



# **DPU INTERNATIONAL COLLEGE**

## **UNDERGRADUATE PROGRAMS**

### **STUDENT HANDBOOK**

**ACADEMIC YEAR 2015**

## DPU INTERNATIONAL COLLEGE

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## GENERAL INFORMATION ABOUT DPU AND DPUIC



Dhurakij Pundit University (DPU), founded in 1968, is one of Thailand's leading private universities with a proud and vigorous history and a reputation that is increasingly recognized by the international academic community. Its name means 'Knowledge of Business,' and throughout DPU's history, the underpinning philosophy has been to instruct students in the basic principles of modern business, no matter what their chosen discipline of study.

In 2003, DPU International College (DPUIC) was established in order to promote a high standard of international education. Today, it offers 5 undergraduate programs in IT, Business English, Business Administration, Interactive Design and Game Development, and Hospitality and Tourism Management, and 5 postgraduate programs in Business Administration, Business Informatics and Integrated Marketing Communications.

DPU is a private, co-educational and non-denominational university.

### **Mission**

Dhurakij Pundit University aims to nurture academic excellence as Thailand's premier business-knowledge-enhanced place of learning, providing business know-how for graduates in all disciplines, and to stay ahead in shaping business leaders and knowledge experts of tomorrow in an international academic and research atmosphere. This mission reflects today's realities and requirements, while maintaining the underpinning philosophies and values of the university's foundation mottos of nearly forty years ago: 'Business professionals build a nation' and 'Work purifies the soul.'

### **History of DPU**

DPU stands as living tribute to its co-founders, Dr. Sawai Sudhipitak and Khun Sanan Ketudat, two Thais with a vision ahead of their time. They dreamt of founding and building a business-focused institution of higher education with the firm belief that it is businesspeople that create, build and develop a nation.

In June 1968, their dream became a reality when Dhurakij Pundit was founded as a three-year, private vocational school, granting a diploma under the Private School Act of 1954. Following the promulgation of the Private College Act in December, 1969, Dhurakij Pundit began to upgrade its programs to the level of a bachelor degree granting institution. On May 28, 1970, the school was upgraded to college status and renamed Dhurakij Pundit College, with authority to grant bachelor degrees after a four-year course of study.

The vocational program was phased out in 1971. Three more faculties were then added to the initial, single Faculty of Business Administration: Accountancy, Economics and Law. The Faculty of Humanities was later established in 1982, and in 1988, the Faculty of Communication Arts was established. The College was granted university status on October 26, 1984 and was renamed Dhurakij Pundit University (DPU). It thus became one of the first four private universities in Thailand.

DPU has continued to expand, and today boasts nine undergraduate faculties, encompassing business administration, accountancy, economics, laws, arts and sciences, engineering, communication arts, information technology and fine and applied arts, a language institute; a graduate school and most recently the International College (DPUIC).

### **DPU Emblem**



The Emblem of the university is Phra Siddhi Dhada, the God of Success, who is believed to remove all obstacles from human beings. Phra Siddhi Dhada is sitting with his/her vehicle-rat, in the middle of the two circles.

**DPU Colors** - Purple and blue which symbolize business practice

**DPUIC Color** – Gold

**Tree of DPU** – Bamboo

## ORGANIZATION AND ADMINISTRATION

### University Council

The university is directed by a 17-member University Council. The members are appointed to the board by DPU and the Commission on Higher Education Ministry of Education (MOE). DPU directly appoints ten members and the MOE the remaining three. Appointment to the board normally lasts for two years, although it is possible for extensions to be granted.

The Chairman, who is responsible for all operations of the university, is appointed by the board.

With the approval of the MOE, the university appoints the Board of External Examiners, which reviews the content of examinations and supervises the administration of examinations. Curriculum development and evaluation are the responsibility of the Academic Committee. The committee members are selected to assist and advise each faculty on academic programs.

### Board of Directors

Prof. Dr. Boonserm Weesakul	Chairman of the Board of Directors and President Emeritus
Mrs. Somsri Lathapipat	Member of the Board of Directors
Dr. Lertlak Burusphat	Member of the Board of Directors
Dr. Prasat Chandratip	Member of the Board of Directors
Assoc. Prof. Dr. Varakorn Samakoses	President, Member of the Board of Directors and Secretary to the Board

### Key Administrative Officers

Assoc. Prof. Dr. Varakorn Samakoses	President
Assoc. Prof. Dr. Somboonwan Satyarakwit	Acting Vice President for Student Affairs
Dr. Darika Lathapipat	Vice President for Academic Affairs
Prof. Dr. Paitoon Sinlarat	Vice President for Finance and Administrative Affairs
Mr. Poonsak Pranootnaraparn	Vice President for Research Affairs and Dean of College of Education Sciences
Mrs. Pilaipan Navanuch	Vice President for Marketing and Strategic Alliances and Director of the College of Waterworks
Asst. Prof. Visarute Suvanvivak	Assistant to the President, Human Resource Department
Asst. Prof. Dr. Wanvorn Janu	Assistant to the Vice President for Academic Affairs
Dr. Kiatanantha Lounkaew	Assistant to the Vice President for Student Affairs
Dr. Chanad Bhowbhandee	Acting Director of DPU Praxis center
Ms. Kanya Prayoonsuk	Assistant to the Vice President for Research Affairs
Assoc. Prof. Dr. Jade Donovanik	Assistant to the Vice President for Information Technology Management
Assoc. Prof. Dr. Pachitjanut Siripanich	Assistant to the Vice President for Finance
Dr. Pattanant Petchchedchoo	Dean of the Pridi Banomyong Faculty of Law
	Dean of the Faculty of Business Administration
	Dean of the Faculty of Accountancy and Director of the PhD BA Program (Accounting)
Asst. Prof. Dr. Thantakarn Duangratana	Dean of the Faculty of Communication Arts
Assoc. Prof. Dr. Nucharee Premchaiswadi	Dean of the Faculty of Information Technology

Assoc. Prof. Nongnuch Sritanaanant  
Asst. Prof. Dr. Sulak Sriburi  
Dr. Chaipayorn Khemapatapan  
Dr. Asst. Prof. Dr. Renu Sukarom  
Asst. Prof. Dr. Walaiporn Ratanaset  
Dr. Pongpinyo Mankosol  
Dr. Kraisor Ammawat  
Mr. Woraphong Dechadasawat

Dean of the Faculty of Tourism and Hospitality  
Dean of the Faculty of Fine Arts  
Dean of the Faculty of Engineering  
Dean of the Faculty of Economics  
Dean of the Faculty of Public Administration  
Dean of the Faculty of Arts  
Dean of Faculty of Applied Science  
Dean of CHINA-ASEAN International College

### **DPUIC Faculty and Staff**

Prof. Dr. Charles S. Newton  
Asst. Prof. Dr. Harald Kraus  
Asst. Prof. Dr. Leela Tiangsoongnern  
Asst. Prof. Dr. Kom Campiranon

Mr. Dominic Bone  
Mr. Korakit Choomgrant  
Ms. Warithorn Samana

Dr. Sayamol Nongbunnak

Mr. Stephen Cannell  
Mr. George Van Der Meulen  
Ms. Paweena Kraturork  
Ms. Pramwadee Kraturork  
Ms. Kanokwan Rattanapreechachai  
Ms. Pencharat Sriprapai  
Mr. Somchai Noonlaong

Emeritus Dean and Senior Adviser  
Dean of DPUIC  
Deputy Dean of DPUIC (Academic Affairs)  
Deputy Dean of DPUIC (Administrative Affairs) and  
Director of International Affairs Office  
Assistant Dean (Business Development)  
Assistant Dean (Student Affairs)  
Head of English for Business Communication  
(IBEC) Program  
Head of Bachelor of Business Administration  
Program (International Program)  
Head of DPUIC English Program and Chief Editor  
Lecturer  
Secretary of DPUIC  
Administrative Staff  
Administrative Staff  
Administrative Staff  
IT Specialist



## **INTERNATIONAL AFFILIATION**

Dhurakij Pundit University is a member of a number of international and regional bodies, including:

- International Association of University Presidents (IAUP)
- Association of Southeast Asian Institutions of Higher Learning (ASAIHL)
- Asian Regional Training and Development Organization (ARTDO)
- Asian Media Information and Communication Center (AMIC)
- Phi Delta Kappa (Thailand Chapter)

## **COMMITMENT TO QUALITY**

### **Professional Staff**

Dhurakij Pundit University has nearly 600 qualified and experienced lecturers and instructors from diverse backgrounds and nationalities, and about 500 administrators and support staff, who tend to the many academic and other needs of students. Not only does DPU seek to hire the most suitably qualified staff, but it also actively encourages and supports the personal career development of its people through further studies at home and abroad.

### **ISO 9001:2008**

Dhurakij Pundit University is fully committed to continued quality improvement. Internal quality control systems are designed to ensure high-quality education and these are under constant review and evaluation. DPU was the first university in Thailand to have all work units certified according to ISO 9001:2008 standards.

### **Faculty Development Scholarship Programs**

Dhurakij Pundit University realizes the importance of faculty development; hence it has set a policy on granting scholarships to qualified faculty members to take up advanced degrees in Thailand and abroad. The scholarships are also offered each year to the public. Successful candidates are competitively selected to receive scholarships which come with a responsibility to work at DPU as faculty members.

DPU has extended its faculty development programs to short-term overseas training at international universities and institutions of higher learning. The program is called “Reaching for a Global Perspective” and aims at raising the qualifications of the faculty, providing the highest standards of education to our undergraduate and postgraduate students.

The program broadens DPU’s horizons and enhances its relationships and partnerships with an increasing number of highly recognized universities and higher institutions worldwide. To date DPU has seen its international affiliations growing with institutions in the United States, the United Kingdom, Europe, Australia, China, Japan and across Asia.

## **REGIONAL AND INTERNATIONAL TRAINING AND RESEARCH PROGRAMS**

In addition to its alliances with international universities offering joint degrees, Dhurakij Pundit University actively fosters and promotes institutional and organizational research and academic enquiry and the benchmarking of professional standards through regional and international training and research programs. These include:

### **Asia Pacific Development Communication Centre (ADCC)**

The ADCC was established at DPU in 1991 to promote understanding of the role of communication in development in a multi-sector and multi-cultural setting. The goal of the ADCC is to facilitate more effective communication methods and appropriate transfer of knowledge and skills.

The ADCC offers training programs and consultancy services for both governmental and non-governmental staff in the development sector in Asian and Pacific countries. In ADCC courses, participants develop new skills for proper delivery and evaluation of development programs. They also exchange ideas and gain a better understanding of development issues. The ADCC is fully dedicated to sustainable development and gender equality.

The ADCC's highly skilled presenters and resource experts possess solid international experience from both within and outside DPU. ADCC also conducts courses tailor-made to the individual needs of development organizations in the region.

### **Centre for Academic and Business Services (CABS)**

The CABS conducts seminars and workshops on special interest subjects for government and non-government organizations and the private sector. Working at the strategic level, it provides business consulting, in-house training and public course services and tailor-made services for HR planning and development. It also manages the Small to Medium Enterprise Joint Development Project, which collaborates with the government in supporting and advising Thai SMEs.

### **Institute for Social and Economic Studies (ISES)**

The ISES focuses on providing research and consultancies in the field of economics and social issues which contribute to a better understanding and knowledge of these matters. It also conducts seminars for the general public on important current topics.

### **Research Institute for Higher Education Policy and Planning (RIHEPP)**

Established in 2003, RIHEPP focuses on higher-education policies and planning in the areas of development strategies, organization administration and high-education management, and maintains a higher-education database, including information on the graduate job market.

### **Institute for Development of Economic Education (IDEE)**

The IDEE conducts seminars, workshops, special courses, and offers a free advice service in the area of economics.

### **Institute for Professional Accountant Development (IPAD)**

Affiliated with the Faculty of Accountancy, the Institute for Professional Accountant Development (IPAD) has the objectives to provide services to the public in all aspects of accountancy such as bookkeeping, auditing, internal control, risk management, financial management, and accounting information systems.

### **Total Business Solutions Center (TBSC)**

The CBR was established in 2004 to focus on market research and training and to provide business data to the public and private sectors. Its research team includes lecturers and research-oriented students from DPU's Faculty of Business Administration, which manages the Center. CBR strengthens the university's key academic functions and gives hands-on research experience to students under the guidance of their lecturers.

### **Learning and Teaching Innovation Center (LTIC)**

This center provides support and develops the quality of teaching and learning through periodical training for teachers to improve teaching styles and techniques.

### **Research Center**

This center provides support for faculty staff in doing research, obtaining research funding and training in research methods and publishing of research articles.

### **Legal Counseling Service**

A Legal Counseling Service, attached to the Faculty of Law, offers free legal advice to those in need.

## CAMPUS AND FACILITIES



### **Campus, Buildings and Facilities**

DPU sits on more than 30 acres (75 rai) in the northern suburbs of Bangkok. It is situated between two expressways and is about 60 minutes from Bangkok Suvarnabhumi International Airport and about 30 minutes from downtown Bangkok.

All buildings and classrooms are fully air-conditioned and equipped with state-of-the-art amenities. The university provides not only the knowledge for academic work but also for the social and cultural development of students. The university is conscious of the value of a tranquil environment for study and research and has created a garden atmosphere on campus, with manicured lawns, carefully chosen plants and shrubs, man-made lakes and ponds and tree-lined walkways.

### **Library, Theatres**

DPU Library and Information Center (DPULIC) has 150,000 texts and reference and general reading books, subscribes to 600 journals and periodicals in Thai, English and other languages, and offers a daily selection of Thai and English language newspapers. It has many areas for study, research and quiet reflective reading.

On the fifth floor of the DPULIC there is a video, DVD, CD and cassette library with a limited but expanding range of reference volumes and general entertainment volumes.

There are also theatres for small group screenings.

### **Computer Services**

DPU Internet Services, located (in computer centers) in Building 7, provides computer laboratories with a low student-to-facility ratio of computers, complete with Internet access for student research and assignments. The Self Access Language Learning Center (SALLC), in Building 5, provides state-of-the-art computer assisted language learning for students at all levels of language acquisition.



**DPU Place**

DPU Place is a 4-star boutique hotel on campus with 25 guest rooms providing hands-on training for students studying hospitality and tourism at the University. Run like a commercial hotel, DPU Place offers high-standard and convenient accommodation for outstation visitors to the University. Meals and drinks are served at its air-conditioned cafeteria to non-residents as well as hotel guests.

## **Printing Services**

Photocopying, printing, binding and overhead projector slide production facilities are available at the printing shops behind Building 5 and on the ground floor area next to Building 7. A small fee is charged for these services.

## **Student Affairs**

The Student Affairs Office assists students in the attainment of their educational goals. It provides numerous student services and programs to enhance student learning, leadership potential and career development.

## **Career Preparation Center**

The Career Preparation Center provides a free service to all students to reinforce the four important skills necessary when entering the workplace; namely IT skills, business knowledge and expertise, English language proficiency and effective communication skills with a good mental attitude. Students may prepare themselves for the job market with self-assessments in IT, business and English, as well as training in personality and communication skills through the Personality and Communication Skill Development Center (PCDC) of the university.



## **Gym, Sporting and Recreational Facilities**

DPU boasts a modern, well-equipped gym, complete with basketball courts and exercise rooms. The gym is located in the south-west corner of the campus, at the end of the centrally-sited football and track field. Next to the gym is an Olympic-sized swimming pool and tennis courts.

DPU has many sport clubs and teams, which practice within the university and also compete in intervarsity games.

## **Medical Services**

DPU provides a free emergency medical service at a clinic on the ground floor of Building 2. It is staffed by a medical doctor and qualified nurses.



## **Thai Cultural Center**

To encourage the preservation and promotion of Thai culture and heritage, The Thai Cultural Center was built in accordance with traditional Thai architecture. It is located in the center of the campus, alongside a tranquil lake and gardens.

The aim of the DPU Cultural Center is the following: to conserve the heritage of Thai culture; to collect traditional folk art and customs; to maintain cultural values, especially with the Thai language, religious practices, customs and traditions; and to promote cultural understanding between communities. Exhibits include collections of antiques, books, handicrafts, clothing, and other artifacts that reflect the Thai way of living.

The DPU Cultural Center is also the focal point of many university student groups, which play their part in the preservation of traditional Thai music, dance and theatre.

### **The Sawai Sudhipitak Museum**

The Sawai Sudhipitak Museum, on the 7<sup>th</sup> Floor of Building 6, is a tribute to DPU's co-founder and first president, Dr. Sawai Sudhipitak. Born in humble circumstances in 1917, Dr. Sawai rose from school student to youth leader, government official, politician and confidant of prime ministers. Later he was to go to greater heights as a businessman, writer, translator, teacher, educationalist and internationally acclaimed scholar.

The museum provides a personal and sometimes intimate insight into the life of this extraordinary man, and also into the lifestyle and customs of the Thais with whom he grew up, was educated with and worked.

The galleries of the museum preserve a fine collection of Dr. Sawai's personal possessions, and a fascinating array of memorabilia from the Thailand in which he lived.

### **DPU Place and Cafeteria**

On the south-eastern side of the campus is a four-star boutique hotel, offering high-class, reasonably-priced accommodation for guests and visitors to DPU, and featuring an a-la-carte restaurant. It also provides practical hands-on training for the university's many Hospitality and Tourism students.

Next to it is a large, open-sided cafeteria, featuring nearly 30 stalls offering a wide variety of budget-price regional Thai foods, desserts and drinks. Other food, drink and snack stalls are located in many other areas around the campus.

### **Bookshop, Bank, Post Office and Other On-Campus Facilities**

A bookshop carrying a wide range of textbooks, dictionaries, magazines, newspapers, diaries, and stationary is located on the ground floor of the car park building, on the western side of campus.

There is a fully operational branch of the Siam Commercial Bank and a Post Office agency in the same location.

Trade and business fairs are held on campus during the week. These offer a wide range of Thai artifacts, household and personal goods, massage and podiatry services, and other varieties of Thai foods and drinks.

### **Car Parks**

A car park building with a 400-car capacity is located on the western perimeter of the campus. A surface car park is located on the far eastern part of the campus.

# **DHURAKIJ PUNDIT UNIVERSITY**

## **Regulations and Requirements For Bachelor's Degree Education of the Year 2005**

Dhurakij Pundit University has annulled the Regulations and Requirements of the year 1998 and replaced them with a revised version on the subject of bachelor's degree education, as follows:

- 1 These regulations shall be called "Regulations and Requirements of Dhurakij Pundit University for Bachelor's Degree Education of the Year 2005."
- 2 The University's Regulations and Requirements of the Year 1998 shall be annulled and replaced by this new version as of the academic year 2005.
- 3 The President shall be responsible for the implementation of the regulations and requirements.

