

International College
Course Description
B.A. (International Business Communication)

IBC 101 Access to Library and Information Systems 3(2-2)

A study of the current state of information technology and development of study skills for higher education, in terms of the use of computer, electronic library, internet, information superhighway.

IBC 102 Thai Studies 3(3-0)

A study of Thai way of life in general, from past to present; Thai characteristics as found in art, culture, religion, literature, economy and politics.

IBC 111 Comparative Society and Culture 3(3-0)

An introduction to sociology and anthropology with emphasis on socialization, social institutions, nature and development of selected world cultures, social changes, population trends, and cultural influence on human group behavior; the conflict and harmony of civilizations concerning politics, government, economics and society.

IBC 121 Fundamental English 3(2-2)

A study of English communication skills, e.g. reading, writing, speaking, in dealing with people in different careers. Fluency and accuracy in listening and speaking reinforced by multimedia as well as real situations for interactive learning and participation.

IBC 122 Intermediate English 3(2-2)

Review of modern English grammar to facilitate reading and writing. Extensive practice in writing effective sentences and paragraphs.

IBC 131 College Mathematics 3(3-0)

Foundation of mathematics at college level; sets, linear, quadratic, exponential and logarithmic functions, inequalities, matrices, differentiation, integration, probabilities, and graphs.

IBC 132 Introduction to Computer 3(2-2)

An overview of computer systems; integrating computer hardware, software, data, and procedures; computer for business purposes with emphasis on using microcomputer.

IBC 133 Introduction to Statistics 3(2-2)

Foundation of statistical measurement and analysis utilizing both descriptive and inferential statistics in a business framework; discrete and continuous one and two sample tests, measures of association, and statistical packages.

IBC 134 Man and Environment 3(3-0)

A study of how science and technology relate to economic, environmental, and social aspects; a coverage of the ecosystem including population and energy issues.

IBC 223 Advanced English 3(2-2)

A study which emphasizes written communication skills. Practice in reading and summarizing selected articles and reports on different topics dealing with society, culture, and economy, from professional journals and newspapers.

IBC 241 Business Reading 3(3-0)

Study and practice techniques of reading for main points or gist of information from printed materials; use of selected articles, reports, or papers dealing with business in different fields, such as money and banking, international trade, finance, or economic indices.

IBC 242 Thai For Business Communication 3(3-0)

A study of the correct usage of Thai for business communication purposes such as recording, reporting, and writing for speech and public relations.

IBC 251 Communication Management 3(3-0)

A study of communication roles in complex organizations; communication networks, communication and management, message systems, and decision-making. Relationship between organizational theory and communication, principles of issue management in public relations, strategies, and social responsibility.

IBC 252 Principles of Marketing 3(3-0)

A study of the principles, definitions, functions, process, institutions, environment and services of marketing. Topics include product classification, distribution channels, pricing and promotion, consumer behavior, and an analysis on selecting the target market.

IBC 253 Organization and Management 3(3-0)

Structure and roles of organization, management principles and techniques, and organization behavior; the process of management, planning organizing, leading, and controlling.

IBC 254 Microeconomics 3(3-0)

Microeconomic theories, demand, supply, production, cost, perfect and imperfect markets, pricing, general market equilibrium, consumer behavior.

IBC 255 Financial Accounting 3(3-0)

Fundamentals of accounting including accounting cycle, accounting systems, cash flow, assets, liabilities, equity, and forms of business administration.

IBC 256 Production Management 3(3-0)

The fundamentals of industrial management related to 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.

