



INTERNATIONAL
COLLEGE

Course Description

B.B.A.

**International Trade
and Business Logistics
(International
Program)**

King Mongkut's University of Technology North Bangkok

International College

Program Name:

Bachelor of Business Administration in International Trade and Business Logistics (B.B.A. International Trade and Business Logistics)

Duration of Study : 4 Years (2 semesters per year)

Semester: 1st August – December

2nd January - May

Course Structure

Subjects	Amount of Credits
1) General Education Courses	30
A. Language - Compulsory (6) - Elective (6)	
B. Social Sciences and Humanities (6)	
C. Sciences and Mathematics (9)	
E. Physical Education & Health (3)	
2) Specialization Courses	87
A. Core Courses (39)	
B. Professional Courses (48)	
3) Free Elective Courses	6
Total	<u>123</u>

Course Description

Year 1 Semester 1

Code	Course Name	Credit (Lecture – Lab – IndStudy)
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150013120	Human Relations	3(3-0-6)
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Course Description: Principles and theories of human behavior, self understanding and understanding human nature, self - development, social and cultural norms and etiquette, communication and team working, conflict management, application of religious principles to enhance human relations.

150013140	General Mathematics	3(3-0-6)
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Course Description: Set, logics, relations and functions, elementary functions, trigonometric functions, exponential functions, logarithmic functions, analytic geometry, conic sections, circle, eclipse, parabola, hyperbola, equality and inequality, matrices and determinants, introduction to graph theory.

150013141	Basic Computer for Education	3(3-0-6)
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Course Description: This course aims to develop basic understanding of Computer components and processes, operating system, basic computer applications for education, creating report documents, calculation, presentation, and image processing, basic introduction to the Internet, ethics and code of conduct in using data and information from the Internet.

150013160	Badminton	1(0-2-1)
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Course Description: History of Badminton. Rules and Regulation. Equipment selection. Basic Badminton skills.

150013162	Karaoke	1(0-2-1)
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Course Description: Karaoke is Asian favourite social activity. Karaoke provides both entertainment and chances for developing relationship with colleagues, and even business partners. This course covers basic Karaoke singing, how to operate Karaoke machine and software, choosing a song, singing techniques, solo and duet singing.

150113306 Logistics and Supply Chain Management**3(3-0-6)**

Course Description: A study of the roles of logistics process in national and multi-national businesses; the characteristics of logistics elements and their interrelationships within the supply chain and third-party logistics service providers. Major topics include the logistics system, inbound/outbound logistics, customer service, inventory management, warehousing, material handling, order processing and information flow, packaging, transportation. Criteria and standards to achieve improved business performance to gain competitive advantage and customer satisfaction in the marketplace, reversal of logistics product recycling, disposal and repair, backhauling. Logistics and supply chain information system.

150013101 English Study Skills**2(2-0-4)****S/U***

Course Description: Course Techniques in learning through English, reading skills, writing skills, summarizing, attending English lecture, note-taking, self discipline in learning, planning, monitor and self evaluation, searching and discussion.

150013102 Academic Essay Writing**2(2-0-4) S/U***

Course Description: Parts of essay; introduction, thesis statement, body, conclusion, and reference; writing topic sentence and supporting sentences, cause-effect writing; comparison-contrast; critique writing, and problem-solution writing.

Total Credit**14(12-4-26)**

NOTE *Non-Credit English courses for students whose English Proficiency Result is not up to the required level.

Year 1 Semester 2

Code	Course Name	Credit (Lecture – Lab – IndStudy)
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150013103	English for Business I	3(3-0-6)
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Course Description: In this subject, students will authentically study the skills and knowledge needed to effectively communicate in international business settings such as participation in meetings, social and professional interactions and collaborative projects in professional contexts. Students will examine concepts of ethics, leadership, competition, change and organization and evaluate the effect of these on global business markets. The curriculum is informed by current research and is guided by the needs and practices of business, industry, and society at large. Another major aspect of this class is teaching students how to work effectively and professionally in collaborative settings. Graduates of the International College can expect to spend a significant portion of their working hours cooperating and communicating with international colleagues and business partners in meetings, formal and informal, spoken and written communications both individually and collaboratively. The group work assignments in this course are intended to help prepare students for these types of interactions using role-play and authentic case studies.

150013142	Environment for life	3(3-0-6)
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Course Description: In this course, students will learn to value the importance of environment and human activity that impact ecosystem, in particular from industrial production. Topics range from ecology, relationship between organism and environment, energy flow, food chain and food pyramid, ecosystem and biodiversity in local area, human activity impact on ecosystem, participation in solving environmental problems, and the practice of green business.

