

## Course Offerings (Fall 2014)

(Only for incoming graduate exchange students)

### TBS Courses:

#### MIM Program

No.	Titles and course codes	Course descriptions	Credit	Date & Time	Seat Quota
1	MK 612 International Marketing	This course focuses on developing a marketing strategy for international markets. Students will learn how to analyze opportunities and constraints posed by the international environment. The course will examine various critical decisions, beginning with the decision to internationalize, consider different modalities for entering new markets, issues related to each of the aspects of the marketing mix in an international context, and conclude with an examination of key requirements to be a global player.	3	Nov. 17, 18, 20, 24, 25, 27, 28 Dec. 8, 9, 11, 15, 16, 18, 19 (18.30 – 21.30 hrs.) Room 214	5
2	MK 613 Statistics for Marketing Decisions	This course introduces students to fundamental statistical concepts, procedures, and decision-making. It emphasizes an applied and computer-based approach to such topics as descriptive statistics, probability and probability distributions, sampling methods, and sampling distributions. It covers statistical inference and hypothesis testing of means, variances, correlation coefficients, and multiple regression relationships. All course topics are approached from a problem-solving, marketing research perspective.	1.5	Sep. 11, 15, 16, 18, 22, 23, 25 (18.30 – 21.30 hrs.) Room 214  Examination Sun. 5 Oct. 2014 (09.00 – 12.15 hrs.) Room 201	5
3	MK 621 Product Management	The course is designed to help students understand how business decision makers (1) manage the development and the introduction of new products and (2) manage all products during different stages of the product life cycle. These courses offer students an opportunity to apply principles, concepts, and skills they have learned in prior marketing classes to business situations through case studies and marketing exercises. Students are expected to use their knowledge and judgment to make decisions and recommendations concerning the business and marketing requirements for product management. Students will need to use a variety of library and Internet research, report writings, and more.	1.5	Oct. 21, 22, 24, 27, 28, 29 (18.30 – 21.30 hrs.) Oct. 25 (09.00 – 12.00 hrs. / 13.30 – 16.30 hrs.) Room 214  Examination Wed. 12 Nov. 2014 (18.30 – 21.45 hrs.) Room 201	5
4	MK 623 Pricing Strategies	This course aims to equip students with proven concepts, techniques, and frameworks for assessing and formulating pricing strategies. The course provides a systematic presentation of factors to be considered when setting prices, and shows how pricing alternatives are developed. Analytical methods are developed and new approaches are explored for solving pricing decisions. The course also covers pricing tactics and some new economy pricing models.	1.5	Nov. 17, 19, 20, 24, 25, 27, 28 (18.30 – 21.30 hrs.) Room 316  Examination Sun. 7 Dec. 2014 (09.00 – 12.15 hrs.) Room 201	5

