

Bachelor of Business Administration Program in Entrepreneurship (International Program)

Total Number of Credits

General Education	30 credits
English Languages	9 credits
Integrated Professional Skills Course	21 credits
Professional Education	96 credits
Core Courses	54 credits
Major Requirements	30 credits
Major Electives	12 credits
Free Electives	6 credits
Total	<u>132</u> credits

List of Courses

1. General Education (30 Credits)

English Languages (9 Credits)

IEN 106	The Art of Writing	3
IEN 107	Critical Reading and Writing	3
IEN 108	Persuasive Presentation	3

Integrated Professional Skills Course (21 Credits)

IGE 101	Thinking Skills for Lifelong Learning	3
IGE 102	Citizenship and Social Transformation	3
IGE 103	Technology and Innovation	3
IGE 104	Aesthetics and Well-being for Life	3
IGE 105	Global Alliance and Emerging Issues	3
IGE 106	Financial Literacy and Sustainable Development	3
IGE 107	Entrepreneurial Spirit and Leadership Skills	3

2. Professional Education (96 credits)

Core Courses (54 credits)

EPI103	Understanding Accounting for Entrepreneurs	3
EPI201	Entrepreneurial Finance	3
EPI205	Advance Finance and Accounting for Entrepreneurs	3
EPI301	Fundamental of Economics	3
EPI404	Legal Aspects in Entrepreneurship	3
EPI202	Basic Research Methods in Entrepreneurship	3
EPI204	Business Research for Entrepreneurs	3
EPI101	Creative Thinking and Developing Entrepreneurial Opportunities	3
EPI102	Foundations of Entrepreneurship	3
EPI104	New Product and Service Development	3
EPI203	Business Planning	3
EPI206	Entrepreneurial Marketing	3
EPI207	Production and Operations Management	3
EPI302	Innovation and Technologies for Entrepreneurs	3
EPI303	Social Entrepreneurship	3
EPI401	Business Strategy and Sustainable Growth	3
EPI402	Entrepreneurship and Global Opportunities	3
EPI403	Human Capital Management for Entrepreneurs	3

Major Requirements (30 credits)

EPI151	Business Workshop and Consulting for Entrepreneurs I	0
EPI152	Business Workshop and Consulting for Entrepreneurs II	0
EPI153	New Business Venture Creation	3
EPI251	Business Workshop and Consulting for Entrepreneurs III	0
EPI252	Business Workshop and Consulting for Entrepreneurs IV	0
EPI253	Brand Management	3
EPI351	Business Workshop and Consulting for Entrepreneurs V	0
EPI352	Business Workshop and Consulting for Entrepreneurs VI	0
EPI353	Art of Selling and Negotiation	3
EPI354	Digital Economy Strategies for Entrepreneurs	3
EPI355	Entrepreneurial Business Experience I	3
EPI356	Entrepreneurial Business Experience II	3
EPI357	Strategic Marketing Management for Entrepreneurs	3

EPI451	Business Workshop and Consulting for Entrepreneurs VII	0
EPI452	Business Workshop and Consulting for Entrepreneurs VIII	0
EPI453	Entrepreneurial Venture Funding	3
EPI454	Family Business	3
EPI455	Risk, Crisis Management and Business Continuity Planning	3

Major Electives**(12 credits)**

EPI501	Asia Countries and New Emerging Market Countries Study for Entrepreneurs	3
EPI502	Digital Transformation	3
EPI503	Corporate Entrepreneurship	3
EPI504	Customer Relationship Management	3
EPI505	Data Science and Business Analytics	3
EPI506	Digital Marketing for Entrepreneurs	3
EPI507	Entrepreneurial Diagnosis and Business Consulting	3
EPI508	Entrepreneurial Internships	3
EPI509	Entrepreneurship in the Global Economy	3
EPI510	Environmental Sustainability and Social Responsibility	3
EPI511	Foundations of Management	3
EPI512	Independent Study	3
EPI513	Innovation and Intrapreneurship	3
EPI514	Leadership and Organization Behavior	3
EPI515	Managing a Growing Business	3
EPI516	Networking, Relationships and Cluster Management	3
EPI517	Personal Finance Management	3
EPI518	Research in Entrepreneurship	3
EPI519	Seminar in Entrepreneurship	3
EPI520	Special Topics in Entrepreneurship	3
EPI521	Supply Chain and Logistics Management	3
EPI522	Wealth Management	3
EPI523	Pitching and Presentation Skills	3
EPI525	Marketing Channel and Retail Business for Entrepreneurs	3
EPI526	Creative Packaging Design for Entrepreneurs	3

