

Bachelor of Business Administration Program in Marketing (International Program)

Degree Plan

Total Number of Credits

General Education	30 credits
English Languages	9 creditts
Integrated Professional Skills Course	21 creditts
Professional Education	93 credits
Core Courses	51 credits
Major Requirements	30 credits
Major Electives	12 credits
Free Electives	6 credits
Total	<u>129</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 (93 credits)

Core Courses (51 credits)

IFI212	Business Finance	3
IAC102	Financial Accounting	3
IAC203	Managerial Accounting	3
IMK212	Principles of Marketing	3
IMG212	Production and Operation Management	3
IMG112	Principles of Management	3
IPM213	Human Resource Management	3
IPM323	Organizational Behavior	3
IMA104	Quantitative Techniques for Decision Making	3
IST202	Business Statistics	3
IEC203	Principles of Economics	3
ILA102	Business Law	3
ILA301	Taxation	3
ICS202	Introduction to Business Computing	3
IMG101	Introduction to Business	3
IMG311	International Business Management	3
IMG211	Entrepreneurship	3

Major Requirements (30 credits)

IMK321	Consumer Behavior	3
IMK322	Product and Brand Management	3
IMK329	Marketing Channels	3
IMK335	Promotion Management	3
IMK337	Service Marketing	3
IMK421	Marketing Research	3
IMK423	Seminar in Marketing	3
IMK426	Marketing Management and Strategy	3
IMK427	Pricing Strategy	3
IMK429	Digital Marketing	3

Major Electives (12 credits)

IMK323	Sales Management	3
IMK325	Luxury Marketing and Communications Strategies	3
IMK330	Retailing Management	3
IMK331	Strategic Marketing in Social Enterprise	3
IMK333	Export-Import Management	3
IMK336	Electronic Marketing	3
IMK338	Integrated Marketing Communication	3
IMK339	Sustaining Business Marketing	3

IMK340	Customer Relationship Management	3
IMK341	Introduction to Data Analytics	3
IMK342	Ecommerce Marketing	3
IMK343	Progressive Digital Marketing	3
IMK344	Customer Engagement and Sales	3
IMK345	E-CRM and Strategy	3
IMK346	Academic English for International Business	3
IMK347	Social Media and Online Reputation	3
IMK422	Special Topics in Marketing	3
IMK424	International Marketing	3
IMK425	Marketing Planning and Competitive Analysis	3
IMK430	Cooperative Education	6
IMK441	Topics in Data Analytics and Management	3
IMK442	Seminar in Modern Sales	3
IMK490	Independent Study	3
ICO301	Pre-Cooperative Education	3

3. Free Electives

(6 credits)

Free Electives includes all other course offered by Bangkok University International or those approved by BU International Policy Committee.

Course Description

1. General Education (30 Credits)

English Languages (9 Credits)

IEN 106 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.

IEN 107 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.

IEN 108 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)

IGE 101 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.

IGE 102 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.

IGE 103 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.

IAC102 Financial Accounting**(3 Credits)**

This course introduces students to the basic terminology, concepts, and principles of accounting. Students will complete all the steps of the accounting cycle culminating in the preparation and analysis of financial statements for different types of business organizations. Topics include: accounting principles, accounting process, adjusting process, finalization of accounts, preparation of financial statements, special journals, internal control over cash, inventory, manufacturing accounting, professional ethics and accounting frauds.

IAC203 Managerial Accounting**(3 Credits)**

Prerequisite: IAC102 or Dean's Approval

In this course, students gain knowledge of managerial accounting such as accounting for cost management and different types of costs (i.e., fixed costs and variable costs) and managerial accounting for profit and sales. The course covers managerial accounting for controlling company finance, management of cash in and out, allocation of profit, stocks, and capital, and using managerial accounting for decision making, such as whether to produce additional units, special project consideration, dropping, and budgeting. This course introduces students to professional codes of conduct and ethics in accounting.

IMK212 Principles of Marketing**(3 Credits)**

Prerequisite: IMG101 or Dean's Approval

A study of core basic principles in the marketing field, such as analyzing marketing environment, understanding consumer behavior, defining target market group, designing customer value-driven strategy, implementing the marketing mix (4P: product mix management, pricing strategies, distribution policies and integrated marketing communication system), and using societal marketing.

IMG212 Production and Operation Management**(3 Credits)**

Prerequisite: IMG112 or Dean's Approval

A study of production and operation management, production line, production layouts, traditional production, continuous and discrete production, managing planning and controlling production, production planning, quantitative and qualitative production, total quality management, and techniques for production control.

