UTCC ISM

2024/25

STUDENT PROGRAM HANDBOOK

JANUARY INTAKE



Bachelor of Business Administration Program (BBA)

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1 Introduction to the Program

This Program is designed to stretch your imagination and to launch you on the path to a successful future in an increasingly dynamic commercial world. Your experiences will enable you to think globally and see the big picture, but also give you the tools and networks to dream big and act as a change agent. Embedding business, innovation and entrepreneurial knowledge into a single degree program will make you a leading candidate when applying for jobs in the public and private sectors, both nationally and internationally. The work-ready skills you will gain from this degree will give you a substantial edge in the job market.

UTCC Degree Title

Full Title: Bachelor of Business Administration (International Program)

Abbreviation: B.B.A.

2 Philosophy

To produce knowledgeable entrepreneurs and business management graduates with rich expertise in innovative and entrepreneurial business skills, international business management and service management. This degree is designed to develop and inspire students in creating business innovation and services that have societal impacts with national and global perspectives. The program will create the best business practices as a response to the need of national economic development and the expanded competitive edge of globalization.

3 Program Objectives

This program aims to:

1. Provide graduates with strong analytical, strategic, operational and business skills.
2. Train and enhance graduates to meet the needs of business.
3. Instil graduates with high moral virtue and ethical standards ready to take on social responsibilities.
4. Provide graduates with an excellent command of English for effective business communication.
5. Provide graduates with digital skills essential for effective business operations.
6. Provide graduates with analytical and research skills required for successful postgraduate study both nationally and internationally.

4 Program learning outcomes

On successful completion of the program students will have:

1. Effective oral and written communication skills.
2. Effective skills to work independently and in teams.

3. Critical thinking and analytical problem-solving skills.
4. Knowledge of theories, models and concepts relevant to business administration.
5. Proficiency in the utilisation of information and technology in business.
6. Business skills that incorporate understanding of ethical, economic, regulatory and global perspectives.

5 Program Details

Information correct as at	1st Janauary 2023	
Location	UTCC, Bangkok	
Mode and Medium of delivery	Face to Face in English	
Duration	Normally 4 Years of Study The time limit for completion is no more than 5 calendar years to complete the full program.	
Assumed knowledge	UTCC Maths and English English Language Proficiency:	
Term type Semesters	First semester	August – December
	Second semester	January – May
	Summer session	June – July

6 Admission information

Admission to this program is available to Thai students, Thailand residents and international students who are proficient in English.

Applicants must pass the National Entrance Examinations for the subjects of Mathematics, English or equivalent. All applicants will be interviewed in accordance with the regulations of the University of the Thai Chamber of Commerce.

Applicants who achieve all requirements must take English for academic purposes and pre-mathematics to improve their English and quantitative skills, or according to the regulation of the University of the Thai Chamber of Commerce regarding undergraduate accreditation.

In cases where an applicant's academic qualifications do not meet the above requirements, the application may be reviewed and approved by the Committee of the School of Business. The committee will take into consideration the university's academic standard prior to the acceptance of applicants.

6.1 English Language Proficiency Requirements

Applicants are exempted from English test if they have a minimum score of IELTS (Academic Band) of 5.5 with minimum of 5 in every band, or a minimum TOEFL of 500 (Paper-Based Test), 173 (Computer - Based Test), or 61 (Internet - Based Test).

6.2 Withdrawal of Offer, Suspension or Termination Of Admission Or Enrolment

Grounds for review of an offer include but will not be limited to:

- Failing to accept their offer of admission by the date specified;
- Having supplied false information, false or falsified documentation to the University or a third party;
- Not complying with the terms of this handbook;
- Failing to pay fees and charges payable to the University or partner institution;
- Being found guilty of misconduct and is excluded/dismissed on these grounds;
- Being suspended or excluded;
- Failing to enrol or re-enrol by the date specified;
- Exceeding the maximum time for obtaining an award.

When grounds of review have been identified, the course of action may include but will not be limited to:

- Withdrawal of offer of admission;
- Suspension of admission or enrolment; and
- Termination of admission or enrolment.

6.3 Credit transfer

Applicants who wish to be considered for transfer admission must have maintained at least a 2.00 grade point average in 15 or more transferable credits completed after high school at an accredited two-or four-year institution of higher education .However, this will not guarantee admission .Applicants must submit official transcripts from high schools and each college previously attended.

An evaluation showing accepted transfer credits and a list of the University's course equivalencies are sent to students who are admitted .Evaluations are based on the major chosen by students on their applications .The University will make the final determination of which transfer credits are applicable to the degree.

Generally, the University accepts all college-level courses corresponding to those offered at the University. These courses must have been completed with a grade of C or better. Transfer students must receive credit from colleges or universities accredited by the Thai government or by the highest accreditation body.

7 Fees

Students must pay any prescribed fees for the program and/or course(s) to the University of the Thai Chamber of Commerce by the due date. Failure to pay the fees due by the due date in the relevant term may result in an inability to enrol or cancellation of enrolment. The key dates are included within the annual academic calendar (see Section 14). The key dates relating to fees are;

Point 3	Tuition Fee Payment Due Date
Point 6	Late enrolment payment deadline
Point 8	Deadline for withdrawal from the program (all years) and for adding or dropping of courses (not applicable to first year students) with full refund. After this date, if a student withdraws from any course or the program they will not be entitled to any refund.

It is the student's responsibility to obtain information on tuition and fees which vary from year to year and make sure tuition and fees are paid on time. Tuition and fees are subject to change without notice or obligation.

8 Registration Requirements

The schedule of classes contains written instructions for registration. Courses listed in the schedule of classes may be canceled due to insufficient enrollment. The University reserves the right to change the class schedule and adjust the individual section enrollment as necessary.

Students are responsible for fulfilling registration requirements by the deadline (Point 9 in the Academic Calendar). Students should confirm the accuracy of their enrolment including dropping and adding courses, as shown in the receipt issued by the University. Incorrect enrollments or late registration may result in academic and financial penalties.

Students are responsible for full tuition payment and grades received for all courses in which they are registered unless registration is administratively canceled because of suspension, dismissal, or termination; the section is canceled; or the course is dropped before the tuition liability begins.

Students who cannot or wish not to take any course in a regular semester must retain their student status by having the Regular's Office process a registration for inactive students. A fee is charged for this petition. Written approval of the student's advisor is required. This special registration allows students to retain their library privileges and receive a student ID. Failing to retain student status will result in dismissal.

9 Refund Policy

Except only the damage deposit which is collected at the first year enrollment, all fees and tuition are normally non-refundable.

The University will refund tuition in the following cases:

- The University cancels a course.
- During the first three weeks of classes (the add/drop period), a student may drop a course or courses according to the University's credit limit policy and receive full tuition refund.

  However, this refund does not apply to the first semester of the freshman year where no refunds will be given

10 Professional recognition

Not currently applicable on this program

11 Academic requirements for program completion

UTCC Total Credits – 123 credits

On successful completion of the full study plan, students will have attained 123 credits.
Program duration No more than 5 calendar years to complete the full program.
Program requirements Students must successfully complete (pass) a total of 123 UTCC credits.

12 Program structure

Total credits	**123 credits**
(1) General education	**30 credits**
Section 1: Required General Education Courses	15 credits
15 credits from the following course groups:	
1. Language and Communication Skills Courses	
2. Business and Entrepreneurship Course	
Section 2: Elective General Education Courses	15 credits
9 credits from the following course groups:	
1. Language and Communication Skills Courses	
2. Business and Entrepreneurship Course	
3. Science and Technology Course	
4. Aesthetics and Culture Courses	
5. Quality of Life and Sustainable Society Courses	
(2) Specialization courses	**87 credits**
A. Core courses	42
B. Major courses	45
Divided into 2 plans:	
Plan A: Regular curriculum	
Major required courses	30
Major elective courses	15
Plan B: Co-operative education curriculum	
Major required courses	30
Co-operative education	6
Major elective courses	9
(3) Free elective courses	**6 credits**

13 Study Plan for BBA IBM Major 2024/2025

YEAR 1

JANUARY 2024

COURSE TITLE	CREDITS
Thai Language and Culture (**Non-Thai**)	3
English for Everyday Communication	3
Design your life	3
Macroeconomics (Thai students)	3
General Education Elective	3
General Education Elective	3
Principles of Accounting	3
Total	**18**

SUMMER 2024

COURSE TITLE	CREDITS
Business English for Communication 1	3
Business Statistics	3
Organization Management	3
Total	**9**

YEAR 2

AUGUST 2024

COURSE TITLE	CREDITS
Business English for Communication 2	3
Modern Innovation and Technology	3
Taxation	3
Data Analytics for Business	3
Principles of Marketing	3
Microeconomics	3
General Education Elective	3
Total	**21**