### **4 Educational System**

#### 4.1 Semesters and Trimesters

4.1.1 Semesters: An academic year comprises 2 semesters. The duration of study for each semester is approximately 16 weeks. There is also a summer session over a period of 8 weeks. A summer session course requires the same number of study hours as that provided in the daytime semester.

4.1.2 Trimesters: An academic year is composed of 3 terms: the first, the second, and the summer term each of which offers approximately 12 weeks of study.

4.2 Two programs of study are offered: the daytime program and the evening program. The daytime program study hours are 08:00-18:00 from Monday to Saturday. The evening program study hours are 18:00-21:20 from Monday to Friday and 08:00-21:20 on Saturday and Sunday. Students who attend the daytime program shall be called full-time students, and those who attend the evening program shall be called evening students.

4.3 The course of study is divided into two types according to the duration of study time:

4.3.1 A four-year course that requires four full years of study;

4.3.2 A two-year continuing course that requires two years of study.

4.4 A study load for each course is calculated in credits. One credit equals:

4.4.1 One hour of study per week in the form of lecture, seminar, or equivalent mode all through a daytime semester or about 16 hours for each semester.

4.4.2 2-3 hours of study per week in the form of practicum or laboratory experiment all through a daytime semester or about 32-48 hours for each semester.

4.4.3 3-6 hours of study per week in the form of job training, field trip, or any other kind of training all through a daytime semester or about 48-96 hours for each semester.

Other forms of study not mentioned above may be assigned credits at the university's discretion.

## **5 Qualifications of Applicants**

Applicants shall possess the following:

- 5.1 For the four-year course, a Mattayom 6 certificate or its equivalent from an educational institution accredited by the Ministry of Education;
- 5.2 For the continuing two-year course, a diploma in Vocational Educational equivalent to an associate degree from an institution accredited by the Ministry of Education;
- 5.3 Not be diagnosed as insane or mentally handicapped;
- 5.4 Not be afflicted by leprosy, tuberculosis, addiction to harmful drugs, alcoholism or any disease that may hinder their study;
- 5.5 Never been sentenced to imprisonment except for an offence caused by carelessness or a minor offence;
- 5.6 Not be of disreputable conduct, or have been expelled from a tertiary education institution for a disciplinary offence;
- 5.7 A fixed permanent address to enable the university to contact either the student or his/her guardian at all time.

## **6. Admissions**

Students are enrolled in accordance with the university's announcements regarding student admissions, which will be made prior to each enrollment.

## **7. Transfer of Credits**

- 7.1 Transfer of credits from other tertiary institutions for further study in this university is acceptable provided that it complies with the university's announcements on credit transfer concerning formal and informal education.
- 7.2 Transfer of credits within the university is allowed in the following cases:
  - 7.2.1 Students' requests to change faculties or departments have been approved.
  - 7.2.2 Dismissed students regain their student status.
  - 7.2.3 Students who have completed their undergraduate courses and wish to obtain another bachelor's degree.
  - 7.2.4 The course of study is indicated in the structure of the curriculum and contains similar or equivalent content to that offered in the curriculum of the department concerned.

## **8. Student Registration**

Applicants will gain official recognition as students of the university only when they have followed the registration procedures as prescribed by the university.

## **9. Payment of Tuition Fees, Educational Fees and Other Fees**

- 9.1 Students must pay tuition fees, educational fees and other fees at the rate and in the form required by the university.
- 9.2 For new students, payment of registration fees, tuition fees, educational fees, service fees and any other charges must be made on the registration day.
- 9.3 For second-year, third-year and fourth-year students, payment must be made prior to or by the registration date for each semester, which will be announced in advance.



- 9.4 Late payment of tuition fees, educational fees, and service fees will result in students having to pay a penalty fee or an increased amount of fees at the rate fixed by the university.

## **10. Course Enrollment**

- 10.1 Students who have applied for the daytime program or the evening program must register for the courses and examinations as indicated in their respective programs.
- 10.2 Students are not permitted to enroll in courses or examinations outside the program of their choice or take two programs concurrently unless approved by the President on a case-by-case basis.
- 10.3 In each semester, students must register for courses on the date and at the place in accordance with the university's announcements.
- 10.4 Semester Program: For a daytime program, students must register for at least 12 credits and not more than 24 credits in each semester. In the summer session, a maximum of 10 credits is allowed. Evening students must enroll a minimum of 9 credits and a maximum of 18 credits for each daytime semester. In the summer session, a minimum of 3 credits and a maximum of 9 credits are required.

The minimum requirement of credits is not applied to students who have studied all the courses required in the curriculum but have failed the examinations in some courses, or have not attained the required cumulative G.P.A., or to those who register in the semester expected to be their final one before graduation.

- 10.5 For a course that demands a prerequisite, students must have studied or passed the examination of that prerequisite course before they are permitted to register unless this condition is waived by the dean of the faculty.
- 10.6 Students cannot register without the approval of their advisors whose signatures on the registration forms are mandatory.
- 10.7 Registration for courses with total credits over or below the numbers specified in Item 10.4 may be permitted only when approved by the President after receiving recommendation from the student's advisor and the dean of the faculty.
- 10.8 Students should complete their registration before the first day of a semester. Late registration, which is allowed up to 14 days from the first day of daytime semester or up to 7 days for the summer session, will incur an extra payment.
- 10.9 Students, who fail to register within 14 days or 7 days from the first day of a daytime semester or a summer session respectively, will forfeit their rights to register for that particular term unless they obtain special consent from their dean and approval from the President.
- 10.10 Students may seek permission to register for certain courses provided by other tertiary institutions provided that it is in line with the university's terms and conditions.

## **11. Adding or Withdrawing From Courses**

Change in registration of courses is feasible under the following conditions:

- 11.1 The last day to add a course is 14 days from the first day of a daytime semester or within 7 days from the first day of the summer session. Advisors' consent is required.
- 11.2 Withdrawal from a course, which requires approval of the advisor will have the following consequences:
- 11.2.1 A course withdrawal during the first 14 days of a regular semester, or the first 7 days of a summer session will not be recorded on the student's transcript and the course registration fee will be refunded.

- 11.2.2 A course withdrawal after 14 days but not later than 8 weeks from the first day of a regular semester, or after 7 days but not later than 4 weeks from the first day of a summer session will be recorded as a “W” on the student’s transcript and the registration fee will not be refunded.
- 11.3 A course may be withdrawn from after the period of time stated in 11.2.2 only with the approval of the dean on a case-by-case basis. If the approval is granted, students will receive a “W” for the course but will not be reimbursed for the registration fee. If the approval is not granted, students will have to continue to study that course.
- 11.4 Requests for adding or withdrawing courses must correspond to the number of credits specified in the regulations 10.4 and 10.7.

## **12. Registration to Repeat a Course**

- 12.1 Students may register to repeat a course in which they have obtained an “F”, or “D”, or “D+” grade.
- 12.2 The grade students can obtain after repeating a course will not be higher than B+.
- 12.3 Students may apply to resit an examination for the course in which they have failed, instead of registering to repeat the course, provided that such an examination is held by the university and that their request is approved by the President. The highest grade that students can obtain is no greater than B+.

## **13. Class Attendance**

Students are entitled to attend classes only when they have completed the course registration. They will not be allowed to take an examination unless their attendance for each course amounts to at least 80 percent of the total class hours. However, the President may grant a special approval on the recommendation of the course instructor stating that students’ failure to reach the attendance requirement is not due to their negligence.

## **14. Evaluation**

- 14.1 Evaluation is conducted at the end of each semester.
- 14.2 An evaluation is the sum total of the marks a student obtains from the final examination, mid-term examination, training sessions, and any other forms of assessment determined by the course instructor.
- 14.3 Each examination is conducted in accordance with the university’s regulations and must comply with the following conditions:
  - 14.3.1 Students who register for courses that are scheduled for examinations at the same time and on the same date are entitled to take only one examination and are required to withdraw the other courses as specified in 11.3.
  - 14.3.2 Students who have been penalized for bad conduct and who fail to obtain a score of 60 percent for good conduct may, at the discretion of the President, forfeit their right to examinations for that semester.
  - 14.3.3 Students who do not take an examination for any course will be considered as having failed in that particular course. Exceptions can be made if the cause for failing to sit examination is beyond the students’ control. In such a case, the instructor may grant a “W” grade for the course or if students are in their final semester, the instructor may, with the dean’s consent and the President’s approval, grade the student’s coursework and mid-term examination.

#### 14.4 Grading System

14.4.1 Letter grades are used with the following meanings and values for the calculation of a student's G.P.A.

<u>Letter</u>	<u>Quality of Performance</u>	<u>Grade Point Equivalent</u>
A	Excellent	4.0
B+	Very Good	3.5
B	Good	3.0
C+	Fair	2.5
C	Satisfactory	2.0
D+	Rather Poor	1.5
D	Poor	1.0
F	Failure	0.0

14.4.2 Letter grades that have no bearing on a student's G.P.A.

<u>Letter</u>	<u>Meaning</u>	<u>Grade Point Equivalent</u>
AU	Audit	-
I	Incomplete	-
S	Satisfactory	-
U	Unsatisfactory	-
W	Withdrawal	-

14.5 Students who obtain a "D" are considered to have passed the course.

14.6 An "I" signifies an incomplete evaluation. Students who are awarded an "I" must contact their instructors to ensure that their evaluation is completed within 6 weeks after the announcement of the examination results. Failure to do so will result in the "I" being changed into an "F".

14.7 Calculation of Cumulative Credits, Semester Grade Point Average and Cumulative Grade Point Average

14.7.1 Cumulative credits represent the total number of credits of the courses that a student has registered for. If a student has registered for any course more than once, the number of credits for that course will be calculated only once. However, if the student has already repeated the same course three times, the number of credits registered from the fourth time repeated onwards will be counted cumulatively in the calculation of the cumulative grade point average.

14.7.2 Accumulation of credits for completion of the degree will be governed by regulation 14.7.1 unless it is stated in the curriculum that only credits successfully completed with a passing grade may be counted.

14.7.3 The semester grade point average is calculated by multiplying the grade point equivalent earned for each course by the credits of the course enrolled in the semester. Then, the sum of the multiplication results is divided by the total number of credits taken in the semester.

- 14.7.4 A cumulative grade point average is calculated from all registered courses. If a student has registered for any course more than once, the last grade point equivalent earned for that course will be calculated towards a cumulative grade point average. However, if the course has been repeated more than three times, the grade point equivalent earned for that course from the fourth time repeated onwards will be calculated cumulatively towards a cumulative grade point average.
- 14.7.5 A cumulative grade point average is calculated, for the student's total enrollment period, by multiplying the grade point equivalent earned for each course by the credits of the course. Then, the sum of the multiplication results is divided by the total number of credits taken in the enrollment period (refer to Item 14.7.4).

## **15. Leave of Absence**

### **15.1 Personal Leave or Sick Leave**

- 15.1.1 Students' personal leave of not more than 7 days requires a written request to be approved by their advisor. A personal leave of more than 7 days requires the approval of the dean with the prior consent of the advisor. Permission for a personal leave does not waive the Regulation stated in item 13 which specifies that a student must attend at least 80 per cent of all the class meetings.

With regard to a practicum examination or practical training that a student misses during his/her leave, the instructor may, at his/her own discretion, allow the student to forgo the activity, take an examination, or undertake make-up assignments.

- 15.1.2 In case of illness, either before or after an examination, resulting in a student not being able to take any or all the examinations, the student is required to submit a written request together with a doctor's certificate to the President after having received prior consent from his/her advisor and dean. Once approval is given, the letter "W" will be assigned to all the courses of which the student has not taken the examinations.

### **15.2 Prolonged Leave of Absence**

- 15.2.1 Students are entitled to take a prolonged leave only when they have studied for at least one semester.
- 15.2.2 A prolonged leave cannot be taken in more than two consecutive semesters unless approved by the President on a case-by-case basis.
- 15.2.3 A written request for a prolonged leave must be submitted to the advisor and the dean who will pass it on to the President for his approval. The request should be supported by a valid reason and attached pertinent documents, for example, a serious illness that requires a long period of treatment, or a conscription to serve in the army, etc.
- 15.2.4 For a prolonged leave, a student is required to pay a fee to maintain his/her student status at a rate fixed by the university.
- 15.2.5 A student, who has enrolled for courses but has to take a prolonged leave, may submit a request for the leave one week before the final examination. In such a case, he/she will be awarded "W" for all his/her registered courses.

### **15.3 Withdrawal From University**

- 15.3.1 A student who wishes to withdraw from the university may submit a request to his/her advisor and dean who will pass it on for the President's approval. In the case of a full-time student, the consent of his/her guardian is required.

- 15.3.2 Approval will be granted only to those who do not owe any money to the university. Insurance money against damage will also be returned in full provided that no damage has been inflicted on the university's property.

## **16. Changing Faculty, Department, or Study Program**

- 16.1 A student will be entitled to request for a change of faculty, department, or study program only after he/she has studied in the original faculty, department or study program for at least one semester excluding the period of time on leave or suspension.
- 16.2 The request for changing the faculty, department, or study program cannot be submitted more than once and must be made at least 8 weeks before the start of the next semester.
- 16.3 Students who are allowed to change their faculties or departments can transfer their courses and credits as stated in 7.2
- 16.4 In cases where students move from the the daytime program to the evening program or vice versa, the maximum time of study spent on each program will be acknowledged and credited.

## **17. Termination of Student Status**

Student status is terminated when a student:

- 17.1 Dies.
- 17.2 Withdraws from the university.
- 17.3 Suffers from a serious illness that hinders his/her study or has a harmful effect on other people.
- 17.4 Is dismissed for violation of the Code of Conduct for University Students
- 17.5 Has a cumulative grade point average lower than 1.50 for two consecutive semesters. However, the President may allow the student to stay on with or without any conditions being imposed if he/she can provide a valid justification.
- 17.6 Fails to complete his/her study within the specific period of time:
- 17.6.1 Eight academic years for full-time students in the 4-year course.
- 17.6.2 Twelve academic years for evening students in the 4-year course.

The enforcement of the above periods becomes effective from a student's first semester at the university regardless of change of faculty, department, or study program, or any leave of absence, suspension of study, or even when the student regains his/her student status after having withdrawn from the university.

## **18. Reinstatement of Student Status**

Students whose statuses have been terminated may submit a request to have their status reinstated in order to return to their studies at the university on the following conditions:

- 18.1 Those who lose their student status under 17.4 should follow the procedures required by the Code of Conduct for University Students.
- 18.2 Those who lose their student status under 17.2 should submit a request to the dean of the faculty where they used to study at least one month before the beginning of the semester. The final approval will be made by the President.
- 18.3 Those who regain their student status shall have to pay a fee for reinstatement of student status as well as tuition, educational and other fees at the current rate.

## **19. Degrees and Associate Degrees**

The university will confer degrees and associate degrees under the following terms and conditions:

- 19.1 The University Council approves the conferring of degrees and associate degrees to students whose names are proposed by the President.

The University Council holds three sessions a year to consider the conferring of degrees and associate degrees at the end of the first semester, second semester and the summer session respectively. The graduation ceremony is held once a year at a date to be announced by the university.

- 19.2 Students eligible for degrees or associate degrees must possess the following qualifications:

- 19.2.1 Have successfully completed all the courses required by their department and faculty with a number of cumulative credits not less than that specified in the curriculum.

- 19.2.2 Those whose cumulative grade point average is not lower than 2.00 will be nominated for a degree. However, those whose cumulative grade point average is lower than 2.00 but not lower than 1.75 will be nominated for an associate degree at their own request.

- 19.2.3 Be a person of good conduct, morality and ethics, who has observed the rules and regulations of the university throughout his/her study.

- 19.3 The President may not nominate, or may withhold the nomination of any student who fails to meet the requirements in 19.2.3 in order to keep track of that student's conduct. The withholding of nomination cannot extend longer than a period of 3 years, at the end of which the President will nominate that student only when he/she has shown considerable improvement in his/her conduct.

- 19.4 If deemed appropriate, the university may organize a graduation seminar for students before their nomination for the degrees or associate degrees. The graduation seminar will be conducted in line with the university's regulations.

## **20. Graduation with Honors and Medals of Honors**

- 20.1 The university will award an honors degree to a student who:

- 20.1.1 Has studied in a four-year course.

- 20.1.2 Has not transferred credits from any other tertiary institution.

- 20.1.3 Has acquired all the cumulative credits in the curriculum in 4 academic years without failing an examination or repeating any course.

- 20.1.4 Students who have acquired a cumulative grade point average of 3.50 or higher will be awarded a first-class honors degree. Those who have graduated with a cumulative grade point average of 3.25 or higher but below 3.50 will be awarded a second-class honors degree.

- 20.2 Medals of honor are awarded to students with excellent academic performance and good conduct. There are 2 kinds of medals of honor:

- 20.2.1 A gold medal is awarded to the student who obtains a first-class honors degree and the highest cumulative grade point average among all the students who graduate from the same department in the same year.

- 20.2.2 A silver medal is awarded to the student who obtains a second-class honors degree and the highest cumulative grade point average among all the students who graduate from the same department in the same year.

21. Any of the rules and regulations may be waived or relaxed only when there is a strong valid cause, which is to be sanctioned by the President.

22. The President may authorize a person to act on his behalf with regard to the enforcement of any of the regulations.

These Regulations and Requirements shall take effect for all students from the academic year 2005 onwards.

Date of Announcement: June 1, 2005

(Assoc. Prof. Dr. Varakorn Samakoses)  
President of Dhurakij Pundit University

## **DHURAKIJ PUNDIT UNIVERSITY**

### **Regulations and Requirements Regarding Student Code of Conduct For Bachelor's Degree Education of the Year 1996**

Whereas Dhurakij Pundit University sees it appropriate to revise the student code of conduct for a Bachelor's Degree Education to correspond with the policies of the university and present situation.