150013161	Basketball	1(0-2-1)
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Course Description: History of Basketball. Rules and Regulation. Equipment selection. Basic Basketball skills.

150013105 Writing for Business Communication **3(3-0-6)**

Course Description: In this subject, students will study the rhetorical principles and writing practices necessary for producing effective business letters, memos, reports, and collaborative projects in professional contexts. The curriculum is informed by current research in rhetoric and professional writing and is guided by the needs and practices of business, industry, and society at large. Another major aspect of this class is teaching students how to work effectively and professionally in collaborative settings. Graduates of business schools must be prepared to spend a significant portion of their working hours reading, drafting, and revising formal and informal communications both individually and collaboratively. The reading and writing assignments in this course are intended to help prepare you for this type of workload.

150113208 Statistics and Business Research **3(3-0-6)**

Course Description: Types of statistical methodologies, population and samples, data collection for statistical analysis, descriptive statistics and inferential statistics, estimation, hypothesis testing, variance analysis, correlation analysis, forecasting for business decision making, using computer software to analyze data, types of business research, business research report preparation, and presentation for publishing and to be presented at a conference.

150113301 International Business **3(3-0-6)**

Course Description: This course aims to develop both theoretical knowledge and practical skills in international business practices, which is the cornerstone of their degree. Students are to have a solid understanding in international business environment, practices, and able to conceive effective international business plan. During the semester, students will participate in a group project to create business proposal for an international start-up company. This activity is conducted as a cross-disciplinary, practical-based learning experience involved other courses such as Business English II and Writing for Business Communication. Lecturer across various disciplines jointly coach students along their business plan development.

Total **16(15-2-31)**

Year 2 Semester 1

Code	Course Name	Credit (Lecture – Lab – IndStudy)
150013104	English for Business II	3(3-0-6)

Course Description: Integrated advanced business English, genres in business correspondence, language usage in making argument, persuasion and negotiation, principles and techniques in writing argumentation, persuasion and negotiation, describing products, assessing projects, and internal and external organization communication.

150013106	Business Report Writing and Presentation	3(3-0-6)
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Course Description: This course aims to develop theoretical and practical business report writing and presentation skills that will serve as a basis for more advanced business courses. Students will learn how to prepare reports and presentation for different business situations to different audiences.

150013121	Systematic and Creative Thinking	3(3-0-6)
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Course Description: The study of basic system of human's brain. Psychological approach to understand human mind. Systematic thinking. Analytical thinking. Critical thinking. Strategic thinking. Creative Thinking. Creativity. Integrative thinking. And how to further developing thinking process. Students will also implement their lesson on creativity to create advertisement campaign.

150113201	Principles of Marketing	3(3-0-6)
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Course Description: In this course, students will learn of the definitions and importance of marketing, functions of marketing to economy and society, marketing environment, IT system for marketing and marketing research, individual consumer and organisational purchaser behaviour, market segmentation and target market selection, positioning, marketing strategies, Marketing Mix, customer relations management, international marketing, service marketing, and social marketing

150113209	Principles of Economics	3(3-0-6)
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Course Description: Definition and general principles of Microeconomic and Macroeconomic, problems in economic, the circular flow, economic system,

national income, inflation, deflation, tight money, monetary and treasury policies, currency exchange, international balance of payment, demand and supply factor, competitive strategy in perfect market and imperfect market, sufficient economy for sustainable development of business.

150113303 Electronic Commerce and Business 3(3-0-6)

Course Description: This course is created in response to how the Internet has revolutionized the buying and selling of goods and services in the marketplace. Students will also gain hands-on experience in creating a web site using an HTML authoring tool. provides students with an overview of the technological and managerial issues associated with electronic commerce (e-commerce). The different categories of e-commerce transactions are examined together with the technologies and applications that underpin them. Aspects of the strategic and legal environments in which e-commerce applications are implemented are also examined. Topics include: Internet business models, electronic commerce infrastructure, designing on-line storefronts, payment acceptance and security issues, and the legal and ethical challenges of electronic commerce.

Total 18(18-0-36)

Year 2 Semester 2

Code	Course Name	Credit (Lecture – Lab – IndStudy)
150113202	Principles of Accounting	3(3-0-6)

Course Description: This course aims to provide a fundamental understanding of the underlying principles which are used in the preparation of financial statements. The course not only covers basic concepts of financial statements preparation as fundamental accounting course but also includes regulatory practices for Thai companies registered with the system of Value Added Tax including its professional ethics. As a result, the course will prepare the students for further studies in advanced accounting, finance and business courses.