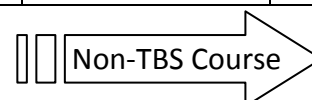
No.	Titles and course codes	Course descriptions	Credit	Date & Time	Seat Quota
5	MK 625 Channel Management	This course will provide the students the knowledge of planning marketing channel activities, organizing institutions and agencies involved in the process of making products and services available to business and household consumers, coordinating the marketing efforts of those institutions and agencies, evaluating the performance of those organizations, and controlling marketing channel efforts.	1.5	<b>Oct. 8, 9</b> (18.30 – 21.30 hrs.) <b>Oct. 11</b> (09.00 – 12.00 hrs. / 13.30 – 16.30 hrs.) <b>Oct. 12</b> (15.00 – 18.00 hrs.) <b>Oct. 18, 19</b> (13.30 – 16.30 hrs.) <b>Room 214</b>  <b>Examination</b> Thu. 6 Nov. 2014 (18.30 – 21.45 hrs.) <b>Room 201</b>	5
6	MK 732 Competing on Business Analytics	This course is designed to showcase the virtually unlimited opportunities that exist today to leapfrog the competition by leveraging the data that organizations routinely collect every day, but which they hardly use strategically to make decisions at various points in the value chain. Students will be exposed to a wide gamut of issues related to data analytics and business intelligence, including the strategic aspects of big and better data as well as the details of analytical methods and data mining and visualization tools such as XLMiner and WEKA.	1.5	<b>Sep. 21, 28</b> (09.00 – 12.00 hrs. / 13.30 – 16.30 hrs.) <b>Sep. 22, 23, 25</b> (18.30 – 21.30 hrs.) <b>Room 316</b>  <b>Examination</b> Sun. 5 Oct. 2014 (13.30 – 16.45 hrs.) <b>Room 201</b>	5
7	MK 733 Business Strategies for a Networked Economy	This course focuses on how to foster strategic transformation and innovation in business models, processes, products/service and value networks by leveraging the Internet and related technologies such as Web 2.0 and social media. There has been a sea change in the world of business in recent times. Customers are now co-producers, while organizations are striving to take advantage of emerging technologies to fundamentally transform both internal operations and external relationships in an attempt to stay competitive and profitable. Perhaps the most fundamental change that the Internet has ushered is the availability of vast amounts of data regarding customers, suppliers and other business partners. The ability to extract meaningful patterns and intelligence from this data for better business decisions is the new frontier of competitive advantage.	1.5	<b>Tentative</b> <b>Dec.8, 9, 11, 12, 15</b> (18.30 – 21.30 hrs.) <b>Dec. 14</b> (09.00 -12.00 hrs. / 13.30 – 16.30 hrs.)  <b>Examination</b> Wed. 24 Dec. 2014 (18.30 – 21.30 hrs.)	5

## IMBA Program

No.	Titles and course codes	Course descriptions	Credit	Date & Time	Seat Quota
8	GI 602 Marketing Decisions	This course provides the fundamental and procedural aspects of marketing management to achieve competitive advantage. Emphasis is placed on the role of marketing in an organization, its relationship to other functions, and the effectiveness of marketing management based on a thorough understanding of customers and the environment. Areas of study include consumer behavior, competitive analysis, market segmentation and selection, strategy development, product development, positioning, pricing, communication, and distribution. The course also applies the principles of marketing in an international perspective, as part of IMBA's focus on the 3 I's. Part of the course assessment requires a market research project for understanding customer needs.	3	<b>Sep. 3, 10, 17</b> <b>Nov. 21, 26</b> (18.30 – 21.30 hrs.)  <b>Sep. 7, 14</b> <b>Nov. 23, 30</b> (09.00 – 12.00 hrs. / 13.00 – 16.00 hrs.)	5
9	GI 604 Business Environment in Asia	This course provides an introduction to various aspects of the contemporary Asian business, and how those aspects lead to opportunities in international business. It also explores how underlying culture in key Asian countries affect business practices. Finally, the course seeks to give a survey of the challenges and opportunities across the Asian region for entrepreneurs.	3	<b>Sep. 21, 28</b> <b>Nov. 2, 9</b> (09.00 – 12.00 hrs. / 13.00 – 16.00 hrs.)  <b>Sep. 24</b> <b>Oct. 1</b> <b>Nov. 4, 12</b> (18.30 – 21.30 hrs.)	5
10	GI 605 Logistics and Operations Management for Decision Making	Logistics and operations management issues affect virtually every organization. Companies in all sectors face challenges associated with the design, planning, directing, and controlling of the facilities, processes, flow of materials and human resources associated with the production and delivery of finished products and services. Effectively managing logistics and operations management activities are crucial to organizations' ability to survive. This course is designed to illustrate the development of strategies for logistics and supply chain management involving the transfer of goods and services within or across organizations. Topics may include quality management, inventory management, process design, supply chain management.	3	<b>Sep. 7, 14, 21, 28</b> (09.00 – 12.00 hrs. / 13.00 – 16.00 hrs.)  <b>Sep. 3, 10, 19, 24</b> (18.30 – 21.30 hrs.)	5
11	GI 632 International Organization Behavior for Sustainability	This course builds on topics of organizational structure & culture, organizational diversity, motivation, HR & performance, organizations change, including in the international context. The course also includes the topics of corporate responsibility and corporate governance, covering role, duty and accountability of the board and management through fairness and stakeholder engagement.	3	<b>Nov. 16, 23, 30</b> <b>Dec. 14</b> (09.00 – 12.00 hrs. / 13.00 – 16.00 hrs.)  <b>Nov. 19, 21, 28</b> <b>Dec. 3</b> (18.30 – 21.30 hrs.)	5
12	GI633 Global Strategy and Strategic Business Models	This course develops a framework in problem analysis and opportunities recognition and formulates strategic alternatives and recommendation. The course uses a number of business models as examples of the strategic choices companies and entrepreneurs must make.	3	<b>Oct. 5, 12</b> <b>Nov. 2, 9</b> (09.00 – 12.00 hrs. / 13.00 – 16.00 hrs.)  <b>Oct. 3, 8, 31</b> <b>Nov. 5</b> (18.30 – 21.30 hrs.)	5