Therefore, in accordance with the powers given in Item 9 of Dhurakij Pundit University Regulations and Requirements Regarding Administration of the Year 1985, the revision of the Dhurakij Pundit University Regulations and Requirements Regarding the Student Code of Conduct for Bachelor's Degree Education of the Year 1996 is as follows:

- 1 These regulations shall be called "Dhurakij Pundit University Regulations and Requirements Regarding the Student Code of Conduct for Bachelor's Degree Education of the Year 1996."
- 2 These regulations and requirements shall be effective from the official announcement date onwards.
- 3 All regulations and requirements regarding student conduct, dress code and other notifications or announcements which are in conflict with these regulations and requirements shall be annulled and these regulations shall be used in their place.
- 4 The President shall be responsible for the implementation of these regulations and requirements.
- 5 The President shall appoint a Subcommittee on Student Conduct, to be nominated by the Student Affairs Committee, with authority as follows:
  - 5.1 Support, advise and oversee that students' conduct is in accordance with the regulations and requirements of the university;
  - 5.2 Coordinate and cooperate with teaching faculty, student advisors and other staff in directing and advising student conduct development;
  - 5.3 Recommend and impose sanctions on students who have engaged in misconduct in accordance with the university's standards within the Subcommittee's scope of authority. Other matters outside the Subcommittee's scope of authority shall be directed to the Student Affairs Committee
  - 5.4 Make recommendations regarding student conduct to the Student Affairs Committee;
  - 5.5 Act upon other requests made by the Student Affairs Committee.
- 6 Students shall act in accordance with the Regulations of the university as follows:
  - 6.1 Must carry their student ID cards with them at all times when on the university campus;
  - 6.2 Must dress in accordance with the dress code of the university when on the university campus;
  - 6.3 Must not be late for class or exit the classroom while the class is still in session except with the permission of the instructor;
  - 6.4 Must not talk or act inappropriately while the class is in session;
  - 6.5 Must attend classes regularly, must not be late or be absent from class;
  - 6.6 Must follow the lecturers' orders;
  - 6.7 Must not act against or be disrespectful of the university, its administrators, faculty or staff of the university;
  - 6.8 Must not smoke in prohibited areas;
  - 6.9 Must not drink or bring alcoholic substances or drugs onto the university campus;



- 6.10 Must not gamble or enter into areas where there is gambling;
  - 6.11 Must not bring outsiders into university buildings or classrooms;
  - 6.12 Must not argue with, fight with or harm other university students;
  - 6.13 Take care of classrooms and classroom materials, buildings and the university campus;
  - 6.14 Must not act in ways deemed as conflicting with good traditions, values and customs;
  - 6.15 Must not destroy or damage university property;
  - 6.16 Behave in a good way and refrain from acts that would harm or jeopardize the university;
  - 6.17 Must not engage in acts that are deemed harmful to the nation, religion or monarchy;
  - 6.18 Must not collect funds or donations within or outside the university without the university's prior approval;
  - 6.19 Must receive the university's prior approval in organizing trips;
  - 6.20 Must strictly abide by the regulations, notifications, announcements and memos of the university.
- 7 Students must dress according to the university's dress code as follows:
- Full-time students
- 7.1 Male students
    - (1) Wear a plain white long or short-sleeved shirt tucked in pants and wear a necktie for certain occasions;
    - (2) Wear black or navy-colored long trousers and wear a belt with the university's emblem;
    - (3) Wear covered black or dark-brown shoes.
  - 7.2 Female students
    - (1) Wear a white short-sleeve blouse, with university buttons and pin on the left side;
    - (2) Wear a black or navy-colored, knee-length or longer skirt and wear a belt with the university's emblem;
    - (3) Wear covered black or dark-brown shoes.
- Part-time students
- 7.3 Male students
 

Wear an appropriate shirt, trousers and covered shoes.
  - 7.4 Female students
 

Wear an appropriately colored and style blouse and skirt, covered shoes or shoes with ankle-straps.
- 8 A student who is found to have violated the Student Code of Conduct will be subject to one of the following sanctions:
- 8.1 Notify the student in writing that his/her behavior is unacceptable and that any other violation may warrant further sanctions;
  - 8.2 Reduce points for behavior;
  - 8.3 Impose disciplinary probation;
  - 8.4 Impose disciplinary suspension for 1 or 2 semesters;
  - 8.5 Impose disciplinary dismissal from the university.

- 9 Authority and procedures for imposing sanctions
  - 9.1 The university has established points for behavior to be 100 points per year.
  - 9.2 The university administrators and full-time and part-time faculty have the authority to impose disciplinary action in Items 8.1 and 8.2 on students who have violated the Student Code of Conduct.
  - 9.3 Reduction of points for behavior in Item 9.2 shall be reduced a maximum of 5 points each time and shall be reported through the chain of command and to the President.
  - 9.4 Reduction of 5 or more points for behavior and imposing disciplinary action in Items 8.3, 8.4 and 8.5 shall be proposed to the Student Affairs Committee of each faculty or to the Faculty Committee of the faculty members that the student belongs to, then to the Student Affairs Committee of the university for proposal to the President;
  - 9.5 Imposing of sanctions on a student, in Item 9.4, shall be recorded as the university's announcement and signed by the President.
- 10 In the following cases of student misconduct, the university has the right to dismiss the student:
  - 10.1 Behaves publicly in a way that adversely affects the reputation of the university;
  - 10.2 Fights or inflicts harm against the university's students or another person;
  - 10.3 Does not respect, listen to or act in accordance with the directions of the university's administrators and faculty;
  - 10.4 Harms or destroys the property of the university or another person;
  - 10.5 Commits adultery and harms the university;
  - 10.6 Is indicted by the courts and incarcerated for an act that is not accidental or unintentional;
  - 10.7 Falsifies documents of the university or another person;
  - 10.8 Misbehaves, gambles, takes alcoholic substances and drugs or brings weapons onto the university campus;
  - 10.9 Has less than 60 points for behavior of in one academic year.
- 11 A student who has been dismissed by the university, and who wishes to be reinstated as a student, shall submit a request to the President which includes a letter from the student's father, mother or parental guardian stating that he/she will oversee that the student's behavior strictly follows the Student Code of Conduct of the university from then on.

A request for reinstatement of student status may be considered by the President one year after the university has imposed a disciplinary dismissal on the student.
- 12 Any exceptions to these Regulations must be approved by the President or a person with authority in the matter.

Date of Announcement: January 24, 1996

(Professor Paitoon Pongsabutra)

President of Dhurakij Pundit University

## DPUIC POLICIES

### DPUIC Plagiarism Policy Statement

Plagiarism is an academic offense which DPU takes seriously and is a form of dishonesty that will not be tolerated. Each student is responsible for reading, understanding and abiding by this policy. . Examples of plagiarism include, but are not limited to, the following examples:

1. **Submitting Another Writer's Paper:** A student puts their name on someone else's work.
2. **Using Copy-And-Paste:** A student copies phrases, sentences, or larger sections from a source and pastes them into their paper without proper citation.
3. **Neglecting Necessary Quotation Marks:** A student fails to add the necessary quotation marks (" ") around the words of another author.
4. **Paraphrasing Without Citing Source:** A student paraphrases the work of another without acknowledging and citing the source of the original text.

**Plagiarism is a DPU Offense:** Instructors are required to report all instances of plagiarism to the relevant Program Director. *Students found to have violated this policy will at least receive a zero (0) for the assignment or fail the whole course and receive a notation in their academic record.*

**All Parties to Plagiarism are Considered Equally Guilty:** If a student shares their work with another student and the other student plagiarizes it, both students are equally guilty, as the first student enabled the plagiarism to take place. *Under no circumstances should a student make their coursework available to other students.*

#### Inadvertent Plagiarism

Copying someone's work is a blatant act of plagiarism. However, it is sometimes possible for a student to plagiarize without realizing they have done so. This generally happens when a student accidentally fails to acknowledge the work of another. While unintentional plagiarism may be treated more leniently than intentional plagiarism, it is nonetheless a sign of sloppiness and/or the failure to educate oneself about plagiarism. In any specific case, it is best to talk with your instructor if you are unsure about what is or is not acceptable. In general, it is better to cite too much than not cite enough.

### DPUIC Alcohol and Illegal Drugs Policy Statements

Possession or use of illicit drugs or alcohol on campus, or whilst participating in other student activities, is against the university's no alcohol or drugs policy. Unlawful possession, use or distribution of illicit drugs or alcohol by students or employees on DPUIC property or as part of any of its activities is prohibited. Compliance with the following policy is mandatory and violation of the policy will be cause for disciplinary action.

#### Policy Statement Regarding Alcohol

DPUIC faculty, administrators, staff and students recognize the responsibility and potential harm inherent in the use of alcoholic beverages. The following university policy will govern all undergraduate university social activities on and off campus. Undergraduate university social activities are any social activities on university property or for which university funds or other resources are used. All members of the university community have an individual and collective responsibility to adhere to the following policy:

1. In all circumstances, the university expects its faculty, administrators, staff, students, alumni and their respective guests to conduct themselves, both individually and collectively, in a responsible manner. Therefore, DPUIC has a no alcohol policy for all persons (students, faculty, and guests) during undergraduate university social activities. This rule prohibits

- purchase, possession and drinking. Breach of this policy may result in disciplinary action and in extreme cases your suspension or expulsion from DPUIC.
2. If university faculty members, administrators, staff, students, alumni, and their respective guests consume excessive alcohol, or become abusive, resulting in interference with the rights of other persons, personal injury or damage to property, it will result in severe disciplinary action up to and including suspension or expulsion from DPUIC.
  3. If a member of the faculty or a student is aware of alcohol consumption by faculty members, students, or guests of the university on campus or during an undergraduate student affairs activity they must report the incident to the Dean of the respective faculty.

#### Policy Statement Regarding Illegal Drugs

DPUIC faculty members, administrators, staff and students recognize the responsibility and potential harm inherent in the use of illegal drugs. The following university policy will govern all undergraduate university social activities on and off campus. Undergraduate university social activities are any social activities on university property or for which university funds or other resources are used. All members of the university community have an individual and collective responsibility to adhere to the following policy:

1. The university cannot deny access to its property to properly constituted law enforcement agents. Therefore, activities involving the unlawful use or sale of drugs by one student may also, by bringing law enforcement agents to the campus or on any undergraduate student activities, risk compromising the privacy of the academic community. With the legal and medical welfare of the students in mind, the university cannot approve the medically unsupervised use, possession or distribution of drugs. When such medically unsupervised use, possession or distribution of drugs comes to the attention of the university, the student will be subject to disciplinary action which could include suspension or expulsion.
2. In any instance where a violation of the laws concerning drugs occurs on the DPU campus or in connection with the activities of DPUIC students, the disciplinary policy of the university will permit taking action beyond or separate from any which may be taken by civil authorities.
3. The medically unsupervised possession, use or distribution of potentially harmful drugs such as marijuana, hallucinogens, amphetamines, barbiturates and opiates is illegal and subject to very harsh penalties. Although the university does not assume the responsibility of acting as an arm of the law, members of the academic community have no immunity from enforcement of the law. Use of many of these drugs may threaten the physical and mental health of the user. Use by one student may also threaten the welfare of other students. Distribution by any student clearly threatens the welfare of the academic community.

Therefore, students found in the possession of illegal drugs or associated paraphernalia will be reported to the appropriate law enforcement agency, with the potential outcome being prosecution for breach of the law. Breach of this policy may result in disciplinary action and in all cases your suspension or expulsion from DPUIC.

#### DPUIC Classroom Code of Conduct

The following seven rules are for classroom conduct at DPUIC:

1. Be on time
2. Silence or switch off your mobile phone
3. Do not engage in side conversations
4. Eat and drink responsibly
5. Leave class during emergencies only
6. Use your laptop or mobile device for class activities only

# **DHURAKIJ PUNDIT UNIVERSITY**

## **Regulations and Requirements Regarding Final Examinations**

### **For Bachelor's Degree Education of the Year 2005**

Whereas Dhurakij Pundit University sees it appropriate to revise the Regulations and Requirements Regarding Examinations for Bachelor's Degree Education to correspond with the policies of the university and present situation.

Therefore, in accordance with the powers given in Item 9 of Dhurakij Pundit University Regulations and Requirements Regarding Administration of the Year 1985, a revision of the Regulations and Requirements Regarding Examinations for Bachelor's Degree Education of the Year 1996 is as follows:

- 1 These regulations shall be called "Dhurakij Pundit University Regulations and Requirements Regarding Examinations for Bachelor's Degree Education of the Year 1996."
- 2 These regulations and requirements shall be effective from the official announcement date onwards.
- 3 The Regulations and Requirements Regarding Examinations for Bachelor's Degree Education of the Year 1996 shall be annulled along with all other notifications or announcements which are in conflict with these regulations and requirements, and these regulations shall be used in their place.
- 4 The President shall be responsible for the implementation of these regulations and requirements.
- 5 Administration and Overseeing of Examination Process
  - 5.1 The President shall appoint an Examination Committee to oversee the examination process.
  - 5.2 The Chairperson of the Examination Committee shall appoint the committee or working committee in various areas, with scope of authority designated by the Examination Committee.
  - 5.3 Instructors shall submit the original examination to the Academic Committee of the faculty or External Examination Committee for approval, and then submit it to the Quality Assurance Division of the Academic Affairs Department. Thereafter, the Registration and Processing Department shall proceed with it.
  - 5.4 If a student violates these examination regulations, the Chairperson of the Examination Committee or an authorized committee member has the authority to forbid the student from entering the examination room or remove the student from the examination room as he/she deems appropriate;
  - 5.5 Instructors shall submit grades to the Academic Committee of the faculty or External Examination Committee for approval, and then submit it to the Quality Assurance Division of the Academic Affairs Department for approval. Thereafter, the Registration and Processing Department shall make official announcements of the grades.
- 6 The student shall act in accordance with the Regulations of the university as follows:
  - 6.1 The student must take examinations on the date, time and in the room in which the university designates. All other cases shall be considered as absences;
  - 6.2 The student must show his/her student ID cards to the examination proctor upon entering the examination room or else he/she cannot enter;

If the student's ID card is damaged or expired, the examination proctor may allow the student to take the examination by submitting the student ID card to the Registration and Processing Department to issue a new card;

- 6.3 The student must dress in accordance with the dress code of the university or else will not be permitted to enter the examination room;
- 6.4 A student who takes examinations for another student is in severe violation of Item 8.2 and in the event where an outside individual takes the exam, the university may take legal action upon this person;
- 6.5 The student must bring his/her own writing utensils and supplies to the examination and is not permitted to borrow from another student unless he or she receives permission from the examination proctor;
- 6.6 The student is not permitted to bring textbooks, course materials, notes, calculators or other items into the examination room unless the instructor of that course has given prior permission to do so and indicated it in the remarks of the examination;
- 6.7 The student is not permitted to bring communication devices of any kind into the examination room;
- 6.8 The student must enter the examination room when a signal is given. If he/she enters the examination room before the signal is given, he/she will forfeit his/her right to take the examination.  
  - If the student arrives more than 30 minutes late to the examination, he/she will not be permitted to enter the examination room;
- 6.9 The student must use the examination booklet and blank paper provided by the university only;
- 6.10 The student must sit in the examination seat assigned by the university and is forbidden from changing seats;
- 6.11 Upon entering the examination room, the student must sign the examination attendance sheet or else he/she will be considered absent;
- 6.12 During the examination, if the student has a question or needs something, he/she should ask the examination proctor and is forbidden from speaking to other students or causing disturbance;
- 6.13 The student must follow the instructions given in the examination paper and given by the examination proctor or else the instructor may not grade the student's answer booklet;
- 6.14 Once the examination is over, the student must stop writing and immediately submit the answer booklet and/or examination paper to the examination proctor. No changes are allowed;
- 6.15 The student may exit the examination room 45 minutes from the time that the examination begins and must wait until the examination proctor has collected his/her examination papers and/or answer booklet. The student may temporarily leave the examination room at the discretion other examination proctor.
- 6.16 Once the student has submitted the answer booklet and/or answer paper to the examination proctor, he/she must leave the testing area immediately and not make noises or signals which may help those students who are still taking the examinations.

## 7 Requirements of the Examination Proctor

- 7.1 Must have at least two per examination room
- 7.2 Responsibilities of the Examination Proctor
  - 7.2.1 Must pick up and sign for the examination papers, booklets, blank paper and other materials 30 minutes before the start of the examination;
  - 7.2.2 Must arrive at the examination room 10 minutes before the start of the examination in order to distribute the examination papers, face down on the desks, with the answer booklets and/or answer paper on top, before the signal to begin the examination;

- 7.2.3 Does not have the authority to permit the students to bring textbooks, course materials, notes, calculators or other items into the examination room unless the instructor of that course has given prior permission to do so and indicated in the remarks of the examination;
  - 7.2.4 Must collect the answer paper and/or answer booklet from the desks of absent students 30 minutes after the start of the examination;
  - 7.2.5 Must supervise and oversee the examination room. In the event where the examination proctor must leave the examination room temporarily, he/she must inform the other examination proctor in advance;
  - 7.2.6 Must not make loud noises, read, use any communication devices or bring other work into the room while proctoring the examination.
- 7.3 Students entering and exiting the examination room
- 7.3.1 The examination proctor must make sure that all students enter the examination room within 10 minutes of the signal to enter the examination room. If a student is more than 30 minutes late to the examination, the examination proctor does not have the authority to allow the student into the room;
  - 7.3.2 The examination proctor shall permit the student to exit the examination room 45 minutes from the time that the examination begins; In the event that the student must leave the examination room, it is at the discretion of the examination proctor and if permitted to do so, the examination proctor must oversee it as well.
  - 7.3.3 The examination proctor must see to it that individuals who have no role in the examination process are not close to the examination area.
- 7.4 Checking the names of students sitting for the examination
- 7.4.1 The examination proctor must check the student ID card of each student before entering the examination room. If the student does not have a student ID card, he/she is not permitted from entering the examination room.
  - 7.4.2 The examination proctor must have the student must sign the examination attendance sheet as evidence of his/her attendance and check his/her student ID card. In the event that the student's name does not appear on the examination attendance sheet, he/she must have a form from the Registration and Processing Department showing the addition of his/her name to the examination.
  - 7.4.3 Once 45 minutes have passed, the examination proctor shall complete the Examination Proctoring Report to be reported to the Examination Committee, after reporting to the responsible individual assigned to each building.
- 7.5 The examination proctor is forbidden from explaining or answering questions regarding the examination of the students. Any changes or additions to the examination will be notified by the Registration and Processing Department.
- 7.6 The examination proctor shall hand out the answer papers and/or answer booklets to the students, who may request no more than one additional answer paper and/or answer booklet. The examination proctor must sign his/her name, date and time on the extra answer paper and/or answer booklets.
- 7.7 The end of the examination period
- 7.7.1 When the examination time has ended, the examination proctor shall direct all students to stop writing and submit their answer papers and/or answer booklets to the examination proctor immediately.
  - 7.7.2 If a student continues to write after the examination time has ended, the examination proctor shall record the excess time on the student's answer paper and/or answer booklet for the instructor to consider.