JANUARY 2025

COURSE TITLE	CREDITS
English for the Professionals	3
Organizational Behavior	3
Business Finance and Risk Management	3
Business Law	3
International Business Management	3
Macroeconomics (**Non-Thai**)	3
Managerial Accounting	3
Total	**21**

YEAR 3

AUGUST 2025

COURSE TITLE	CREDITS
Operations Management	3
Entrepreneurs in International Business	3
International Logistics and Supply Chain Management	3
Thai Lanaguage and Culture (Thai students)	3
Microeconomics (**Non-Thai**)	3
Major Elective	3
Free elective	3
Total	**21**

JANUARY 2026

COURSE TITLE	CREDITS
Digital and Social Media Marketing	3
International Business Policy and Trade Theory	3
Internationalization Strategy	3
Contemporary Issues in International Business Management	3
Legal Environment in International Business	3
Major Elective	3
Free elective	3
Total	**21**

May 2027 (Summer)

COURSE TITLE	CREDITS
Internship (**For Plan A regular curriculum**)	3
Total	**3**

YEAR 4

AUGUST 2027

COURSE TITLE	CREDITS
Strategic Business Management	3
International Human Resource Management	3
International Business Finance	3
International Business Research	3
Major Elective or Free Elective	3
Major Elective or Free Elective	3
Total	**18**

JANUARY 2028

Plan B: COOPERATIVE STUDY

COURSE TITLE	CREDITS
Cooperative Education	6
Total	**12**

For English courses, students can use standardized test scores to transfer credits and waive English courses. Students who submit standardized test scores have to submit their English test scores within the first three weeks of that semester to transfer credits. The English test scores must be valid for no more than two years from the date of the announcement and must be in line with the English language proficiency criteria as follows:

เกณฑ์ ก. หลักสูตรนานาชาติที่ใช้ภาษาอังกฤษในการเรียนการสอนเท่านั้น Criterion A. International programs using English as the medium of instruction only				
รายวิชา (Courses)	TOEIC	TOEFL iBT	IELTS	CEFR
1) GE071	600 ขึ้นไป 600 or higher	64 ขึ้นไป 64 or higher	6.0 ขึ้นไป 6.0 or higher	B1
2) GE071 GE072	650 ขึ้นไป 650 or higher	73 ขึ้นไป 73 or higher	6.0 ขึ้นไป 6.0 or higher	B2
3) GE071 GE072 GE073	700 ขึ้นไป 700 or higher	81 ขึ้นไป 81 or higher	6.5 ขึ้นไป 6.5 or higher	B2
4) GE071 GE072 GE073 GE074 *	750 ขึ้นไป 750 or higher	89 ขึ้นไป 89 or higher	6.5 ขึ้นไป 6.5 or higher	C1

Remark: **Foreign students who are native English speakers and/or students who have studied in a full-time English program at least six years**. Registration for all four English language courses are required: GE071 English forEveryday Life, GE072 Business English for International Communication 1, GE073 Business English for International Communication 2, and GE074 English for the Professionals. All students must pass the required course evaluation by the curriculum committee.

13.1 Exchange Programs and Study Abroad

Students may consider doing exchange program or study abroad after Year 1 of study. This will be dependent on alignment of academic calendars and curriuculum and MUST be approved by the Program Director in advance of application.

It is the responsibility of the student to communicate possible deviations from their study plan presented in Section 13 likely to occur due to study abroad, exchange programs, leave of absence etc. and it must be noted that the Program Director may not approve these if the student in unable to complete the required program plan.

Below is the list of UTCC exchange program partners for which you would consider applying.

1. Hanze University of Applied Sciences, Groningen, the Netherlands:

General Exchange info https://www.hanze.nl/eng/study-at-hanze/study- programmes/exchange-courses

International Business School exchange: https://www.hanze.nl/nld/onderwijs/economie/international-business-school/programmes/exchange-programmes/ib-exchange-programme

2. Rotterdam Business School, Rotterdam, the Netherlands:

https://www.rotterdamuas.com/programmes/exchange/?school=24362

3. Rennes Business School, Rennes, France:

https://www.rennes-sb.com/programmes/exchange-programme/

4. United States International University, Nairobi, Kenya

5. Hankuk University of Foreign Studies, Seoul, South Korea: http://international.hufs.ac.kr/

6. Shi Chien University, Taipei, Taiwan: https://asiaexchange.org/study-destinations/taipei-taiwan/shih-chien-university/

7. Binus Univeristy, Jakarta, Indonesia https://io.binus.ac.id/binus-students/post/student-exchangestudy-abroad-with-partner-institutions/

Also, the below Universities have several Summer Exchanges available.

- University of Finance and Administration, Prague, Czech Republic
- MIAS School of Business, Czech Technical University, Prague, Czech Republic
- University of Massachusetts, Lowell, USA (short-term intensive entrepreneur course)
- Osaka University of Economics, Japan (no credits)

Student Exchange Program: Key Points and requirements

- English language requirements: TOEFL 550 or IELTS 6.0
- Tuition fees payable to UTCC iSM to keep student status
- Transfer credits
- iSM scholarship (depending on availability and selection process)

- ASEM-DUO Thai government scholarship available each year for exchanges to Europe (only for Thai nationals) http://www.asemduo.org/02_programs/programs_03.php

14 Academic Calendar and Registration/Payment Schedule

Details	First Semester	Second Semester	Summer Semester
1. **Meeting between Students and Advisors**	Mon. 8 Jul.-Fri. 12 Jul. 2024	Mon.18 - Fri.22 May 2024	Mon.14- Fri.18 Apr.2025
2. **Students' Online Enrolment First Year (ID24)**	-	Mon. 25 Nov.–Fri. 29 Nov. 2024	Mon. 14 Apr. –Fri. 18 Apr. 2025
Second Year (ID23)	Mon. 17Jul.–Fri. 21Jul. 2023	Tue. 28Nov.–Fri. 1 Dec. 2023	
Third, Fourth and Other Years	Tue. 16 Jul.–Fri. 19 Jul. 2024	Tue. 26 Nov.– Fri. 29 Nov. 2024	
3. **Tuition Payment by Due Date (For ID24-22)** Mobile Banking: Mobile App. Cash: At the Bank/ Counter Service Credit Card: Online Payment/ Financial Affairs Office	1st Installment: Mon. 5 - Mon. 12 Aug. 2024 2nd Installment: Mon. 25 Nov.- Mon. 2 Dec. 2024 3rd Installment: Mon. 17 -Mon. 24 Mar. 2025		
4. **First Day of Class**	**Tue. 13 Aug. 2024**	**Mon. 6 Jan. 2025**	**Mon. 26 May 2025**
5. **Payment for Late Enrolment for ID21 and above** (with Fine)	1st Installment: Tue. 15-Mon. 19 Aug. 2024 2nd Installment: Tue. 3- Mon. 9 Dec. 2024 3rd Installment: Tue. 25 Mar.-Mon. 31 Mar. 2025		
6. **Subject Withdrawal with Full Refund** (Subject Change and Adding)	Tue. 13 Aug.– Sat. 24 Aug. 2024	Mon. 6 Jan.– Sat. 18 Jan. 2025	Mon. 26 May. – Sat. 7 June 2024
7. **Payment for Subject Change and Adding** (In Case of more payment, students must pay through item NO. 4 above (without Fine)	Tue. 13 Aug.– Sat. 25 Aug. 2024	Mon.6 Jan.– Sun. 19 Jan.2025	Mon. 26 May – Sun. 8 June 2025
8. **Rest Balance of Payment for Loan Students**	Tue. 9 – Sat. 15 Dec. 2024	Mon. 31- Sun. 19 Jan. 2025	Mon. 26 May-Sun. 8 Jun.2025
9. **Dismissal Announcement**	Mon. 9 Sep. 2024	Mon. 17 Feb. 2025	-
10. **Mid-Term Examination**	**Mon. 30 Sep.– Fri. 4 Oct. 2024**	**Tue. 24-Mon.28 Feb. 2025**	**-**
11. **Course Withdrawal with W**	Mon. 4-Fri. 8 Nov. 2024	Mon.31 Mar.-Fri 4 Apr. 2025	Mon. 30 Jun.-Fri 14 Jul 2025
12. **Online Lecturer Evaluation by Students**	Mon. 7 Oct. –Sat. 30 Nov. 2024	Mon. 3 Mar. – Sat. 26 Apr. 2025	Mon.7– Sat. 19 Jul 2025
13. **Last Day of Class**	Sat. 30 Nov. 2024	Sat. 26 Apr. 2025	Sat. 19 Jul 2025
14. **Final Examinations**	**Mon. 2 Dec.–Mon. 16 Dec. 2024**	**Mon. 28 Apr. –Mon. 13 May 2025**	**Wed. 21 – Wed.25 Jul 2025**

15. Examination of Exit Exam 01	**Mon. 17 – Thu. 19 Dec. 2024**	**Wed.14–Fri. 16 May 2025**	**Tue.29-Thu 31 Jul. 2025**
16. Meeting of Committee for Exam Paper Approval	Each School will consider this in accordance with the examination and its results		
17. Meeting of Committee for Grading and Exam Result Approval			
18. Exam Result Announcement	Thu. 2 Jan. 2025	Fri. 23 May 2025	Fri. 30 Jul. 2025

15 Attendance Policy

Attendance and participation in class are integral parts of the educational process at UTCC, and are significant factors in academic achievement .Students are expected to attend all classes; take exams, tests, and quizzes during scheduled times, and are responsible for all material covered in class .