Contents include : Accounting practices in businesses, usefulness and usage of accounting information for decision making, accounting framework, professional ethics, accounting principles and procedure according to the

double entries accounting system, preparation of financial statements, and measurement of operation results in order to present financial positions for each type of businesses; accounting procedures for VAT; accounting system design for controls and auditing.

150113308 Global Marketing 3(3-0-6)

Course Description: Using examples and case studies from both domestic and international scenarios, this course discuss focuses on the bigger picture of marketing at the global level as well as the impact of the ever-changing international and global market environment to global marketing management; consumer behaviours in global market; target market analysis and selection in global market; global market channel, and global marketing communication.

150113311 Multimodal Transportation and Freight Forward Business 3(3-0-6)

Course Description: Roles, duties, and responsibilities of shipping operators to international trade and international logistic, procedure involved in commodity processing, cross-national shipping management, international commercial terms, and documents related to transportation operation.

150113314 Land Transport Management 3(3-0-6)

Course Description: Overview of land transport management, principles of land transport, demand and supply of land transport business, investment in land transport, organization involved in land transport industry, development and future trend for international land transport, and laws and regulations.

150113316 Procurement and Purchasing 3(3-0-6)

Course Description: Procurement strategy, selection of suppliers for tools, equipment, raw materials, parts, and services; external sourcing and value chain quality control; effective purchasing; relationship between vendor and purchaser; quality control, tools development; IT in purchasing process

150113206 Management Information Systems 3(3-0-6)

Course Description: This course focuses on the role of information systems on organizational management. Students will learn both theories and skills in

implementing information technology to plan effective information system that answer to their business need such as business database management.

Total

18(18-0-36)

Year 3 Semester 1

Code	Course Name	Credit (Lecture – Lab – IndStudy)
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150113203	Business Finance	3(3-0-6)
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Course Description: Financial instruments. The important and goals of financial management. Financial planning and control. Credible financial statements. Current assets management. Capital budgeting. Sources of Finance (short-term, medium-term, and long-term). Capital structure management. Asset allocation. Cost of capital. Time value of money. Dividend policy. Financial statement analysis. Financial software

150113205	Production Management	3(3-0-6)
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Course Description: In this course, students will focus on theories and skills required in coordinating and controlling production activities.

The content includes: Production of tangible and intangible (service) products, types and nature of production, factors of production, production systems, production strategy, factory management, quality control, occupational safety and health plan, production technology, purchasing management, inventory management, production and workforce planning, maintenance planning, procurement and material management, and inventory management.

150113207	Organization and Management	3(3-0-6)
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Course Description: The meaning of organization. Organization's objectives management. Types of organization. Organizational structure. Organization architecture. Principles and concepts of business organization formulation. Recruiting and staffing. Directing. Organizational Communication. Employee relation. Employee motivation. Teamwork. Budget management. Control and evaluation. Theory and framework for modern management

150113312 Sea Transport Management 3(3-0-6)

Course Description: Overview of sea transport industry. Principles of Sea Transport Management. Development and trend in international sea transport. Demand and supply in sea transport business. Factors related to investment in sea transport. Organization related to sea transport industry. Domestic and International Laws and Regulations regarding sea transport.

150113317 Warehouse and Distribution Management 3(3-0-6)

Course Description: Roles and importance of warehouse. Relationship between warehouse and logistics and supply chain management. Location selection. Warehouse planning and designing. Warehouse management: demand forecasting, inventory management, storage, order receiving, shipment, route and scheduling based on inventory, distribution network design. Selection of third-party logistics agent. Tools and equipment in goods transferring. Software related to warehouse and distribution management. Barcode. Safety and security. Packing. Performance evaluation for the effective and cost efficient service. Distribution center management

150113315 Import and Export Procedure 3(3-0-6)

Course Description: Principles, procedures and documents in exporting and importing of cargo. Organizations related to import and export. International commercial terms. International logistics. International transaction / payment. Custom procedure. International commercial insurance.

Total 18(18-0-36)

Year 3 Semester 2

Code	Course Name	Credit (Lecture – Lab – IndStudy)
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150113204 Human Resource Management 3(3-0-6)

Course Description: Principles of Human Resources Management, job analysis, recruitment and selection, new staff orientation, training and competency development, performance evaluation, compensation and incentive management, employee relations management, changes in workforce, challenges of future HRM, conflict management and resolution, team building.