### MIF Program

No.	Titles and course codes	Course descriptions	Credit	Date & Time	Seat Quota
13	MF 621 Capital Markets and Macroeconomic Policy	The course introduces students with important macroeconomics theories, including the structure and growth of the economy, the determinants and their behavior. The system at the macro level will be linked to the micro level such as households, firms, capital, saving and investment information and their dynamic behavior.	3	<b>Saturday</b> <b>Sep. 6 – Dec. 20, 2014</b> <b>(09.00 – 12.00 hrs.)</b> <b>Room 213</b>  <b>Examination</b> <b>Mid-term:</b> Sun. 26 Oct, 2014 (09.00 – 12.00 hrs.) <b>Room 214</b>  <b>Final:</b> Thu. 25 Dec, 2014 (09.00 – 12.00 hrs.) <b>Room 214</b>	5
14	MF 642 International Finance	This course explores international financial environment including the international monetary system, the balance of payments, and the international parity conditions. Considerable emphasis is placed on the foreign exchange exposure. Topics also include the global integration of money and capital markets, foreign direct investment, political risk, and international capital budgeting. A main goal of the course is to prepare students for analysis of the international aspects of financial management.	3	<b>Tuesday</b> <b>Sep. 9 – Dec.9, 2014</b> <b>(18.00 – 21.00 hrs.)</b> <b>Room 213</b>  <b>Examination</b> <b>Mid-term:</b> Sun. 2 Nov, 2014 (09.00 – 12.00 hrs.) <b>Room 214</b>  <b>Final:</b> Sun. 14 Dec, 2014 (09.00 – 12.00 hrs.) <b>Room 214</b>	5



Non-TBS Courses:

