



**SIAM**  
UNIVERSITY

**International Business Program**

**COURSE CATALOGUE**



SIAM UNIVERSITY  
235 Petchkasem Road  
Phasi-charoen  
Bangkok 10163  
Thailand

Siam University reserves the right to changes in the course offering.

# DEGREE PLAN:

## First Year First Semester

## Credits

- |  |   |
|--|---|
| 1. 117-101: Introduction to Sociology    | 3 |
| 2. 117-111: Thai Civilization            | 3 |
| 3. 117-121: Basic Mathematical Principle | 3 |
| 4. 117-123: Life and Environment         | 3 |
| 5. 117-141: English I or other language  | 2 |
| 6. 221-101: Principles of Accounting I   | 3 |

## First Year Second Semester

- |  |   |
|--|---|
| 1. 117-102: Society and Government           | 3 |
| 2. 117-112: Fund. of Philosophy and Religion | 3 |
| 3. 117-142: English II or other language     | 2 |
| 4. 117-113: General Psychology               | 3 |
| 5. 117-103: Society and the Law              | 3 |
| 6. 221-102: Principles of Accounting II      | 3 |

## Second Year First Semester

- |   |   |
|---|---|
| 1. 117-241: English III or other language | 3 |
| 2. 221-201: Micro Economics               | 3 |
| 3. 221-205: Principles of Marketing       | 3 |
| 4. 221-122: Introduction to Computer      | 3 |
| 5. 221-203: Organization and Management   | 3 |
| 6. 221-206: Principles of Statistics      | 3 |

## Second Year Second Semester

- |  |   |
|--|---|
| 1. 117-242: English IV or other language     | 2 |
| 2. 221-202: Macro Economics                  | 3 |
| 3. 221-207: Statistical Analysis in Business | 3 |
| 4. 221-204: Business Finance                 | 3 |
| 5. Elective                                  | 3 |
| 6. Elective                                  | 3 |

## Third Year First Semester

- |  |   |
|--|---|
| 1. 221-311: International Economics                  | 3 |
| 2. 117-341: English V or other language              | 2 |
| 3. 221-301: Managerial Accounting                    | 3 |
| 4. 221-300: Internet and Package Program in Business | 3 |
| 5. Elective  | 3 |
| 6. Free Elective                                     | 3 |

### **Third Year Second Semester**

- |    |   |   |
|----|---|---|
| 1. | 117-342: English VI or other language         | 2 |
| 2. | 221-302: Production and Operations Management | 3 |
| 3. | 221-303: Business Law                         | 3 |
| 4. | Elective                                      | 3 |
| 5. | Free Elective                                 | 3 |

### **Fourth Year First Semester**

- |    |   |   |
|----|---|---|
| 1. | 221-401: Quantitative Analysis in Business    | 3 |
| 2. | 221-411: International Finance                | 3 |
| 3. | 221-416: Logistics and Supply Chain           | 3 |
| 4. | 221-414: Management of International Business | 3 |
| 5. | 221-415: International Trade Law              | 3 |
| 6. | 221-419: International Accounting & Taxation  | 3 |

### **Fourth Year Second Semester**

- |    |  |   |
|----|--|---|
| 1. | 221-402: Strategic Management                  | 3 |
| 2. | 221-417: Comparative Mgt. of Multi. Enterprise | 3 |
| 3. | 221-413: International Trade Operations        | 3 |
| 4. | 221-418: Seminar on International Business     | 3 |
| 5. | 221-412: International Marketing               | 3 |
| 6. | Elective                                       | 3 |

# COURSE DESCRIPTIONS

## **SOCIAL SCIENCE**

- 117-101 Introduction to Sociology 3 (3-0-6)  
Influence of the social environment on the individual i.e. status and role of the individual, peer influence on behavior, peer structure and leadership significance and evolution of institutions in terms of technological progress and population explosion.
- 117-102 Society and Government 3 (3-0-6)  
Evolution of government systems, political processes and procedures in elections the role of the states, legislative, administrative and judiciary institutions: problems of liberty and equality power and function in democracy. Emphasis on the duty and right and the relationship between the individual and the state.
- 117-103 Society and the Law 3 (3-0-6)  
Role and objectives of law society essential features, origin and scope of classifications. The state and law enactment and enforcement, settlement of divorced persons and juristic persons, acquisition and application of rights, changes and termination of rights. Emphasis on the relationship between society and law and the effects of law on society.
- 117-104: Human Relations and Personality Development 2 (2-2-5)  
Meaning and value of relationships, human behavior, social manner and personal development for relationships in social, organization and work.