Instructors are expected to report students whose absence is excessive .At the discretion of the instructor, excessive absences or tardiness may result in a lowered grade or failure of the course . Individual instructors may identify more specific attendance requirements, which are clearly stated in the course syllabus .Nevertheless, the University's policy requires that all students attend a minimum of 80% of their class periods . Students whose attendance is lower than 80% may forfeit their chance to take the final exam, if any.

16 Leave of Absence

A student in good academic standing may request a leave of absence from the program in one of the following cases :

- The student is summoned to military service.
- The student receives a scholarship approved by the University, and is required to travel or study abroad.
- The student has a health problem which prevents him/her from attending classes and /or meeting the requirements of the courses he /she will take .A medical certificate issued by an authorized medical institute must be submitted with the petition for leave of absence .
- The student is in a situation considered appropriate by the Dean to permit leave of absence .

Note: Students in good academic standing, who have studied in the program for more than one year and have maintained a GPA higher than 2.00, may request a leave of absence from the program of up to two semesters .

The approval from the Dean is required if the student needs to be absent for no more than two semesters .And if the student needs to be absent for more than two semesters, the approval of the President is required .

Except only in the case of military service, the leave of absence is included in the study time limit. The student must pay a *maintenance-of-status* fee before the beginning of each semester in which they wish to be absent.

Students who wish to return to their active status must report to the Office the Registrar and to the Dean respectively. However, readmission following a leave of absence is granted only on a space available basis.

17 Student Grading System and Policy

The following information relates specifically to the grades given by UTCC. Letter grades are given in all courses. Grades are calculated from the student's daily work, class participation, quizzes, tests, term papers, reports, and the final examination. The University-wide system for undergraduate grading is as follows:

Grade	**Descriptions**	**Point**
A	Excellent	4
B+	Very Good	3.5
B	Good	3
C+	Fairly Good	2.5
C	Fairly	2
D+	Poor	1.5
D	Passing	1
F	Failing	0

An **F** will be given in the following cases:

1. The student cannot meet the course passing requirements
2. The student misses the final exam without the Dean's permission.
3. The student is not allowed to take the final exam because he/she attended the class less than 80% of the time required.
4. The student violates one or more items listed in the University's rules and regulations concerning the exam procedures.

In addition to the grades above, the following grades may be given.

Grade	**Descriptions**
W	Withdrawal with permission before the deadline
I	Incomplete coursework
S	Satisfactory completion of course
U	Unsatisfactory completion of course

Withdrawals prior to the established deadline for each semester may be made without grade penalty. Nevertheless, the notation **W** is recorded. The student is ultimately responsible for withdrawing from class when appropriate. The signature of the instructor of the course is required.

A student will receive an **I** in the following cases:

1. One or more of the student's assignments is still in process by the time the University computes his/her GPA. Nevertheless, this case must be acknowledged and approved by the Dean.
2. The student is admitted to the hospital or an authorized medical institute. A medical certificate and proof of treatment issued by the hospital or the authorized medical institute are required.
3. The student arrives on time at the examination venue, but claims to be sick, and the University's medical personnel and examination proctors affirm that the student is sick and unable to take the exam.
4. The student has an accident which prevents him/her from taking the examination and evidence of this is provided to the Dean.
5. The student's parent or close relative dies; and the student is in charge of organizing a funeral for the deceased. The student is permitted up to seven days of business leave.
6. The student is granted an authorized scholarship which involves traveling abroad at the time of the examination.
7. The student represents the country in an international event at the time of the examination and evidence of this is provided.
8. The student is summoned to military service, or is subpoenaed by the court.

In any of these above cases, the chairperson of the examination committee must be notified and must approve the petition. The student receiving an **I** according to any of the conditions above will be charged a fee to have his or her grade changed, and must submit his/her assignment or take the required examination before the end of the second week of the following semester, otherwise the **I** will become an **F**.

Each student's grade point average (GPA) is computed at the end of each semester. Only the student's passing grades are computed to determine his/her accumulative GPA.

17.1 Adverse Circumstances/Mitigating Circumstances

Students can seek consideration for the possible impact of allowable adverse circumstances that may affect their performance in assessment items in the following cases:

1. The student is admitted to the hospital or an authorized medical institute. A medical certificate and proof of treatment issued by the hospital or the authorized medical institute are required.
2. The student's parent or close relative dies; and the student is in charge of organizing a funeral for the deceased. The student is permitted up to seven days of business leave.
3. The student is granted an authorized scholarship which involves traveling abroad at the time of the assessment.
4. The student represents the country in an international event at the time of the assessment and evidence of this is provided.
5. The student is summoned to military service, or is subpoenaed by the court.

In any of these above cases, students must submit a request form and need an approval from the instructor in the particular course and from the program leader or the Dean.

17.2 Failing and/or Repeating a Course

The student may repeat a course if he/she have received a grade no higher than **D+** from the course. Only his/her latest grade from the course he/she repeat will be used in computing the GPA. Nevertheless, his/her latest grade from the course will not be higher than B.

- A student failing a core course must repeat the core course until he/she passes the course.
- A student failing an elective course may choose to repeat the course or take another elective course however this MUST be within the approved study plan for the program.
- A student may repeat a course only when he/she receives a **D+** or lower from the course.

17.3 Student Academic Status

Except only for the first semester of the program, students' academic status is determined at the conclusion of each semester. Students' grade point average (GPA) from a summer session is calculated with the students' GPA received in the following semester which is normally the first semester of the academic year.

The status of students who have completed only one semester at the University is always in academic good standing, regardless of their GPA. A student is considered in academic good standing if their accumulative GPA is 2.00 or above. A student is placed on academic probation when the cumulative GPA is below 2.00 and may require a remedial study plan to support improvement. Students on academic probation can take up courses up to five courses (or 15 credits) and no less than three courses (9 credits).

17.4 Student Classification

Undergraduate students are classified as follows:

Classification	Credits Completed
Freshman	0 -33
Sophomore	34 -66
Junior	67 -99
Senior	99 or more

18 Student Behaviour, Discipline and Appeals

Students must comply with the Rules, Regulations, Orders, Announcements or Guidelines of the University in all respects and must maintain discipline at all time.

Students must uphold unity. They should not commit any act which shall considered annoyance, controversy, physical assault, disrespect, or show disdain and have to maintain peace, order, dignity and prestige of the University.

Students must behave politely both inside and outside of the university. They must abstain from behavior that could demean the reputation of the University

Students must demonstrate respect, obedience and comply with the order or instruction of the instructors and staff who legitimately perform their duty.

Students must always carry their UTCC student ID card when the instructors or staff request to check the UTCC student ID card, students must promptly present their student ID cards.

Students must dress appropriately. They must conform to the dress code prescribed by the university regulation regarding student uniforms. When the university is closed, holidays or during semester closing period, Students who wish to enter the university must dress up politely.

Students must not carry weapons or explosives into the University.

Students must not smoke within the university except in places where the university is designated as smoking areas.

Students must conserve university property, and must not destroy university property. Destroying university property which causes serious damage to the university shall be considered as serious disciplinary offense.

Students must strictly comply with the Regulations of the University regarding the practice of students in the examination. In the event that the student is caught cheating on an exam, punishment shall be in accordance with the announcement of the University regarding punishment for student cheating on an exam and shall be considered to be serious disciplinary violation.

The following actions of the students shall be considered as **serious disciplinary violation**.

- Being sentenced to imprisonment according to the court's final judgment, except for minor offense or negligent offense.
- Students must uphold unity, peace, and the reputation of the university. They should not instigate or participate in any quarrels, physical assaults, or damage to university or the other property.
- Commit fraud or misconduct which cause serious degradation to the University
- Sentenced under the Drug Abuse Act with an offense of drug users, distributors, possession of all kind of illicit drugs.
- Drinking alcohol, using drugs and intoxication stimulants or any prohibited substance, drunkenness while they are in the University, or gambling in the University.
- Burglary, embezzlement, fraud, falsification of documents or using documents known as fake documents for seeking unlawful benefits.

There are 4 main types of disciplinary punishment

- Verbal warnings
- Written warnings
- Temporarily study suspended or suspends the student's candidacy for a degree or a diploma. These are scheduled for no longer than 2 regular semesters.
- Termination of student status

Penalties may be reduced if students volunteer to attend additional training, engage in community/humanitarian work or service for the university at the discretion of university.

