

Course Equivalency - Curriculum 2552

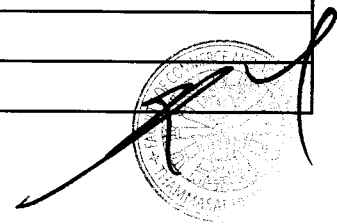
Esade Business School, Spain

| Code | Exchange University | Code | Thammasat University |
|------|--|---------|--------------------------------|
| | Strategic Management | BA 401 | Strategic Management |
| | Sales Management | MK 343 | Sales Management |
| | From Strategy to Action: The Marketing Experience in Spain | MK X9X* | Special Topics in Marketing X* |
| | Project Management | OM 414 | Project Management |
| | Managing Services | OM 431 | Service Management |
| | Tourism and Leisure Management | OM 434 | Toursim Management |

* 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 2:13 pm, Oct 10, 2013*

ESADE Business School, Spain

| Code | Exchange University | Code | TU 2552 New |
|------|---------------------|--------|------------------------------|
| | Brand Management | MK 321 | Product and Brand Management |



Course Equivalency 2552

APPROVED
By Committee at 9:19 am, Dec 16, 2013

ESADE Business School, Spain


| Code | Exchange University | Code | TU 2552 New |
|------|-------------------------|--------|-------------------------|
| | Supply Chain Management | IT 442 | Supply Chain Management |



APPROVED
By Committee at 4:15 pm, Jan 10, 2014

ESADE Business School, Spain

| Code | Exchange University | Code | TU 2552 New |
|------|---|--------|--------------------|
| | Change Mangement for Service Excellence | OM 431 | Service Management |

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Course Equivalency 2552

APPROVED
By Committee at 10:54 am, Aug 21, 2014

ESADE Business School, Spain

| Code | Exchange University | Code | TU 2552 New |
|------|---|----------|---------------------------------|
| | Marketing from Strategy to Action (former Marketing in Spain) | MK X9X** | Special Topics in Marketing X** |

* From Strategy to Action: The Marketing Experience in Spain ได้เปลี่ยนชื่อวิชาเป็น Marketing from Strategy to Action (former Marketing in Spain)