## **HUMANITIES COURSES**

- 117-111 Thai Civilization 3 (3-0-6)  
Thai race and its historical development starting from the beginning. The migration to Northern Indochina, the influences of China and India on the Thai with respect to politics, language, literature and cultures, Thai history of the Ayudhaya Period with the emphasis on economics, politics, society, culture and relationships with neighboring countries. The influence of ancient and modern Western technology ideology, culture, politics and economics on Thailand. The industrial revolution in Thai politics, economics and social life.
- 117-112 Fundamental of Philosophy and Religions 3 (3-0-6)  
Examination of fundamentals and problems in philosophy and religions, emphasis on metaphysics, epistemology, ethics, aesthetics, nature and destiny of human existence. Fundamentals and comparisons between the great religions i.e Christianity, Buddhism, Islam and others.
- 117-113 General Psychology 3 (3-0-6)  
Survey of concepts, methods, and fields of psychology, behavior and mental development in humans, variations in intelligence in the human population, understanding him/herself and an application of psychology in general.
- 117-114 Western Civilization 3 (3-0-6)  
Historical of Western civilization, factor effect to social structure, culture, economy, governance, religion, architecture, study, and trend in the future.
- 117-115 Cross Culture Communication 3 (3-0-6)  
Thinking, theory and rule for social cross cultural communication. Emphasis language, culture, social status, nationality, and social relation structure in each society.

117-116 Western Literature

3 (3-0-6)

Study structure, meaning, and various form of Western literature. Analyze thinking, philosophy, and social value appeared in Western literature.

## **LANGUAGE COURSES**

117-141 English I

2 (2-0-4)

Drill in listing, speaking, reading and writing of the English language with emphasis on pronunciation. Simple essay writing, reading comprehension and translation of English sentences.

117-142 English II (Business English)

2 (2-0-4)

Pre: 117-101 English I

Reading skill development, writing, technical reports, technical terms in business, biographies of prominent business personalities, participating in English speaking seminar simulation. More sophisticated external reading assigned. Modern business "jargon" and vocabulary.

117-241 English III

2 (2-0-4)

Pre: 117-102 English II (Business English)

Conversation and more listening comprehension, writing longer intelligible compositions, report writing, correspondence exercises, more emphasis on external reading and comprehension. Develop ability to express oneself in English communicatively and to discuss simple business topics.

117-242 English IV

2 (2-0-4)

Pre: 117-103 English III

Using the skills developed in English III, use the business jargon and vocabulary to write business communication such as letters, filling out forms such as purchase orders, detailing shipping and financing instructions and miscellaneous communications.

117-341 English V

2 (2-0-4)

Pre: 117-104 English IV

To further develop skills learned in English I, II, and III, practice, conversational usage in telephone and direct personal communication in business. Using marketing, public relations, and technical approaches.

117-342 English VI

2 (2-0-4)

Pre: 117-105 English V

Seminar including practical applications field trips, etc involving skills previously learned. This course should culminate in the writing of a research paper on some of those business operations.

Intensive English I

Concentrated course stressing basics of the English language such as vocabulary, grammar, spelling and sentence structure. These fundamentals to be utilized in the skills of reading, writing, and oral expression.

Intensive English II

Extension of Intensive English I culminating in an oral presentation of not less than three minutes on an assigned topic.

117-181 Thai I

2 (2-0-4)

This is a beginning Thai conversation and vocabulary class. Students learn basic conversation, vocabulary, phrases. Students learn to distinguish intonation in the Thai language. Learning is focused on speaking and listening in order to achieve basic conversational skills for everyday practical purposes.

## **BASIC SCIENCE AND MATHEMATICS**

1. 117-121 Basic Mathematical Principles 3 (3-0-6)  
Algebraic operations and processes such as properties of real number, polynomial, exponents and radicals, linear equations, quadratic equations, logarithmic equations, sets, matrices and determinates, complex numbers and vectors, sequences, series and introduction to probability.
2. 117-122 Introduction to Computer 3 (3-0-6)  
Basic components of computer system and its operation, impacts of computer technology on the environment, data communication, computer graphic, etc, understanding computer roles and impacts on the business environment and basic concept of information processing.
3. 117-123 Life and Environment 3 (3-0-6)  
General principles of ecology, relationship between living beings and the environment, impact of science and technological development on life, environment and society, contemporary problems such as the energy crisis, the population explosion, pollution, and environment, and adaptation and prevention for human survival.

