

Personalized Course**30 Credits**

Students can take 30 credits from any courses listed below upon completion of the prerequisites (if any).

Music Entrepreneurship Track

MB 2531	Music Business	3 (3-0-6)
MB 3512	Legal Aspects of Music	3 (3-0-6)
MB 3537	Music Career Exposure	3 (3-0-6)
MB 3541	Online Social Media for Music Business	3 (3-0-6)
MB 3545	Digital Marketing for Music Entrepreneur	3 (3-0-6)
MB 3549	Music Entrepreneurship Research	3 (3-0-6)
MB 3550	Feasibility Study for Music Entrepreneur	3 (3-0-6)
MB 3551	Creative Music Entrepreneurship	3 (3-0-6)
MB 4500	Music Entrepreneurship Seminar	3 (3-0-6)
MB 4550	Business Intelligence and	3 (3-0-6)
MP 1400	Music Production Skills	2 (2-0-4)
MP 2400	Audio Fundamentals	3 (3-0-6)
MP 2510	Visual Media for Musician	2 (2-0-4)
MP 2511	Digital Photography for Musician	1 (0-2-1)
MP 2512	Video Production for Musician	2 (1-2-3)
MP 3411	Song Demo Production	3 (1-4-4)
MP 4422	Sound Design	3 (1-4-4)
MS 1001	Major Instrument I	2 (1-2-3)
MS 1002	Major Instrument II	2 (1-2-3)
MS 1003	Major Instrument III	2 (1-2-3)
MS 1004	Major Instrument IV	2 (1-2-3)
MS 1300	Introduction to Musical Skills	1 (0-2-1)
MS 1301	Musical Skills I	2 (1-2-3)
MU 0201	Music Ensemble I	1 (0-2-1)
MU 1001	Music Appreciation	3 (3-0-6)
MU 1131	Pop Songwriting	3 (3-0-6)

MU 1231	History and Literature of Music	3 (3-0-6)
MU 1301	Music Fundamentals I	3 (2-3-6)
MU 1302	Music Fundamentals II	3 (2-3-6)
MU 1501	Chorus I	1 (0-2-1)
MU 2002	Bodyslam Studies	3 (3-0-6)
MU 2131	Basic Songwriting	2 (2-0-4)
MU 3551	Acting for Musicians	3 (1-4-4)
MU 3602	Music Therapy	3 (3-0-6)
MU 3603	Music, Health, and Well-being	3 (3-0-6)
SRX 4400- 4499	Selected Topics in Music and Entertainment Business	3 (3-0-6)

Architecture Track

AR 2309	Architectural Design Methods	3 (3-0-6)
AR 5401	Building Cost Estimation and Control	3 (3-0-6)
AR 5404	Construction Management	3 (1-4-4)
AR 5413	Project Management	3 (3-0-6)
AR 5414	Energy Saving (Workshop in Germany)	3 (3-0-6)
AR 5417	Interior Design by Architects	3 (2-2-5)
AR 5420	Light, Perception and Culture	3 (3-0-6)
AR 5425	Project Feasibility Study	3 (3-0-6)

Interior Design Track

IND 3102	Design Research and Development	3 (3-0-6)
IND 3308	Brand and Marketing in Interior Design	3 (2-2-5)
IND 3302	Interior Material and Technology	3 (2-2-5)
IND 4404	Home Textile and Soft Furnishing	3 (2-2-5)
IND 4409	Branding Experience in Art and Design	3 (2-2-5)

Product Design Track

PD 2102	User Experience Design	3 (2-2-5)
PD 2304	Art and Design Appreciation	3 (3-0-6)
PD 3301	Material and Manufacturing Processes I	3 (2-2-5)

PD 3306	Marketing for Product Design	3 (3-0-6)
PD 3402	Graphic and Packaging Design	3 (2-2-5)
PD 3406	Toy and Play Design	3 (2-2-5)
PD 3407	Furniture Design	3 (2-2-5)

Advertising Track

AD 3103	Advertising Creative Strategy (English)	3 (2-2-5)
AD 3112	Brand Communication	3 (2-2-5)
AD 3113	Customer Relationship Management	3 (3-0-6)
AD 3114	Interactive Advertising and Marketing Communication	3 (3-0-6)
AD 3124	Strategic Brand Positioning	3 (3-0-6)
AD 3106	Art Direction	3 (2-2-5)
AD 3108	Copywriting (English)	3 (2-2-5)