3. Free Electives**(6 credits)**

Students must select 6 credits with international courses from other majors as the following courses.

EPI571	Building Social Network in Digital World	3
EPI572	Business Professional Skills	3
EPI573	Enneagram for Entrepreneurs	3
EPI574	Gemology for Life and Business	3
EPI575	Health and Wellness Management	3
EPI576	Physiognomy and Fengshui	3
EPI577	Real Estate Management	3
EPI578	Social Interaction and Personality Development	3

Course Description

1. General Education (30 Credits)

English Languages (9 Credits)

IEN106 The Art of Writing (3 Credits)

Intensive practice in the writing of paragraphs and essays. Plan, write, and revise different types of essays, including narration, description, and exposition, with emphasis on the development of fluency, self-confidence, and ease with writing through free writing and peer reviewing.

IEN107 Critical Reading and Writing (3 Credits)

A workshop on enhancing critical reading and writing skills. Build up vital skills for producing a critique of any reading materials, including how to identify main ideas and summarize texts, how to analyze author's intent, tone, bias, assumption, and intended audience, as well as how to spot propaganda, fake news and disinformation.

IEN108 Persuasive Presentation (3 Credits)

In-depth training on persuasive presentation skills. Learn to plan and organize ideas, design and deliver convincing presentations, with emphasis on employing persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as creative audio-visual media.

Integrated Professional Skills Course (21 Credits)

IGE101 Thinking Skills for Lifelong Learning (3 Credits)

A study of the principles of thinking and the development of systematic thinking including analytical thinking, synthesis thinking, critical thinking, problem-solving thinking and creative thinking. Students should be able to connect ideas and effectively choose to apply the appropriate thinking tools in daily life, working life, and lifelong learning.

IGE102 Citizenship and Social Transformation (3 Credits)

A study of the concepts, traits, rights, duties and freedom of citizenship. Students should be able to keep abreast of and adapt themselves to societal changes in emerging digital and multicultural environments in order to live harmoniously and happily with others and not to encroach on others.

IGE103 Technology and Innovation (3 Credits)

A study of the concepts, role and the application of technology, including how to become aware of technology and innovation in various areas that improves the quality of life in modern society along with its impact on life, society and economics. This course also focuses on how to protect intellectual property arising from technology and innovation.

IGE104 Aesthetics and Well-being for Life (3 Credits)

Learn to live a meaningful life through various types of arts and recreational activities. Students will open new perspectives for the aesthetics of life and society from various artistic works and sport that influence the existence of life, society, and culture.

IGE105 Global Alliance and Emerging Issues (3 Credits)

A study of the international economic and political developments that impact the social and cultural changes in the global society in order to understand critical emerging issues of the world community.

IGE106 Financial Literacy and Sustainable Development (3 Credits)

A study of how to effectively manage and make financial decisions including personal financial management and investing. Emphasis is placed on the sustainable development through the integration of knowledge that harmonizes the relationship between community and society with an aim to recognize key problems and take positive actions.

IGE107 Entrepreneurial Spirit and Leadership Skills (3 Credits)

A study of the development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur. This course comprises of creative thinking and seeking opportunities to start and run businesses on the basis of ethics and moral grounds. It also focuses on demonstrating effective leadership and teamwork as well as making bold, prompt, and well-informed decisions.