IMG112 Principles of Management**(3 Credits)**

This course explores essential principles of management for business, such as planning, organizing, leading, and controlling. Student will study modern and contemporary organization theories, organization structuring, managing organizational conflicts, and organization development.

IPM213 Human Resource Management**(3 Credits)**

Pre-requisite: IMG112 or Dean's Approval

The course examines human resource management from recruiting to positioning, selecting, motivating and supporting personnel. Students learn about business personnel management, personnel development, and basic organization development and study essential organization behaviors like collective grouping, organization behaviors from coercive influences, voluntary work, problems of organization conflicts, group influence, building relationships in organizations, supporting and promoting work in teams, and organization behavior theories.

IPM323 Organizational Behavior**(3 Credits)**

This course is focused on the definition and characteristics of organization, behaviors of personnel in the organization, inspiring motivation and developing personnel in organization, personnel conflict management, organization management, and development theories.

IMA104 Quantitative Techniques for Decision Making**(3 Credits)**

A study of the principles of decision making in business with the aid of quantitative techniques, such as decision models with emphasis on optimization. Analytical, numerical and simulation techniques, such as linear programming, probability theory, and decision theory are also explored. The course also studies analytical tools used in accounting and finance, such as ratio analysis and time value of money. Other topics include quantitative techniques for production control, risk management, quality evaluation, and revenue management.

IST202 Business Statistics**(3 Credits)**

A study of principles of statistics and their applications in business, the course begins with summaries and descriptive statistics; introduction to a statistical computer package; probability: distributions, expectation, variance, covariance, portfolios, central limit theorem; and statistical inference of univariate data and bivariate data: inference for intrinsically linear simple regression models. This course covers a thorough treatment of multiple regression, model selection, analysis of variance, linear logistic regression; and introduction to time series. Common statistical software packages will be employed to provide practical skills in statistics and other common packages.

IEC203 Principles of Economics**(3 Credits)**

This course aims to study principles of micro- and macroeconomics for business, such as consumption characteristics, consumption concepts, and criteria for maximizing consumption utility, production, and distribution for maximizing social benefits. The course also explores types of markets, such as monopolies and perfectly competitive marketing, and a basic knowledge of macroeconomics, such as business cycles, employment rate, inflation, deflation, and concepts for solving economic problems influencing private sector. Students gain knowledge about general international economics like ASEAN Economic Community (AEC) and study the principles of economics.

ILA102 Business Law**(3 Credits)**

A study of business law in general, including topics like types of business like partnerships, sole proprietorships, and companies; laws applying to people within in the business, using checks, financial instruments, guaranteeing, pawning, mortgaging; a basic knowledge of business law and acts like maturity, inheritance, contracts, acquiring and losing rights.

ILA301 Taxation**(3 Credits)**

This course covers taxation management and types of taxes related to business like excise tax, value-added tax, purchase tax, and property tax, as well as personal taxes, tax deductibles for legal persons and individuals, and general problems of tax and taxation for legal persons and individuals.

ICS202 Introduction to Business Computing**(3 Credits)**

A study of using computer for doing business and working processes such as data collection, filing management system, data processing, analyzing data in different ways, data presentation and using instant business programs for accounting, marketing and management.

IMG101 Introduction to Business**(3 Credits)**

A general introduction to business aimed at outlining the business foundation and; conceptualizing the whole, interrelated business foundation in different areas such as business environment, legal forms of ownership, human resource management, marketing, production, finance, and international business. Students will become familiar with business vocabulary and discuss how to have responsible organizations for sustainability in the community.

IMG311 International Business Management**(3 Credits)**

Prerequisite: IMG101 or Dean's Approval

This course aims to illustrate the study of international business. Students decide on a country to invest in, analyze marketing strategy and economy, and learn about international business and cross cultural management, concepts of creative international business management and adjusting modernized businesses, and international risk management. Also covered are issues of international business, such as logistics and supply chain management, international financial management, new economic integration in the ASEAN Economic Community (AEC), and roles of new emerging economic countries such as China and India.

IMG211 Entrepreneurship**(3 Credits)**

Prerequisite: IMG101 or Dean's Approval

This course will cover characteristics of entrepreneurs, entrepreneurship, types of entrepreneurs, and entrepreneurial concepts like developing business models, topping business, succeeding in business, family business management, business modernization, and knowledge of small and medium enterprises.