**Thai Studies Program** (Undergraduate Program) Semester begins on Monday 18, August, 2014

No.	Titles and course codes	Course descriptions	Credit	Date & Time
1	PD 100 Beginning Thai	Basic Thai communication: the alphabet and tone system, basic conversational skills, grammar, and usage. Students will acquire basic speaking, listening, reading, and writing skills at the end of the course.	3	<p><b>Section 279301</b> W &amp; F 09:00 – 12.00 hrs. <b>Room:</b> PBIC 203 Anek 3 Bldg.</p> <p><b>Examination</b> <b>Midterm Exam:</b> Wed 8 Oct 2014 09:00 – 11:00 hrs. <b>Final Exam:</b> Wed 17 Dec 2014 09:00 – 12:00 hrs.</p> <p><b>Section 279302</b> W &amp; F 09:00 – 12:00 hrs. <b>Room:</b> PBIC 204 Anek 3 Bldg.</p> <p><b>Examination</b> <b>Midterm Exam:</b> Wed 8 Oct 2014 09:00 – 11:00 hrs. <b>Final Exam:</b> Wed 17 Dec 2014 09:00 – 12:00 hrs.</p>
2	PD 183 Thai Dance (Performancing Art)	<p>This course aims to educate students about Thai traditional performing arts from various parts of the country (North, Northeast, Central and South) as well as Thai people way's of life and their beliefs related to the dances.</p> <p>The course will help to promote understanding and appreciation of Thai traditional dances and its identity. During the course, students will learn the theory and hands on experiences. Visiting a few cultural place will be arranged as part of culture excursions. At the end of semester, organizing a public performance is required in order to summarize and present what students have learnt though out the whole semester.</p> <p>Team – working is important for this course as organize a public performance cannot be done successfully alone. Surely, students will have more friends from this module.</p>	3	<p><b>Section 279301</b> Friday 13:00 – 16:00 hrs. <b>Room:</b> PBIC 205 Anek 3, Bldg.</p> <p><b>Examination</b> <b>Midterm Exam:</b> Fri 10 Oct 2014 13:00 – 15:00 hrs. <b>Final Exam:</b> Fri 12 Dec 2014 13:00 – 16:00 hrs.</p>
3	PD 223 Society & Culture of Thailand	Thai society and culture as investigated in diverse anthropological methods, using case studies from various researches by Thai and international academics, emphasizing analytical and critical approaches.	3	<p><b>Section 279301</b> Thursday 09:00 – 12.00 hrs. <b>Room:</b> PBIC 210-211 Anek 3, Bldg.</p> <p><b>Examination</b> <b>Midterm Exam:</b> Thu 9 Oct 2014 09:00 – 11:00 hrs. <b>Final Exam:</b> Thu 11 Dec 2014 09:00 – 12:00 hrs.</p>

No.	Titles and course codes	Course descriptions	Credit	Date & Time
4	PD 313 Modern Thai History	An interdisciplinary exploration of modern Thai social and political history, from the history of the Thai kingdom, the Bangkok period (c1782) to the modern nation-state of the present time (2008). Emphasis on the modern era when the kingdom confronted western colonization, and its reactions from within, resulting in the formation of a new nation-state. The course will then explore the processes of change and persistence of the nation-state up to the present.	3	<b>Section 279301</b> Thursday 13:00 – 16:00 hrs. <b>Room:</b> PBIC 201 Anek 3, Bldg.  <b>Examination</b> <b>Midterm Exam:</b> Mon 6 Oct 2014 13:00 – 15:00 hrs. <b>Final Exam:</b> Mon 8 Dec 2014 13:00 – 16:00 hrs.
5	PD 343 Social and Economic Development in Thailand	An exploration of multiple meanings, concepts and practices of development, i.e. rural vs. urban development, community-based development, participatory development, and sustainable development, the gap between rural and urban development, the role of community members and civil organizations and their relations to the government and business. Possible emphasis on development that values democracy, diversity, sustainability and self-governance, drawing from lessons learned from community-based initiatives involving education, community revitalization, public health or economic issues.	3	<b>Section 279301</b> Monday 09:00 – 12:00 hrs. <b>Room:</b> PBIC 201 Anek 3, Bldg.  <b>Examination</b> <b>Midterm Exam:</b> Mon 6 Oct 2014 09:00 – 11:00 hrs. <b>Final Exam:</b> Mon 8 Dec 2014 09:00 – 12:00 hrs.
6	PD 323 Ethnic Groups of Thailand	An examination of the history, culture, and social structures of ethnic groups such as the hill tribes, Muslims, and Chinese in Thailand as well as their relations with and their cultural integration into Thai communities. Field study included.	3	<b>Section 279301</b> Monday 13:00 – 16:00 hrs. <b>Room:</b> PBIC 201 Anek 3, Bldg.  <b>Examination</b> <b>Midterm Exam:</b> Thu 9 Oct 2014 13:00 – 15:00 hrs. <b>Final Exam:</b> Thu 11 Dec 2014 13:00 – 16:00 hrs.
7	PD 353 Buddhism in Thailand	An investigation of the role that Buddhist institutions in Thailand today such as sects, organizations of Buddhists, practices as well as the functioning and roles of the various Thai religious institutions in the past.	3	<b>Section 279301</b> Tuesday 13:00 – 16:00 hrs. <b>Room:</b> PBIC 201 Anek 3, Bldg.  <b>Examination</b> <b>Midterm Exam:</b> Tue 7 Oct 2014 13:00 – 15:00 hrs. <b>Final Exam:</b> Tue 9 Dec 2014 13:00 – 16:00 hrs.