## **THE CORE COURSES**

1. 221-101 Principles of Accounting I 3 (3-0-6)  
Accounting concepts, financial statement, accounting cycle, inventory, cash receivables, property, plant & equipment assets, current and long-term liabilities, equity structure of proprietorships, partnerships and corporations. Valuation of assets, income determination, preparing financial statements.
2. 221-102 Principles of Accounting II 3 (3-0-6)  
Pre: 221-101 Principles of Accounting I  
Investment practices, depreciation, depletion and amortization. Partnerships, acquisition and disposition of assets. Fund and cash flows. Intangible assets, long-term assets and profit measurements. Procedures for operation, planning, and decision-making.
3. 221-201 Micro Economics 3 (3-0-6)  
Allocation of resources and distribution of income and wealth :i e: concepts of utility, value, resource allocation, theory of consumer behavior, nature of demand and supply. Relationship of production, cost and supply function. Product pricing under competitive oligopolistic and monopolistic markets. Theory of income distribution, the limitation of market forces and appropriate form of policy.
4. 221-202 Macro Economics 3 (3-0-6)  
Survey of concepts, methods, and fields of psychology, behavior and mental development in humans, variations in intelligence in the human population, understanding him/herself and an application of psychology in general.
5. 221-203 Organization and Management 3 (3-0-6)  
Fundamentals of management showing how the manager in an organization effectively performs the functions of planning, organization, directing and controlling. Accountability, responsibility and authority relationships.
6. 221-204 Business Finance 3 (3-0-6)  
Pre: 221-201 Micro Economics, 221-202 Macro Economics  
Scope and function of financial management with respect to investment, time value of money, cash flow budgeting, introduction to financial statement s analysis, assets management and project funding.
7. 221-205 Principles of Marketing 3 (3-0-6)

Meaning and significance of marketing with respect to main activity for distribution of goods and services, principles of marketing, consumer behavior, function of marketing and marketing institutions, and their effect on society and economy. Market targeting and cultural influences.

8. 221-206 Principles of Statistics 3 (3-0-6)  
Principles and theory of statistics regarding descriptive statistics, probability, random sampling, expectation, testing hypothesis and random sampling.

9. 221-207 Statistical Analysis in Business 3 (3-0-6)  
Pre: 221-206 Principles of Statistics  
Concentrate on applications of statistics in business. Main topics are index number and time series, correlation and regression and analysis.

10. 221-301 Internet & Package program in Business 3 (3-0-6)  
Pre: 117-122 Introduction to Computer  
Programs used in business, program designed and operational procedures. Programs will be applicable to P.C Mini and also Main Frame computers.

11. 221-302 Managerial Accounting 3 (3-0-6)  
Pre: 221-102 Principles of Accounting II  
Preparation and analysis of statement of changes in financial position, financial statement analysis, financial reporting under price-level changes, analysis and interpretation of cost data as an aid to management for planning, controlling and decision making, budgetary control, and responsibility accounting.

12. 221-303 Production and Operations Management 3 (3-0-6)  
Pre: 221-101 Principles of Accounting I, 221-204 Business Finance  
Fundamentals of Management operations and production underlying the solution of problem relating to optimum utilization of factors of production, production process, control and operation of production. Forecasting, quality control, 'just in time' inventory practice and safety practices.

13. 221-304 Business Law 3 (3-0-6)  
Law regarding partnership and corporation, their set-up, scope of right and duty in operation, liquidations and commercial codes. Relation to production, management, contracts, and taxation.

14. 221-401 Quantitative Analysis in Business 3 (3-0-6)  
Pre: 221-206 Principles of Statistics  
Applications of mathematics and statistics in business. Probability and expected value, decision theory, decision making under uncertainty, liner programming, inventory models and games theory, queuing mode and simulation.

15. 221-402 Strategic Management 3 (3-0-6)  
Business environment assessment, external and internal environment analysis, strategy formation, implementation, application, review, evaluation and control.

## **MAJOR REQUIRED COURSES**

1. 221-311 International Economics 3 (3-0-6)  
Pre: 221-201 Micro Economics, 221-202 Macro Economics  
Theory of international trade barriers, foreign exchange, discrimination policy and effects on the economic system, theory and policy of economically allied corporations. Theory and policy of international investment balance of trade, balance of payments, international finance, economic development institutions, structure of

trade and finance system. International economic relations of developed countries and analysis of Thai trade structure.