Digital Media Communication Track

CA 1025	Computer Graphic Design	3 (2-2-5)
DM 2403	Digital Media Production and Management	3 (2-2-5)
DM 3426	Innovation and Digital Technology	3 (3-0-6)
DM 3424	Digital Content Creation	3 (3-0-6)

Computer Generated Imagery Track

ART 3022	Thai Inspiration	3 (2-2-5)
CGI 3234	Character Design	3 (1-4-4)

Public Relations Track

PR 2203	Persuasive Communication	3 (3-0-6)
PR 3230	Digital Public Relations	3 (2-2-5)
PR 3218	Special Events Management for Public Relations	3 (2-2-5)
PR 3228	Intercultural Communication	3 (3-0-6)
PR 3225	Personality Development and Personal Branding	3 (2-2-5)

Live Event Creation and Management Track

CA 1023	Introduction to live event creation and management	3 (2-2-5)
LIVE 2103	Acting for Live Events	3 (1-4-4)

Visual Communication Design Track

ART 3924	Printmaking	3 (2-2-5)
ART 3925	Creative Photography	3 (2-2-5)
VIS 4124	Book Binding	3 (2-2-5)
VIS 4920	Art Exposure	3 (3-0-6)

Innovative Technology Track

INX 4101	Software Engineering	3 (3-0-6)
INX 4102	IT Project Management	3 (3-0-6)
INX 4103	Web Application Development	3 (3-0-6)
INX 4104	iOS Application Development	3 (3-0-6)
INX 4105	Android Application Development	3 (3-0-6)
INX 4106	Internet of Things	3 (3-0-6)
INX 4201	Data Mining	3 (3-0-6)
INX 4202	Machine Learning	3 (3-0-6)
INX 4203	Big Data Analytics	3 (3-0-6)
INX 4204	Decision Support and Recommender Systems	3 (3-0-6)
INX 4205	Intelligent System Development	3 (3-0-6)
INX 4301	Sales and Distribution Management System	3 (3-0-6)
INX 4302	Supply Chain Management System	3 (3-0-6)
INX 4303	Finance and Accounting Management System	3 (3-0-6)
INX 4304	Customer Relationship Management System	3 (3-0-6)
INX 4305	FinTech and Blockchain Technology	3 (3-0-6)
INX 4400- 4499	Selected Topics	3 (3-0-6)

Design, Creativity and Communication Track

DEX 3001	Selected Topics in Design, Creativity and Communication Concepts	3 (3-0-6)
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DEX 3002	Selected Topics in Design, Creativity and Communication Practices I	3 (2-2-5)
DEX 3003	Selected Topics in Design, Creativity and Communication Practices II	3 (1-1-4)

Business Elective Track

BBA 1101	Business Exploration	3(3-0-6)
BBA 1002	Microeconomics	3(3-0-6)
BBA 2001	Human Behavior	3(3-0-6)
BBA 2002	Economic and Financial	3(3-0-6)
BBA 1101	Seminar in Business I	1 (1-0-2)
BBA 1102	Data and Information Literacy	3 (2-2-5)
BBA 1103	Fundamentals of Financial Accounting	3 (3-0-6)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
BBA 2101	Fundamentals of Managerial Accounting	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
BBA 2103	Corporate Finance	3 (3-0-6)
BBA 2105	Operations and Supply Chain Management	3 (3-0-6)
BBA 2106	Seminar in Business II	3 (3-0-6)
BBA 3101	Business Research	3 (3-0-6)
BDM 3201	Digital Business	3 (2-2-5)
BDM 3202	Digital Commerce	3 (2-2-5)
BDM 3203	Cybersecurity	3 (2-2-5)
BDM 3204	Enterprise Resource Planning	3 (2-2-5)
BDM 3205	Information Systems Strategy, Management, and Acquisition	3 (2-2-5)
BDM 3301	Data Analytics Fundamentals	3 (2-2-5)
BDM 3302	Data Management	3 (2-2-5)
BDM 3303	Data Mining	3 (2-2-5)
BDM 3304	Systems Analysis and Design	3 (2-2-5)
BDM 3305	Big Data Analytics	3 (2-2-5)