## Center for International Affairs

Thammasat Business School, Thammasat University

No.	Titles and course codes	Course descriptions	Credit	Date & Time
8	PD 384 Art and Architecture in Thailand	The characteristics and development of art and architecture in Thailand from Sukhothai Period to the present and the influences of other civilizations on Thai art and architecture.	3	<b>Section 279301</b> Tuesday 09:00 – 12:00 hrs. <b>Room:</b> PBIC 201 Anek 3, Bldg.  <b>Examination</b> <b>Midterm Exam:</b> Tue 7 Oct 2014 09:00 – 11:00 hrs. <b>Final Exam:</b> Tue 9 Dec 2014 09:00 – 12:00 hrs.

## Course Offerings (Spring2015)

(Only for incoming graduate exchange students)

### TBS Courses:

### MIM Program

No.	Titles and course codes	Course descriptions	Credit	Date & Time	Seat Quota
1	MK 624 Integrated Marketing Communications	Marketing communication is an important component of the marketing mix, a component that is undergoing rapid changes with the development of new media, the growth of Internet marketing, and globalization. This course will develop an understanding of the process of developing and managing an integrated marketing communications campaign for a product or service. Students will be exposed to a mixture of applied theory and practical examples of how marketing communications are developed and executed.	1.5	Jan. 5, 6, 8, 12, 13, 15, 16 (18:30 – 21:30 hrs.) Room 214  <b>Examination:</b> Wed. 11 Feb. 2015 (18:30 – 21:45 hrs.) Room F-337	5
2	MK 626 Supply chain Management	This course involves understanding the systematic planning, design, operation, control and improvement of key businesses processes. Managing operations is vital to creating and maintaining an effective distribution process for it is only through the effective utilization of resources that an organization can be successful in the long run. This course provides knowledge of organizational models and analytical decision support tools necessary to design, implement and sustain successful supply chain strategies.	1.5	Jan. 26, 27, 29 Feb. 2, 3, 5, 6 (18:30 – 21:30 hrs.) Room 214  <b>Examination:</b> Mon. 23 Feb. 2015 (18:30 – 21:45 hrs.) Room F-337	5
3	MK 631 Service Marketing	The focus of this course is threefold. First, “An Overview of Service Marketing” concentrates on defining service marketing and discusses in detail the fundamental concepts and strategies that differentiate the marketing of services from the marketing of tangible goods. The second focus, “Service Strategy, Managing the Service Experience” pertains to service strategy and managing the service encounter. Due to the consumer’s involvement in the production of services, many new challenges are presented that do not frequently occur within the manufacturing sector. The third focus of the course, “Assessing and Improving Service Delivery” concentrates on customer satisfaction and service quality issues. Methods for tracking service failures and employee recovery efforts as well as customer retention strategies also are presented. Ideally, assessing and improving the service delivery system will lead to “seamless service”—provided without interruption, confusion, or inconvenience to the customer.	1.5	Mar. 15 (09:00 – 12:00 hrs.) Room 316  Mar. 16, 17, 23, 24, 26, 27, 30 or 31 (TBC) (18:30 – 21:30 hrs.) Room 316  <b>Examination:</b> Sun. 5 Apr. 2015 (13.30 – 16.45 hrs.) Room F-337	5
4	MK 701 Competitive Strategies in Marketing	This course is an analytical approach to marketing strategy formation. The focus is on developing strategic frameworks for decision making for both domestic and global organizations. Real world projects assist in understanding marketing strategies. Marketing cases provide real-world decision making situations to understand the dynamics of strategic planning and implementation. In addition, the social, ethical and legal environments of marketing are important considerations covered in this course.	1.5	Jan. 26, 28, 29 Feb. 2, 3, 5, 6 (18:30 – 21:30 hrs.) Room 316  <b>Examination:</b> Mon. 16 Feb. 2015 (18:30 – 21:45 hrs.) Room F-337	5