18.1 Student Uniform

Male Students shall wear uniforms as follows;

- **Normal study days**: uniforms are Black and navy blue trousers which are not jeans, corduroy or satin, neat with no pattern, not tight, short or long sleeve white shirt , neat with no pattern. Student shall insert shirt in their pants, wear black or brown belts with university brooch badge, and wear socks and brogues.
- **Military studying and training days**: military student uniform
- **Exams and ceremony days**: uniforms are Black and navy blue trousers which are not jeans, corduroy or satin, neat with no pattern, not tight, short or long sleeve white shirt , neat with no pattern. Student shall insert shirt in their pants, wear black or brown belts with university symbol, navy blue tie with university symbol and wear socks and no pattern brogues.

Female Students shall wear uniforms as follows;

- **Normal study and exam days**: uniforms are black or navy blue with no pattern skirt, not jeans, corduroy, lace or satin, knee length or covering knee, white plain short sleeve shirt, with no pattern, not tight, front shirt button up with university button, university brooch on the right chest, university chain lapel pin on the left collar. Students shall insert shirt in their skirts, wear black or brown belts with university symbol wear casual shoes or ankle strap shoes.
- **Ceremony days**: same uniforms as of normal study days, button up the top button, and wear black plain leather casual shoes with closed-toe.
- Female Muslim students or students with other religions are allowed to wear in accordance with their religious faiths.

Buckle, button, lapel pin, university chain lapel pin batch and tie shall be in accordance with the uniforms prescribed by the University

In the event that the faculty has set to have lab gown to put on the student uniforms, students must were such lab gown only in the laboratory.

The President of the University of Thai Chamber of Commerce is in charge of this Code of Conduct and has power to issue announcements orders to set guidelines in order to ensure that the operation is done successfully and in accordance with the objectives of this Code of Conduct.

18.2 Disciplinary Proceeding

Where student is accused to have a disciplinary offense that is to be punished under this Regulation, the Vice President shall appoint an inquiry committee consisting not less than 3 persons, but not more than 5 persons to consider the student's action in accordance with the Regulations

In the event that the Vice President deems that student who is accused of committing disciplinary offense which is a minor offense, Vice President may call in such student and give a warning to suspend or terminate the actions or behavior without having to set up an investigating committee.

The investigating committee must conduct investigation without delay and shall be completed within 60 days from the date of receiving the order.

In the case where investigation is not completed within the time limit, the committee shall seek an approval from the authority who appointed them for a maximum extension of 30 days for each submission.

The investigating committee has the power to ask for evidence that is in the possession of the person concerned or summon relevant persons to give statements to the investigating committee for consideration.

Students who are accused of disciplinary offenses have the right to bring in evidence both witnesses and documentary witnesses to be presented to the investigating committee for consideration. This must be done prior to judgment decision.

After the Vice President has received investigation report from the investigating committee, if the Vice President deems that the student did not do wrong as per the allegations, the allegation shall be terminated. If the Vice President views that the student has committed an alleged offense, he/she may punish according to such the offense. The punishment shall be considered by the level of actions; doing by intention, behavior and the seriousness of the offense, and repeat offenses. If there is reasonable cause, it shall be taken as a reason to reduce the penalty.

In the event that the Vice President deems it serious disciplinary offense, such student must be punished in accordance with either:

- Temporarily study suspended or suspends the student's candidacy for a degree or a diploma. These are scheduled for no longer than 2 regular semesters,

or

- Termination of student status.

In the event that the Vice President deems the offended student's status must be terminated, the Vice President must report to the President in order to be submitted to the University Administrative Committee for consideration first. The President is the person who orders the punishment.

18.3 Appeals

A student who is subject to disciplinary punishment in accordance with (i) Verbal warnings (ii) Written warnings or (iii) Temporary suspension (for no longer than 2 regular semesters), and who

does not accept the penalty notice or has additional facts which will cause the penalty to be reduced, has the right to file an appeal petition stating reasons to the President within 15 days from the date of the order acknowledgement.

During the appeal process, the student will still be subject to penalty unless there is a special reason that the penalty should have been abated. Student must file a petition to the Vice President stating the reason why they should be excused from penalty. If the Vice President deems appropriate, the student may be suspended from penalty in order to wait for the result of the decision according to the Appeal Committee.

The President shall appoint an Appeal Committee. This Committee consists of a Vice President, who is not the Vice President for Student Affairs, and who shall be a Chairman of not less than 2 committee members, but not more than 4 committee members.

Appeal petition shall be considered from supporting documents, statements and evidences, by the Appeal Committee.

For fairness, the Appeal Committee may order additional evidence investigations.

For the final appeal decision, the President shall order to dismiss the appeal, to stand by the original order, reverse the decision, or amend the order within 30 days from the date of receiving the report of the appeal committee.

The decision of the President on the appeal petition and the penalty shall be final.

In the case of the appeal against the order of student dismissal, the appeal petition shall be submitted to the University Council. The decision of the University Council shall be final.

18.4 Strengthening Student Discipline

For students to have good behaviors and being good youth of society, a Vice President is responsible for fostering proper conducts and supervising students' discipline by creating an awareness among students through appropriate activities.

18.5 Dismissal

A student may be subject to dismissal from the program if they have contravened the Academic Integrity or Student Conduct policies. In addition, the following scenarios will also prompt a review of the students' admission on the program and potential dismissal:

a. At the end of any semester, except the very first semester of the degree program, if a student's GPA is lower than 1.50; the student is subject to dismissal.

b. If a student's GPA is lower than 1.75 for two consecutive semesters, the student is subject to dismissal. The first semester of the two consecutive semesters will not be include the first semester of the program.

c. After taking courses for sixteen (16) semesters, if a student's GPA is lower than 2.00 or the student has not been able to complete all the courses required by the degree program, the student is subject to dismissal.

d. Students who do not register according to the University's schedule without notifying the Office of Registrar are subject to dismissal.

e. The University may dismiss any student for serious misconduct, as detailed in Section 18.5-18.7, with access to an appeal as per section 18.3.

f. The University may dismiss a student, if the student is legally guilty of a serious crime and receives a prison sentence.

g. A student will no longer have student status as soon as the student's resignation is approved by the University.

h. A student will no longer have student status as soon as the student is legally declared dead.

Dismissal Status: When a student is academically dismissed, the University notifies the student, and the student's official transcript states "Academic Dismissal" for the affected semester.

19 Student Complaints

Students are expected to have firstly tried to resolve the issue/problem directly with the person or persons involved (e.g., course leaders, the program, the school). If students wish to submit a formal complaint, they are required to submit a request form (available at the ISM office) to the Associate Dean of ISM, UTCC who will be responsible for handling the complaint, requesting additional information from the complainant, make an assessment of the complaints.

If the complaints cannot be resolved, it will be escalated to the President of UTCC for further investigation.

20 Conferral of UTCC Degree

For a degree to be conferred, all course work must be completed .Students must have active registration status in the semester of graduation .Students not registered for any course work in the

semester of graduation must obtain a special registration. Clearance for graduation is due one year prior to the desired graduation date .The clearance is not official until it has been reviewed and approved by the Registrar. Undergraduate students should obtain clearance for graduation at least two semesters prior to the intended graduation date.

- Completion of all courses required by the program.
- Achieve a cumulative GPA of 2.00 or higher.
- Have a good record of behavior.
- Have no financial obligation to the University.

The University reserves the right to withhold diploma and/or disallow a student's graduation if the student is found guilty of serious misconduct .

Where a student has completed all courses required by the curriculum, but GPA is less than 2.00, the degree can be conferred only when:

- The student enrols the courses further required by the curriculum until the GPA is not less than 2.00 within the time period specified
- The student enrols to repeat the courses with the grade D+, D, or F until the GPA is not less than 2.00 within the time period specified

UTCC has the right to withhold the degree if the student is found guilty of serious misconduct.

21 Graduation with Honours

The University, wishing to provide recognition to exceptional students, has an honours system. Students are given awards for hard work measurable in grades, beginning with semester grades and ending with cumulative grades until graduation, Students maintaining a high scholastic average are eligible for graduation with honours.

In order to graduate Summa Cum Laude, students must:

- Fulfil all the requirements for graduation within 4 years.
- Achieve a cumulative UTCC GPA of 3.50 or higher.
- Have not been placed on probation in any category.
- Have not received an "F" in any course.
- Have not received a grade lower than "C" for any core course.

In order to graduate Magna Cum Laude, students must:

- Fulfil all the requirements for graduation within 4 years.
- Achieve a cumulative UTCC GPA of 3.25 or higher.
- Have not received an "F" in any course.

The relative recognition appears on the student's official transcript and diploma, and will be announced in the commencement program.

22 Revocation of Degree

The degree revocation is made by the UTCC's council and apply only to cases in which a University degree has been awarded but the commencement later shows that:

- the graduate's academic record, following a correction, indicates the graduate falls to meet academic requirements for graduation.
- facts which, if known at the time of the awarding of a degree, would have resulted in a decision not to award the degree, without any further proceedings.
- a student is found guilty of receiving the degree by dishonest means, his/her degree will be revoked, and legal actions may be taken.