BDM 3403	Robotic Process Automation	3 (2-2-5)
BDM 3404	Data Structures and Algorithms	3 (2-2-5)
BDM 3405	Database Systems	3 (2-2-5)
BDM 3406	Mobile Application Development	3 (2-2-5)
BDM 3409	Game Design and Development	3 (2-2-5)
BDM 3410	Low-code Development	3 (2-2-5)
BDM 3413	eSports	3 (2-2-5)
BDM 3416	Data Engineering	3 (2-2-5)
BDM 3417	Data Storytelling	3 (2-2-5)
BDM 3418	Digital Marketing Analytics	3 (2-2-5)
BDM 3419	Text Mining	3 (2-2-5)
BDM 3420	Cloud Computing	3 (2-2-5)
BDM 3422	IT Infrastructure	3 (2-2-5)
BDM 3423	Penetration Testing	3 (2-2-5)
BDM 3481	Digital Business Internship I	3 (0-30-0)
BDM 3482	Digital Business Internship II	3 (0-30-0)
BDM 4400 - 4409	Selected topics in Digital BusinessManagement	3 (2-2-5)
BEN 3304	Project Management	3 (3-0-6)
BEN 3406	Legal Aspects and Intellectual Property of Entrepreneurship	3 (3-0-6)
BEN 3407	Entrepreneurial Finance and Accounting	3 (3-0-6)
BEN 3408	Conflict and Change Management	3 (3-0-6)
BEN 3409	Organization Transition	3 (3-0-6)
BEN 3410	Entrepreneurship Practicum I	3 (3-0-6)
BEN 3411	Entrepreneurship Practicum II	3 (3-0-6)
BEN 4212	Growth Mindset and Sustaining Organization	3 (3-0-6)
BEN 4213	Digital Entrepreneurship	3 (3-0-6)
BEN 4315	Family Business Management	3 (3-0-6)
BEN 4316	Social Entrepreneurship	3 (3-0-6)

BEN 4419	Operational Excellence, Collaboration and Partnership Management	3 (3-0-6)
BEN 4420	Creative Industries Entrepreneurship	3 (3-0-6)
BEN 4421	Venture Opportunity I	3 (3-0-6)
BEN 4422	Venture Opportunity II	3 (3-0-6)
BFN 3211	Investment Strategy and Applied Valuation	3 (3-0-6)
BFN 3212	Financial Reporting and Analysis	3 (3-0-6)
BFN 3221	Business and Economic Analysis for Decision Making	3 (3-0-6)
BFN 3222	Financial Modeling and Analysis Tools	3 (3-0-6)
BFN 3224	Derivatives and Risk Management	3 (3-0-6)
BFN 4312	Quantitative Analysis and Analytics of Finance	3 (3-0-6)
BFN 4313	International Financial Management	3 (3-0-6)
BFN 4314	Personal Wealth Management and Financial Planning	3 (3-0-6)
BFN 4321	Special Topics in Finance Certification	3 (3-0-6)
BFN 4322	Value Based Management and Financial Decisions	3 (3-0-6)
BHT 3201	Introduction to Hospitality and Tourism Management	3 (3-0-6)
BHT 3202	Consumer Behavior in Hospitality and Tourism	3 (3-0-6)
BHT 3203	Food and Beverage Management	3 (3-0-6)
BHT 3204	Personality and Communication in Hospitality and Tourism	3 (3-0-6)
BHT 3205	Marketing in Hospitality and Tourism	3 (3-0-6)
BHT 3301	Human Resource Management in Hospitality and Tourism	3 (3-0-6)
BHT 4301	Information Technology in Hospitality and Tourism	3 (3-0-6)
BHT 4302	Operation and Leadership in Hospitality and Tourism	3 (3-0-6)
BHT 4303	Strategic Management in Hospitality and Tourism	3 (3-0-6)
BHT 4304	Internship in Hospitality and Tourism Industry	3