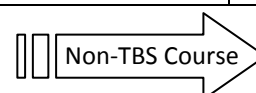
No.	Titles and course codes	Course descriptions	Credit	Date & Time	Seat Quota
5	<b>MK 724 Marketing Simulation</b>	This course provides an opportunity for students to make marketing strategy decisions in a realistic, dynamic, simulated and competitive environment. Students, working in teams, manage a portfolio of a firm's products for several years (periods) and learn how to make long-term decisions (introduction of new products); cross-functional issues related to marketing management (e.g., research and development, product design and budgeting). It covers basic concepts (e.g., competitive positioning, resource allocation, market segmentation and product design), and suitable methods of data analysis. Students will develop an initial strategy statement and strategic marketing plan for their firm.	1.5	<b>Feb. 18, 19, 20</b> (18:30 – 21:30 hrs.) <b>Feb. 21</b> (09:00 – 12:30 hrs.) (13:30 – 22:00 hrs.) <b>Feb. 22</b> (09:00 – 12:30 hrs.) (13:30 – 22:00 hrs.) Room 201	5

## IMBA Program

No.	Titles and course codes	Course descriptions	Credit	Date & Time	Seat Quota
1	GI 601 Accounting for Management and Decision Making	This course introduces the fundamentals of modern managerial accounting and the new management accounting theories and tools. Students are shown how to use accounting as an effective management tool for coordinating managerial and organizational activities. The course emphasizes the use of accounting data in the managerial decision-making process and in planning and controlling business enterprises as well as the utilization of the possibility and opportunity available through management accounting to enhance rather than burden decision making.	3	<b>Jan. 9, 16, 23, 30</b> (18:30 – 21:30 hrs.) <b>Jan. 11, 18, 25</b> <b>Feb. 1</b> (09:00 – 12:00 hrs.) (13:00 – 16:00 hrs.)  <b>Examination:</b> <b>Feb. 20</b> (18:30 – 21:30 hrs.)	5
2	GI 603 Financial Decisions	The course provides concept and roles of corporate financial management. Topics include goals of financial decisions, financial ratio analysis, time value of money and discounted cash flow, understanding of financial instruments, capital investment decisions, sources and uses of funds, financing decision, profitability management, working capital management, and business valuation.	3	<b>Jan. 21</b> <b>Feb. 6, 16</b> <b>Mar. 5</b> (18:30 – 21:30 hrs.) <b>Feb. 8</b> <b>Mar. 8, 15, 22</b> (09:00 – 12:00 hrs.) (13:00 – 16:00 hrs.)  <b>Midterm Exam:</b> (18:30 – 21:30 hrs.) <b>Tue. 3 Mar. 2015</b> <b>Final Exam:</b> <b>Fri. 27 Mar. 2015</b>	5
3	GI 731 Structures of New Ventures	This course looks at the key legal and financial issues encountered in a business's lifecycle, including setting up, managing, closing or selling the business for a successful exit. Legal issues specifically include company formation, hiring and firing employees, contracts, bankruptcy and company sale. Financial issues including investment, working capital, sources of funds, and valuation.	3	<b>Jan. 7, 14</b> <b>Feb. 11</b> <b>Mar. 11, 18</b> <b>Apr. 2, 8, 22, 29</b> (18:30 – 21:30 hrs.) <b>Jan. 11</b> (09:00 – 12:00 hrs.) (13:00 – 16:00 hrs.) <b>Feb. 15</b> (09:00 – 12:00 hrs.)  <b>Midterm Exam:</b> <b>Fri. 20 Feb. 2015</b> (18:30 – 21:30 hrs.) <b>Final Exam:</b> <b>Sun. 3 May 2015</b> (09:00 – 12:00 hrs.)	5

