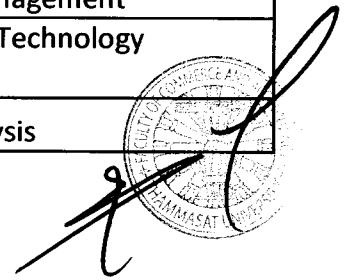


**Course Equivalency - Curriculum 2552**

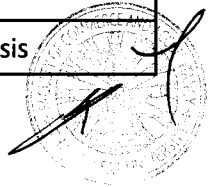
**WHU, Germany**

<b>Code</b>	<b>Exchange University</b>	<b>Code</b>	<b>Thammasat University</b>
	International Accounting	AC 422	International Accounting
	English II	EL 321	Communicative Business English 2
	Real Option Analysis	FN 425	Financial Viability Study
	Leadership in Practice	HO 317	Leadership
	New Venture Creation	HO 321	New Venture Creation and Entrepreneurship
	Distinct questions of family firm	HO 324	Family Business Management
	Seminar: Human Resource Management	HO 412	Seminar in Strategic Human Resource Management
	International Strategy	IB 421	International Business Management
	Global Supply Chain Management <u>or</u>	IT 442	Supply Chain Management
	Logistics and Supply Chain Management		
	Market Research <u>or</u>	MK 314	Quantitative Research in Marketing
	Market Research Methods		
	Brand and Price Management	MK 321	Product and Brand Management
	International Marketing	MK 361	International Marketing
	Production and Service Operations Management	OM 201	Principles of Operations Management
	Technology Management	OM 323	Manufacturing Process and Technology Management
	Managerial Decision Making	OM 351	Management Decision Analysis



**APPROVED***By BBA at 2:14 pm, Aug 21, 2013***WHU (Germany)**

Code	Exchange University	Code	TU 2552 New
	Microeconomics II	EC 311	Microeconomics Theory
English I	Business English, Business and Academic Skills	EL 221	Communicative Business English I
	Financial Statement Analysis	FN 421	Financial Statement and Reporting Analysis



Course Equivalency 2552

**APPROVED**  
By Committee at 10:10 am, Dec 16, 2013

WHU - Otto Beisheim School of Management, Germany

Code	Exchange University	Code	TU 2552 New
	German for Exchange Student 1 - Basic	GR 171	German 1



Course Equivalency 2552

**APPROVED**  
By Committee at 4:11 pm, Mar 12, 2014

WHU, Germany

Code	Exchange University	Code	TU 2552 New
	Strategic Management	BA 401	Strategic Management
	Brand Management	MK 321	Product and Brand Management
	Retail Marketing	MK 342	Retail Management