23 Graduation

The undergraduate Graduation Ceremony is held in February each year in Bangkok. All graduates must follow the Commencement manual provided by UTCC at the rehearsal day (usually two weeks prior to the graduation ceremony).

24 International students

All International Students enrolled in the program will be provided with an orientation to familiarise them with the rules, expectations, facilities and services offered by the University.

25 Additional support

All students must fulfil the inherent requirements of the programs and courses they are undertaking. While reasonable adjustments can be made, these adjustments cannot compromise academic integrity. It is the student's responsibility to check all the requirements of courses, and consider the effects of any medical condition or disability on their ability to complete course requirements.

26 Student Services Directory

Asst. Prof. Nattapan Buavaraporn, Ph.D.
Dean, ISM (Bld 21, Fl.1, nattapan_bua@utcc.ac.th)

Asst. Prof. Dr. Li Li (Bld 21, Fl.1,li_li@utcc.ac.th)
Associate Dean in Academic Affairs, ISM

Tidarat Pongvachirunt, Ph.D. (ajtidarat@gmail.com)
BBA Program Director
UTCC-UON Two Degree Program leader for BBA Internship
First Year BBA Advisor (ID23)

Naruporn Panchan (Bld 21, Fl.1, naruporn_pan@utcc.ac.th)
Teeranan Ritngam (Bld 21, Fl.1, teeranan_rit@utcc.ac.th)
Undergraduate Coordinator team
Official E-mail: ismundergraduate@utcc.ac.th

27 Appendix

- **Appendix A Course Descriptions**

A. General Education Courses

GE071 English for Everyday Communication **3(3-0-6)**

Development of English communication skills in everyday life focusing on listening to short passages or conversations for main ideas and details, greeting, introducing oneself, asking and giving basic information, responding, and expressing opinions; speaking in various situations in everyday life; reading short passages on diverse topics for main ideas and expressing opinions towards what is being read; writing short passages in both general and electronic forms

GE072 Business English for International Communication 1 **3(3-0-6)**

Prerequisite GE071 English for Everyday Communication

Development of business English skills for communication in the present world through the integration of the four skills of listening, speaking, reading, and writing, including telephone conversation; presenting, comparing, and analyzing business information; reading news or articles for details and summarizing main ideas; external readings and self-study lessons; cross-cultural understanding

GE073 Business English for International Communication 2 **3(3-0-6)**

Prerequisite GE072 Business English for International Communication 1

Development of business English skills for communication in the present world through the integration of the four skills of listening, speaking, reading, and writing at a more complex level, including presentation and discussion skills; job interview; writing résumés and application letters; reading news or articles for details and summarizing main ideas; external readings and self-study lessons; cross-cultural understanding

GE074 English for the Professionals **3(2-2-5)**

Prerequisite GE073 Business English for International Communication 2

Development of important soft skills to enhance employability through effective English language skills focusing on presentation skills and discussion skills with the integration of the knowledge and understanding of intercultural communication

GE084 Thai Language and Culture **3(3-0-6)**

For International student

Use of Thai for basic communication. Practice in listening, speaking, reading, and writing skills. Study of the relationship between Thai language and culture, belief and common values in Thai society, and appropriate use of Thai for various situations.

GE101 Innovation-Driven Entrepreneurship **3(3-0-6)**

Entrepreneurial process to develop and integrate theories, ideas, skills, mindsets, and entrepreneurial capabilities in order to explore and generate ideas for solving problems and creating value, as well as development for business practice

B. Core Courses in Business Management Group: 42 Credits

IB102 Organization and Management **3 (3-0-6)**

Systematic operations of organizations, direction and determination of business policies, management procedures in modern organizations, interrelationship between management functions and the effects of external environment on organizations in order to link the operations with other functions of modern organizations efficiently. Concept and importance of corporate governance.

IA913 Principles of Accounting **3 (3-0-6)**

Definition and objective of accounting; concept, methodology of accounting following a general accounting principles; including preparation of financial statements to present the performance and financial status of the service business; trading business; industrial business and process of accounting for VAT.

IS922 Business Statistics **3 (3-0-6)**

Probability; Random variable; Sample distribution; Sampling and estimation; One and two–sample tests of Hypothesis; Variance testing; Correlation analysis; Regressing analysis; Chi-square test and analysis.

IE923 Macroeconomics **3 (3-0-6)**

Theories and concepts of macroeconomics; gross National Income; closed and open economy; International trading and international finance; Monetary policy; Fiscal policy; some economic problems, such as inflation, deflation, unemployment and Policies to solve economic problems.

IE924 Microeconomics **3 (3-0-6)**

Concepts of demand and supply with elasticity; Pricing theory; Theory of consumption; Production theory with price structure and price setting; Application of economic principles to business decision solving.

IB201 Principles of Marketing **3 (3-0-6)**

Definition and significance of modern marketing concepts for businesses and economies, effects of business environment on marketing and market systems, analysis of consumer behavior, market segmentation, target market, market position, marketing mix, and the applications of information technology in a modern marketing mix.

IB209 Taxation **3 (3-0-6)**

Characteristics and principles of taxation, criteria and methods of taxation including income tax, value added tax, specific business tax, and other business related taxes such as tariffs, excise tax, and other types of local government imposed taxes.

IB210 Business Finance and Risk Management **3 (3-0-6)**

Roles and goals of the financial management in the business. Financial planning and decisions of the business, short term and long term financing, capital structure and cost of capital, investment

decisions, capital budgeting, working capital management, financial analysis, dividend policy, risk management and other financial policies.

IB212 Data Analytics for Business **3 (3-0-6)**

Prerequisite: IS922 Business Statistics

This course will expose you to the data analytics practices executed in the business world and explore the analytical process, how data is created, stored, accessed, and how the organization works with data. This course covers three pillars of analytics – descriptive analytics (insights into the past), predictive analytics (understanding the future), and prescriptive analytics (advise on possible outcomes).

IL921 Business Law 3 (3-0-6)

General principles of civil and commercial law. Law concerning incorporation, rights and duties, operation and dissolution of various forms of business, including partnership, limited company and public company, and business ethics, contracts and specific business contracts.

IA931 Managerial Accounting **3 (3-0-6)**

Prerequisite: IA913 Principles of Accounting

Accounting information for planning, decision- making and operational control of the management. Study of classification of costs in different ways. Cost saving, cost allocation and cost analysis. Cost - Volume - Profit analysis, income statements prepared according to variable costs and total costs. Budgeting. Evaluation of performance using the standard cost. Cost data for short-term decision making and cash flow statement.

IB305 Operations Management **3 (3-0-6)**

Characteristics and importance of operations and production management, forecasting customer's demand, product and service design, production decision making, selecting a plant site and layout, project management, supply chain management, safety management in factory, purchasing system, inventory control system, maintenance system; raw materials planning, transportation modes and using purchasing software to assist with the production function.

IB310 Digital and Social Media Marketing **3 (3-0-6)**

Prerequisite: IB201 Principles of Marketing

This course explores the digital marketing environment from both a consumer and business perspective. It provides an overview of various online business models and delves into digital advertising, social media as well as mobile marketing techniques and technologies. A mixture of case studies, guest speakers and assignments, including one that uses real digital advertising and social media data.

IB403 Strategic Business management **3 (3-0-6)**

Strategic Business Management provides a holistic understanding of contemporary strategic business management in terms of how, between an organisation's resources and capabilities, customers, competition and the dynamics of the global market, firms can achieve a sustainable

strategic advantage and above average returns. The Strategic Business Management course, therefore, places the growth and sustainability of the firm in the context of strategic choice, at both business and corporate levels, which derives from an analysis of the firm's resources and capabilities, the operating environment, customers and competitive rivalry.

C. Major Courses: 30 credits

1. Major Requiement

1.1 International Business Management Major course group

II201 International Business Management **3 (3-0-6)**

Management process and practice in international business operations, including an integration of managerial roles, functions in a dynamic global environment, the application of management tools and techniques, such as advanced management information systems, supply chain management, international standardization for organization, and quality assurance.

II313 International Logistics and Supply Chain Management **3 (3-0-6)**

Importance of international logistics management for international trade, logistics planning, material management, delivery, procurement, packaging, distribution, supply chain management and important organizations involved in international logistics.

II315 Legal Environment in International Business **3 (3-0-6)**

Structure of international business law, trade agreements, agents and overseas transportation, insurance, payment in accordance to international investment agreements, technological transfer, international business negotiation, and regulation related to economic alliances between countries.

II316 Entrepreneurs in International Business **3 (3-0-6)**

Structure of entrepreneurship in international business, specifically in planning and controlling related organizations, strategies, problems and barriers encountered operating a business internationally. Practice in writing business plans and study through cases related to international organizations or companies.