2. Professional Education (96 credits)**Core Courses (54 credits)****EPI103 Understanding Accounting for Entrepreneurs (3 Credits)**

This course provides the essentials of fundamental accounting such as definition of Accounting, users of accounting information, accounting concepts and principles, accounting equation, measuring and recording of business transactions, adjusting entries, completing the accounting cycle, classified financial statements, depreciation, inventories, managerial accounting basics, cost behavior, cost volume-profit and its analysis and budgeting.

EPI201 Entrepreneurial Finance (3 Credits)

A study of the practical aspects of corporate finance. Topics covered include the mathematics of finance, security valuation, investment and financing decisions, risk and return tradeoff, and the fundamentals of international financial management that involved with business plan

EPI205 Advance Finance and Accounting for Entrepreneurs**(3 Credits)**

Pre-requisite: EPI103 or Dean's Approval

A Study of the business project assessment Management of production, finance, marketing, personnel and economic value of the project. Calculation for project compensation, decision rules including how to reducing the risk of Financial in the various way, markets capitalization and the economic globe. Including a collect data of reports for investment decision planning process.

EPI301 Fundamental of Economics**(3 Credits)**

A study of basic economics principles to analyze and understand the decision of individuals, business units and governments in the economy system. The study includes demand and supply analysis, theory about consumer and producer, and the characteristics of various market structures such as market competition, market competition, monopoly competition, semi-monopoly, and small seller market. This study also including the influence of various market structures which also affect macroeconomic pricing such as the relationship between productivity levels, employment rates, interest rates, and the impact of fiscal and fiscal policies on business decision-making.

EPI404 Legal Aspects in Entrepreneurship**(3 Credits)**

A study of the key legal principles that business owners must know for the sake of planning the type of business organization to suit the operation both forms of individual persons and juristic persons, including the business by contract law as a tool to operate. It also needs to understand the key legal principles of the Civil and Commercial Code, as well as the laws related to bills in today's most widely used forms of taxation, taxation payments, and intellectual property law including strategic closure and other laws regarding the establishment of various types of businesses.

EPI202 Basic Research Methods in Entrepreneurship**(3 Credits)**

To provide students with mathematical knowledge, fundamental concepts of basic statistics for study business fundamentals, and data analysis for use in forecasting and business decision making in both theory and application. This study aims that students can apply mathematical techniques, study statistical methods and hypothesis testing applied to management analysis and business decision making, and study about percentage and application of business, pricing, trading discount, banking discount, installment, and derivative and integration in business application.

EPI204 Business Research for Entrepreneurs**(3 Credits)**

Pre-requisite: EPI202 or Dean's Approval

Study and research the truth of business operations, such as study customer needs or market needs by using a reliable process in accordance with the correct methodology of the research. The purpose is to provide primary and secondary data analysis to explain and improve business performance for entrepreneurs.

EPI101 Creative Thinking and Developing Entrepreneurial Opportunities**(3 Credits)**

A study of the meaning of creativity, fundamental characteristics of creative people, nature of creativity, process and development of creativity, creative thinking to design products or service as market needs, also including strategy and techniques for developing creative ideas in order to prepare for become business owner who creates innovation products and services for the target customers.

EPI102 Foundations of Entrepreneurship**(3 Credits)**

A study of the pattern of establishing a business from sole proprietorship to partnership and limited company. Study the nature of the business environment, business activities in manufacturing, marketing, finance, accounting and human resources management, laws related to business, financial institution, commercial documents and management. The study aims to build the foundation of the concept of business operation and to gain an understanding of each business activity which will be beneficial to academic studies as a business owner, including the study of environmental factors that promote the success of entrepreneurs.

EPI104 New Product and Service Development**(3 Credits)**

A study of the process of developing and planning new products and services into the market. Meaning and relationship between market opportunity analysis. The pursuit and evaluation of business opportunities Study trends and needs of the market. Analysis of business environment assessment Lead to the conceptualization. Moderation concept Conceptual assessment of new products and services. It leads to the development of prototype products, market testing and introduction of new products into the market. Include the development of new products and services or new business continuously to meet the needs of the market.

