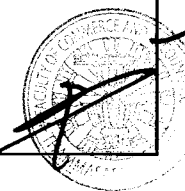


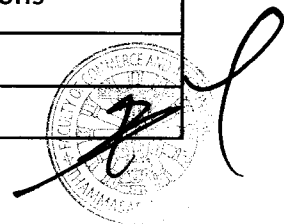
**Course Equivalency - Curriculum 2552**

**Wirtschaftsuniversitat Wien, Austria**

| <b>Code</b> | <b>Exchange University</b>  | <b>Code</b> | <b>Thammasat University</b>                |
|-------------|---|-------------|--|
|             | International Accounting - Financial Reporting                                | AC 422      | International Accounting                   |
|             | Strategic Management <u>or</u>  | BA 401      | Strategic Management                       |
|             | International Business Policy and Strategy <u>or</u>                          |             |  |
|             | International Strategic Management I  |             |  |
|             | International Development and World Monetary System                           | EC 451      | International Trade Theory and Policy      |
|             | English Business Communication 4: The Language of Marketing - Selected Issues | EL 221      | Communicative Business English I           |
|             | Risk Management and Insurance   | FN 241      | Risk Management and Insurance              |
|             | Corporate Finance <u>or</u>   | FN 311      | Financial Management                       |
|             | International Financial Management I  |             |  |
|             | Portfolio Management, Capm and Cost of Capital                                | FN 312      | Investments                                |
|             | International Corporate Finance   | FN 313      | International Financial Management         |
|             | Principles of Strategic and Financial Controlling                             | FN 413      | Strategic Financial Management             |
|             | Financial Risk Management <u>or</u>   | FN 415      | Financial Risk Analysis and Management     |
|             | Foreign Exchange and Financial Risk Management <u>or</u>                      |             |  |
|             | International Risk Management   |             |  |
|             | Financial Statement Analysis  | FN 421      | Financial Statement and Reporting Analysis |
|             | Computational Corporate Finance   | FN 423      | Seminar in Finance                         |
|             | Financial Markets and Investment: Investment Terminology and Jargon <u>or</u> | FN 491      | Seminar in Finance                         |
|             | Financial Integration in an Enlarged EU <u>or</u>                             |             |  |
|             | International Mergers and Acquisitions <u>or</u>                              |             |  |
|             | The European Union and the World Economy (The EU in the Global Economy)       |             |  |



| Code | Exchange University   | Code   | Thammasat University                   |
|------|---|--------|--|
|      | International Human Resource Management and Organizational Behavior I       | HO 310 | Human Resource Management              |
|      | International Human Resource Management and Organizational Behavior II      | HO 311 | Organizational Behavior                |
|      | Human Resource Development – Leadership by Earning Fellowship <b>or</b>     | HO 317 | Leadership                             |
|      | Global Leadership   |        |  |
|      | Foundations of International Business <b>or</b>                             | IB 311 | Introduction to International Business |
|      | Scenarios of Globalization <b>or</b>  |        |  |
|      | Electives Bloc Course I - International Business                            |        |  |
|      | International Management <b>or</b>  | IB 421 | International Business Management      |
|      | International Strategic Management II <b>or</b>                             |        |  |
|      | Transnational Strategic Management  |        |  |
|      | Global Supply Chain Management <b>or</b>                                    | IT 442 | Supply Chain Management                |
|      | Supply Chain Management <b>or</b>   |        |  |
|      | Specialisation in Business Administration Class IV: Supply Chain Management |        |  |
|      | Global Consumer Behavior A  | MK 311 | Consumer Behavior                      |
|      | Global Marketing Research <b>or</b>   | MK 314 | Quantitative Research in Marketing     |
|      | Global Marketing Research B <b>or</b>                                       |        |  |
|      | Global Marketing Research C   |        |  |
|      | Brand Management <b>or</b>  | MK 321 | Product and Brand Management           |
|      | Global Branding   |        |  |
|      | Marketing Communications: Persuasive Discourse in Action                    | MK 331 | Integrated Marketing Communications    |
|      | Global B2B Marketing  | MK 351 | Business - to - Business Marketing     |
|      | International Service Marketing   | MK 352 | Services Marketing                     |