II317 International Business Policy and Trade Theory **3 (3-0-6)**

Important theories in analyzing the international business environment, including the national economic and social development plan, international trade policy, investment promotion policy, export promotion policy, and the impact of plans and policies on business and public sectors. Study of effects of policies on international business, such as environmental protection, foreign exchange rate control, entry barrier type of international business, patents and copyrights.

II411 International Business Finance **3 (3-0-6)**

Roles and responsibilities of foreign exchange market, international monetary systems, limitations on foreign investments, international source of funds, foreign exchange risk management, working capital management.

II412 International Human Resource Management **3 (3-0-6)**

Concepts, principles and process of international human resource management. Trends affecting human resource management in the organization in order to set appropriate objectives in human resource management policies.

II413 International Business Research **3 (3-0-6)**

Research methodology with respect to international business, with emphasis on process of conducting research and application of business research in solving international business problems. Practice in writing a research proposal with a related topic.

II421 Contemporary Issues in International Business Management **3 (3-0-6)**

Characteristics of international business management problems, analyses and solutions. Selected international business management topics and cases discussed extensively in tandem with making seminar proposals. Focus on ASEAN business management.

II422 Internationalization Strategy **3 (3-0-6)**

Internationalization strategies for SME and family businesses; management of functional areas of business for internationalization; motivation and model for international expansion; the international expansion mode and strategy; managing cost and risk of internationalization; barriers for internationalization; the role of decision maker for international expansion.

2. Major elective courses

2.1 Marketing Courses

IM301 Consumer Behavior **3 (3-0-6)**

This course provides insights on how and why people behave as consumers. Topics include factors influence buying decision, model of consumer behavior, analysis of consumer behavior from the points of view of psychology, sociology, anthropology, and economics.

IM303 Product and Service Management **3 (3-0-6)**

This course examines marketing aspects of products and services. Emphasis is placed on decisions regarding product development, product introduction, product management, product deletion, product adoption, product diffusion, servicescape, measuring service quality, and the tools available for making these decisions.

IM304 Pricing and Marketing Profitability **3 (3-0-6)**

This course is designed to provide concepts, techniques, and latest thinking on pricing issues, with an emphasis on ways in which to help a firm improve its pricing and profitability. Topics include

current marketing practice of pricing, how firms set their prices to increase profitability, and how to analyze costs, customers, and competitors in order to formulate profitable pricing strategies.

IM305 Retailing and E-Tailing Management **3 (3-0-6)**

This course focuses on marketing to the final consumer for retailing, e-tailing, and both. Topics include retail strategy, merchandising, vendor relations, locations, salesperson management, website design, website management, technologies related to online retailing, and customer relationship management.

IM306 Integrated Marketing Communication Management **3 (3-0-6)**

This course covers roles, importance, and concept of integrated marketing communication. Topics include marketing communication strategy through advertising, sales promotion, personal selling, public relations, direct marketing, and other communications on social media platforms. Emphasis is placed on understanding the communication development process and consumer behavior, the measurement and evaluation of communication effects, and developing appropriate communication plans.

IM307 Global Marketing **3 (3-0-6)**

This course covers the definition and significance of global marketing concepts in business. Topics include decisions whether to enter global markets, which global markets to enter, global market entry strategies, designing the global marketing program, and understanding digital revolution in global marketing.

IM308 Marketing for Social Impact **3 (3-0-6)**

This course explores strategies for changing the behavior of a target segment of consumers on key issues in the public interest (e.g., health behaviors, energy efficiency, poverty reduction, fundraising for social causes, and environment responsibility). How managers partner with organizations (e.g., non-profits, government) to achieve social impact will also be explored.

IM309 Marketing Strategy **3 (3-0-6)**

This course views marketing as both a general management responsibility and an orientation of an organization that helps one to create, capture and sustain customer value. Topics focuses on the business unit and its network of channels, customer relationships, and alliances. Specifically, the course attempts to help develop knowledge and skills in the application of advanced marketing frameworks, concepts, and methods for making strategic choices at the business level.

IM310 Mobile Marketing **3 (3-0-6)**

This course focuses on mobile marketing which can be accessed via mobile web and mobile application. Topics include mobile marketing strategy, technologies related to mobile marketing, tracking and measuring return on investment, advertising on mobile devices, developing mobile applications, and laws and ethics of mobile marketing.

IM311 Omni-Channel Management **3 (3-0-6)**

This course covers meanings, roles and importance of marketing channels both offline and online, retailing and wholesaling, marketing channel design and management, developing marketing channel strategy, and channel conflict and problem solving.

IM312 Customer Relationship Management **3 (3-0-6)**

This course examines customer relationship management (CRM) and its application in marketing, sales, and service. Topics include customer identification, customer acquisition, growth and retention of desired customers, and CRM technology. Emphasis is given on both conceptual knowledge and hands-on learning using a leading CRM software.

IM313 Special Topics in Marketing 1 (Experimental Design and Analysis) **3 (3-0-6)**

Through this course, students will learn and practice a wide range of critical skills, from the statistical methods used to design and analyze experiments to the marketing management and strategy required to execute an experiment and act on the results. The material covered can be applied in a number of other domains particularly product design, website design, advertising, branding, pricing, retailing, merchandising, and customer segments.

IM314 Special Topics in Marketing 2 (Introduction to Brain Science for Business) **3 (3-0-6)**

This course provides an overview of contemporary brain science and its applications to business. Topics include basic anatomy and physiology of the brain, techniques for measuring and manipulating brain function, and major findings in neuroscience with applications to business including selective attention and advertising; valuation and marketing; decision making; learning, innovation and creativity; social influence, team-building, and leadership.

IM315 Special Topics in Marketing 3 (CMO Business Experience) **3 (3-0-6)**

This course emphasizes on issues and real world experiences in business and business examples by chief marketing officers.

IM316 Marketing Research and Decision Making **3 (3-0-6)**

This course involves formulating critical managerial problems in marketing, developing marketing relevant hypotheses, collecting real-word consumer data from different sources and techniques, analyzing data, and drawing inferences with a view of yielding actionable results.

IM320 **International Brand Management** **3** (**3**-**0**-**6**)

This course covers meaning, roles, and the importance of brand management for international company, brand positioning, brand elements to create brand identity and brand equity, measuring brand equity, building customer loyalty, roles and responsibilities of international brand manager.

2.2. Logistics Management courses

IN201 Fundamentals of Supply Chain and Logistics **3** (**3**-**0**-**6**)

Fundamentals in logistics systems and supply chain operations, concepts and definitions of supply chain and logistics, the role of supply chain and logistics in global business environment, supply chain and logistics planning, customer/supplier relationship management, inventory management, transportation, purchasing, packaging, operations control and trends of supply chain and logistics. Public and private organizations related to domestic and international logistics are presented.

IN301 Inventory Management **3** (**3**-**0**-**6**)

State-of-the-art knowledge on demand and inventory management theory and practice. Topics included will be as follows: demand planning and forecasting; types of inventories; inventory problems; inventory cost; inventory control systems, measuring inventory performance; types of inventory count; economic order quantity; just in time inventory management system; decision models for inventory management; and case studies of world-class inventory management.

IN302 Procurement and Global Sourcing **3** (**3**-**0**-**6**)

An investigation of issues and methodologies related to purchasing and sourcing, and the decisions and challenges related to the design and implementation of a firm's purchasing strategy within a context of an integrated, global supply chain. Topics centering on the role of purchasing, development of purchasing strategy, purchasing planning, purchasing process, supplier selection, supplier relationship management, global sourcing, sourcing terms such as Incoterm, e-procurement and strategic cost management. Several case studies are presented.

IN304 Freight Transport and Distribution **3** (**3**-**0**-**6**)

Theoretical and practical approaches of freight transport and distribution. Topics of the course include the role and importance of freight transportation industry in domestic and global economies, advantages and disadvantages of each transportation mode, distribution patterns, multimodal transportation, distribution and transportation process, concepts and principles in distribution, transportation terms and documents, financial analysis for transportation and distribution planning, performance measurement in transportation.

2.3 Accounting courses

IA110 Intermediate Accounting 1 **3 (3-0-6)**

Definitions, classification, recognition, measurement, and valuation of assets, computation of depreciation and depletion, changes in asset valuation, impairment of assets, knowledge related to the implication of the financial reporting standards and other related standards including the disclosure and presentation of assets.

IA210 Corporate Governance, Risk Management, and Sustainable Development 3 (3-0-6)

Organization structure, ownership structure, theory and practice of good governance. Roles, functions and responsibilities of committees and auditors that aim to create good governance. The relationship between corporate governance mechanisms and firm performance. Components of internal controls for revenue, expense, and production cycles. Principles and basic concepts of general and application controls for information systems. Risk analysis, risk management, risk management tools.