Major Requirements (30 credits)**IMK321 Consumer Behavior****(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

A study of consumer behavior in relation to decision making in buying a particular product or service, principles of consumer behavior analysis that concern an individual's perception of problems and motivations, the decision-making process, theories of learning attitudes and goodwill, determinants of consumer behavior, the influence of socio-psychological structures such as personality, values, social groups, demographic variables, social class, and culture on the formation of consumers' attitudes, the study of social influences like family groups and society, as well as cultural and traditional factors that affect consumer behavior.

IMK322 Product and Brand Management**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

A study of product and brand management from developing new products, new services, product design, and new product management to market testing and market acceptance. Students will study new production management concepts such as environmentally-friendly product management, brand management for promotion objectives, and how to develop and create value in products/services for memorability. Other topic include how to promote value, the consumer, components in brand management (logos, slogans, event management) for brand building, tools selection for publicity, and brand advertising.

IMK329 Marketing Channels**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

This course aims to study present-day marketing channels, distribution and services, like distribution from production place to consumers, distribution using single or many middlemen, distribution by using electronic media, transportation and logistics for basic marketing, and different characteristics of distribution channels, such as online distribution.

IMK335 Promotion Management**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

This course covers promotion management and forms of promotion such as sales promotion, publicity, discounting, and couponing. Students will study budgeting and allocation for marketing promotion and processes for business, including evaluating promotion that has been used, such as evaluation of sales promotion and rewards that have been implemented.

IMK337 Service Marketing**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

A study of service marketing by using the 8p's (physical evidence, people, process, productivity quality) with more from general marketing mixes (the 4p's). Students will study problems and considerations for services marketing, such as problems in service expectation and service quality, problems in controlling services; and service communication. They will also examine case studies of services marketing from interesting industries like the hotel industry, transportation industry, aviation industry and services marketing management.

IMK421 Marketing Research**(3 Credits)**

Prerequisite: IMK212 and IST202 or Dean's Approval

This course covers design, data collection, analysis and marketing research report writing. Topics include simple sampling, stratified sampling, cluster sampling, graphics, regression analysis using complex surveys and methods for handling nonresponse bias. The course covers the theoretical and empirical "building blocks" to construct, estimate, and interpret practical models of marketing: sales, forecasting, customer satisfaction, demand estimate, new product development, and targeted marketing programs. The course deals with quantitative and qualitative methods by using statistical tests as the tool for hypothesis testing, modeling and forecasting.

IMK423 Seminar in Marketing**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

This course explores interesting issues in marketing by emphasizing responding, questioning, and debating the interesting topics in marketing. The seminar encourages students' participation in giving opinions and listening to new marketing knowledge.

IMK426 Marketing Management and Strategy**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

This course aims to study the principal concepts and tools of contemporary marketing management, from market segmentation and product positioning to the design of distribution channels and communications strategy. Learn how to evaluate the competitive advantage and potential of the unique goods and services an organization offers. This course studies marketing management concepts such as marketing management systems; and marketing management units such as marketing departments. Students learn about marketing management planning, marketing management, marketing budgeting, and marketing management evaluation; and gain other marketing management knowledge like the study of management strategy marketing, positioning, competitive analysis, and how to select strategy in marketing management, as well as SWOT analysis for marketing strategies to use in order to develop a successful marketing plan.

IMK427 Pricing Strategy**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

A study of concepts and strategies in pricing based on market characteristics, product life cycles, and cost structure. The course draws on the fundamental disciplines of microeconomics, statistics and psychology to shed light on good pricing practice. The course covers sound pricing decisions: costs, customers and competition. Additional topics include current pricing strategies, tactics and their applications: pricing over the product life cycle; product line pricing; pricing through the marketing channel; price discrimination; two-part tariffs and nonlinear pricing; price bundling; perceived value pricing; and competitive pricing.

IMK429 Digital Marketing**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

This course illustrates the use of various available tools proficiently to find the meaning and predict the marketing outcomes of users' behavior. Students develop and plan a campaign by using the data and are measured by the key performance indicators from the marketing mix for "Business to Business", "Business to Consumer", and "Not-for-Profit." To achieve the outcome, mindset and marketing skills are the important drivers. The use of cutting-edge techniques and platforms are focused on market products and fulfilling the users' needs.

Major Electives (12 credits)**IMK323 Sales Management****(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

This course covers sales management starting from buyers need analysis, selecting the products to sell, sales management, using quota, sales segmentation, sales compensation as bonus, commission, international trips, and characteristics of sales leaders such as sales manager, developing sales team, and evaluating sales of salespeople. Additional topics include writing sales management plans, developing sales teams, sales techniques, and negotiation techniques.