EPI203 Business Planning**(3 Credits)**

Pre-requisite: EPI206 or Dean's Approval

A study of the importance and process of business plan writing for business as a planning tool, and review the concept of business to be systematic and united. Also include the principles of business plan writing and how to present a business plan to the bank or financial institution for seeking financial support or inviting others to come to the venture.

EPI206 Entrepreneurial Marketing**(3 Credits)**

Pre-requisite: EPI102 or Dean's Approval

A study of basic concepts of marketing, meaning and importance of marketing, consumer behavior, market research, market and environmental feasibility that affect marketing planning of entrepreneurs, the nature and pattern of market segmentation, target market selection, product placement, and marketing mix strategies including product, pricing, distribution channels, and integrated marketing communications including social marketing concepts and methods.

EPI207 Production and Operations Management**(3 Credits)**

Pre-requisite: EPI102 or Dean's Approval

A study of the basics and scope of production management, production predicting or forecasting, product design and development, location selection, plant layout, purchasing, production capacity management, inventory management, project management, quality management system, and maintenance of machinery.

EPI302 Innovation and Technologies for Entrepreneurs**(3 Credits)**

Pre-requisite: EPI101 or Dean's Approval

A study of innovation and technology, new ideas and processes which never existed before, or the development of adaptation of the original and when used in the business to increase the effective. Also learn how to innovate to create new ideas, practices or actions, that all new or just some parts, to apply to start a business or run business further.

EPI303 Social Entrepreneurship**(3 Credits)**

Pre-requisite: EPI401 or Dean's Approval

A study about business approach. Business in the form of Social Enterprise or S.E. will focus on the distribution of income to the production unit in society, social responsibility, integrity, sharing, and distribution of technology, knowledge and information among members. Be a business that introduces innovative technology as a component in reducing production costs and using various production resources to the worth value. Business in the perspective of social enterprise looks at the value of each human being, rather than the status of income. Each production potential of human is brought out as the owner of social production unit so sometimes the word "Social Entrepreneur" is used to convey the meaning of the business of the Social Enterprise to be more clearly.

EPI401 Business Strategy and Sustainable Growth**(3 Credits)**

Pre-requisite: EPI203 or Dean's Approval

A study of theories, principles, strategic planning processes for new business owners and new businesses by setting the goals and mission of the organization to gain competitive advantage, corporate, investment integration in various forms, a study of the internal and external environment that influences the organization's strategy including marketing, finance, production, management and human resources management to put the strategy into practice, focus on case study as a guide for innovation planning, include strategic business plan and follow up.

EPI402 Entrepreneurship and Global Opportunities**(3 Credits)**

A study of how to be a business owner in the global market by analyzing and evaluating economic, political, social, legal and technological environmental factors affecting the opportunities and threads of business operations. Study theories and case studies to help students understand how to plan and evaluate the feasibility of developing a business in the global market. Also study how to organize, marketing, management, finance, human resources management, knowledge management, and cultural management of multinational corporations for the effective business management.

EPI403 Human Capital Management for Entrepreneurs**(3 Credits)**

The study of roles and responsibilities of the human resource department in the organization including job designing, job analysis, human capital planning, recruiting, human resource development, job evaluation, payroll management, and information technology which can be adapted to human resource management. Furthermore, it is to study on personalities, groups, and organizations in order to understand behaviors of people who work in the same organization.

Major Requirements (30 credits)**EPI151 Business Workshop and Consulting for Entrepreneurs I****(0 Credits)**

A study of the research and problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.

EPI152 Business Workshop and Consulting for Entrepreneurs II**(0 Credits)**

A study of the research and problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.

EPI153 New Business Venture Creation**(3 Credits)**

Pre-requisite: EPI102 or Dean's Approval

A study of the meaning, role, type, and special attributes of business ownership. Analyze and evaluate the environment both inside and outside the organization which consists of strengths, weaknesses, opportunities and threads in the business. Analysis and evaluation of business opportunities. Also study the legal conditions, concepts and processes for establishing new businesses. Operations and problems. In business Include the importance and procedures for writing a business plan as well as guidelines for planning and developing sustainable business.