- 7.8 Collection of answer books and/or answer paper
    - 7.8.1 The examination proctor shall not permit the student from removing the examination paper, answer paper and/or answer booklet from the examination room.
    - 7.8.2 The examination proctor shall sign all answer papers and/or answer booklets.
    - 7.8.3 In the event that the answer papers and/or answer booklets must be separated in order to give to more than one instructor, the Registration and Processing Department will inform the examination proctor to separate the answer papers and/or answer booklets and write on each envelope the name of the instructor and the number of additional answer papers and/or answer booklets collected.
    - 7.8.4 The examination proctor shall put the answer papers and/or answer booklets in order of examination ID of the students into the envelope. Extra examination papers, answer papers and/or answer booklets shall be put separately in another envelope and these shall be submitted to the Registration and Processing Department.
    - 7.8.5 In submitting the answer papers and/or answer booklets to the Examination Committee to return to the Registration and Processing Department, the staff of the Registration and Processing Department shall immediately sign and seal the envelope of answer papers and/or answer booklets.
  - 7.9 In the event that the examination proctor cannot proctor the examination as scheduled, he/she must find a substitute and propose this person to the Examination Committee or an authorized committee member. In emergency situations where advance approval cannot be sought, the examination proctor shall notify the faculty of which he/she is affiliated once he/she is able to, and then propose to the Examination Committee.
  - 7.10 The examination proctor who does not abide by these regulations shall be considered irresponsible and may be punished as appropriate.
- 8 Cheating on Examinations
- 8.1 Requirements of the examination proctor
    - 8.1.1 In the event that there are noises made, signals given or acts deemed as cheating during the examination, the examination proctor shall issue a warning to the student. If the warning is not heeded, the examination proctor shall write a report which must be signed by the student, to the authorized person of the examination building and the Examination Committee.
    - 8.1.2 Any dishonesty or deception such as passing on, showing, possessing or bringing notes, class materials, calculators, any instruments that contain formulas, notes or others materials related to the examination which the instructor has not permitted in the examination instructions; or another student or person assists in doing or sitting for the examination instead shall be reported in writing by the examination proctor as cheating and signed by the individual, to be proposed to the authorized person of the examination building and the Examination Committee.
    - 8.1.3 If a student who is caught cheating in Item 8.1.1 or 8.1.2 refuses to sign the report of the incident, his/her actions shall be recorded to determine the appropriate punishment.
  - 8.2 Punishment of students who cheat on examinations may include the following:
    - 8.2.1 First time violation
      - (1) Fail the course
      - (2) Fail all registered courses in the semester
      - (3) Fail all registered courses in the semester and academic suspension for 1 more semester



- (4) Fail all registered courses in the semester and academic suspension for 2 more semesters
- (5) Termination of student status
  - a. Punishment shall be proposed by the Student Affairs Committee of the Student Affairs Department for consideration by the President.

8.2.2 Second time violation shall result in the student's termination from the university.

9 Results of the Examination

- 9.1 The university will announce the results of the examination in a timely manner.
- 9.2 It is the student's responsibility to keep his/her examination results. The university will not permit the student to look at or check the exams afterwards unless he/she has the approval of the Dean.
- 9.3 If the student has any question about the examination grade, he/she should submit a request for an investigation with the President or an authorized representative.
- 9.4 In the request for an investigation of the examination grade, a reason must be clearly stated by the student and the President or an authorized representative may or may not approve the request.
- 9.5 The request for an investigation of the examination grade must be submitted within 14 days of the university's announcement of grades, or else the student forfeits this right.

10 Midterm examinations or quizzes shall be subject to these regulations.

11 Exceptions or postponement of abiding by these regulations shall be given by the President or an authorized representative as necessary.

Date of Announcement: June 1, 2005

(Associate Professor Dr. Varakorn Samakoses)  
President of Dhurakij Pundit University

## ADMISSION PROCESS AND REQUIREMENTS

In order to apply to DPUIC bachelor degree programs, students must:

- 1) Pass the DPU International College English Proficiency Test. (ICEPT). For applicants who do not pass the ICEPT, further intensive academic English study will be recommended before beginning the degree program.

Students who are natives or residents of English-speaking countries (the United States, Australia, United Kingdom, etc.) do not need to take ICEPT.

- 2) Submit a complete application form with the following documents:

- Two copies of Academic Record /Transcript
- Health certificate
- Copy of house registration
- One 1.5” color photos (wearing university uniform for undergrads only)
- Copy of Thai citizen ID card (or passport)

Application forms may be obtained at the DPUIC office or downloaded from the DPUIC website at [www.dpu.ac.th/dpuic](http://www.dpu.ac.th/dpuic).

- 3) Students who have graduated from a school outside of Thailand must obtain a Certificate of High School Equivalency from:

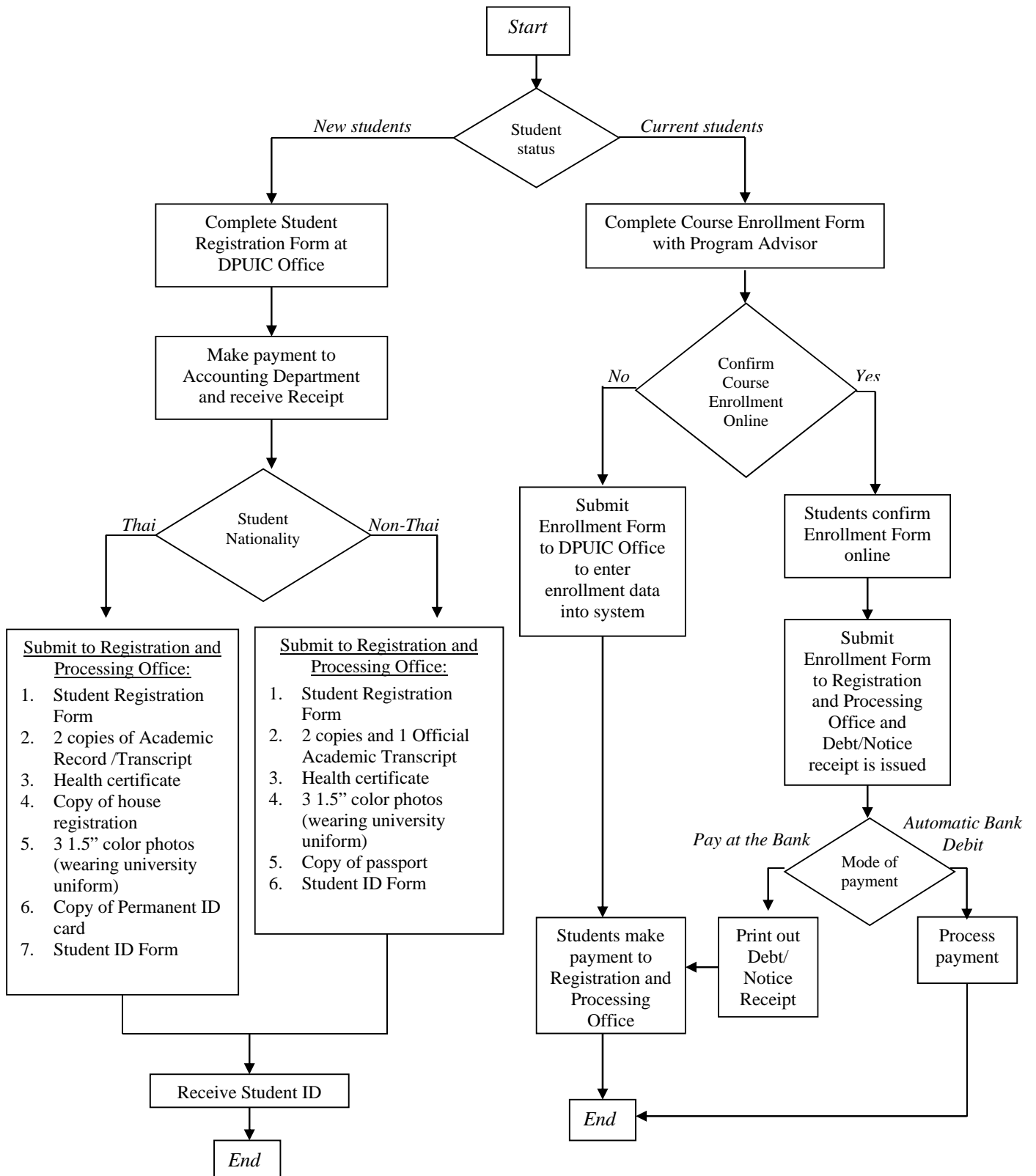
Bureau of Educational Testing  
Office of Basic Education Commission  
Ministry of Education  
Rachadamnoen Nok Road  
Bangkok  
Tel. No. 0-2288-5787, 0-2288 5791  
Fax. No. 0-2281-6236

Documents to be submitted to The Office of Education Assessment and Testing Service include:

- Two 2 inch black and white photos
- Original Thai citizen ID card (or passport) and two copies
- Original diploma and two copies
- Original academic transcript and two copies
- Evidence of last completed high school level in Thailand (if any)
- Evidence of name change (if any)
- A letter from the student’s country embassy or the Ministry of Education certifying the existence of your school (if graduated from a private school)

## REGISTRATION PROCESS FLOW DIAGRAM

Student registration takes place on the dates announced by the university.



**DPUIC INTERNATIONAL UNDERGRADUATE  
PROGRAMS**

## **DPUIC INTERNATIONAL PROGRAMS**

Dhurakij Pundit University offers a tailored range of academic programs with supporting state of the art technical and research facilities. These are combined with plenty of opportunities for sport and other pursuits. Additionally, the beautifully landscaped DPU campus provides an ideal setting in which to learn.

The following International Programs contains a number of globally recognized international courses.

### **Bachelor of Arts in English for Business Communication**

Competency in English is rightly acknowledged as a vital component of success in the international business and academic professions. Yet at DPUIC, we understand that fluency in the global language alone is not sufficient. In this International program, taught predominantly by overseas instructors and professionals, students not only develop strong language skills, but also learn how to communicate and interact confidently and knowledgeably as active members and leaders in the world of commerce, business and academia. The English for Business Communication program (IBEC) combines language learning grounded in key principles and practices related to international business; it aims at fostering leadership, critical and creative thinking and independent working skills. Upon completion of this highly practical program, students will be fully equipped to succeed in the professional world.

### **Bachelor of Business Administration**

International business and tourism management practitioners are coming under increasingly challenging competitive and environmental pressures. This regionalization has forced companies to recruit graduates with a strong comprehension of international business and tourism management. Companies are also under pressure to hire graduates who understand and can address the impacts that business causes to society and the environment. In response, DPUIC designed a program that teaches the fundamental skills necessary to succeed in this modern world of international business and tourism industry.

### **Intensive Academic English**

For students who wish to prepare for admission to an international undergraduate program, to perfect their business communication skills or just want to brush up on their English, DPUIC offers Intensive Academic English during the summer months, taught by native English speakers.

## **BACHELOR OF ARTS IN ENGLISH FOR BUSINESS COMMUNICATION**

### **Title of the Curriculum**

Bachelor of Arts in English for Business Communication (International Program)

### **Title of the Degree**

Full Name: Bachelor of Arts (English for Business Communication)

Abbreviation: B.A. (English for Business Communication)

### **Program Head**

#### **Ms. Warithorn Samana**

M.A. by research (English Language Teaching and Applied Linguistics), Centre for Applied Linguistics, University of Warwick, United Kingdom

M.A. (English as an International Language), Chulalongkorn University, Thailand

B.A. (Major: English, Minor: Tourism) (First Class Honors), Chiang Mai University, Thailand

**Program Objectives** Competency in English is rightly acknowledged as a vital component of success in the international business and academic professions. Yet at DPUIC, we understand that fluency in the global language alone is not sufficient. In this International program, taught predominantly by overseas instructors and professionals, students not only develop strong language skills, but also learn how to communicate and interact confidently and knowledgeably as active members and leaders in the world of commerce, business and academia. The English for Business Communication program (IBEC) combines language learning grounded in key principles and practices related to international business; it aims at fostering leadership, critical and creative thinking and independent working skills. Upon completion of this highly practical program, students will be fully equipped to succeed in the professional world.

#### **In this program, the students will:**

- Develop the confidence to fully communicate in the English language.
- Acquire knowledge pertaining to professional principles and practices appropriate to the business world and culture.
- Develop critical and creative thinking.
- Learn how to study and work independently.

**Length of Program** Four years, full-time program

**Degree Requirement** 135 Credits

## **Qualifications of Applicants**

To apply, applicants must:

- Have completed upper secondary education or its international equivalent as recognized by the Ministry of Education
- Have formally demonstrated English Language Proficiency. Applicants must have at least one of the following:
  - A TOEFL score of at least 450 or an IELTS score of at least 4.5
  - A score of 70 points or higher on the Thai University entrance examination.
  - Pass the Dhurakij Pundit University International Program English Proficiency Test.
- Pass the program committee interview.

**Note:** Applicants who do not meet the English Language proficiency requirements may be admitted on a provisional basis, which requires that they enroll in the Intensive Academic Program until their proficiency meets the program requirements.

## **Educational Structure**

The English for Business Communication International Program is a four-year, eight-semester program. An academic year is divided into two semesters of four months each. To graduate, candidates must complete 135 credits of the curriculum and have a grade point average (GPA) of no less than 2.0.

## **Term of Study**

Students must complete at least 7 semesters and be enrolled for no more than 8 years.

## **Curriculum structure**

### **A. General education 30 credits**

Science and mathematics	6	credits
Humanities	6	credits
Social sciences	9	credits
Language	9	credits

### **B. Required courses 99 credits**

Core courses	30	credits
Major required courses	42	credits
Major elective courses	6	credits
Minor courses	15	credits
Cooperative Education	6	credits

### **C. Free elective 6 credits**

## Course requirements

### A. General education 30 credits

#### 1) Humanities 6 credits

GE163 Holistic Development for Quality of life 3 (3-0-6)

##### Select 1 course 3 credits

GE152 Philosophy and Life 3 (3-0-6)

GE153 Thai Studies 3 (3-0-6)

GE154 Thai Folk Wisdom 3 (3-0-6)

GE161 World Civilization 3 (3-0-6)

GE164 Critical and Creative Thinking 3 (3-0-6)

#### 2) Social sciences 9 credits

BA151 Managing Business for New Entrepreneur 3 (3-0-6)

BA152 Business Analysis and Planning 3 (3-0-6)

##### Select 1 course 3 credits

GE160 ASEAN Community 3 (3-0-6)

GE165 Man and Society, Economy and Politics 3 (3-0-6)

GE166 Positive Psychology for Quality of Life 3 (3-0-6)

GE168 Civic Education 3 (3-0-6)

GE167 Public Mind for Community 3 (3-0-6)

PA151 Quality of Life through Sufficiency Economy 3 (3-0-6)

Philosophy

LW153 Law in Everyday Life 3 (3-0-6)

#### Science and mathematics 6 credits

MA150 Mathematics and Statistics for Daily Life 3 (3-0-6)

##### Select 1 course 3 credits

SC150 Sciences and Technology for Quality of Life and Society 3 (3-0-6)

SC154 Health for Life 3 (3-0-6)

#### Language 9 credits

LE101 English Use 1 3 (3-0-6)

LE102 English Use 2 3 (3-0-6)

##### Select 1 course 3 credits

TH150 Communication Skills in Thai 3 (3-0-6)

TH160 Communication Skills in Thai for Non-Native Speakers 3 (3-0-6)

### B. Required courses 99 credits

#### 1. Core Courses 30 Credits

BB204 Principles of Marketing 3 (3-0-6)

BB212 Principles of Management and Organization 3 (3-0-6)

DC201 Computer Applications for Professional Work 3 (2-2-6)

LE203 Basic Research Skills 3 (3-0-6)

LE206 Introduction to Marketing Communication 3 (3-0-6)

LE211 Background to English Speaking Cultures 3 (3-0-6)

LE215 Introduction to Literature 3 (3-0-6)

LE216 English Structure 3 (3-0-6)



LE217 Communication across Cultures	3 (3-0-6)
LE218 English Pronunciation	3 (3-0-6)

## 2. Major Required Courses 42 Credits

LE310 Note-taking and Summarizing	3 (3-0-6)
LE312 Analytical Reading	3 (3-0-6)
LE314 Introduction to Semiotics	3 (3-0-6)
LE315 Fundamentals of Writing	3 (3-0-6)
LE317 General Conversation	3 (3-0-6)
LE325 Basic Reading Skills	3 (3-0-6)
LE327 Introduction to Discourse Analysis	3 (3-0-6)
LE328 Essay Writing	3 (3-0-6)
LE329 Business Writing 1	3 (3-0-6)
LE330 Business Writing 2	3 (3-0-6)
LE331 Business Communication 1	3 (3-0-6)
LE332 Business Communication 2	3 (3-0-6)
LE333 Reading in Business	3 (3-0-6)
LE334 Effective Presentation Skills	3 (3-0-6)

## 3. Major Elective Courses 6 Credits

LE323 Film Appreciation	3 (3-0-6)
LE335 Special Topics in English Language Studies	3 (3-0-6)
LE336 Modern English Fiction	3 (3-0-6)
LE337 Business Translation	3 (3-0-6)
LE355 Fiction and Film Translation	3 (3-0-6)
LE401 Seminar in Mass Media and Current Event	3 (3-0-6)
LE411 Airline and Tourism Industry Trends	3 (3-0-6)

## 4. Minor 15 Credits (Select Stream 1, 2, 3, 4, 5, or 6)

### Stream 1 Chinese

CB355 Chinese 1	3 (3-2-6)
CB356 Chinese 2	3 (3-2-6)
CB357 Chinese 3	3 (3-2-6)
CB359 Chinese Listening and Speaking Skills	3 (3-2-6)
CB360 Business Chinese Conversation	3 (3-2-6)

### Stream 2 Japanese

JP351 Communicative Japanese 1	3 (3-2-6)
JP352 Communicative Japanese 2	3 (3-2-6)
JP357 Communicative Japanese 3	3 (3-2-6)
JP358 Japanese for Customer Service	3 (3-2-6)
JP361 Japanese for Business	3 (3-2-6)

### Stream 3 Thai (for foreign students)

TH351 Communicative Thai 1	3 (3-2-6)
TH352 Communicative Thai 2	3 (3-2-6)
TH353 Communicative Thai 3	3 (3-2-6)
TH355 Thai Reading and Writing 1	3 (3-2-6)
TH356 Thai Reading and Writing 2	3 (3-2-6)

**Stream 4 International Business**

BN303 Business Entry Strategy	3 (3-0-6)
BN314 Introduction to International Business	3 (3-0-6)
BN316 Management of Multi-National Organization	3 (3-0-6)
BN315 Import and Export Management	3 (3-0-6)
BN313 Global Supply Chain Management	3 (3-0-6)

**Stream 5 Tourism Management**

BB302 Hotel and Lodging Management	3 (3-0-6)
BB316 Introduction to Tourism Management	3 (3-0-6)
BB318 Tourism Marketing	3 (3-0-6)
BB321 Tourism Planning and Development	3 (3-0-6)
BB319 Tourism Information Systems	3 (3-0-6)

**Stream 6 Southeast Asian Studies**

BN355 Introduction to Southeast Asian Studies	3 (3-0-6)
BN356 Economic Development in Southeast Asia	3 (3-0-6)
BN357 Business Environment in ASEAN community	3 (3-0-6)
BN358 Cultural Heritage and Tourism in Southeast Asia	3 (3-0-6)
BN359 ASEAN Film, Literature and Entertainment Appreciation	3 (3-0-6)

**5. Cooperative Education 6 Credits**

LE410 Cooperative Education in English for Business Communication	6 (0-0-18)
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**C. Free elective 6 credits**

Select 2 courses 6 Credits from any International programs or English programs approved by the program committee.