**MIF Program**

No.	Titles and course codes	Course descriptions	Credit	Date & Time	Seat Quota
1	MF 640 Financial Economic Theory	This course provides a rigorous introduction to theoretical foundation of modern financial economic theory. Topics include decision making under uncertainty, single-period asset pricing models, Arrow- Debreu pricing theory, multi-period pricing models, stochastic processes, basic options, numerical techniques, stochastic integrals and differential equations, the Black- Scholes analysis. It is designed to develop an understanding of how to price financial assets, conducting portfolio management and identifying investment opportunities.	3	<b>Thursday &amp; Saturday Jan. 15 – Apr. 25</b> <b>Time:</b> Thu. 18:00 – 21:00 hrs. Sat. 09:00 – 12.00 hrs. Room 213  <b>Midterm Exam:</b> <b>Thu. 12 March 2015</b> (18:00 – 21:00 hrs.) <b>Final Exam:</b> <b>Sun. 3 May 2015</b> (09:00 – 12:00 hrs.) Room 214	5
2	MF 644 Equity Investment	This course acquaints students with financial theories and practices needed for equity market investment. Topics include efficient market theory, risk and return measurement, determination of security value, formation of efficient portfolios, Capital Asset Pricing Model, Arbitrage Pricing Model, and portfolio performance measurement. Current relevant issues may be also discussed at the discretion of the instructor.	3	<b>Saturday Jan. 17, 24, 31 Feb. 7, 14, 21, 28 May 2</b> (09:00 – 12.00 hrs.)  <b>Mar. 14, 21, 28 Apr. 4, 18, 25</b> (13:00 – 16.00 hrs.) Room 213  <b>Midterm Exam:</b> <b>Sun. 8 March 2015</b> (09:00 – 12.00 hrs.) Room 213 <b>Final Exam:</b> <b>Thu. 7 May 2015</b> (18:00 – 21:00 hrs.) Room 316	5
3	MF 645 Fixed-Income Security Investment	This course discusses the functions of domestic and international fixed-income securities markets. It also introduces fundamental concepts for fixed-income securities analyses including pricing, yields, duration and convexity, and term structure. Advanced analytical tools such as Binomial, Monte Carlo, and options-theoretic approaches are applied toward bonds with special features. Various types of fixed income portfolio strategies are explained. In addition, the topics of public debt management, interest rate modeling, credit derivatives and risk management are briefly introduced in this course.	3	<b>Tuesday Jan. 13 – Apr. 21</b> (18:00 – 21:00 hrs.) Room 213  <b>Midterm Exam:</b> <b>Sun. 1 March 2015</b> (09:00 – 12.00 hrs.) Room 316 <b>Final Exam:</b> <b>Tue. 28 April 2015</b> (18:00 – 21:00 hrs.) Room 213	5