EPI251 Business Workshop and Consulting for Entrepreneurs III**(0 Credits)**

A study of the research and problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.

EPI252 Business Workshop and Consulting for Entrepreneurs IV**(0 Credits)**

A study of the problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.

EPI253 Brand Management**(3 Credits)**

Study and understand the importance of positioning and differentiating products and services for the entrepreneurial business. Learn the name management system. Operational planning Operations to meet market needs. Brand assessment and measurement and brand equity management to be accepted in the long run. Creating the right understanding about the benefits of brand management to entrepreneurs. Including the use of marketing communication techniques to create strategies to develop brand value.

EPI351 Business Workshop and Consulting for Entrepreneurs V**(0 Credits)**

A study of the research and problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.

EPI352 Business Workshop and Consulting for Entrepreneurs VI**(0 Credits)**

A study of the research and problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.

EPI353 Art of Selling and Negotiation**(3 Credits)**

A study of the sales process management and the negotiation process in various forms, and the process of the person looking to solve the problem peacefully. To make a compromise, try to find a mutually acceptable agreement between the two parties. Also learn the interaction process is voluntary. When one or more parties want. One or more things from the other party or parties. In order to get a mutual agreement. To be used for negotiation. And use the basics of negotiation to send, learn the process of selling in various forms. Use sales techniques to gain the benefits that both buyers and sellers are satisfied. And can be used to promote the business for maximum benefit.

EPI354 Digital Economy Strategies for Entrepreneurs**(3 Credits)**

Pre-requisite: EPI206 or Dean's Approval

A study of the Networking, basic elements, applications used in electronic business systems, and legal issues, ethics related to the security of electronic business systems. Including network marketing strategy as well as electronic business administration from planning, organization organize, command and control at the operational level.

EPI355 Entrepreneurial Business Experience I**(3 Credits)**

Pre-requisite: EPI203 and EPI205 or Dean's Approval

A study of how to do a real business with practice and learn to be a business entrepreneur by investing in real business to learn deeply and fully integration. Students will gain real-world experience in business processes from start-up to business management. May be use business plan that is taught in the business plan courses for a business owner for getting the actually result of the business with a team of advisor as consultants. Students will be assigned to the project or business outcome report at the end of the project.

EPI356 Entrepreneurial Business Experience II**(3 Credits)**

Pre-requisite: EPI401 and EPI355 or Dean's Approval

A study of the enhance real business with practice and learn to be a business entrepreneur by investing in real business to learn deeply and fully integration. Students will gain real-world experience in business processes from start-up to business management. May be use business plan that is taught in the business plan courses for a business owner for getting the actually result of the business with a team of advisor as consultants. Students will be assigned to the project or business outcome report at the end of the project, or presenting plans to outside organizations to find funding sources to expand the business that students have studied and acted on.

EPI357 Strategic Marketing Management for Entrepreneurs**(3 Credits)**

Pre-requisite: EPI206 or Dean's Approval

A study of the meaning, concepts, and functions of strategic marketing management. Analysis of external factors such as consumers, customers, competitors, and factors within the organization, such as entrepreneurs and business groups in the organization, marketing strategies, sales strategies, and business unit strategies which has impact on strategic marketing management in order to be able to formulate strategic marketing plans such as cost leadership, strategy to make a difference, focus on strategy, strategic to expand to other businesses and global marketing strategies. Including the process of managing and operating the marketing effectively to maximize the competitive advantage.

EPI451 Business Workshop and Consulting for Entrepreneurs VII**(0 Credits)**

A study of the research and problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.

EPI452 Business Workshop and Consulting for Entrepreneurs VIII**(0 Credits)**

A study of the research and problem-solving approach and provide to group of students with common interests. Participants must have basic business knowledge. Having self-study to create specialized knowledge in business and in depth information in their interested knowledge. Students need to know how to solve the problem together by reasoning and existing experiences for mutual benefit in solving problems and business development including a discussion, seminars by external experts, practice and encourage students to work together as a team.