IMK325 Luxury Marketing and Communications Strategies**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

This course explores the role of marketing for luxury brands with a focus on the development and analysis of consistent strategies. Students will learn how communication is used within global luxury brand marketing strategy. The class will also include students' understanding of the luxury business market segment, including the definition of and the vocabulary used to describe what constitutes luxury. Students will acquire the critical skills necessary to identify potential new luxury products for a variety of markets and develop strategies to meet them.

IMK330 Retailing Management**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

A study of retail in different forms such as small shops, vending machines, online websites, convenience stores, department stores, and modern trades. Topics studied include marketing techniques for retail through buyers' emotional stimulus, using marketing media for retail commerce, retail by customer participation, and retail problems.

IMK331 Strategic Marketing in Social Enterprise**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

The fundamental concepts in strategic marketing for social enterprise and the definition of various strategies from organization to organization are emphasized. Students realize the importance of the social effects of entrepreneurs. Students are able to use knowledge, skills, and mindset to demonstrate marketing strategies that support enterprise and; contribute to a better society; and way of living.

IMK333 Export-Import Management**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

This course covers the knowledge, skills and insights needed to manage imports and exports either in a trading company or in the export and import department of any company. The course includes an overview of export import businesses, including types of export and import businesses, export and import business models, export import documentation, incoterms, sales contracts, export import laws and regulations, export import cost structure, export import payments, letter of credit, export import financing, international transportation, marine cargo insurance, customs formalities for export and import, non-tariff trade barriers, export import privileges. The courses will also include problem solving questions and answers and also case studies and lectures.

IMK336 Electronic Marketing (3 Credits)

Prerequisite: IMK212 or Dean's Approval

This course is mainly focused on the study of electronic commerce, the influence of electronic commerce, and the characteristics and importance of electronic commerce and trading via electronic ways such as e-commerce, using publicity media, stimulating sales via electronic means, and selling on websites. This course also examines problems in electronic commerce such as legal and tax issues and shipping cost.

IMK338 Integrated Marketing Communication (3 Credits)

Prerequisite: IMK212 or Dean's Approval

This course covers integrated marketing communication used in essential marketing, different media tools influencing consumers, good and weak points of developing and using media tools for encouraging consumers, consumers' ability to learn and memorize, using media tools effectively, and evaluating and auditing media tools.

IMK339 Sustaining Business Marketing (3 Credits)

Prerequisite: IMK212 or Dean's Approval

This course aims to study sustaining business marketing for business organizations that buy for use in organizations or resale such as companies, foundations, governments, and retailers. We will study marketing concepts in sustaining business marketing, sustaining business for marketing management, and promotion for business marketing. Also studied are unique characteristics of important business buyers such as governments, wholesalers, non-profit-seeking organizations, and retailers.

IMK340 Customer Relationship Management (3 Credits)

Prerequisite: IMK212 or Dean's Approval

A study of customer relationship management, creating and seeking new customers, developing relationships with the existing customers, using customer relationship management (CRM) by using databases, implementing systems for customer relationship management (CRM), creating activities for promoting good relationships with customers, and customer relationships in different forms of customers, such as wholesaling, retail and service customers.

IMK341 Introduction to Data Analytics (3 Credits)

Prerequisite: IMK212 or Dean's Approval

This course will introduce core concepts in the field of data analytics in an applied context. The class will focus on managerial and strategic approaches to developing data analytics infrastructure, implementation practices, and data mining techniques for managerial level decision-making.

IMK342 Ecommerce Marketing**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

This course focuses on revenue generation and commerce in digital spaces. Its main emphasis is to explore the strategic linkages between online and offline business in relation to strategic choices to maximize sales and increase customer loyalty. The digital space is fluid and dynamic requiring students to develop a flexible framework of analysis and a data driven understanding in order to understand yesterday's marketing, where things stand today, and where they might go tomorrow. It moves beyond marketing to take into account the opportunities and challenges of logistics, operations, sales, and services within a changing environment.

IMK343 Progressive Digital Marketing**(3 Credits)**

Prerequisite: IMK341 or Dean's Approval

This course seeks to find holistic strategies that create experiences and not just marketing content for people. Platforms, content, messaging, and many more areas are covered in an integrated way in order to focus on the lifestyle, behavioral, and psychological elements of people within the sphere of modern technology and connective media. In the end, students will be able to ask key questions, determine pathways to actions, and choose the best mix to match with the moment when engaging with a person.