## Non-TBS Courses:

**Thai Studies Program (Undergraduate Program)** *Semester begins on Monday 12, January, 2015*

No.	Titles and course codes	Course descriptions	Credit	Date & Time	Seat Quota
1	PD 100 Beginning Thai	Basic Thai communication: the alphabet and tone system, basic conversational skills, grammar, and usage. Students will acquire basic speaking, listening, reading, and writing skills at the end of the course.	3	<b>Section 279301</b> <b>Wed &amp; Fri</b> (09:30 – 12:00 hrs.) Room PBIC 203, Anek 3 Bldg.  <b>Midterm Exam:</b> <b>Fri. 6 March 2015</b> (09:00 – 11:00 hrs.) <b>Final Exam:</b> <b>Fri. 15 May 2015</b> (09:00 – 12:00 hrs.)	5
2	PD 184 Thai Cuisine	The Philosophy and origin of Thai cuisine as well as its basic techniques and ingredients. Different ways to blend and balance the varied flavors to create a stimulating array of unique tests. Demonstrations included.	3	<b>Section 279301</b> <b>Tuesday</b> (13:00 – 16:00 hrs.) Room PBIC 205 Anek 3 Bldg.  <b>Midterm Exam:</b> <b>Tue. 3 March 2015</b> (13:00 – 15:00 hrs.) <b>Final Exam:</b> <b>Tue. 12 May 2015</b> (13:00 – 16:00 hrs.)	5
3	PD 233 Thai Media and Society	An examination of the roles and the responsibilities of mass media in Thai society, national policy on media, control and the relationship between the media and the government, as well as other institutions. Emphasis on the media's rights and responsibilities to the society.	3	<b>Section 279301</b> <b>Wednesday</b> (13:00 – 16:00 hrs.) Room PBIC 205 Anek 3, Bldg.  <b>Midterm Exam:</b> <b>Wed. 11 March 2015</b> (13:00 – 15:00 hrs.) <b>Final Exam:</b> <b>Wed. 20 May 2015</b> (13:00 – 15:00 hrs.)	5
4	PD 343 Social and Economic Development in Thailand	An exploration of multiple meanings, concepts and practices of social and economic development in Thailand e.g. rural vs. urban development, community-based development, participatory development, and sustainable development, through the gap between rural and urban development, the role of community members and civil organizations and their relations to the government and businesses. Possible emphasis on development that values democracy, diversity, sustainability, and self-governance, drawing from lessons learned from community-based initiatives involving education, community revitalization, public health, or economic issues.	3	<b>Section 279301</b> <b>Monday</b> (09:00 – 12:00 hrs.) Room PBIC 201, Anek 3, Bldg.  <b>Midterm Exam:</b> <b>Mon. 2 March 2015</b> (09:00 – 11:00 hrs.) <b>Final Exam:</b> <b>Mon. 11 May 2015</b> (09:00 – 12:00 hrs.)	5



No.	Titles and course codes	Course descriptions	Credit	Date & Time	Seat Quota
5	PD 354 Islam in Thailand	An introduction to Islam in Thailand and the historical and contemporary features of Islam in Thailand. An investigation of the ways in which Thai Muslims live and practice their religiosity in a Buddhist majority country such as Thailand.	3	<b>Section 279301</b> <b>Thursday</b> (09:00 – 12:00 hrs.) Room PBIC 201 Anek 3, Bldg.  <b>Midterm Exam:</b> <b>Thu. 5 March 2015</b> (09:00 – 11:00 hrs.) <b>Final Exam:</b> <b>Thu. 14 May 2015</b> (09:00 – 12:00 hrs.)	5
6	PD 373 Thailand in International Arena	Thailand's role in international relations in the social, economic, political and military dimensions, foreign policy patterns and determinants, policy implementation, outcome and impact, analysis of foreign policy-making in light of emerging world issues.	3	<b>Section 279301</b> <b>Tuesday</b> (09:00 – 12:00 hrs.) Room PBIC 201 Anek 3, Bldg.  <b>Midterm Exam:</b> <b>Tue. 3 March 2015</b> (09:00 – 11:00 hrs.) <b>Final Exam:</b> <b>Tue. 12 May 2015</b> (09:00 – 12:00 hrs.)	5