IA211 Intermediate Accounting 2 **3 (3-0-6)**

Prerequisite: IA110 Introduction to Accounting

Principles and procedures in accounting for liabilities concerning classification of liabilities, recognition and measurement of liabilities, estimation of employee benefit obligation, presentation of liabilities in the statement of financial position, disclosure of liabilities according to accounting standards, accounting for owners' equity of partnership, corporation, and public company related to incorporation, operation, share in profit and loss, changes in equity, and liquidation as well as presentation and disclosure of ownership in statement of financial position and cash flow statement.

IA212 Accounting Information Systems **3 (3-0-6)**

Nature, component and procedure of accounting information systems, preparation of business documents, principles of systems analysis and design, basic business cycles, accounting information subsystems including revenue cycle, expenditure cycle, production cycle, cash management cycle, and financial reports, related documents and information in each cycle, internal control, document flow and related accounting information system. E-Filling and modern technology using in accounting information system management.

IA430 International Accounting **3 (3-0-6)**

Accounting practices applied with International Accounting Standard (IAS) and International Financial Reporting Standard (IFRS), differences in accounting practices between IAS /IFRS and Generally Accepted Accounting Principle of United State of America (U.S. GAAP), accounting harmonization, financial statements of multinational's enterprises, international financial statement analysis of some countries which have the effects on the world's economic, accounting for international business combinations, international segment reporting, international accounting for planning and control, and transfer pricing of multinational enterprises.

2.4 Manangement courses

IMT201 Management Information Systems **3 (3-0-6)**

Concepts and structure of information technology for an organization, analysis and development of database management, the need of information technology for executive decision making, exploitation of information technology, database management and database security for keeping up to the change and organization, impact of information technology on executive decision making, organizational structure and culture, and the application of information technology in business strategy to create competitive advantages.

IMT202 Data and Information Management by Application **3 (3-0-6)**

Definition of data and information management, document management, document layout, table management, graphic and text management, table and graph for data presentation and data management by Microsoft Office application, computer software used for business and research

IMT301 Business and Commerce in Australia **3 (3-0-6)**

This course supports students in understanding the particular aspects of law and finance that relate to an Australian context, and how these differ from Thai structures and processes. Topics include components of the Australian financial system, features off the Australian legal system, contract law in an Australian context (formation, enforceability terms and exclusion), effective, efficient and ethical management within the Australian, Asia-region and global contexts. Students will be required to apply problem solving methods to explain areas of law, management and finance covered during the course, and be able to demonstrate introductory skills of academic research and writing

IMT302 Organizational Behaviors **3 (3-0-6)**

People are the most dynamic resource an organisation has at its disposal. Understanding how people undertake work that contributes to organisations and how organisations affect the lives of the people who work in them is complex. This course introduces some of the concepts that help to understand these issues. Topics include diverse perspectives on people and work, team and group dynamics, the impact of technology and generational trends on work, gender and ethnicity at work, organizational justice and culture, employee proactive behaviors and its impact on organisational performance. All topics will develop key generic skills and have a strong emphasis on practitioner-based knowledge from human resource management and employment relations.

IMT303 Knowledge Management **3 (3-0-6)**

Knowledge is a distinct key to competitive business advantage. Knowledge Management sensitizes you to the importance and practice of the development and management of non-tangible worth (principally human-based knowledge) in modern organizations. The need for reciprocal concern for both structures and processes is important for dealing with organizational change and development. Recognizing graduate needs expressed by industry, the development and application of both technical and people management skills within Knowledge Management environments is emphasised. Critical discussion and analysis of key theoretical and practical aspects of knowledge management enhances problem solving and communication attributes valued within the profession.

IMT304 Leading Organizational Change **3 (3-0-6)**

Leading organisational change examines the theories, frameworks and models of change within the organisational setting and leadership theories, approaches and behaviours that facilitate effective organisational change. The course explores the demise of the rational organisation and the growth of planned and emergent change models within turbulent environments. It examines the

critical role of the leader and their decision making in effecting sustainable change and evaluates the multiple human, structural, technological, cultural, political and symbolic factors that affect meaningful change.

IMT305 Sustainability, Corporate Social Responsibility, and Business Ethics **3 (3-0-6)**

This course will enable students to develop the knowledge and skills to understand, articulate, critique and apply the theory behind sustainable and ethical approaches to business management. The course will explore a variety of companies' attempts to integrate sustainable approaches into their everyday business practices. By exploring the theory and examining the practice from a range of sectors, the course will investigate how and why people have chosen to adopt sustainable approaches to the way in which they do business.

IMT401 Advanced Innovation Management **3 (3-0-6)**

A critical aspect of a modern enterprise is to develop a holistic understanding of innovation management. Enterprise competitive advantage stems from a culture of continuous improvement and strategically driving this from an enhanced interpretation of user needs. This course explores why innovation management plays a pivotal role in such advancement and, in doing so, will include multiple interpretations of innovation management, including a resource based interpretation as well as strategic competitive and open innovation interpretations. Key aspects for students of this broader approach relate to the central role of consistently reviewing business models as well as enterprise functions and processes.

IMT402 Special Topics in Management 1 **3 (3-0-6)**

This course enables students to learn about one of the core management disciplines in more depth. It addresses advanced topics in the area of study which include: cutting edge practice, topics of higher complexity, and/or issues that require greater depth of knowledge or analysis.

IMT403 Special Topics in Management 2 **3 (3-0-6)**

This course enables students to learn about one of the core management disciplines in more depth. It addresses advanced topics in the area of study which include: cutting edge practice, topics of higher complexity, and/or issues that require greater depth of knowledge or analysis.

IMT404 Project in Business **3 (3-0-6)**

Apply your knowledge in a real world organisational environment. Within this engaged learning course you will work on a project that is of value to your host organisation. This project may require problem resolution or may involve the development of something new for the organisation. You will work to generate an understanding of organisational context; gather and analyse data relevant to the project; apply what you have learnt in your Major, within that context; and deliver a report on the issue to your host organisation.

IMT405 Research in Entrepreneurship and Innovation **3 (3-0-6)**

This course involves formulating critical managerial problems in entrepreneurship and innovation, developing relevant hypotheses, collecting real-word data from different sources and techniques, analyzing data, and drawing inferences with a view of yielding actionable results.

2.5 Practical Business Training Course group

IP800 Co-operative Education **6 (0-40-20)**

Practice in the organization for one semester as a temporary employee. The work will be related to the student's academic field. Students will be monitored and evaluated by the advisor from the University and supervisor in charge from the organization.

IP300 Internship **3 (0-40-0)**

Work in an organization in the related field at least 300 hours including reporting the result of the internship.

- # Appendix B Request form

In case of students have to do the special request about registrartion, students can download request form and fill incomplete information and submit it at Student Service Unit, the Office of the Registrar during working hours in website: https://registrar.utcc.ac.th/e-request

1. **General Request form** This form is used for Enrollment Request after Program Completion, Study Return, Grades /Scores Check,Registered, Withdrawn, Changed, and AddedSubject Check due to No Exam Seat etc.



- **Procedure of General Request Form:**

1. The form is available at the Office of Registrar, Building 1,2ndFloor and registrar website: : https://registrar.utcc.ac.th/e-request
2. Students must complete the form and have it signed by the advisor and by the Dean for approval.
3. Students must submit the approval form signed by the advisor and the Dean at the Office of the Registrar, Building 1, 2ndFloor or Office of Registrar Facebook Page: https://web.facebook.com/regUTCC
4. Students must keep the slip as evidence, and they can check their enrollment status at http://reg.utcc.ac.th and UTCC Plus mobile application.

2. **Adding/dropping a class** (Student can add/drop and change class or section in 2nd week of the new semester)in registrar website and UTCC+ Mobile application. In case student has a special request, student have to submit the form as below



- **Add and Drop Registration Procedure:**

1. The form is available at the Office of Registrar, Building 1,2ndFloor and registrar website: : https://registrar.utcc.ac.th/e-request
2. Students must complete the form and have it signed by the advisor and by the Dean for approval.
3. Students must submit the approval form signed by the advisor and the Dean at the Office of the Registrar, Building 1, 2ndFloor or Office of Registrar Facebook Page: https://web.facebook.com/regUTCC
4. Students must keep the slip as evidence, and they can check their enrollment status at http://reg.utcc.ac.th.