EPI453 Entrepreneurial Venture Funding**(3 Credits)**

The study of sources of funds, types of funds, and the behavior of source of funds in order to be able to understand sources of funds and explain how to select the appropriate sources of funds and how to loan from the sources of funds. Furthermore, this course also provides the study of the factors influencing funding. Managing and building the image are also learned in this course in order to be successful in the access to funding.

EPI454 Family Business**(3 Credits)**

The study of the patterns of family business, family business organizational culture, roles and relationship of family members. Furthermore, planning and development of family business, managing family business organizational structure, communication, laws, taxation, how to behave with professional executive, leadership in family business, conflict management, improve strength and decrease weakness in order to build the team for successful family business, and the preparation of planning and strategy in building the successor in family business are all covered in this course.

EPI455 Risk, Crisis Management and Business Continuity Planning**(3 Credits)**

A study of the risk and crisis management, and learn the condition of the abnormal incident and dealing with different crisis situations. Let the owner be ready to deal and manage crisis and risk without causing chaos damage to business. Including realistic simulation to achieve critical management skills.

Major Electives (12 credits)**EPI501 Asia Countries and New Emerging Market Countries Study for
Entrepreneurs****(3 Credits)**

A study of the process of analyzing and evaluating economic, political and demographic factors. Society and Culture, Law, Competition, Technology, Risk and Consumer Behavior in Asia and countries that have started to open the country to trade in the world market, such as United Arab Emirates, India, Middle East, Vietnam, etc. The study of theories and case studies. To understand the process of entering the international market and establishing a business. In preparation for organization management, marketing, production, financial management, human resources management. Logistic management in the context of global marketing, which is a factor affecting the success of running a business in new market countries efficiently and competitively.

EPI502 Digital Transformation**(3 Credits)**

Information Technology is one of the most significant factors that drives company's success. This course will provide the knowledge of the changes in information technology, how information technology plays an important role in business world, and how to win the business world with the help of information technology.

EPI503 Corporate Entrepreneurship**(3 Credits)**

This course will provide the knowledge on the different forms of corporate entrepreneurship, how corporate entrepreneurship handles corporate culture and human resource functions, how to apply the concepts of corporate entrepreneurship and its tools to the different type of business such as public organization, private organization, and social enterprise.

EPI504 Customer Relationship Management**(3 Credits)**

The study of establishing and managing the customer centered or customer- focused business, successful customer service strategy, methods of acquiring and maintaining customers, customer survey development, and analyzing and applying the customer feedbacks to the business.

EPI505 Data Science and Business Analytics**(3 Credits)**

The study of the importance of data, and how to use the data to improve the business. Furthermore, topics such as data collection, database construction, data selection, data analytics and utilization, and the techniques of applying the information from data analyzation to the business are all covered in this course.

EPI506 Digital Marketing for Entrepreneurs**(3 Credits)**

The study of meanings, perceptions, roles of digital marketing, the uses of social media and Internet for marketing, components of social media and Internet in marketing such as UX/UI, user's data storage, segmentation, and promotion methods in the digital channel.

EPI507 Entrepreneurial Diagnosis and Business Consulting (3 Credits)

A study of the principles and processes of diagnosis and business consulting. Focus on student practice diagnosis, establishment and business consulting by apply the knowledge gained from multiple learning fields to the synthesis of new knowledge. Starting from the study of real business problems selected as a case study from the actual establishment. And let students analyze the cause of the problem and find solutions. And to summarize how to solve the problem. Leads to synthesis, consulting, solutions to entrepreneurs and supervisory advisor. Students will learn theories from the classroom and have them practiced at the workplace.

EPI508 Entrepreneurial Internships (3 Credits)

It is a practical, systematic study of the workplace by providing them with real work experience at the work place. The work that the student performs will be in line with the subject and the student's needs, which is consistent with the student interest by focusing on learning from real-life experiences or special projects, useful to establishments such as updating or optimizing, or work process solution. Students can complete within the semester so students can learn, have work experience and the quality meets the needs most establishments.