2. 221-411 International Finance 3 (3-0-6)  
Pre: 221-102 Principles of Accounting II, 221-204 Business Finance  
Basic concepts of international finance, interest rates, finance mechanism and international finance system, finance circulation markets, forecasting the rate of finance exchange and cost of management in venturing, taking advantage of the difference in international financial systems. Operations and international relations of commercial banks.
3. 221-412 International Marketing 3 (3-0-6)  
Pre: 221-205 Principles of Marketing  
Nature of international operation, governmental influences, international trading, foreign trading channels, effects of international agencies, political stability or lack of it on viability of operations and cultural differences considerations, marketing mix in internal marketing and control.
4. 221-413 International Trade Operations 3 (3-0-6)  
Pre: 221-205 Principles of Marketing  
Basic concepts of management practice on the global scene, including international finance, marketing, multinational corporate management, political and governmental influences on international operations.
5. 221-414 Management of International Business 3 (3-0-6)  
Pre: 221-203 Organization and Management  
Management and international business operations considering the objectives and strategic operations limits and opportunities of foreign investment development. Development and adjustment of policy in management of international corporations to coincide with international business environment.
6. 221-415 International Trade Law 3 (3-0-6)  
Pre: 221-303 Business Law  
Consideration of risks and problems posed in engaging in international trade. International contracts, legal status in international business disputes. Differences between developed and undeveloped nation's stability and risks such as nationalization of private companies and assets in foreign countries.
7. 221-416 Logistics and Supply Chain 3 (3-0-6)  
Logistics concept and supply chain organization, covering logistics activities of international business in intermodal transportation, supply acquisition, packaging, inventory control, customs issues, government influence, facility location in global environment, and import-export opportunities with some emphasis on current events in logistics activities of business organizations.
8. 221-417 Comparative Management of Multinational Enterprise 3 (3-0-6)  
Identification and analysis of varying management systems round the world in Western Europe, Eastern Europe, Middle East, Africa, Asia, North America and South America. Relationships of different managerial styles among trading partners.
9. 221-418 Seminar on International Business 3 (3-0-6)  
Pre: 221-203 Organization and Management, 221-411 International Finance  
Analyze and discuss problems of business systems and the international business environment, including situations, which are very important for international business transactions.
10. 221-419 International Accounting and Taxation 3 (3-0-6)  
Accounting theories pertaining to international business, including regulations, criteria, methods of accounting and finance used in international financial situations. Effects of the difference in exchange rate and inflation

pricing for international transactions, balance sheet papers according to the regulations of government agencies and also taxation systems of major countries in order to gain perspective of Their regulation and collecting system.

## **MAJOR ELECTIVE COURSES**

1. 221-221 Global Management Information System 3 (3-0-6)  
Impact of information to global management activities, planning, controlling, decision making etc. Application of software to solving international problem development from end-user's perspective. Computer-based information system utilizations.
2. 221-222 Business Research 3 (3-0-6)  
Pre: 221-207 Statistical Analysis in Business  
Relationship between models, information systems and business decisions. Practice application of behavioral and statistical methods for the purpose of obtaining and analyzing relevant international business information.
3. 221-223 International Negotiation 3 (3-0-6)  
Pre: 221-205 Principles of Marketing  
The specialized aspects of negotiation as confronted in the various environments of different geographical economic political conditions such as cultural influences, varying governmental regulations, and changing economic situations. Language barriers and potential errors and misunderstandings arising from interpretations and translations.
4. 221-321 International Monetary Economics 3 (3-0-6)  
Pre: 221-311 International Economics  
Foreign exchange policies, balance of trade and payments considerations, and estimating international markets. Variations of monetary policies among different countries as effecting long term transactions.
5. 221-322 Human Resource Management 3 (3-0-6)  
Pre: 221-203 Organization and Management  
Duties and responsibility of the personal manager, man power planning, recruiting, training, developing. Appraising performance , promotional system, motivation and welfare of employees. Promotion, demotion, dismissal and transfer of personnel.
6. 221-323 Cross Cultural Management 3 (3-0-6)  
Pre: 117-406 Society and Government  
Effects of local cultures upon global interactions of Business trading, marketing and operations. Difficulties in market analysis considering cultural factors in various countries.
7. 221-421 International Portfolio Management 3 (3-0-6)  
Pre: 221-204 Business Finance  
Institutional settings, operating procedures, trading mechanics and valuation of traditional commodity contracts and financial derivatives namely: warrant, option and futures contracts on domestics financial instruments and foreign currencies. Integrated view of spot, forward and futures markets. Use of futures contracts as a mechanism in trading, hedging, and arbitraging. Analysis and management of investment Portfolio and Mutual fund. Various empirical studies of financial market characteristics.
8. 221-422 Contemporary International Business 3 (3-0-6)  
A survey of selected contemporary international business issues. To examine efforts to resolve the issues. Emphasis is placed on students' ability to investigate and to present pros and cons as well as measures to resolve contemporary international business issues. Students are encouraged to propose original ideas in

resolving outstanding issues. Students write term papers to demonstrate their ability at looking into issues and to explore ways and means of dealing with contemporary international business issues from varied