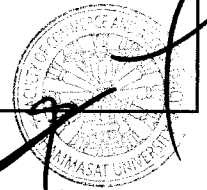
Wirtschaftsuniversität Wien, Austria

| Code | Exchange University   | Code    | Thammasat University                   |
|------|---|---------|--|
|      | International Marketing <u>or</u>   | MK 361  | International Marketing                |
|      | Export Marketing Management   |         |  |
|      | Analysis and Decision Making in Marketing                                 | MK 411  | Marketing Analysis and Decision-Making |
|      | Advanced Marketing - Methods & Cases                                      | MK 412  | Marketing Strategy and Policy          |
|      | Developing and Implementing Marketing Strategies in a Global Marketplace  | MK 423  | Global Marketing Strategy              |
|      | International Tourism - Principles and Practice                           | MK 433  | Tourism Marketing Strategy             |
|      | Empirical Research Project in International Marketing <u>or</u>           | MK X9X* | Special Topics in Marketing X*         |
|      | Ethics in Global Marketing <u>or</u>                                      |         |  |
|      | Global B2B Marketing Cases at McKinsey & Co <u>or</u>                     |         |  |
|      | Marketing in Emerging Markets <u>or</u>                                   |         |  |
|      | Gender, Diversity and the Workplace                                       |         |  |
|      | Operations Management   | OM 201  | Principles of Operations Management    |
|      | Methods for Project Management and Programme Management Methods <u>or</u> | OM 414  | Project Management                     |
|      | Project Organization and leadership in projects                           |         |  |

\* MK 391 Special Topics in Marketing 1 or

MK 392 Special Topics in Marketing 2 and MK 393 Special Topics in Marketing 3 or

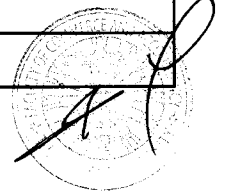
MK 491 Special Topics in Marketing 4



**APPROVED**  
 By BBA at 2:15 pm, Aug 21, 2013

Wirtschaftsuniversitat Wien (Austria)

| Code | Exchange University    | Code    | TU 2552 New                   |
|------|------------------------|---------|-------------------------------|
|      | Social Media Marketing | MK X9X* | Special Topics in Marketing X |



\* MK 391 Special Topics in Marketing 1 or  
 MK 392 Special Topics in Marketing 2 and MK 393 Special Topics in Marketing 3 or  
 MK 491 Special Topics in Marketing 4

**APPROVED**

By Committee at 2:18 pm, Oct 10, 2013

## Wirtschaftsuniversitat Wien, Austria

| Code | Exchange University  | Code   | TU 2552 New                               |
|------|--|--------|---|
|      | Corporate Investment Decisions and Financial Statement Analysis                | FN 201 | Business Finance                          |
|      | Entrepreneurship Camp: Learn how to start your own Business!                   | HO 321 | New Venture Creation and Entrepreneurship |
|      | E&I Zone: Managing a Startup   | HO 323 | Managing the Growing Business             |
|      | International Marketing and Management II: International Marketing A <u>or</u> | MK 361 | International Marketing                   |
|      | International Marketing and Management II: International Marketing B <u>or</u> |        |   |
|      | International Marketing and Management II: International Marketing C           |        |   |



**APPROVED**  
 By Committee at 1:27 pm, Nov 11, 2014

Wirtschaftsuniversitat Wien, Austria

| Code | Exchange University  | Code   | TU 2552 New                      |
|------|--|--------|----------------------------------|
|      | English Business Communication 4 (EBC 4)/ The Language of Work | EL 221 | Communicative Business English 1 |