EPI509 Entrepreneurship in the Global Economy (3 Credits)

A study of how to be a business owner in the global market by analyzing and evaluating economic, political, social, legal and technological environmental factors affecting the opportunities and threads of business operations. Study theories and case studies to help students understand how to plan and evaluate the feasibility of developing a business in the global marketplace. Including how to organize marketing, financial management and human resources management, knowledge management, managing multinational corporations for the effective business management.

EPI510 Environmental Sustainability and Social Responsibility (3 Credits)

This course will provide the knowledge of environmental sustainability, business impacts on environment, strategic responses to environmental sustainability, conflicted outcomes of maximizing financial returns and impact on society, and social responsibility activities.

EPI511 Foundations of Management (3 Credits)

To understand the basics of effective analytics, management, planning, resource management in your organization. Include change management in a dynamic context. Analysis of data to change management process. Management according to philosophy of sufficiency economy

and development according to new theories. Sustainability integrative approach for organizational balancing in response to globalization and sufficiency economy.

EPI512 Independent Study

(3 Credits)

Study and research in depth or do research on topics related to business ownership that interest students under the guidance and care of the advisors. Students will undertake research in specific subject areas and present them to their advisors.

EPI513 Innovation and Intrapreneurship

(3 Credits)

Study and Understand Innovation, Understand Innovation Processes in Organizations, utilizing resources from outside the organization and within the organization to maximize the benefits, the concept of working ideas creativity. Can innovate in the organization. Understand the concept of working as a business owner, innovative, impactful, and benefits for their organizations and others.

EPI514 Leadership and Organization Behavior

(3 Credits)

The Study of the leadership, types of leadership, foundation of effective critical thinking, components, planning, human resource management, dynamic changing, data analysis for changing, sufficiency economic management, development in the new theory, sustainable development, building the balance in organization in order to response with the globalization and sufficiency economy.

EPI515 Managing a Growing Business

(3 Credits)

A study of the definition, role and the operation of small business. Analysis and evaluation of various environments in terms of opportunities, threads, legal conditions and ideas in establishment a new business, operation and management problems, including guidelines for business planning and development.

EPI516 Networking, Relationships and Cluster Management

(3 Credits)

A study of the clusters of groups such as business groups, enterprises or enterprise networks. Study of each cluster consists of different types of characteristics. Also, study Building a business network between multiple businesses in various ways, as well as how to build relationships. And doing business together in various forms.

EPI517 Personal Finance Management**(3 Credits)**

A study of the wealth management planning and management. Personal finance, for example. Retirement planning, tax, education fund for children, investment, inheritance, risk management. Also learn about the proper management of personal financial planning, based on financial status information.

EPI518 Research in Entrepreneurship**(3 Credits)**

To understand the research process for entrepreneurs. And the use of existing data by various sources to optimize the analysis to create a competitive advantage. And can determine the future direction of the business. Can access and know how to access useful and reliable sources of information for entrepreneurs. Can analyze and evaluate research. Information is useful. Know how to act in a real data store to understand effective data collection practices. Can also network with international research institutes.

EPI519 Seminar in Entrepreneurship**(3 Credits)**

A study of the guidelines for the establishment, business operations in terms of concept, seeking the opportunities, risks, planning and return of business ownership in the global marketplace. As well as analysis of the problems and solutions that actually happen to the business owner. Including learning organization management and knowledge management tools to be used as a guideline for conducting business, update to unlock and systematic business development by way of learning from case studies, brainstorming and group discussions to prepare before applying for real business.

EPI520 Special Topics in Entrepreneurship**(3 Credits)**

This course will provide the up-to-date situations in entrepreneurship such as the innovation of new advance technology, recent economic situations and policies related to entrepreneurship, and other interesting topics related to entrepreneurship.

EPI521 Supply Chain and Logistics Management**(3 Credits)**

A study of the meaning, importance and process of supply chain management and delivery from the start to end of business logistics and demand-supply chain. Also study the importance of circulation of shipment information and the flow of money, which will be beneficial to create a competitive advantage, customer service and value adding of the business.