### Study Plan

<b>Year 1</b>					
<b>Semester 1 (18 credits)</b>			<b>Semester 2 (18credits)</b>		
<b>Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Code</b>	<b>Subject</b>	<b>Credit</b>
GE163	Holistic Development for Quality of life	3	DC201	Computer Applications for Professional Work	3
LE101	English Use 1	3	LE102	English Use 2	3
LE325	Basic Reading Skills	3	LE218	English Pronunciation	3
LE317	General Conversation	3	LE315	Fundamentals of Writing	3
LE216	English Structure	3	MA150	Mathematics and Statistics for Daily Life	3
TH150	Communication Skill in Thai	} 3		GE-Elective Course in Humanities	3
TH160	<i>Or</i> Communication Skill in Thai for Non Native				

<b>Year 2</b>					
<b>Semester 1 (18 credits)</b>			<b>Semester 2 (18 credits)</b>		
<b>Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Code</b>	<b>Subject</b>	<b>Credit</b>
BB204	Principles of Marketing	3	SC150	Sciences and Technology for Quality of Life and Society	3
LE217	Communication across Cultures	3	LE215	Introduction to Literature	3
LE331	Business Communication 1	3	LE332	Business Communication 2	3
LE310	Note Taking and Summarizing	3	LE328	Essay Writing	3
LE312	Analytical Reading	3	BB212	Principle of Management and Organization	3
	International Business Minor	} 3		International Business Minor	} 3
	Tourism Management Minor				
	<i>Or</i>				
	South East Asian Studies Minor				
CB355	Chinese 1				
JP351	Communicative Japanese 1		CB356	Chinese 2	
TH351	Communicative Thai 1		JP352	Communicative Japanese 2	
			TH352	Communicative Thai 2	

Year 3					
Semester 1 (21credits)			Semester 2 (18 credits)		
Code	Subject	Credit	Code	Subject	Credit
BA151	Managing Business for New Entrepreneur	3	BA152	Business Analysis and Planning	3
LE211	Background to English Speaking Cultures	3	LE206	Introduction to Marketing Communication	3
LE203	Basic Research Skills	3	LE329	Business Writing 1	3
LE333	Reading in Business	3	LE334	Effective Presentation Skills <i>Or</i>	3
LE327	Introduction to Discourse Analysis	3		International Business Minor Tourism Management Minor <i>Or</i>	3
	International Business Minor Tourism Management Minor <i>Or</i>	3	CB359	South East Asian Studies Minor Chinese Speaking and Listening Skills	
CB357	South East Asian Studies Minor Chinese 3		JP358	Japanese for Customer Service	
TH353	Communicative Thai 3		TH355	Thai Reading and Writing 1	
JP357	Communicative Japanese 3			Free Elective	3
	GE-Elective Course in Social Sciences	3			

Year 4					
Semester 1 (18 credits)			Semester 2 (6 credits)		
Code	Subject	Credit	Code	Subject	Credit
LE314	Introduction to Semiotics	3	LE410	Cooperative Education	6
LE330	Business Writing 2	3			
	International Business Minor Tourism Management Minor <i>Or</i>	3			
CB360	South East Asian Studies Business Chinese Conversation		JP361	Japanese for Business	
TH356	Thai Reading and Writing 2				
	1 Free Elective course	3			
	2 Major Elective courses	6			

## Course Descriptions

### General Education Course Description

#### Science and Mathematics

**MA150 Mathematics and Statistics for Daily Life** **3 (2-2-6)**

Percentage and ratio, introductory logic, simple and complex interest calculations; current and future value of money; mathematics and insurance business; introduction to money and capital markets; statistics in life and work; data and information; introduction to data collection, analysis and presentation.

**SC150 Sciences and Technology for Quality of Life and Society** **3 (2-2-6)**

Concepts and processes of science, energy, nutrition, and medicine for health care; relations between living things and natural resources; atmospheric changes, electricity, communications; environmental problems and remedial technology; application of modern sciences and technologies for better living.

**SC154 Health for Life** **3 (3-0-6)**

An introduction to health care and promoting the physical and mental health of oneself and others; environmental factors affecting health; practical guidelines in caring for physical and mental health; protection of personal risk; and the application of advances in health sciences.

#### Humanities

**GE152 Philosophy and Life** **3 (3-0-6)**

The theories, concepts and principles of philosophy; the application of philosophy in analyses and criticisms of various issues in daily life and society; and the adoption of ethical, moral, and philosophical thoughts for improving quality of life.

**GE153 Thai Studies** **3 (3-0-6)**

The foundations of Thai civilization and ethnic groups; development in various aspects including history, politics, government, economy, society, religion, and arts; the preservation of Thai culture; improving the Thai way of life in the present and the future.

**GE161 World Civilization** **3 (3-0-6)**

The origins and evolution of civilizations as learning sources of mankind with respect to their thoughts, politics, economy, societies, religions, beliefs, wisdom, arts, cultures, sciences and technologies from the ancient period up to the present time.

**GE163 Holistic Development for Quality of life** **3 (3-0-6)**

Holistic human development for physical, mental, and social health; preparing students to enhance self-care skills, exercise, recreation and healthy nutrition; setting up life goals, recognizing the value of life, understanding and accepting themselves and others, having life skills in the information society; searching databases and the internet, producing efficient presentations by taking into account ethics as well as the principles of quality assurance applied in everyday life.

**GE164 Critical and Creative Thinking** **3 (3-0-6)**

Human perception and thinking; the application of principles and rules of thinking and analytical processes as well as good reasoning; the reasoning processes of decision making in problem solving related to current issues and daily problems; creative thinking for problem solving; creative development.

## Social Sciences

### **BA151 Managing Business for New Entrepreneur 3 (3-0-6)**

Format and establishment of business, business opportunity, laws and regulations concerning business; study of related components including marketing, accounting, production, finance and human resources; functions and management of each component; and strategies for successful business operation.

### **BA152 Business Analysis and Planning 3 (3-0-6)**

Components of business; setting business goals, making business plans, analysis of business environment, market, customers and competitors, market share, selection of target markets, financial estimate, financial analysis, production management, human resources management, business performance monitoring and evaluation, business operation, case studies to practice proposing ideas for business operations together with business plans and business plan analysis.

### **GE160 ASEAN Community 3(3-0-6)**

The history and development of the ASEAN community; the politics, economy, society, and culture of ASEAN countries, including the cooperation and purposes among the ASEAN countries; and the roles and status of Thailand together with its impacts and preparation in becoming an ASEAN community member.

### **GE165 Man and Society, Economy and Politics 3 (3-0-6)**

The dynamics of Thai society affecting the social structure, culture, economy, and politics in comparison with those of other countries.

### **GE166 Positive Psychology for Quality of Life 3 (3-0-6)**

The integration of knowledge and psychological theories by learning about human development and nature. To contribute and uplift psychological attributes: self-awareness, self-esteem, intelligence quotient, emotional intelligence, adaptation and problem-solving skills (adversity quotient) and good ethics by emphasizing positive thinking to fulfill a student's life.

### **GE167 Public Mind for the Community 3 (3-2-6)**

Critical analysis and learning communities through various principles and theories; sociology, anthropology, psychology and environments, and the implementation of these theories in communities aiming at community benefits and building character in terms of responsibility and contributions to society.

### **GE168 Civic Education 3 (2-2-6)**

Definitions of citizenship in a democratic society; focusing on the realization of Thai and global citizens' roles in terms of responsibility, participation, law-abidingness, ethics and morality.

### **LW153 Laws in Everyday Life 3 (3-0-6)**

Laws related to daily life; rule of law; principles of constitutional democracy; basic knowledge in various laws including private law, public law, rights and duties of citizens, dispute resolution, and justice system of Thailand; case studies of law use in daily life

### **PA151 Quality of Life through Sufficiency Economy Philosophy 3 (3-0-6)**

Background, meaning, and concept of sufficiency economy philosophy; sufficiency economy and the Thai King's new theory or self-sufficiency economy; the relationship between sufficiency economy philosophy and quality of life; the use of sufficiency economy philosophy to balance life and be ready for changes from globalization; case studies of sufficiency economy and new theory that are successful and become models for Thai society

## Language

- LE101 English Use 1** **3 (3-0-6)**  
Consolidation and development of students' fundamental English skills, placing an emphasis on how English speakers communicate in a variety of contexts and situations; subjects covered include small talk, student-teacher interactions and politeness strategies, as well as a variety of short texts, such as E-mail; consideration of cross-cultural communication issues.
- LE102 English Use 2** **3 (3-0-6)**  
Prerequisite: English Use 1  
Continuation of the objectives set forth in English Use 1, namely to improve communication skills, both oral and textual in a variety of situations and requirements.
- TH150 Communication Skills in Thai** **3 (3-0-6)**  
Thai words and meanings, writing sentences and correcting inappropriate sentences; summarizing; compiling information to write essay; writing paragraphs and essays.
- TH160 Communication Skills in Thai for Non-Native Speakers** **3 (3-0-6)**  
Introduction to Thai language for daily life. Emphasis on appropriate expressions, intonation, pronunciation and behavior in a variety of contexts by phonetic approach.

## Required Course Description

### Core Courses

- BB204 Principles of Marketing** **3 (3-0-6)**  
Overview of the underpinning concepts of marketing and the various effects on business, stakeholders and the natural environment; scope, significance and conceptual development of product and service markets; the business environment affecting marketing activities; market segmentation, targeting and positioning; market share; development and management of new products; pricing and distribution strategies; marketing ethics
- BB212 Principles of Management and Organization** **3 (3-0-6)**  
Concepts and theories related to management and organization, development of management, management process and planning, organization management, human resources management, leadership, motivation, team work, decision-making and control
- LE203 Basic Research Skills** **3 (3-0-6)**  
Fundamentals of primary and secondary research; theoretical premises and principles of research and research design; quantitative and qualitative approaches to research
- LE206 Introduction to Marketing Communication** **3 (3-0-6)**  
Principles of marketing communication, marketing communication strategies; integrated communication campaigns; public relations and advertisement activities; evaluation of marketing communication campaigns and its effects on the business
- DC201 Computer Applications for Professional Work** **3 (3-2-6)**  
Practice in the use and applications of some of the most commonly used computer programs in professional contexts, with focus on computer program packages
- LE211 Background to English Speaking Cultures** **3 (3-0-6)**  
Appreciation of the various cultures of the English-speaking world; discussion and consideration of the main historical, philosophical, religious and socio-cultural developments and aspects of these cultures

**LE215 Introduction to Literature** 3 (3-0-6)  
Introduction to literature in English; appreciation of the language arts through study of a range of literary types, focusing on fiction, poetry and drama

**LE216 English Structure** 3 (3-0-6)  
Study of grammar in various contexts; parts of speech; tense structures; collocations and verb phrases

**LE217 Communication across Cultures** 3 (3-0-6)  
Analysis of main aspects of communication that can give rise to misunderstandings and conflict in cross-cultural communication; exploration of practices, beliefs, values and assumptions that form the basis of cultural behaviors and interpretations of events; recognition and resolution of interactive difficulties

**LE218 English Pronunciation** 3 (3-0-6)  
Pronunciation patterns in English, with lab practice, with emphasis on pronunciation of difficult sounds in English; intonation, word and sentence stress and rhythm; introduction to the phonetic alphabet and phonetic transcription

### **Major Required Courses**

**LE310 Note-taking and Summarizing** 3 (3-0-6)  
Prerequisite: LE315 Fundamentals of Writing  
Practice in effective note-taking from oral and written texts; practice in summarizing both oral and written texts; development of paraphrasing skills

**LE312 Analytical Reading** 3 (3-0-6)  
Prerequisite: LE325 Basic Reading Skills  
Development of reading competence through increased complexity of texts; analysis of text types and structures; practice in identifying a variety of text types and styles of writing and how this is used to assist various interpretations; analysis of implication and inference, authors' points of view and how to respond to and critique texts in terms of balance, persuasiveness and general communicative success.

**LE314 Introduction to Semiotics** 3 (3-0-6)  
Introduction to the analysis of signs and symbols as a means to analyze social and cultural products, texts, myths and behaviors

**LE315 Fundamentals of Writing** 3 (3-0-6)  
Composition of structurally correct sentences, ranging from simple to complex; composition of paragraphs and short texts that are coherent and logically organized; introduction to the appropriate use of punctuation in English; the writing process from planning to proofreading

**LE317 General Conversation** 3 (3-0-6)  
Introduction to general conversational patterns in English; providing information about oneself and one's environment; asking questions; describing events and procedures; focus on socio-cultural aspects of communication such as politeness, paying attention and negotiating misunderstandings

**LE325 Basic Reading Skills** 3 (3-0-6)  
Development of effective reading strategies including skimming, scanning and drawing inferences; development of skills to infer lexical meaning from context at sentence and text levels; differentiation of fact from opinion; introductory analysis of a variety of genres

**LE327 Introduction to Discourse Analysis** 3 (3-0-6)  
Aspects of cohesion and coherence in texts; discursive features of conversation; basic conversation analysis; introduction to critical discourse analysis



**LE328 Essay Writing** **3 (3-0-6)**  
Prerequisite: LE316 Genre Writing  
Development of general and academic writing; complex sentence structures and formulaic expressions; development of cohesion and coherence; development and analysis of topic and subsequent coherent organization of argument

**LE329 Business Writing 1** **3 (3-0-6)**  
Style, tone and common formulaic expressions used in general inter and intra office professional and business writing, with a focus on electronic (e-mail) and traditional business correspondence, messages and short communication; emphasis on accuracy, formatting and proofreading

**LE330 Business Writing 2** **3 (3-0-6)**  
Prerequisite: LE329 Business Writing 1  
Further development of writing skills in professional and business contexts, with emphasis on writing agendas and minutes for meetings, memos, proposals and reports, résumés and cover letters

**LE331 Business Communication I** **3 (3-0-6)**  
Core concepts and practices in business communication with emphasis on verbal interaction; common interactions in business including introductions, greetings and partings, getting acquainted with others, customer service transactions, sales and marketing, telephoning and front desk interactions; development of vocabulary and language from various professional discourses

**LE332 Business Communication 2** **3 (3-0-6)**  
Prerequisite: LE331 Business Communication 1  
Further development of fundamental language and pragmatic skills in communication in business and professional contexts; language of sales, meetings and negotiations; aspects of intercultural business communication

**LE333 Reading in Business** **3 (3-0-6)**  
Prerequisite: LE325 Basic Reading Skills  
Exposure to various texts common to the professional environment, including business reports, contracts and agreements, correspondence, and news; development of lexicon and phraseology across a variety of business related contexts; basic strategies and resources for independent reading skills development

**LE334 Effective Presentation Skills** **3 (3-0-6)**  
Fundamentals of preparing and giving presentations in professional and formal contexts, including delivery techniques, openings and closings, use of visual aids for effect and clarity; study of the most common types of presentations

### **Major Elective Courses 6 Credits**

**LE323 Film Appreciation** **3 (3-0-6)**  
Critique of contemporary and classical films, using the analytical tools of the field; focus on how films are structured in order to produce effect; consideration of such aspects as direction, use of camera and lighting, settings and scores; discussion on cinematic narrative and comparison of main cinematic genres; students are expected to be able to write knowledgeable critiques of a chosen film

**LE335 Special Topic in English Language Studies** **3 (3-0-6)**  
Research-based selected topics of study for enhanced understanding and appreciation of the English language and its contexts of use

**LE 336 Modern English Fiction** **3 (3-0-6)**  
Appreciation of modern fiction in English from various cultures; the historical context of modern fiction; discussion, critique and comparison of a variety of texts from different authors

**LE 337 Business Translation** **3 (3-0-6)**  
Practice in translating various types of business document from English into Thai and Thai to English; acquisition of technical and professional terminology and language styles in business documents; use of various types of translation resources

**LE 355 Fiction and Film Translation** **3 (3-0-6)**  
Characteristics of fiction; problems in the translation of short stories and novels; characteristics of films and film translation; practice in the translation of both fictions and films

**LE 401 Seminar in Mass Media and Current Events** **3 (3-0-6)**  
Consideration and critique of the current main issues from various perspectives; analysis of how the mass media construct the news; debates and presentations

**LE 411 Airline and Tourism Industry Trends** **3 (3-0-6)**  
Consideration and critique of contemporary issues in the airline and tourism industries; focus on the developments and changes in these industries; practice and development of discussion and argumentation skills through student-led debates and presentations

### **Minor Courses**

#### **Stream 1: Chinese**

**CB355 Chinese 1** **3 (3-0-6)**  
Listening, speaking, reading, and writing skills and practice in correct pronunciation using the Pinyin transcription system and Chinese characters; vocabularies used in every day's life; a mastery of at least 400 words

**CB356 Chinese 2** **3 (3-0-6)**  
Prerequisite: CB355 Chinese 1 or departmental consent  
Expressions, phrases and sentence final particles; practice conversations in various situations; writing simple sentences; a mastery of another 400 new words

**CB357 Chinese 3** **3 (3-0-6)**  
Prerequisite: CB356 Chinese 2 or departmental consent  
Listening, speaking, reading, and writing skills in general situations; Chinese grammar and language expressions through the study of excerpts, compositions and short articles; a mastery of another 400 new words

**CB359 Chinese Listening and Speaking Skills** **3 (3-0-6)**  
Listening and speaking Chinese; the use of words, expressions, exclamations, phrases and sentence, final particles for various situations; recounting experiences and listening to short passages