IMK344 Customer Engagement and Sales**(3 Credits)**

Prerequisite: IMK323 or Dean's Approval

This course develops a series of interpersonal, organizational, and customer management skills within students. Primarily, it provides strategies and methods to research, to understand, to contact, and to service customers from the perspective of business to consumer and business to business sales. Students will learn the art of engaging with others by learning how to view a customer as a holistic person with a wide variety of personal characteristics and not just economic ones. The course will cover the process of identifying the various parties in the Buying Center and explain how successful customer engagement will lead to additional sales.

IMK345 E-CRM and Strategy**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

This subjects intends to guide students in understanding and analyzing the importance of E-CRM for organizations and their marketing strategy. It will offer new frameworks derived from current cases and applications of E-CRM within the emerging field of Digital Marketing. Each lesson will take a collaborative approach towards understanding the topic area beyond its analytical and operational perspectives. It will also integrate enterprise aspects of E-CRM. Topic areas to be covered includes the fundamental concepts of E-CRM in addition to its implementation, and performance enhancement in large organizational and small enterprise contexts

IMK346 Academic English for International Business**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

This subject helps students of international Business to develop their English language knowledge and skills to a level where they can communicate effectively and independently. This is achieved in a context where the language is used for the study of business skills. The emphasis is on developing practical reading, writing, speaking and listening skills to support the study of business-related courses at the university. It will involve activities designed to increase the effectiveness of students' use of English language and the development of study and communication skills in a business and academic context.

IMK347 Social Media and Online Reputation**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

This subject aims to develop students' knowledge of social media channels, their role in integrated marketing presence of companies and evaluation of their effectiveness. Students will gain the knowledge of managing the brands reputation online through use of a variety of tools with a specific focus on social media. Students will also learn to evaluate the impact of social media activities for brands and how it can support the brand marketing strategy

IMK422 Special Topics in Marketing**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

A study of special issues in marketing that are interesting at the moment; for example, corporate social responsibility, marketing responsibility, electronic commerce, creative marketing, and other interesting issues.

IMK424 International Marketing**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

A study of international marketing in different types, like direct export, using middlemen, expanding overseas division, franchising, licensing, greenfield operation, as well as international marketing and international selling techniques like developing communication and products for international selling.

IMK425 Marketing Planning and Competitive Analysis**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

The course covers a review of marketing concepts, branding and product differentiation, product life cycles, product portfolios, and the marketing plan of marketing mix (4Ps), segmentation, targeting, positioning, situation analysis, competitive analysis, and SWOT analysis. The course also includes the latest marketing trends of digital and online developments and social media, big picture market changes, consumer and market research, and international business.

IMK430 Cooperative Education**(6 Credits)**

Prerequisite: ICO301

The study of actual working processes in a real-world establishment in the capacity of an employee to prepare the student for future careers in the most systemic manner possible. The student will be assigned to a full-time position at an establishment for a minimum period of one educational term or sixteen weeks. The job is one of quality which offers the possibility of relevant work-integrated learning or project-based learning and contributes to the benefit of the entity. The student will be evaluated for their performance by the faculty and the establishment. As well, the student will be required to deliver a report summarizing their performance following the conclusion of their cooperative education work assignment.

IMK441 Topics in Data Analytics and Management**(3 Credits)**

Prerequisite: IMK341 or Dean's Approval

This course will provide a constantly updated series of topics within the data analytics field. Topics of interest will link the entire data value chain from customer engagement to strategic use of data.

IMK442 Seminar in Modern Sales**(3 Credits)**

Prerequisite: IMK323 or Dean's Approval

This course provides an ongoing dialogue about trends, technology, skills, and other aspects of careers in the sales field. Established to keep student skills sharp, the course blends a variety of learning techniques and activities to keep students at the forefront of the modern sales world, both online and offline.

IMK490 Independent Study**(3 Credits)**

Prerequisite: IMK212 or Dean's Approval

Focus on studying and doing project or research based on student's interest under the instructor's supervision.

ICO301 Pre-Cooperative Education**(3 Credits)**

The study of concept behind the cooperative education system and the development of readiness and various capabilities such as job application letter writing, employer screening, job interview techniques, communication skill improvement, personality, teamwork, organizational culture, creative thinking techniques, report writing and presentation techniques, as well as entrepreneurship skills, recommended practices at work and workplace safely.