EPI522 Wealth Management**(3 Credits)**

Study of personal financial evaluation, personal income tax, investment life cycle, return rate and risk evaluation in financial instrument, investment portfolio, investment policy, real estate investment, evaluation of fund administration, retirement plan, wealth transferring, inheritance management plan, and donation plan.

EPI523 Pitching and Presentation Skills**(3 Credits)**

A study of the patterns of media design planning in various ways. The nature of the tone, the use of gestures, the appropriate speech to present for the purpose of the situation to be presented. Can use presentation techniques to present in various ways. Whether it is offering to raise money with investors, presentation for sale, presentation for information, etc.

EPI525 Marketing Channel and Retail Business for Entrepreneurs**(3 Credits)**

Study the elements that comprise the retail business management and retail mix, including types of retailers, multichannel retailing, consumer buying behavior, retail marketing strategies, selecting retail site locations, supply chain management, merchandising, pricing, store management, store layout & design and customer service. In order to create the advantages and extend the business for entrepreneurs.

EPI526 Creative Packaging Design for Entrepreneurs**(3 Credits)**

The study of packaging basic principles of packaging design, packaging materials and the importance of color. Print product information such as details on Primary use according to the purpose of the packaging. By focusing on the creation of the packaging design for entrepreneurial thinking that follows, this will help these goods to be received in good order.

3. Free Electives (6 credits)

Students must select 6 credits with international courses from other majors as the following courses.

EPI571 Building Social Network in Digital World (3 Credits)

The Study of the history of social network, development of social network, types of social network, system in social network, impact of social network, user interface in each social network in order to effectively create the social network to be fully utilized for the greatest benefits of the business.

EPI572 Business Professional Skills (3 Credits)

Study and practice skills. Essential to enhance the personality of a professional businessman, including speaking in the community. Presentation Business communication in the form of speaking, listening, reading and writing effective conferencing techniques, personality development, Social etiquette as well as the morality and ethics of business people.

EPI573 Enneagram for Entrepreneurs (3 Credits)

A study of the science of understanding the inner life of one's own self, thoughts, and expressions. As well as linking up with others in the beginning to make it easier to know oneself and understand others. And to prepare the entrepreneur to learn about themselves and others. Understand the motives of life that lead to individual actions. It can also be applied to the science of applied management. And counseling to promote the potential to make themselves happy in society. And help build a better understanding between the team. Colleagues and family.

EPI574 Gemology for Life and Business (3 Credits)

A study of the basic principles in gems analysis and precious stone with simple methods and tools, so that students can have the basic knowledge of the selection of gems to use in daily life to enhance the personality of being a leader and a businessman. The students can also apply the knowledge gained to the business or create a new business.

EPI575 Health and Wellness Management (3 Credits)

A study of the principles and techniques of health care, nutrition, how to relaxing body and mind and relieving tension. Prepares the physical and mental to balance the physical and mental energy used in daily business running. Also stimulates and promotes the physical and mental powers of living in the business world in accordance with physical and mental conditions. In addition, the students will also be trained in yoga, meditation, Chinese boxing and reflexology to relieve stress. The students can apply these to their daily lives.

EPI576 Physiognomy and Fengshui

(3 Credits)

A study of the principles of Nalaksatth which is the interpretation of the shape and appearance of the five aspects of the eyebrows, ears, eyes, nose, mouth and facial components, shapes such as walking, sitting, lying, talking to use as information for consideration in the. Select qualified candidates to work for the job. Including the use of business ethics in business negotiation. They also study the basic principles of Feng Shui in the knowledge of natural sciences. And the relationship between humans and nature and the environment for office organization.

EPI577 Real Estate Management

(3 Credits)

The study of real estate management concepts such as urban property management, control and maintenance, management and marketing of condominiums, legal issues related to real estate industry, technical and infrastructure issues in real estate industry, and real estate valuation.

EPI578 Social Interaction and Personality Development

(3 Credits)

The study of how to develop self-personality in order to be a professional business person, how to appropriately interact with confidence, social etiquette, table manner, appropriate grooming for both male and female, and how to behave in the society.