**CB360 Business Chinese Conversation** **3 (3-0-6)**  
Prerequisite: CB359 Chinese Listening and Speaking Skills or departmental consent  
Listening, speaking, reading, and writing Chinese for general business; expressions used in various situations with colleagues and business partners

#### **Stream 2: Japanese**

**JP351 Communicative Japanese 1** **3 (3-2-6)**  
Listening, speaking, reading and writing Japanese for communication in daily life

**JP352 Communicative Japanese 2** **3 (3-2-6)**  
Prerequisite: JP351 Communicative Japanese 1  
Listening, speaking, reading and writing Japanese for communication in daily life at more complex level

- JP357 Communicative Japanese 3** **3 (3-3-6)**  
 Prerequisite: JP352 Communicative Japanese 2  
 Further study and practice of Japanese listening, speaking, reading and writing skills with the use of complex structures
- JP358 Japanese for customer Service** **3 (3-0-6)**  
 Prerequisite: JP352 Communicative Japanese 2  
 Listening, speaking, reading and writing Japanese for customer service and customer contact in various situations
- JP361 Japanese for Business** **3 (3-2-6)**  
 Prerequisite: JP357 Communicative Japanese 3  
 Listening, speaking, reading and writing Japanese for a business communication with colleagues and business partners in various situations; e-mail communication; finding information on the internet
- Stream 3: Thai**
- TH351 Communicative Thai 1** **3 (3-2-6)**  
 Speaking, reading, listening and writing Thai for communication in daily life.
- TH352 Communicative Thai 2** **3 (3-2-6)**  
 Prerequisite: TH 351 Communicative Thai 1  
 Speaking, reading, listening and writing Thai for communication in daily life at a more advanced level.
- TH353 Communicative Thai 3** **3 (3-2-6)**  
 Prerequisite: TH352 Communicative Thai 2  
 Speaking, reading, listening and writing Thai in academic and business areas.
- TH355 Thai Reading and Writing 1** **3 (3-2-6)**  
 A study of vocabularies, idioms and basic structures from passages about Thai way, Thai culture, and Thai tourism.
- TH356 Thai Reading and Writing 2** **3 (3-2-6)**  
 Prerequisite: TH355 Thai Reading and Writing 1  
 A study of more complex vocabularies and sentence structure; different types of writing including narration, explanation, letter writing, and note taking.
- Stream 4: International Business**
- BN303 International Business Entry Strategy** **3 (3-0-6)**  
 Corporate strategy and policy management with a global focus; process of business environmental diagnosis, international market selection, business internationalization and overseas market entry; strategic alliance with foreigners, trade exhibition, licensing, franchising and overseas subsidiary management.
- BB310 Management of Multi-national Organization** **3 (3-0-6)**  
 Principles, theories and models of international business and management; background of international business; comparative environmental frameworks; institutions in international trade and investment; international financial environment; international business strategies.
- BN313 Global Supply Chain Management** **3 (3-0-6)**  
 The role of supply chain management in business transactions of multinational corporations and local firms; physical distribution systems; material management; global procurement and purchasing; handling of products and services from producers to end users; international transportation; warehousing, inventory management; information technology for international logistics

**BN314 Introduction to International Business** 3 (3-0-6)  
Concepts, theories and significance of international business; principles of international business practices; related factors affecting international business including politics, economics, and society and culture; government and private organizations related to international business

**BN315 Import and Export Management** 3 (3-0-6)  
Principles and practices of export and import. Rules, regulation and restriction of export and import. Documentations. Buying and selling contracts. Customs procedures. Packing, handling and transporting. Export-import payments. Organizing and managing export-import departments. Government offices and private institutions relating to export-import business

#### **Stream 5: Tourism Management**

**BB302 Hotel and Lodging Management** 3 (3-0-6)  
Brief history of the growth and development of the lodging industry; various types of lodging establishments and their main features; organizational structure and management of lodging with an emphasis on hotel management

**BB316 Introduction to Tourism Industry** 3 (3-0-6)  
Definitions and significance of tourism; evolution of tourism at the international and the national level; components of tourism industry; factors influencing traveling; impacts of tourism; tourism related laws; international and national organizations relating to tourism.

**BB318 Tourism Marketing** 3 (3-0-6)  
Marketing philosophy and fundamentals; factors influencing tourism marketing; customers' buying behavior; formulation and management of the marketing mix; marketing strategies for each business life-cycle; marketing plan, market research and ethics

**BB319 Tourism Information System** 3 (3-0-6)  
Information technology in the tourism industry; the application of various information technology softwares and systems in the hospitality and tourism industry; a practice with a system simulation in the computer lab

**BB321 Tourism Planning and Development** 3(3-0-6)  
Importance of tourism planning and development, planning procedure, factors related to planning; data collection; formulating and writing a tourism planning and development proposal

#### **Stream 6: Southeast Asian Studies**

**BN355 Introduction to Southeast Asian Studies** 3 (3-0-6)  
Significance of the region; regional geography; historical, political, economic, social and cultural, and technological development; similarities and differences

**BN356 Economic Development in Southeast Asia** 3(3-0-6)  
Economic development pattern in Southeast Asia after World War II; the competitive ability of the region; internal and external co-operation

**BN357 Business Environment in ASEAN Community** 3(3-0-6)  
The business environment analysis including politics, economics, society and culture, and technology; opportunities and threats for doing business; laws and agreements for doing business in the ASEAN community

**BN358 Cultural Heritage and Tourism in Southeast Asia** 3 (3-0-6)  
Definitions, concepts and significance of tangible and intangible cultural heritage; presentation of cultural heritage for tourism purposes; impacts of tourism on cultural heritage in Southeast Asia

**BN359 ASEAN Film, Literature and Entertainment**

**3 (3-0-6)**

Overview and introduction to important film and literature from ASEAN nations; study of traditional and popular forms of entertainment in ASEAN

**Cooperative Education**

**LE410 Co-operative Education** in English for Business Communication

**6 (0-0-18)**

(Students must be at least in the 3rd year and meet the GPA requirement)

Cooperative education with a semester internship; preparation of students for the real challenges of the workforce; practice and consolidation of skills covered in the academic program

**Free Elective**

Select 2 courses 6 Credits from any International programs or English programs approved by the program committee.

# BACHELOR OF BUSINESS ADMINISTRATION

## **Title of the Curriculum**

Bachelor of Business Administration Program (International Program)

## **Title of the Degree**

Full English Name: Bachelor of Business Administration

Abbreviated Name: B.B.A.

## **Program Head**

### **Dr. Sayamol Nongbunnak**

Ph.D. (Business Informatics), Dhurakij Pundit University, Thailand

MBA National University, USA

M.Sc. (Biotechnology), Chulalongkorn University, Thailand

B.Sc. (Biology), Ramkamhaeng University, Bangkok, Thailand

**Program Objectives** International business and tourism management practitioners are coming under increasingly challenging competitive and environmental pressures. This regionalization has forced companies to recruit graduates with a strong comprehension of international business and tourism management. Companies are also under pressure to hire graduates who understand and can address the impacts that business causes to society and the environment. In response, DPUIC designed a program that teaches the fundamental skills necessary to succeed in this modern world of international business and tourism management.

The program covers theoretical and practical issues in the global business as well as equips students with first-hand and real world knowledge to become a successful international business and tourism professional. The professors and visiting scholars in the program are recognized and experienced practitioners in international business and tourism management. Students have a chance to take courses at one of our university's partners in the United States of America, Australia, France, Sweden and other countries. Graduates of the program will have solid background knowledge as well as the necessary skills and ethics required to succeed in international business and tourism management.

### **Students in this program will:**

- Become knowledgeable business practitioners with a full understanding of the global business environment.
- Be able to analyze company's environment to formulate a sound strategy to achieve the company's goal with special consideration to environmental and ethical issues.
- Be able to pursue higher degrees in the field of Business Administration and other-related fields.

**Length of Program** Four years, full-time program

**Degree Requirement** 132 Credits

## **Qualifications of Applicants**

To apply, applicants must:

- Have completed upper secondary education or its international equivalent as recognized by the Ministry of Education
- Have formally demonstrated English Language Proficiency. Applicants must have at least one of the following:
  - A TOEFL score of at least 450 or an IELTS score of at least 4.5
  - A score of 70 points or higher on the Thai University entrance examination.
  - Pass the Dhurakij Pundit University International Program English Proficiency Test.
- Pass the program committee interview.

**Note:** Applicants who do not meet the English Language proficiency requirements may be admitted on a provisional basis, which requires that they enroll in the Intensive Academic Program until their proficiency meets the program requirements.

### **Educational Structure**

The Business Administration in International Business (International Program) is a four year, eight semester program. An academic year is divided into two semesters of four months each. To graduate, candidates must complete 132 credits of the curriculum, and have a grade point average (GPA) of no less than 2.0

### **Term of Study**

Students must complete at least 7 semesters and be enrolled for no more than 8 years.

### **Curriculum structure**

#### **Course requirements**

<b>A. General Education</b>	<b>30</b>	<b>credits</b>
Humanities	6	credits
Social Sciences	9	credits
Sciences and Mathematics	6	credits
Language	9	credits
<b>B. Specific Courses</b>	<b>96</b>	<b>credits</b>
Professional Foundation Courses	36	credits
Optional Required Courses (concentrations)	27	credits
Elective Courses	12	credits
Minor courses	15	credits
Cooperative Education	6	credits
<b>C. Free Elective Courses</b>	<b>6</b>	<b>credits</b>

### **Course requirements**

**A. General Education 30 credits**

**Humanities 6 credits**

GE 163 Holistic Development for Quality of Life 3 (3-0-6)

**Select 1 Course 3 credits**

GE 152 Philosophy and Life 3 (3-0-6)

GE 153 Thai Studies 3 (3-0-6)

GE 161 World Civilizations 3 (3-0-6)

GE 164 Critical and Creative Thinking 3 (3-0-6)

**Social Sciences 9 credits**

BA151 Managing Business for New Entrepreneur 3 (3-0-6)

BA152 Business Analysis and Planning 3 (3-0-6)

**Select 1 Course 3 credits**

GE 160 ASEAN Community 3 (3-0-6)

GE 165 Man and Society, Economy and Politics 3 (3-0-6)

GE 166 Positive Psychology for Quality of Life 3 (3-0-6)

GE 167 Public Mind for Community 3 (3-0-6)

GE 168 Civic Education 3 (3-0-6)

LW 153 Law in Everyday Life 3 (3-0-6)

PA 151 Quality of Life through Sufficiency Economy Philosophy 3 (3-0-6)

**Science and Mathematics 6 credits**

MA 150 Mathematics and Statistics in Daily Life 3 (3-0-6)

**Select 1 Course 3 credits**

SC 150 Science and Technology for Quality of Life and Society 3 (3-0-6)

SC 154 Health for Life 3 (3-0-6)

**Language 9 credits**

LE101 English Use 1 3 (3-0-6)

LE102 English Use 2 3 (3-0-6)

**Select 1 Course 3 credits**

TH150 Communication Skills in Thai 3 (3-0-6)

TH160 Communication Skills in Thai for Non-native Speakers 3 (3-0-6)

**B. Professional Foundation Courses 36 credits**

AC 250 Principles of Accounting 3 (3-0-6)

BB 201 Business Finance 3 (3-0-6)

BB 202 Human Resource Management 3 (3-0-6)

BB 204 Principles of Marketing 3 (3-0-6)

BB 210 Business Research Methods 3 (3-0-6)

BB 212 Principles of Management and Organization 3 (3-0-6)

BB 213 Operations Management 3 (3-0-6)

BB 214 Business Laws and Ethics 3 (3-0-6)

DC 202 Computer Applications for Business 3 (3-0-6)

EC 250 Introduction to Economics 3 (3-0-6)

LE 331 Business Communication 1 3 (3-0-6)

LE 332 Business Communication 2 3 (3-0-6)

**C. Optional Required Courses (Concentrations) 27 credits**



Concentration: International Business (IB)

BN 303 International Business Entry Strategy	3 (3-0-6)
BN 307 Global Marketing	3 (3-0-6)
BN 309 Strategic Management	3 (3-0-6)
BN 313 Global Supply Chain Management	3 (3-2-6)
BN 314 Introduction to International Business	3 (3-0-6)
BN 315 Import and Export Management	3 (3-0-6)
BN 316 Management of Multinational Organization	3 (3-0-6)
BN 360 Competitive Intelligence and Strategy Development	3 (3-0-6)
BB 317 Cross-Cultural Communication and Management	3 (3-0-6)

Concentration: Tourism Management (TM)

BB 302 Hotel and Lodging Management	3 (3-0-6)
BB 305 Travel Business Management	3 (3-0-6)
BB 311 Tourist Behavior	3 (3-0-6)
BB 317 Cross-Cultural Communication and Management	3 (3-0-6)
BB 322 Logistics Management for Tourism Industry	3 (3-0-6)
BB 360 Alternative Tourism Management	3 (3-0-6)
BB 361 Cultural Tourism Management	3 (3-0-6)
BB 363 Food and Beverage Operations Management	3 (3-0-6)
BB 365 Service Operations Management	3 (3-0-6)

**D. Specific Requirement Courses 33 credits**

**Elective courses 12 credits**

BB 320 Principles of Tour Guiding	3 (3-0-6)
BB 351 Thai Cultural Heritage	3 (3-0-6)
BB 359 Tourism Resources Development and Management	3 (3-0-6)
BB 362 Sustainable Tourism Management	3 (3-0-6)
BB 364 MICE Management	3 (3-0-6)
BB 366 Rooms Division Management	3 (3-0-6)
BB 367 Global Geography for Tourism	3 (3-0-6)
BN 301 Managerial Accounting	3 (3-0-6)
BN 305 Managing for Sustainability	3 (3-0-6)
BN 311 Business Information Systems	3 (3-0-6)
BN 312 Principles of Entrepreneurship	3 (3-0-6)
BN 351 Consumer Behavior	3 (3-0-6)
BN 354 Marketing Management for Entrepreneurs	3 (3-0-6)
BN 355 Introduction to Southeast Asian Studies	3 (3-0-6)
BN 356 Economic Development in Southeast Asia	3 (3-0-6)
BN 357 Business Environment in ASEAN community	3 (3-0-6)
BN 358 Cultural Heritage and Tourism in Southeast Asia	3 (3-0-6)
BN 359 ASEAN Film, Literature and Entertainment Appreciation	3 (3-0-6)
BN 361 Value-Based Leadership	3 (3-0-6)
BB 368 Seminar in Business Administration	3 (3-0-6)

**Minor Courses 15 credits**

Select 1 Stream from Stream 1, 2, 3, 4, 5, 6

**Stream 1 Japanese**

JP 351 Communicative Japanese 1	3 (3-2-6)
JP 352 Communicative Japanese 2	3 (3-2-6)
JP 357 Communicative Japanese 3	3 (3-2-6)
JP 358 Japanese for Customer Service	3 (3-2-6)
JP 361 Japanese for Business	3 (3-2-6)

**Stream 2 Chinese**

CB 355 Chinese 1	3 (3-2-6)
CB 356 Chinese 2	3 (3-2-6)
CB 357 Chinese 3	3 (3-2-6)
CB 359 Chinese Listening and Speaking Skills	3 (3-2-6)
CB 360 Business Chinese Conversation	3 (3-2-6)

**Stream 3 Thai**

* TH 351 Communicative Thai 1	3 (3-2-6)
* TH 352 Communicative Thai 2	3 (3-2-6)
* TH 353 Communicative Thai 3	3 (3-2-6)
* TH 355 Thai Reading and Writing 1	3 (3-2-6)
* TH 356 Thai Reading and Writing 2	3 (3-2-6)

\* For non-native speakers

**Stream 4 Tourism Management**

BB 316 Introduction to Tourism Industry	3 (3-0-6)
BB 318 Tourism Marketing	3 (3-0-6)
BB 319 Tourism Information Systems	3 (3-0-6)
BB 321 Tourism Planning and Development	3 (3-0-6)
BB 356 Resort Management	3 (3-0-6)

**Stream 5 Southeast Asian Studies**

BN 355 Introduction to Southeast Asian Studies	3 (3-0-6)
BN 356 Economic Development in Southeast Asia	3 (3-0-6)
BN 357 Business Environment in ASEAN community	3 (3-0-6)
BN 358 Cultural Heritage and Tourism in Southeast Asia	3 (3-0-6)
BN 359 ASEAN Film, Literature and Entertainment Appreciation	3 (3-0-6)

**Stream 6 English for Business**

LE 310 Note-Taking and Summarizing	3 (3-0-6)
LE 315 Fundamentals of Writing	3 (3-0-6)
LE 317 General Conversation	3 (3-0-6)
LE 325 Basic Reading Skills	3 (3-0-6)
LE 333 Reading in Business	3 (3-0-6)

**Cooperative Education 6 credits**

BB 410 Cooperative Education in Business Administration	6 (600 hrs.)
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**E. Free Elective courses 6 credits**

Select 2 courses 6 credits from courses offered by Dhurakij Pundit University (International Program) or any international programs in other universities with approval from the program committee.

