

รายงานรายชื่อหลักสูตร

รหัสประเภท	ประเภทหลักสูตร	รหัสหลักสูตร	ชื่อหลักสูตร	วัตถุประสงค์
T001	Mandatory	COS-2	Business Writing	Emphasis on advanced applied business writing genres: specialized letters and memoranda, resumes, proposals, analytical and fact-finding reports, and other essential forms of professional communication and research.
T002	Optional	COS-10	Basic Financial Management	This course serves as an introduction to business finance (corporate financial management and investments) for both non-majors and majors preparing for upper-level course work. The primary objective is to provide a framework, concepts, and tools for analyzing financial decisions based on fundamental principles of modern financial theory. The approach is rigorous and analytical. Topics covered include discounted cash flow techniques; corporate capital budgeting and valuation; investment decisions under uncertainty; capital asset pricing; and market efficiency. The course will also analyze corporate financial policy, including capital structure, cost of capital, dividend policy, and related issues.
		COS-11	Coaching	The majority of coaching is generally delivered within an organisation by an immediate supervisor or manager. However, many organisations these days employ professional external coaches to come into their organisation to provide this service. Coaches should be willing to listen, observe and support the coachee's ability, knowledge and resourcefulness. External coaches are trained to deliver specific individual coaching sessions to meet the individual needs, following the methods of setting clear standards, goals, use of learning, feedback and evaluation.
		COS-3	Leadership	This course will actively engage students in the acquisition of information about historical and contemporary theories, concepts, and issues associated with leadership. Students will be exposed to the nature of leadership through presentation of objective material, through group activities, and through laboratory exercises.
		COS-4	Communication Effectiveness	Individual and team success depends upon the ability of

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		COS-5	Intermediate Negotiation	<p>individuals to communicate with others, face to face, as well as virtually. Every interaction with another person determines how you are perceived and every interaction is an opportunity to develop trust and exert positive influence. Whether presenting one to one or to an audience of one thousand, conveying information to a project team or delivering a difficult message, communicating effectively is one of the most powerful skills for achieving your objectives</p> <p>What you will learn. How to evaluate your current negotiation approaches and develop new frameworks. How to identify what information you need to negotiate effectively. Key negotiation concepts of evaluating alternatives, interests, and parties, and how to convert opponents into partners An appreciation for the difference between value claiming and value creating and how to "enlarge the pie"</p>
		COS-6	Advanced Negotiation	<p>Personal negotiation styles. Understanding alternatives and when to walk away from a deal. The importance of relationships in negotiations. The challenge of transforming competition into cooperation. Dealing with emotional and irrational situations. Building coalitions and getting around opposing parties. Hidden biases and other psychological factors in negotiations</p>
		COS-7	Persuasion & Influence	<p>One of the central functions of communication is persuasion. Governments, commercial entities, political leaders, corporations and institutions, social & public health groups, and even intimates engage in persuasive efforts. This course considers theory and research in analyzing persuasive communication in various forms on a mass scale, including advertising, speeches and presentations, and campaign messages, and in group and interpersonal communication. We will examine verbal and visual messages and media that attempt to change the attitudes, opinions and behaviors of audiences, and we will consider the potential effects of persuasive communication. In doing so, students will learn to</p>

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		COS-8	Creative Thinking	<p>consider source, message and receiver (audience) characteristics. Students will acquire skills in the design and evaluation of persuasive communication messages and campaigns. This course will be useful to students who are thinking about pursuing careers that involve the analysis and development of persuasive communication campaigns in the political, commercial, or pro-social (health and education, etc.) arenas.</p> <p>THINKING ABOUT THINKING, This session focuses on the art and science of creative thinking. You will discover how your brain has ideas, the key barriers to creativity, the need for creativity and how to stimulate yourself to think more creatively. You will participate in a series of fun thinking tasks which will really get you thinking! THINK CREATIVELY, During this session, you will learn how to generate, evaluate and select creative ideas. You will learn and apply a series of creative thinking tools and techniques, each designed to tap into the unique creative brainpower of the individual. Using these thinking tools, you will generate creative new ideas and solutions by working individually and in small groups. APPLIED CREATIVITY, The course concludes with a summary session during which you will think about how you will harness and develop your personal and organisational creativity.</p>
		COS-9	Problem Solving	<p>Analytical and critical thinking skills help you to evaluate the problem and to make decisions. A logical and methodical approach is best in some circumstances: for example, you will need to be able to draw on your academic or subject knowledge to identify solutions of a practical or technical nature. In other situations, using creativity or lateral thinking will be necessary to come up with ideas for resolving the problem and find fresh approaches</p>
		COS000002	Communication	<p>Individual and team success depends upon the ability of individuals to communicate with others, face to face, as well as virtually. Every interaction with another person determines how</p>

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		COS000003	Communication 2	<p>you are perceived and every interaction is an opportunity to develop trust and exert positive influence. Whether presenting one to one or to an audience of one thousand, conveying information to a project team or delivering a difficult message, communicating effectively is one of the most powerful skills for achieving your objectives</p> <p>Individual and team success depends upon the ability of individuals to communicate with others, face to face, as well as virtually. Every interaction with another person determines how you are perceived and every interaction is an opportunity to develop trust and exert positive influence. Whether presenting one to one or to an audience of one thousand, conveying information to a project team or delivering a difficult message, communicating effectively is one of the most powerful skills for achieving your objectives</p>
		LMS-BAS-001	Base Training Course	<p>In this training course, you will learn about necessary configuration for master setting of the eUnite system.</p>

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