- IBC 257 Business Finance** 3(3-0)
Introduction to business finance and financial management including fundamental concepts in financial management, financial planning and working capital management, capital budgeting and strategic long term financial decisions.
- IBC 258 Macroeconomics (Prereq. IBC 254)** 3(3-0)
Macroeconomic theories; national income, employment, output, inflation, business cycles, consumption, saving, investment, interest rate, growth theories and government policy.
- IBC 271 Management Information Systems** 3(3-0)
Importance and roles of information systems for management, managing information system integration, system development processes, managing information system resources, and technology of information systems.
- IBC 272 Speech Communication** 3(2-2)
Provides an overview of the process of communication, and practical training in the fundamentals of effective presentation for individuals in both public speaking and group communication settings. Emphasizes discussion of contemporary issues and the analysis of public discourse.
- IBC 273 Asian Culture and Business Studies** 3(3-0)
An outline into Asian history, culture, tradition and contemporary politics and how they relate to Asian businesses.
- IBC 274 Office Automation** 3(3-0)
An exploration of information technology application to the business office. Use of integrated business computer software. Applying information technology for office management.
- IBC 343 Professional and Business Writing** 3(3-0)
Reviews college-level writing skills and provides expertise in many of the important business writing and technical communication skills. The analysis and composition of expository structures from sentences to multiparagraph essays. Covers business correspondence; preparation of formal reports such as feasibility studies and annual reports; oral presentations as well as proposal writing in the world of work.
- IBC 344 Critical Reading and Writing** 3(3-0)
An introduction to rhetorical and interpretive strategies I business communication. Instruction in reference works relevant for the study of discourse. Focus on the readings of business topics with the aim to develop skills for active evaluation and criticism of statements and methods used. Critical writing on contemporary international business. Business jargons and vocabulary.
- IBC 359 Small Business Entrepreneurship** 3(3-0)
An introduction to the processes involved in owning and managing a small business. Includes the entrepreneurial activities normally associated with starting and information systems integration, system development process, managing information system resources, and technology of information systems.
- IBC 360 Business Ethics** 3(3-0)
A philosophical exploration of how to recognize, analyze, and implement ethical decisions within the multivalued contexts of the various fields of business. Codes of ethics for selected professional business associations.
- IBC 361 Quantitative Methods** 3(3-0)
A study of planning, analyzing, and techniques for decision making in business. Applications of selected mathematical concepts, models, and theories for solving business problem.
- IBC 362 Money and Banking** 3(3-0)
Monetary theory, banking systems; the effects of banks' action on the economic system; financial institutions and market, monetary control, monetary policy, exchange rate and international monetary system.
- IBC 363 Managerial Accounting (Prereq. IBC 255)** 3(3-0)
A study of managerial accounting including interpretation and use of management reports, cost behavior and accumulation, budgeting, financial statement analysis, and responsibility accounting.
- IBC 375 Interpersonal and Intercultural Communication** 3(3-0)
Studies interpersonal aspects of communication and how cultural perspectives affect communication. Introduces concepts and related skills that define communication in a variety of face to face contexts. Includes an examination of the ranges of functions and roles of communication media in international affairs. Examines also the strategic use of communications by various groups of different cultures.
- IBC 376 Introduction to International Business** 3(3-0)
An overview of international business, international business environment and institutions, market entry, overseas investment, multinational corporations, organization and control in international operations, international human resource management and international logistics.
- IBC 377 International Trade Law** 3(3-0)
A study of UN trade conventions, multilateral trade agreements (GATT, WTO), sub-regional trade cooperations (AFTA, APEC, EU, NAFTA), bilateral trade agreements, ICC rules and practices (INCOTERMS), Thai trade laws, and the process of arbitration for international business.
- IBC 378 International Economics (Prereq. IBC 254, IBC 258)** 3(3-0)
Theory of international trade, trade barriers, trade agreement, economic integration, including international economic structure and organization; factor mobility and commercial policy; balance of international payments, capital movements, and current problems affecting international economic relations.

IBC 379 International Financial Management 3(3-0)

A study of international financial principles and policies. The analysis of international financial problems for managerial decision-making in the world of banking and finance. Emphasis on international financial institutions, capital cost and allocation, dividend policy, valuation of enterprises, merger and acquisition, and international financial operation and control.

IBC 464 Business Research (Prereq. IBC 133) 3(3-0)

A study of the importance of business research methods; steps in doing business research; and proposal writing. A coverage of research objectives, hypotheses, data collection, analysis, report writings, and implementation.

IBC 465 Strategic Management 3(3-0)

Administrative process under conditions of uncertainty; integrating knowledge derived from information system and research in the field of business for making administrative policies. Use of case studies to analyze and formulate strategies in various situations.

IBC 480 International Marketing 3(3-0)

A study of marketing functions in the global market place; assessing international markets, marketing mixed, comparing marketing systems; management of international marketing operations, various environmental situations affecting the strategy of international marketing.

IBC 481 Negotiations 3(3-0)

Introduction to theory and practice in the types of argumentation and decision making employed in society. Nature and function of human communication emphasizing the process of argumentation and group decision making. A coverage of advocacy reasoning, discussion methods, and strategies.

IBC 482 Integrated Marketing Communication 3(3-0)

Theory and application of the marketing communication function in an organization. Factors that influence planning and decision-making. Developing a marketing communication plan, setting communication goals, preparing creative copy, planning media, determining, methods and communication budget.

IBC 483 Planning in Business Communication 3(3-0)

Planning and designing of communication within business organizations and to the public. Organizational communication, communication networks, and message systems. Business communication processes, forms of business communication and associated techniques.

IBC 484 International Crisis and Cross-Cultural Management 3(3-0)

Analysis of national-cultural factors making for conflict in business decision-making, and of methods and processes for finding effective solutions.

IBC 485 International Business Communication 3(3-0)

A comprehensive course designed to integrate the overall principles and applications of effective international business communication. Emphasis on management policies and practices. Inclusion of historical, cultural, political, and competitive forces involved in negotiation and decision making in global business communities.

IBC 486 Seminar in International Business Communication 3(3-0)

A critical evaluation of problems of international business communication, analysis and solution, project planning. Discussion of selected topics relevant to the development of international business communication skills. Aimed to refine desirable communication skills required of managers at various levels in the workplace.

IBC 499 Co-operative Education 6

Co-operative Education places on the systematic provision of work-based learning in business sector for students. It involves the cooperation between the university and the business sectors to allow the students to develop both academic and work-related skills in the work site, apart from knowledge gained in the classroom. The co-operative education terms of systematic thinking, observation, decision making, analytical and evaluation skills. This innovation that integrates the theory from classroom studies and work experiences into the curriculum will result in high quality graduates who are most suitable for the business and corporate world.