## Study Plan

Concentration: International Business (IB)

<b>Year 1</b>					
<b>Semester 1 (15 credits)</b>			<b>Semester 2 (18 credits)</b>		
<b>Code</b>	<b>Subject</b>	<b>credits</b>	<b>Code</b>	<b>Subject</b>	<b>credits</b>
<b>BN314</b>	Introduction to International Business	3	<b>BB202</b>	Human Resources Management	3
<b>EC250</b>	Introduction to Economics	3	<b>DC202</b>	Computer Applications for Business	3
<b>GE163</b>	Holistic Development for Quality of Life	3	<b>LE102</b>	English Use 2	3
<b>LE101</b>	English Use 1	3	<b>MA150</b>	Mathematics and Statistics in Daily Life	3
<b>TH150</b>	Communicative Skills in Thai <i>Or</i>	3		GE- Elective Course in Humanities	3
<b>TH160</b>	Communicative Skills in Thai for Non-Native Speakers			Elective Course (1)	3

<b>Year 2</b>					
<b>Semester 1 (18 credits)</b>			<b>Semester 2 (21 credits)</b>		
<b>Code</b>	<b>Subject</b>	<b>credits</b>	<b>Code</b>	<b>Subject</b>	<b>credits</b>
<b>AC250</b>	Principles of Accounting	3	<b>BB201</b>	Business Finance	3
<b>BB204</b>	Principles of Marketing	3	<b>BB213</b>	Operations Management	3
<b>BB212</b>	Principles of Management and Organization	3	<b>BB214</b>	Business Laws and Ethics	3
<b>LE331</b>	Business Communication 1	3	<b>LE332</b>	Business Communication 2	3
	Elective Course (2)	3		GE - Elective Course in Sciences and Mathematics	3
	Minor Course (1)	3		Elective Course (3)	3
				Minor Course (2)	3

Concentration: International Business (IB)

Year 3					
Semester 1 (18 credits)			Semester 2 (18 credits)		
Code	Subject	credits	Code	Subject	credits
<b>BA151</b>	Managing Business for New Entrepreneur	3	<b>BA152</b>	Business Analysis and Planning	3
<b>BN313</b>	Global Supply Chain Management	3	<b>BB210</b>	Business Research Methods	3
<b>BN316</b>	Management of Multi-National Organization	3	<b>BN303</b>	Business Entry Strategy	3
	GE – Elective Course in Social Sciences	3	<b>BN360</b>	Competitive Intelligence and Strategy Development	3
	Elective Course (4)	3		Minor Course (4)	3
	Minor Course (3)	3		Free Elective Course (1)	3

Year 4					
Semester 1 (18 credits)			Semester 2 (6 credits)		
Code	Subject	credits	Code	Subject	credits
<b>BB317</b>	Cross-cultural Communication and Management	3	<b>BB410</b>	Cooperative Education in Business Administration	6
<b>BN307</b>	Global Marketing	3			
<b>BN309</b>	Strategic Management	3			
<b>BN315</b>	Management Import and Export	3			
	Free Elective Course (2)	3			
	Minor Course (5)	3			

## Study Plan

Concentration: Tourism Management (TM)

<b>Year 1</b>					
<b>Semester 1 (15 credits)</b>			<b>Semester 2 (18 credits)</b>		
<b>Code</b>	<b>Subject</b>	<b>credits</b>	<b>Code</b>	<b>Subject</b>	<b>credits</b>
<b>EC250</b>	Introduction to Economics	3	<b>BB202</b>	Human Resources Management	3
<b>GE163</b>	Holistic Development for Quality of Life	3	<b>DC202</b>	Computer Applications for Professional Work	3
<b>LE101</b>	English Use 1	3	<b>LE102</b>	English Use 2	3
<b>TH150</b>	Communicative Skills in Thai	3	<b>MA150</b>	Mathematics and Statistics in Daily Life	3
<b>TH160</b>	Communicative Skills in Thai for Non-Native Speakers	3		GE- Elective Course in Humanities	3
	Introduction to Tourism Industry – Free Elective Course (1)	3		Elective Course (1)	3

<b>Year 2</b>					
<b>Semester 1 (18 credits)</b>			<b>Semester 2 (21 credits)</b>		
<b>Code</b>	<b>Subject</b>	<b>credits</b>	<b>Code</b>	<b>Subject</b>	<b>credits</b>
<b>AC250</b>	Principles of Accounting	3	<b>BB201</b>	Business Finance	3
<b>BB204</b>	Principles of Marketing	3	<b>BB213</b>	Operations Management	3
<b>BB212</b>	Principles of Management and Organization	3	<b>BB214</b>	Business Laws and Ethics	3
<b>BB363</b>	Food and Beverage Operations Management	3	<b>LE332</b>	Business Communication 2	3
<b>LE331</b>	Business Communication 1	3		GE – Elective Course in Sciences and Mathematics	3
	Minor Course (1)	3		Elective Course (2)	3
				Minor Course (2)	3

Concentration: Tourism Management (TM)

Year 3					
Semester 1 (18 credits)			Semester 2 (18 credits)		
Code	Subject	credits	Code	Subject	credits
<b>BA151</b>	Managing Business for New Entrepreneur	3	<b>BA152</b>	Business Analysis and Planning	3
<b>BB311</b>	Tourism Behavior	3	<b>BB210</b>	Business Research Methods	3
<b>BB361</b>	Cultural Tourism Management	3	<b>BB302</b>	Hotel and Lodging Management	3
	GE – Elective Course in Social Sciences	3	<b>BB305</b>	Travel Business Management	3
	Elective Course (3)	3		Minor Course (4)	3
	Minor Course (3)	3		Free Elective Course (2)	3

Year 4					
Semester 1 (18 credits)			Semester 2 (6 credits)		
Code	Subject	credits	Code	Subject	credits
<b>BB317</b>	Cross-cultural Communication and Management	3	<b>BB410</b>	Cooperative Education in Business Administration	6
<b>BB322</b>	Logistic Management for Tourism Industry	3			
<b>BB360</b>	Alternative Tourism Management	3			
<b>BB365</b>	Service Operations Management	3			
	Elective Course (4)	3			
	Minor Course (5)	3			

## Course Descriptions

### General Education

#### Humanities

**GE 152 Philosophy and Life** **3(3-0-6)**

The theories, concepts and principles of philosophy; the application of philosophy in analyses and criticisms of various issues in daily life and society; and the adoption of ethical, moral, and philosophical thoughts for improving quality of life.

**GE 153 Thai Studies** **3(3-0-6)**

The foundations of Thai civilization and ethnic groups; development in various aspects including history, politics, government, economy, society, religion, and arts; the preservation of Thai culture; improving the Thai way of life in the present and the future.

**GE 161 World Civilizations** **3(3-0-6)**

The origins and evolution of civilizations as learning sources of mankind with respect to their thoughts, politics, economy, societies, religions, beliefs, wisdom, arts, cultures, sciences and technologies from the ancient period up to the present time.

**GE 163 Holistic Development for Quality of life** **3(2-2-4)**

Holistic human development for physical, mental, and social health; preparing students to enhance self-care skills, exercise, recreation and healthy nutrition; setting up life goals, recognizing the value of life, understanding and accepting themselves and others, having life skills in the information society; searching databases and the internet, producing efficient presentations by taking into account ethics as well as the principles of quality assurance applied in everyday life.

**GE 164 Critical and Creative Thinking** **3(3-0-6)**

Human perception and thinking; the application of principles and rules of thinking and analytical processes as well as good reasoning; the reasoning processes of decision making in problem solving related to current issues and daily problems; creative thinking for problem solving; creative development.

#### Social Sciences

**BA 151 Managing Business for New Entrepreneur** **3(3-0-6)**

Format and establishment of business, business opportunity, laws and regulations concerning business; study of related components including marketing, accounting, production, finance and human resources; functions and management of each component; and strategies for successful business operation.

**BA 152 Business Analysis and Planning** **3(3-0-6)**

Components of business; setting business goals, making business plans, analysis of business environment, market, customers and competitors, market share, selection of target markets, financial estimate, financial analysis, production management, human resources management, business performance monitoring and evaluation, business operation, case studies to practice proposing ideas for business operations together with business plans and business plan analysis.

**GE 160 ASEAN Community** **3(3-0-6)**

The history and development of the ASEAN community; the politics, economy, society, and culture of ASEAN countries, including the cooperation and purposes among the ASEAN countries; and the roles and status of Thailand together with its impacts and preparation in becoming an ASEAN community member

**GE 165 Man and Society, Economy and Politics** **3(3-0-6)**

The dynamics of Thai society affecting the social structure, culture, economy, and politics in comparison with those of other countries

**GE 166 Positive Psychology for Quality of Life** **3(3-0-6)**

The integration of knowledge and psychological theories by learning about human development and nature. To contribute and uplift psychological attributes: self-awareness, self-esteem, intelligence quotient, emotional intelligence, adaptation and problem-solving skills (adversity quotient) and good ethics by emphasizing positive thinking to fulfill a student's life.

**GE 167 Public Mind for the Community** **3(3-2-6)**

Critical analysis and learning communities through various principles and theories; sociology, anthropology, psychology and environments, and the implementation of these theories in communities aiming at community benefits and building character in terms of responsibility and contributions to society.

**GE 168 Civic Education** **3(2-2-6)**

Definitions of citizenship in a democratic society; focusing on the realization of Thai and global citizens' roles in terms of responsibility, participation, law-abidingness, ethics and morality

**LW 153 Law in Everyday Life** **3(3-0-6)**

Laws related to daily life; rule of law; principles of constitutional democracy; basic knowledge in various laws including private law, public law, rights and duties of citizens, dispute resolution, and justice system of Thailand; case studies of law use in daily life.

**PA151 Quality of Life through Sufficiency Economy Philosophy** **3(3-0-6)**

Background, meaning, and concept of sufficiency economy philosophy; sufficiency economy and the Thai King's new theory or self-sufficiency economy; the relationship between sufficiency economy philosophy and quality of life; the use of sufficiency economy philosophy to balance life and be ready for changes from globalization; case studies of sufficiency economy and new theory that are successful and become models for Thai society.

**Sciences and Mathematics**

**MA 150 Mathematics and Statistics in Daily Life** **3(3-0-6)**

Real number, ratio, percent, simple interest, compound interest, the basis of insurance, the basis of personal income tax; statistics for life and career; and statistics for data analysis

**SC 150 Science and Technology for Quality of Life and Society** **3(3-0-6)**

Scientific methods of thinking and process, scientific and technology innovation for quality of life, energy, food for health, heredity, relations between living beings and the environment, atmospheric transformation, environmental problems and technology treatments, new concepts in sciences and technology for quality of life and society.

**SC 154 Health for Life** **3(3-0-6)**

An introduction to health care and promoting the physical and mental health of oneself and others; environmental factors affecting health; practical guidelines in caring for physical and mental health; protection of personal risk; and the application of advances in health sciences.



## Language

**LE101 English Use 1** **3(3-0-6)**  
Consolidation and further development of students' fundamental English skills, placing an emphasis on how English speakers communicate in a variety of contexts and situations; subjects covered include small talk, student-teacher interactions, and politeness strategies, as well as a variety of short texts, such as E-mail. The course also addresses cross-cultural communication issues.

**LE102 English Use 2** **3(3-0-6)**  
Prerequisite: LE101 English Use 1  
Continuation of the objectives set forth in English Use 1, namely to improve communication skills, both oral and textual in a variety of situations and requirements.

**TH150 Communication Skills in Thai** **3(3-0-6)**  
Development of speaking, reading and listening and writing skills starting at the levels of the learners' proficiency with an emphasis on communication facility

**TH160 Communication Skills in Thai for Non-Native Speakers** **3(3-0-6)**  
Introduction to Thai language regarding speaking, reading, listening and writing skills and culture for daily life with an emphasis on appropriate expressions, intonation, pronunciation and behavior in a variety of contexts. Learning activities include the use of a phonetic approach to learning Thai.

## Professional Foundation Courses

**AC 250 Principles of Accounting** **3(3-0-6)**  
Basic concepts in accounting such as asset, liability, equity, income, expense, accounting system, financial statement, and account consolidation issues; the essential role of these concepts in business work; definition and scope of accounting.

**BB 201 Business Finance** **3(3-0-6)**  
Prerequisite: AC 250 Principles of Accounting  
Fundamental principles, objectives and financial tools which include financial planning and controlling, current asset management, capital market theory, cost of capital and capital budgeting, dividend and capital structure theory, working capital management and long-term financing decision.

**BB 202 Human Resource Management** **3(3-0-6)**  
Basic human resource functions such as employment, compensation, benefits, employee relations, manpower planning, training and development; health and safety; comparisons between human resources management practices across cultures; an insight into how to manage human resources from various perspectives.

**BB 204 Principles of Marketing** **3(3-0-6)**  
Overview of marketing and its various effects on business; scope, significance, components and conceptual development of market; business environment affecting marketing activities; target market study; market share; selection of target market; positioning of products; development and management of market mix; marketers' ethics

**BB 210 Business Research Methods** **3(3-0-6)**  
Concepts, objectives, and benefits of business research; challenges and problems in business which needs a research as the decision making tool; research process, research method, and data analysis; package software for data recording and data analysis; writing a research proposal and conduct research

**BB 212 Principles of Management and Organization** 3(3-0-6)

Concepts and theories related to management and organization, development of management, management process and planning, organization management, human resources management, leadership, motivation, team work, decision-making and control

**BB 213 Operations Management** 3(3-0-6)

Concepts related to and importance of operations management affecting business success; business environment analysis; operations planning and control; quality management; project management; warehouse and stock management; logistics and supply chain management

**BB 214 Business Laws and Ethics** 3(3-0-6)

Ethical issues in contemporary business life, including business moral evaluation, the state-of-the-art business ethics thinking, corporate social responsibility (CSR); laws related to business foundations; laws governing accountable business practices; current issues; honesty and integrity in business; the moral status of corporations

**DC 202 Computer Applications for Business** 3(3-2-6)

Practice in the use and applications of some of the most commonly used computer programs in professional contexts, with focus on computer program packages

**EC 250 Introduction to Economics** 3(3-0-6)

Fundamental economic principles; economy and basic economic problem solving; demand, supply and equilibrium; theory of consumer behavior; theory of production and cost; elasticity of demand and supply and its application; structure and definition of market and pricing; national income; money and banking; monetary policies and fiscal policies for economic stability; international trade and international finance; economic development and economic problems of Thailand

**LE 331 Business Communication 1** 3(3-0-6)

Core concepts and practices in business communication with emphasis on verbal interaction; common interactions in business including introductions, greetings and partings, getting acquainted with others, customer service transactions, sales and marketing, telephoning and front desk interactions; development of vocabulary and language from various professional discourses

**LE 332 Business Communication 2** 3(3-0-6)

Prerequisite: LE331 Business Communication 1

Further development of fundamental language and pragmatic skills in communication in business and professional contexts; language of sales, meetings and negotiations; aspects of intercultural business communication

**Optional Required Courses (Concentrations)**

**Concentration: International Business (IB)**

**BN 303 International Business Entry Strategy** 3(3-0-6)

Corporate strategy and policy management with a global focus; process of business environmental diagnosis, international market selection, business internationalization and overseas market entry; strategic alliance with foreigners, trade exhibition, licensing, franchising and overseas subsidiary management

**BN 307 Global Marketing** 3(3-0-6)

Global marketing skills; understanding and interpreting complex arrays of dynamic environmental influences; analyzing and targeting market opportunities; defining global market strategy; creating and managing global marketing programs in a sustainable and ethical manner; implementing different social media for marketing purposes

**BN 309 Strategic Management** 3(3-0-6)

Theory and practice of defining and implementing business policies and strategies; the link between strategic planning and the process of management; competitive and comparative analysis; problem analysis; the decision-making process; administration and control; development of policies and objectives

**BN 313 Global Supply Chain Management** 3(3-0-6)

The role of supply chain management in business transactions of multinational corporations and local firms; physical distribution systems; material management; global procurement and purchasing; handling of products and services from producers to end users; international transportation; warehousing, inventory management; information technology for international logistics

**BN 314 Introduction to International Business** 3(3-0-6)

Concepts, theories and significance of international business; principles of international business practices; related factors affecting international business including politics, economics, and society and culture; government and private organizations related to international business

**BN 315 Import and Export Management** 3(3-0-6)

Principles and practices of export and import; rules, regulations and restrictions of export and import; documentations; buying and selling contracts; customs procedures; packing; handling and transporting; export-import payments; organizing and managing export-import departments; government offices and private institutions relating to export-import business

**BN 316 Management of Multinational Organization** 3(3-0-6)

Principles, theories and models of international business and management; background of international business; comparative environmental frameworks; institutions in international trade and investment; international financial environment; international business strategies

**BN 360 Competitive Intelligence and Strategy Development** 3(3-0-6)

Developing differential sustainability strategies for individual organizations; assessing opportunities and risks for individual organizations; obtaining competitive advantage through sustainability

**BB 317 Cross Cultural Communication and Management** 3(3-0-6)

Cultures and intercultural communication competence; development of intercultural awareness of cultural patterns of behavior as well as values and standards; verbal and non-verbal communication; communication management in multi-cultural organization

**Concentration: Tourism Management (TM)**

**BB 302 Hotel and Lodging Management** 3(3-0-6)

Brief history of the growth and development of the lodging industry; various types of lodging establishments and their main features; organizational structure and management of lodging with an emphasis on hotel management

**BB 305 Travel Business Management** 3(3-0-6)

Existing structures and operations of travel agencies and tour operators; their roles and responsibilities; type of tours and programs; revenue and marketing management; rules and regulations

**BB 311 Tourist Behavior** 3(3-0-6)

Tourist behavior; motivational influences in tourism demand; approaches to understanding motive and motivation theories; segmentation of tourism demand; tourist behavior and segmentation of the tourism market; travel decision making

**BB 317 Cross Cultural Communication and Management** 3(3-0-6)  
Cultures and intercultural communication competence; development of intercultural awareness of cultural patterns of behavior as well as values and standards; verbal and non-verbal communication; communication management in multi-cultural organization

**BB 322 Logistics Management for Tourism Industry** 3(3-0-6)  
Importance, components and development of logistics in the tourism industry; operations and management of transportation business for tourism; management of transportation resources; management of tourist flows; reservation and customer service

**BB 360 Alternative Tourism Management** 3(3-0-6)  
Concepts, significance and features of alternative tourism; development and types of alternative tourism; the study of tourists' needs and management in response to a specific market's requirements

**BB 361 Cultural Tourism Management** 3(3-0-6)  
Definitions and significance of cultural tourism; preservation and use of cultures for tourism; management and planning; impacts on cultures; field trips are included.

**BB 363 Food and Beverage Operations Management** 3(3-0-6)  
Concepts and principles of food service management; factors affecting management; working system in management including menu planning, cost control, purchasing, checking and storing, food production, calculation and cost analysis; principles and techniques of food and beverage service; basic knowledge of food and beverage, including service equipment; procedure of service operation.