150113318 International Business Strategy and Logistics Strategy 3(3-0-6)

Course Description: Principles of integrated strategic management, business strategy for international organization, logistics and supply chain management strategy, strategic implementation, domestic and international business evaluation and control, organizational problem solving, sector/ industrial /value chain competitor analysis, leadership, goal setting, case studies of organizational structure and culture

150113211 Pre Co-Operative Education 1(1-0-2)

Note: A student must complete at least 48 credits of Specialization Courses

Course Description: This course is given as a mandatory preparation for students prior to their co-operative education (internship). The course consists of the principles and idea of co-operative education, procedure and regulations in co-operative education, company selection, Students will be trained with practical skills necessary for working in real companies, as well as code of ethics in their respective field of business. Moreover, students will prepare to write and prepare their internship report.

150113302 International Business Ethics 3(3-0-6)

Course Description: This course introduces contemporary and controversial ethical issues facing the business community. Topics include moral reasoning, moral dilemmas, law and morality, equity, justice and fairness, ethical standards, and moral development. Upon completion, students should be able to demonstrate an understanding of their moral responsibilities and obligations as members of the workforce and society

150113304 Managing People Across Cultures 3(3-0-6)

Course Description: This course explores the challenges of managing a culturally diverse work force and the complexities of managing in countries with different religions, traditions, and value systems. This course focuses on the ability of managers to lead, motivate, communicate, and negotiate with individuals with different attitudes towards achievement and work, time and change, wealth and success, gender and the family, religion and language. The course places a special emphasis on the cultural characteristics and diversity of people.

150113313 Air Transport Management**3(3-0-6)**

Course Description: Overview of air transport for cargos and passengers. Principles of Air Transport Management. Development and trend in international air transport. Demand and supply in air transport business. Factors related to investment in air transport. Organization related to air transport industry. Domestic and International Laws and Regulations regarding air transport

Total**16(16-0-32)****Year 4 Semester 1**

Code	Course Name	Credit (Lecture – Lab – IndStudy)
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150113212 Co-Operative Education****8(0-360-0)**

Course Description: Students are to be placed to work in public or private organization in the field related to International Trade and Business Logistics.

The period of internship will cover the whole period of the 1st semester of their 4th year of study, with at least 360 working hours. Students will be jointly supervised by supervisors assigned from the International College and their respective employers. At the end of the internship, students will then prepare and submit their reflective internship report for an assessment by the International College. Assessments are conducted by Co-Op supervisors from KMUTNB and the employer, based on expected performance agreed by both parties.

Total**8(0-360-0)**

Year 4 Semester 2

Code	Course Name	Credit (Lecture – Lab – IndStudy)
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150113210	Business Laws	3(3-0-6)
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Course Description: This course covers various topics related to business laws and legal procedure involving business conduct. Contents include legal aspects relating to the establishment and management of an organization; laws governing business practices; civil and commercial law on juristic acts and contracts; laws on partnership, public company limited, bills, current account; laws on financial institution and stock exchange market; laws on insurance ; principles of taxation, tax assessment, and tax collection.

150113319	Seminar for International Trade and Logistics Business	3(2-2-5)
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Course Description: In this seminar course, students will review and discuss various topics concerning international trade and business logistics. Students will critically analyze the studies of current trends in international trade and business logistics, as well as, projection of future trend in the field of their interest.

150113320	Special Project	3(0-6-3)
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Course Description: Students must prepare their Special Project, a graduate dissertation on topics relating to International Trade and Business Logistic. This project could be done individually or as a small group. The Special Project allows students to explore the topic they have interest. Students will practice the skills on academic and business research such as data collection, data analysis, and project presentation. The Special Project is a mandatory requirement to complete the degree.

150113307	Laws Relating to Logistics Management and International Business	3(3-0-6)
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Course Description: This course focuses on domestic and international laws on logistics and international business. Several legal aspects and their impacts will be discussed, such as international acts on commerce, free trade zone, laws governing multinational enterprise, and the roles of international bilateral and multilateral treaties.

150113309 Logistics and Supply Chain Information Technology 3(3-0-6)

Course Description: Roles of information technologies and communication on the logistics and supply chain management; Various IT tools used in the logistics and supply chain management such as Enterprise resource planning (ERP), Distribution Management System (DIMS), Material Requirements planning (MRP), Routing Software, Supply Change Solutions, Online Data transaction, Electronic Data Interchange (EDI), Barcode, Radio Frequency Identification (RFID), and Warehouse Management System.

Total

15(11-8-26)