		(400 hrs.)
BIB 3201	Cross Cultural Human Resource Management	3 (3-0-6)
BIB 3202	Export-Import Policy and Strategy	3 (3-0-6)
BIB 3203	Global Business in Practice	3 (3-0-6)
BIB 3204	International Management	3 (3-0-6)
BIB 4209	International Strategic Management	3 (3-0-6)
BIB 4305	Designing and Managing Global Operations	3 (3-0-6)
BIB 4306	Global Business Feasibility Analysis	3 (3-0-6)
BIB 4307	International Business Research	3 (3-0-6)
BIB 4308	Seminar in International Business Management	3 (3-0-6)
BMK3201	Consumer Behavior	3 (3-0-6)
BMK 3204	Competitive Analysis and Strategy	3 (3-0-6)
BMK 3305	Integrated Marketing Communications	3 (3-0-6)
BMK 3306	Marketing Channels and Logistics	3 (3-0-6)
BMK 4201	Marketing Management	3 (3-0-6)
BMK 4302	Contemporary Issues in Marketing	3 (3-0-6)
BMK 4303	Marketing Research	3 (3-0-6)
BMK4304	Marketing Metrics and Decisions	3 (3-0-6)
BRE 3201	Real Estate Business	3 (3-0-6)
BRE 3202	Real Estate Law	3 (3-0-6)
BRE 3203	Real Estate Economics	3 (3-0-6)
BRE 3204	Building Design and Construction Techniques	3 (3-0-6)
BRE 3205	Real Estate Development	3 (3-0-6)
BRE 3301	Real Estate Finance	3 (3-0-6)
BRE 3302	Real Estate Appraisal	3 (3-0-6)
BRE 3303	Commercial Property Management	3 (3-0-6)
BRE 4301	Real Estate Investment Analysis	3 (3-0-6)
BRE 4302	Real Estate Project Management	3 (3-0-6)
BRE 3411	Real Estate Marketing	3 (3-0-6)

BRE 3412	Sustainability in Real Estate	3 (3-0-6)
BRE 3413	Real Estate Investment Alternatives	3 (3-0-6)
BRE 3421	Contemporary Issues in Real Estate Appraisal	3 (3-0-6)
BRE 3422	Implications of Real Estate Finance and Appraisal	3 (3-0-6)
BRM 3211	Risk Management and Insurance	3 (3-0-6)
BRM 3212	Insurance Law	3 (3-0-6)
BRM 3221	Property Insurance	3 (3-0-6)
BRM 3222	Casualty Insurance	3 (3-0-6)
BRM 3223	Life Assurance	3 (3-0-6)
BRM 4311	Personal Risk Management	3 (3-0-6)
BRM 4312	Reinsurance	3 (3-0-6)
BRM 4313	Enterprise Risk Management	3 (3-0-6)
BRM 4321	Marketing in Insurance	3 (3-0-6)
BRM 4322	Seminar in Risk Management and Insurance	3 (3-0-6)
BSC 3201	Logistics and Supply Chain Management	3 (3-0-6)
BSC 3202	Supply Chain Innovation and Technology	3 (3-0-6)
BSC 3203	Lean Manufacturing and Agile Supply Chain International Transportation and Distribution	3 (3-0-6)
BSC 3204	Management	3 (3-0-6)
BSC 3205	Warehousing and Material Handling	3 (3-0-6)
BSC 3301	Business Analytics	3 (3-0-6)
BSC 4302	Procurement and Supply Management	3 (3-0-6)
BSC 4303	Supply Chain Risk Management	3 (3-0-6)
BSC 4304	Strategic Supply Chain Management	3 (3-0-6)
BSC 4305	Seminar in Supply Chain	3 (3-0-6)
GE 1204	Physical Education	1(1-0-2)
GE 1302	Ecology and Sustainability	3(3-0-6)
GE 2102	Human Heritage and Globalization	3 (3-0-6)
GE 2202	Ethics	3 (3-0-6)
MA 1200	Mathemataics for Business	1 (1-0-2)

SA 1001	Business Statistics I	2 (2-0-4)
SA 2001	Business Statistics II	2 (2-0-4)
ENX 3410	Selected Topic in Law	3 (3-0-6)
- 3419		
ENX 3420	Selected Topic in Health and Wellness	3 (3-0-6)
- 3429		
ENX 3430	Selected Topic in Biotechnology	3 (3-0-6)
- 3439		
ENX 3440	Selected Topic in Digital Technology	3 (3-0-6)
- 3449		
ENX 3450	Selected Topic in Engineering Technology	3 (3-0-6)
- 3459		
ENX 3460	Selected Topic in Design	3 (3-0-6)
- 3469		
ENX 3470	Selected Topic in Creative Arts	3 (3-0-6)
- 3479		
ENX 3480	Selected Topic in Language and Culture	3 (3-0-6)
- 3489		
<u>Economics Track</u>		
BEC 1302	Basic Probability Theory and Statistics	3 (3-0-6)
BEC 1401	Thinking as an Economist	3 (3-0-6)