**BB 365 Service Operations Management** 3(3-0-6)  
Management of service operations; characteristics, standards, plans, schedules and control of service; matching of demand and supply; managing inventories; capacity management; service quality improvement

#### **Elective Courses 12 credits**

**BB 320 Principles of Tour Guiding** 3(3-0-6)  
Definitions and significance of tour guiding; knowledge; characteristics, roles and responsibilities of a tourist guide and tour leader, including transfer-in and out; customer service; presentation techniques; on the spot problem-solving skills; ethics and morality; practicum and field trips

**BB 351 Thai Culture Heritage** 3(3-0-6)  
Emergence and continuity of the Thai cultural tradition; Thai art and architectural styles; folk wisdom, lifestyles, and social structure; Buddhism and beliefs in Thai society; festivals, food and handicrafts of Thailand

**BB 359 Tourism Resources Development and Management** 3(3-0-6)  
The development and management of tourism resources; the preservation of tourism resources; the creation of tourism products and tourism marketing; impacts of the development of tourism resources on a community

**BB 362 Sustainable Tourism Development** 3(3-0-6)  
Concept of sustainable tourism development; social, economic and environmental concerns of tourism management; dimensions of sustainable development within the tourism context; tourism resource development and conservation; roles of concerned parties and local communities in developing sustainable tourism; guideline for developing sustainable tourism in the tourism business and related organizations

- BB 364 MICE Management** **3(3-0-6)**  
Overview of the Meeting, Incentive, Convention and Exhibition (MICE) industry; definition, development, socio-economic significance and dimensions of the industry; practice in the planning, organization, operation and management of MICE events
- BB 366 Rooms Division Management** **3(3-0-6)**  
Concepts and practices in room division management; front office operation and housekeeping procedure
- BB 367 Global Geography for Tourism** **3(3-0-6)**  
Geographical components influencing individuals' decision to travel, which include physical environment, climate, time zones, and socio-cultural aspects; analysis of the success of countries, regions, cities and resorts in attracting tourism to gain an understanding of the diversity of travel and recreational opportunities
- BN 301 Managerial Accounting** **3(3-0-6)**  
Prerequisite: AC 250 Principles of Accounting  
Principles, objectives and detailed study of accounting for the use of internal reporting for efficient strategic decision making; strategic and short-range planning; accounting tools for planning and controlling, budgetary control, standard costing and cost-volume profit analysis
- BN 305 Managing for Sustainability** **3(3-0-6)**  
Role of business in an era of climate change; sustainable production and consumption; industrial ecology; ecological economics; ecological systems; sustainable product sourcing
- BN 311 Business Information Systems** **3(3-0-6)**  
An overview of business information systems; integration of computer software and hardware and human resources and its application in business; end-user software applications; roles of information and technology in business; quality of information; planning and managing information systems, development of information systems
- BN 312 Principles of Entrepreneurship** **3(3-0-6)**  
Evolution of entrepreneurship; entrepreneurial individuals; developing creativity and innovation; international legal and regulatory issues; international business opportunities; ethics in entrepreneurship
- BN 351 Consumer Behavior** **3(3-0-6)**  
Psychological aspects of consumers in relation to marketing theories and practices such as: buyer behaviors, factors influencing buyers' decision-making process, and consumer decision-making models of relationship between consumer behavior and marketing strategy
- BN 354 Marketing Management for Entrepreneurs** **3(3-0-6)**  
Marketing skills required to compete as an entrepreneur; marketing plan for a new business venture; suitable marketing tools; assessment of strategy effectiveness; budgeting; utilizing of information technology; constraints of limited financial resources
- BN 355 Introduction to Southeast Asian Studies** **3(3-0-6)**  
Significance of the region; regional geography; historical, political, economic, social and cultural, and technological development; similarities and differences
- BN 356 Economic Development in Southeast Asia** **3(3-0-6)**  
Economic development patterns in Southeast Asia after World War II; the competitive ability; the regional corporation; the integration of the region into the world economy

- BN 357 Business Environment in ASEAN Community** **3(3-0-6)**  
The business environment analysis including politics, economics, society and culture, and technology; opportunities and threats for doing a business; laws and agreements for doing a business in ASEAN community
- BN 358 Cultural Heritage and Tourism in Southeast Asia** **3(3-0-6)**  
Definitions, concepts and significance of tangible and intangible cultural heritage; presentation of cultural heritage for tourism purposes; impacts of tourism on cultural heritage in Southeast Asia
- BN 359 ASEAN Film, Literature and Entertainment in ASEAN** **3(3-0-6)**  
Overview and introduction to important film and literature from ASEAN nations; study of traditional and popular forms of entertainment in ASEAN
- BN 361 Value Based Leadership** **3 (3-0-6)**  
Effective leadership; relationship of values to decisions; values underlying difficult policy dilemmas; internal communication of the organization's values and priorities; personal and organizational leadership; negotiating personal versus collective values
- BB 368 Seminar in Business Administration** **3(3-0-6)**  
The study of contemporary issues related to business; factors affecting business success or failure in the current context; research and presentation in a topic of the student's interest

#### **Minor Courses 15 credits**

##### **Stream 1: Japanese**

- JP 351 Communicative Japanese 1** **3(3-2-6)**  
Listening, speaking, reading and writing Japanese for communication in daily life.
- JP 352 Communicative Japanese 2** **3(3-2-6)**  
Prerequisite: JP351 Communicative Japanese 1  
Listening, speaking, reading and writing Japanese for communication in daily life at more complex level.
- JP 357 Communicative Japanese 3** **3(3-2-6)**  
Prerequisite: JP 352 Communicative Japanese 2  
Further study and practice of Japanese listening, speaking, reading and writing skills with the use of complex structures
- JP 358 Japanese for Customer Service** **3 (3-2-6)**  
Prerequisite: JP 352 Communicative Japanese 2  
Listening, speaking, reading and writing Japanese for customer service and customer contact in various situations.
- JP 361 Japanese for Business** **3 (3-2-6)**  
Prerequisite: JP 357 Communicative Japanese 3  
Listening, speaking, reading and writing Japanese for a business communication with colleagues and business partners in various situations; e-mail communication; finding information on the internet

## **Stream 2: Chinese**

**CB355 Chinese 1** **3(3-2-6)**  
Listening, speaking, reading, and writing skills and practice in correct pronunciation using the Pinyin transcription system and Chinese characters; vocabularies used in every day's life; a mastery of at least 400 words.

**CB356 Chinese 2** **3(3-2-6)**  
Prerequisite: CB355 Chinese 1  
Expressions, phrases and sentence final particles; practice conversations in various situations; writing simple sentences; a mastery of another 400 new words.

**CB357 Chinese 3** **3(3-2-6)**  
Prerequisite: CB356 Chinese 2  
Listening, speaking, reading, and writing skills in general situations; Chinese grammar and language expressions through the study of excerpts, compositions and short articles; a mastery of another 400 new words.

**CB359 Chinese Listening and Speaking Skills** **3(3-2-6)**  
Listening and speaking Chinese; the use of words, expressions, exclamations, phrases and sentence, final particles for various situations; recounting experiences and listening to short passages.

**CB360 Business Chinese Conversation** **3(3-2-6)**  
Listening, speaking, reading, and writing Chinese for general business; expressions used in various situations with colleagues and business partners.

## **Stream 3: Thai**

**TH 351 Communicative Thai 1** **3(3-2-6)**  
Speaking, reading, listening and writing Thai for communication in daily life

**TH 352 Communicative Thai 2** **3(3-2-6)**  
Prerequisite: TH351 Communicative Thai 1  
Speaking, reading, listening and writing Thai for communication in daily life at a more advanced level

**TH 353 Communicative Thai 3** **3(3-2-6)**  
Prerequisite: TH352 Communicative Thai 2  
Speaking, reading, listening and writing Thai in academic and business areas

**TH 355 Thai Reading and Writing 1** **3(3-2-6)**  
A study of vocabularies, idioms and basic structures from passages about Thai way, Thai culture, and Thai tourism

**TH 356 Thai Reading and Writing 2** **3(3-2-6)**  
Prerequisite: TH355 Thai Reading and Writing 1  
A study more complex vocabularies and sentence structure; different types of writing including narration, explanation, letter writing, and note taking.

#### **Stream 4: Tourism Management**

**BB 356 Resort Management** **3(3-0-6)**

Various types of resorts, their development process, general design principles, management and operation; recreational amenities development and management; activity programming and format to meet target customers' needs

**BB 316 Introduction to Tourism Industry** **3(3-0-6)**

Definitions and significance of tourism; evolution of tourism at the international and the national level; components of the tourism industry; factors influencing travel; impacts of tourism; tourism related laws; international and national organizations relating to tourism

**BB 318 Tourism Marketing** **3(3-0-6)**

Marketing philosophy and fundamentals; factors influencing tourism marketing; customers' buying behavior; formulation and management of the marketing mix; marketing strategies for each business life-cycle; marketing plan, market research and ethics

**BB 319 Tourism Information Systems** **3(3-0-6)**

Information technology in the tourism industry; the application of various information technology software and systems in the hospitality and tourism industry; a practice with a system simulation in the computer lab

**BB 321 Tourism Planning and Development** **3(3-0-6)**

Importance of tourism planning and development; planning procedure; factors related to planning; data collection; formulating and writing a tourism planning and development proposal

#### **Stream 5: Southeast Asian Studies**

**BN 355 Introduction to Southeast Asian Studies** **3(3-0-6)**

Significance of the region; regional geography; historical, political, economic, social and cultural, and technological development; similarities and differences

**BN 356 Economic Development in Southeast Asia** **3(3-0-6)**

Economic development patterns in Southeast Asia after World War II; the competitive ability; the regional corporation; the integration of the region into the world economy

**BN 357 Business Environment in ASEAN Community** **3(3-0-6)**

The business environment analysis including politics, economics, society and culture, and technology; opportunities and threats for doing a business; laws and agreements for doing a business in ASEAN community

**BN 358 Cultural Heritage and Tourism in Southeast Asia** **3(3-0-6)**

Definitions, concepts and significance of tangible and intangible cultural heritage; presentation of cultural heritage for tourism purposes; impacts of tourism on cultural heritage in Southeast Asia

**BN 359 ASEAN Film, Literature and Entertainment in ASEAN** **3(3-0-6)**

Overview and introduction to important film and literature from ASEAN nations; study of traditional and popular forms of entertainment in ASEAN



## **Stream 6: English for Business Communication**

### **LE 310 Note-taking and Summarizing** **3(3-0-6)**

Prerequisite: LE315 Fundamentals of Writing

Practice in effective note-taking from oral and written texts; practice in summarizing both oral and written texts; development of paraphrasing skills

### **LE315 Fundamentals of Writing** **3(3-0-6)**

Composition of structurally correct sentences, ranging from simple to complex; composition of paragraphs and short texts that are coherent and logically organized; introduction to the appropriate use of punctuation in English; the writing process from planning to proof-reading

### **LE 317 General Conversation** **3(3-0-6)**

Introduction to general conversational patterns in English; providing information about oneself and one's environment; asking questions, and describing events and procedures; focus on socio-cultural aspects of communication such as politeness, paying attention and negotiating misunderstandings

### **LE 325 Basic Reading Skills** **3(3-0-6)**

Development of effective reading strategies including skimming, scanning and drawing inferences; development of skills to infer lexical meaning from context at sentence and text levels; differentiation of fact from opinion; introductory analysis of a variety of genres

### **LE 333 Reading in Business** **3(3-0-6)**

Prerequisite: LE 325 Basic Reading Skills

Exposure to various texts common to the professional environment, including business reports, contracts and agreements, correspondence, and news; development of lexicon and phraseology across a variety of business related contexts; basic strategies and resources for independent reading skills development

## **Cooperative Education**

### **BB 410 Cooperative Education in Business Administration** **6(0-0-18)**

(Students must be at least 3<sup>rd</sup> year)

Cooperative education with a minimum of 600 person-hour internship; preparation of students for the real challenges in the professional field; practice and consolidation of skills covered in the academic program.

## **Free Elective Courses**

Select 2 courses 6 credits from courses offered by Dhurakij Pundit University (International program) or any international programs in other universities with approval from the program committee.

## **INTENSIVE ACADEMIC ENGLISH**

### **Program Director**

#### **Mr. Stephen Cannell**

M.A. (with merit, English Language Teaching), University of Reading, United Kingdom

B.A. (Honours, Political Economy), University of Greenwich United Kingdom

### **Course Overview**

The Intensive Academic English (IAE) Program at DPU International College offers Intensive English for all individuals, at any skill level, who are currently enrolled on or wish to prepare for admission to one of the IC undergraduate programs. Although all language skills and systems are covered, the emphasis is on oral communicative development and acquisition / reinforcement of basic academic writing skills.

Course design and content is based on innovative and successful UK preparation courses and is taught by professional, trained native English speakers. The course is helpful for all first year IC students, but especially important for students who only obtained conditional entry to their undergraduate program.

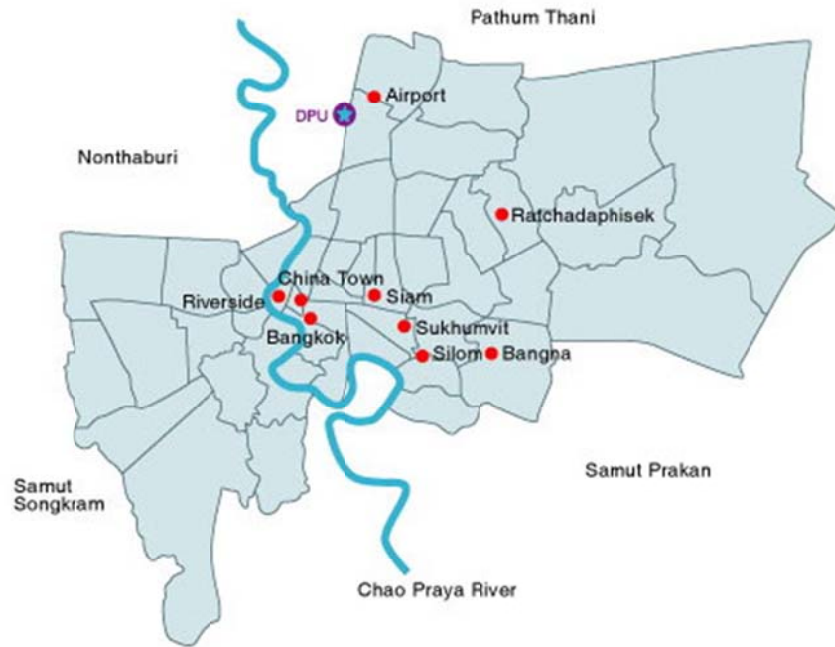
DPUIC offers the IAE courses during summer semesters and run for approximately 100 hours including self-learning and computer laboratory work.

## ACADEMIC CALENDAR

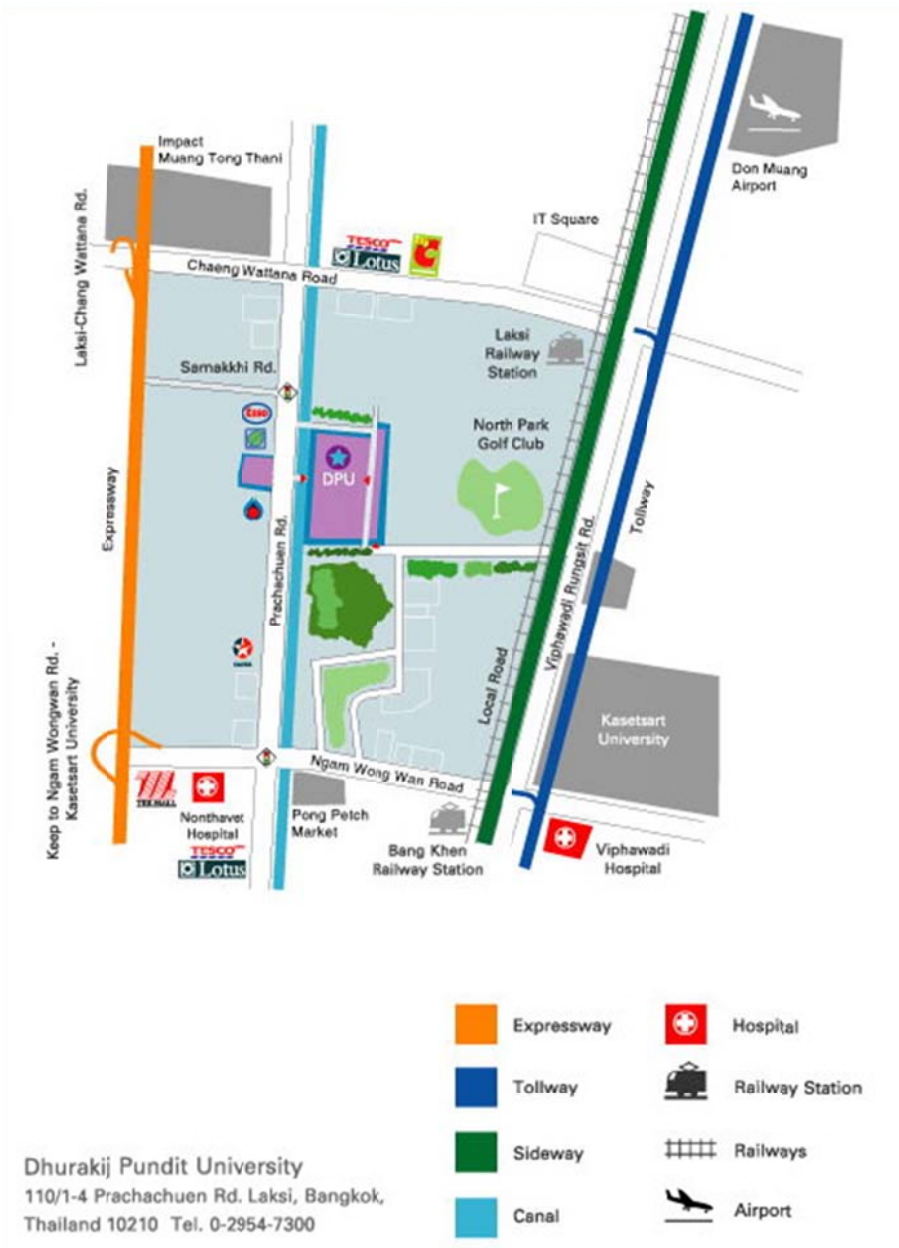
### INTERNATIONAL UNDERGRADUATE PROGRAMS 2015-2016 ACADEMIC YEAR

	<b>Semester 1</b>	<b>Semester 2</b>
Registration period	August 13 - 16, 2015	January 7 - 11, 2016
Orientation	August 14, 2015	-
Preparation semester	June 8 - August 8, 2015	-
Classes begin	August 17, 2015	January 11, 2016
Add & drop period	August 26 - 27, 2015	January 18 - 20, 2016
Late registration	September 1 - 2, 2015	January 25 - 27, 2016
Midterm examination period	October 12 - 17, 2015	March 7 - 12, 2016
Deadline for withdrawal	November 13, 2015	April 8, 2016
Classes end	December 4, 2015	May 7, 2016
Final examination period	December 8 - 19, 2015	May 9 -21, 2016
End of Semester	December 21, 2015	May 23, 2016
Semester break	December 28, 2015 – January 6, 2016	May 30 – June 3, 2016
Announcement of final grades	December 25, 2015	May 27, 2016

## DPU LOCATION MAP- BANGKOK



# DPU NEIGHBORING AREA



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 110/1-4 Prachachuen Rd. Laksi, Bangkok,  
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