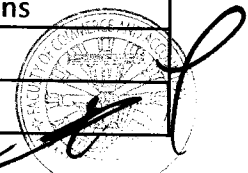


# Course Equivalency - Curriculum 2552

Universita' Commerciale Luigi Bocconi, Italy

Code	Exchange University	Code	Thammasat University
	Contabilita' Internazionale (International Accounting)	AC 422	International Accounting
	Business Strategy	BA 401	Strategic Management
	Macroeconomics	EC 214	Introductory Macroeconomics
	Risk Management and Insurance	FN 241	Risk Management and Insurance
	Management of Financial Institutions	FN 331	Financial Institutions Management
	Bilancio/ Accounting and Financial Statement Analysis <u>or</u>	FN 421	Financial Statement and Reporting Analysis
	Analysis and Interpretation of Financial Statements		
	Equity Portfolio Management	FN 451	Equity Analysis
	Risk Management with Derivatives	FN 452	Financial Derivatives
	Personnel Economics and Organisational Behaviour	HO 311	Organizational Behavior
	Organizational Networks and Entrepreneurship	HO 321	New Venture Creation and Entrepreneurship
	Strategic Management for Small and Medium Enterprises	HO 322	Small Business Management
	International Business Strategy	IB 311	Introduction to International Business
	Management of International and Supranational Organizations	IB 421	International Business Management
	Introduction to E-Market and E-Commerce	IS 361	Electronic Business
	Supply Chain Management	IT 442	Supply Chain Management
	Marketing Research	MK 314	Quantitative Research in Marketing
	Product Management	MK 321	Product and Brand Management
	Marketing Communication and Media	MK 331	Integrated Marketing Communications
	Channel Marketing	MK 341	Marketing Channel Management
	Retail Management	MK 342	Retail Management



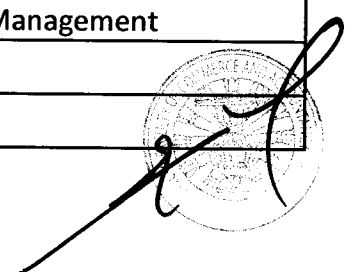
Universita' Commerciale Luigi Bocconi, Italy

Code	Exchange University	Code	Thammasat University
	Gestione E Organizzazione Delle Vendite (Sales Management)	MK 343	Sales Management
	International Marketing	MK 361	International Marketing
	Distribution Networks and International Retailing <u>or</u>	MK X9X*	Special Topics in Marketing X*
	Management of Fashion and Design Company <u>or</u>		
	Workshop in Film Industry Management		
	Technology and Operations	OM 201	Principles of Operations Management
	Innovation in Services	OM 431	Service Management
	Introduction to Management Consulting	OM 445	Small Business Consulting

\* 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



## Bocconi University, Italy

Code	Exchange University	Code	TU 2552 New
	International Project Finance <u>or</u>	FN 491	Seminar in Finance
	Scienza Delle Finanze/ Public Finance		
	Personal Selling	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

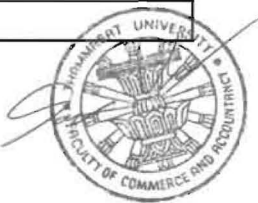
MK 491 Special Topics in Marketing 4



**APPROVED**  
*By Committee at 9:16 am, Dec 16, 2013*

Bocconi University, Italy

Code	Exchange University	Code	TU 2552 New
	Organizing Entrepreneurship	HO 321	New Venture Creation and Entrepreneurship



Course Equivalency 2552

**APPROVED**

*By Committee at 3:15 pm, Feb 27, 2014*

Bocconi University, Italy

Code	Exchange University	Code	TU 2552 New
	Marketing Communication <u>or</u>	MK 331	Integrated Marketing Communication
	Integrated Marketing Communications		



Course Equivalency 2552

**APPROVED**  
*By Committee at 4:07 pm, Mar 12, 2014*

Bocconi University, Italy

Code	Exchange University	Code	TU 2552 New
	International Business and Management	IB 421	International Business Management



Course Equivalency 2552

**APPROVED**  
By Committee at 2:19 pm, Jul 24, 2014

Bocconi University, Italy

Code	Exchange University	Code	TU 2552 New
	History of Economic Thought	EC 404	History of Economic Thought
	Business Plan <u>or</u>	HO 321	New Venture Creation and Entrepreneurship
	Entrepreneurial Strategy		



Bocconi University, Italy

Code	Exchange University	Code	TU 2552 New
	Organization Theory	HO 311	Organizational Behavior





Course Equivalency 2552

**APPROVED**

*By Committee at 10:49 am, Apr 22, 2015*

Bocconi University, Italy

Code	Exchange University	Code	TU 2552 New
	Managerial Accounting	AC 202	Management Accounting (NON-AC Major) <u>or</u>
		AC 313	Cost Accounting (AC Major)

