital cost and benefit analysis and forecasting; cost effectiveness, utility measurement and analysis; ethical issues in resource allocation.

01111477 Public Policy of Public Health	3(3-0-6)
Prerequisite: 01111111, 01111112 and 01111213	
Utilizing economic tools to evaluate current and potential public policy related to public health. Human capital development, research and development, public investment, and capacity building in medical industry and public healthcare providers. Policy impact assessment, planning, laws, and regulations related to medical industry and public health.	
01111481 Economics of Derivatives Market for Entrepreneur	3(3-0-6)
Prerequisite: 01111213, 01111335 and 01111382	
Economics principles of derivatives market for entrepreneur; forwards, futures and swap contract; options contract; options pricing models, Black-Scholes and Merton model; options strategies.	
01111482 Economics of Venture Capital	3(3-0-6)
Prerequisite: 01111213 and 01111335	
Economics theories and practice of venture capital financing of entrepreneurial firm. Evaluating new venture opportunities. Venture capital industry and other sources of funds for financing new ventures. Fundraising and characteristics of venture capital firms. Venture capital investing. The structure of financial contracts. Entrepreneurial firm valuation. Private equity exits strategies. Venture Capital and Private Equity Investments in an international context.	
01111483 Economics of Wealth Management	3(3-0-6)
Prerequisite: 01111213 and 01111335	
Wealth theory, wealth management, investment and wealth accumulation, retirement and retirement Income, wealth and lifestyle protection, and transferring wealth for inter generation.	
01111484 Economics of Fixed Income and Hybrid Financial Instrument for Entrepreneur	3(3-0-6)
Prerequisite: 01111213 and 01111335	
The study of economics rational regarding liquidity preference, demand for money, investment function, and firm borrowing behavior, the usage of hybrid financial instruments for modern financial management, assessing the debt and equity treatment of hybrid instruments, credit rating, valuation methods for fixed income and hybrid instruments, application for entrepreneurs.	
01111490 Cooperative Education	6
On the job training as a temporary employee according to the assigned project including report writing and presentation.	
01111491 Economics Research Methods for Entrepreneurship	3(3-0-6)
Prerequisite: 01111122	
Principles and research methods in entrepreneurial economics, identification of research problems, formulation of research objectives and hypotheses, collection of data, construction of questionnaire, data analysis and interpretation, application of statistics for research, report writing and presentation.	
01111496 Selected Topics for Entrepreneurial Economics	3(3-0-6)
Selected topics in entrepreneurial economics at the bachelor's degree level. Topics are subject to change each semester.	
01111497 Seminar	1
Presentation and discussion on current interesting topics in entrepreneurial economics at the bachelor's degree level.	
01111498 Special Problems	3
This is a course in which a student works independently with an assigned faculty member on a study/research topic of the student's choosing in entrepreneurial economics at the bachelor's degree level and compiles into a written report.	

01101444 International Finance Policy
Prerequisite: 01101282

3(3-0-6)

Balance of payments. An analytical framework for the flexibility of foreign debt service. Macroeconomic and international monetary measures and policies for internal and external balance. The evolution and experience of the international monetary system up to Bretton Woods. Roles of the International Monetary Fund. Problems of foreign debt repayment among developing countries.

01101454 Financial Institutions and the Economy
Prerequisite: 01101251

3(3-0-6)

Main characteristics of financial institutions in Thailand. Their behavior and role in mobilizing and distributing financial fund. Impact on monetary variables and economic development. The international financial institutions and their role in Thailand. Field trip required.

01130171 Financial Accounting

3(3-0-6)

General accounting principles; principles of recording transactions for cash, account receivables, note receivables, inventories, investment, tangible and intangible assets, liabilities, owner equities; preparation of financial reports.

01130172 Management Accounting
Prerequisite: 01130171

3(3-0-6)

Role of management accounting; cost accounting; standard costing; activity based costing; budgeting; flexible budgeting; cost-volume-profit analysis; responsibility accounting; segment reporting; pricing decision; use of accounting information for management.

01132333 Management Information System
Prerequisite: 01132111

3(3-0-6)

Basic information systems in business economics based on functions, decision support systems, strategic analysis and uses of information systems, database management, integration and development of information systems for business economics. Transactions, electronic commerce, and global information management system. Information resources and security. Ethics for information system application.