3. **Change of major and Credit transfer** This form is used for student who would like to change the major or transfer the credits from external institution/college/university. This form require the document attach as follows:

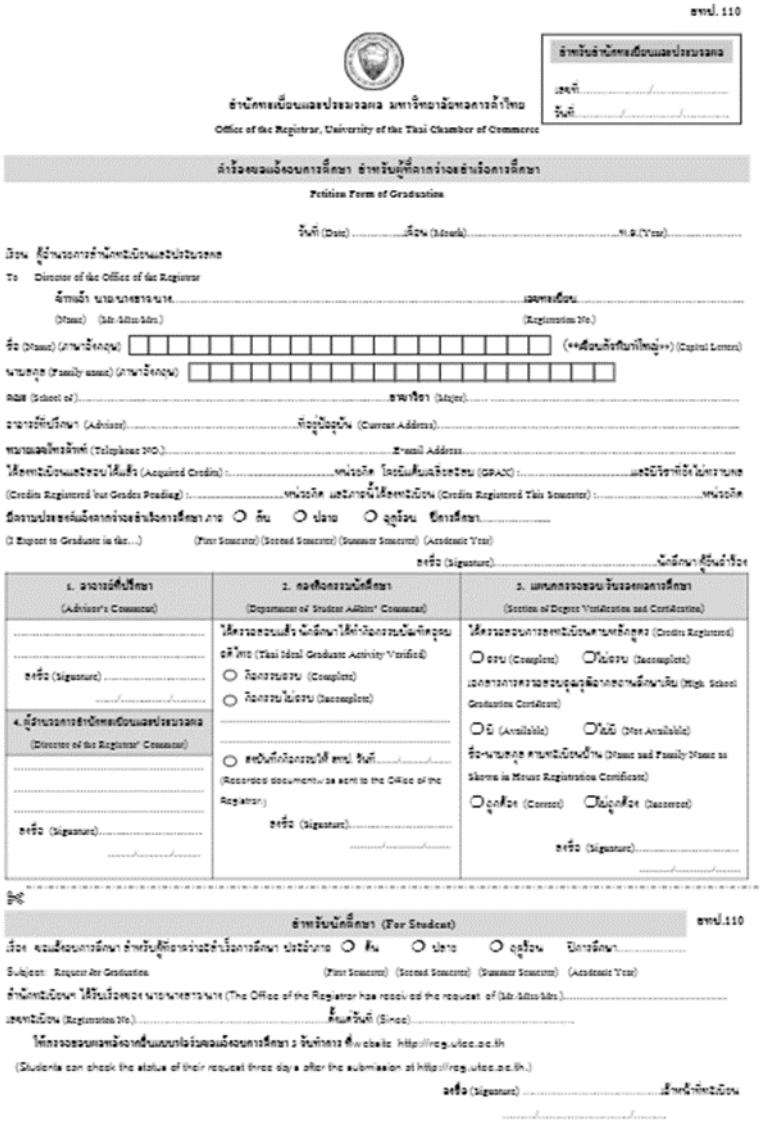
    1. 1 Copy of Table Comparing Courses and Credits to be transferred.
    2. 1 Copy of Official Transcript.
    3. For External credits transfer require 1 copy of Program Curriculum from Previous Institute: for Credit Transfer between-Institutes.



• Change major/Credits transfer Procedure:

1. The form is available at the Office of Registrar, Building 1,2ndFloor and registrar website: : https://registrar.utcc.ac.th/e-request
2. Students meet with their Director of program for approval.
3. Director submit the forms to the Associate Dean for Academic Affair.
4. Associate Dean for Academic Affairs Checks the forms submitted.
5. The School forwards all credit transfer request forms to the Registrar.
6. The Registrar informs the Ministry of Education regarding the students' credit transfer for consideration in that academic year.

4. **Form of Graduation Check** Students who are studying in the last semester of the program and expecting to graduate must submit a petition for graduation to the Office of Registrar after the registration in the last semester.



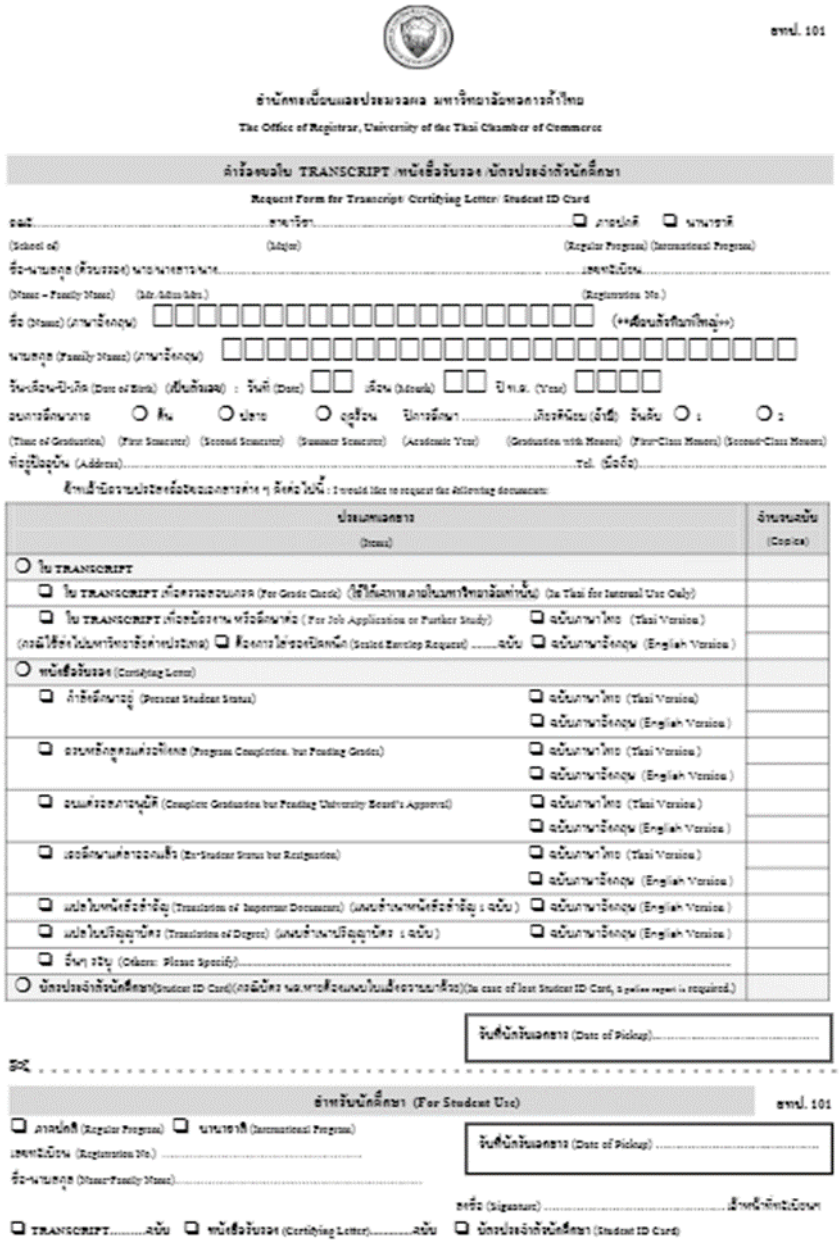
- **Graduation Procedures:**

1. The form is available at the Office of Registrar, Building 1,2ndFloor and registrar website: : https://registrar.utcc.ac.th/e-request
2. Students complete the form and have their advisor sign for approval.
3. Students submit the form after finishing the last registration of the semester as soon as possible at the Office of Registrar, Building 1, 2ndFloor or Office of Registrar Facebook Page: https://web.facebook.com/regUTCC
4. Students keep the slip as evidence and they can check the status of your request three days after the submission at the Website. http:/reg.utcc.ac.th

5. Request Form for Transcript/ Certifying Letter/ Student ID Card

Remark :

- **TRANSCRIPT** In case of incorrect photo or no photo in database, attach a one-inch photo.
- **Certifying Letters** In case of translation of important documents/translation of degree, attachment of a copy of original document is required.
- **Student ID Card** In case of a <u>lost</u> student ID card, a police report is required **or** In case of damaged and expired student ID card, please attach the original one.



สทป. 101

สำนักทะเบียนและประมวลผล มหาวิทยาลัยหอการค้าไทย

The Office of Registrar, University of the Thai Chamber of Commerce

คำร้องขอใบ TRANSCRIPT /หนังสือรับรอง /บัตรประจำตัวนักศึกษา

Request Form for Transcript/ Certifying Letter/ Student ID Card

ถึง ❑ ภาคปกติ ❑ นานาชาติ

(School of) (Major) (Regular Program) (International Program)

ชื่อ-นามสกุล (ตัวบรรจง) นาย/นางสาว/นาง..... เลขทะเบียน.....

(Miss – Family Name) (Mr. Miss Mrs.) (Registration No.)

ชื่อ (Name) (ภาษาอังกฤษ) ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐ (**เฉพาะนักศึกษาใหม่**)

นามสกุล (Family Name) (ภาษาอังกฤษ) ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

วัน/เดือน-ปี/เกิด (Date of Birth) (เป็นหลักฐาน) : วันที่ (Date) ☐☐ เดือน (Month) ☐☐ ปี พ.ศ. (Year) ☐☐☐☐

ขอเอกสารการศึกษาภาค ❍ ต้น ❍ ปลาย ❍ ฤดูร้อน ปีการศึกษา ..... เกียรตินิยม (อันดับ) อันดับ ❍ 1 ❍ 2

(Time of Graduation) (First Semester) (Second Semester) (Summer Semester) (Academic Year) (Graduation with Honors) (First-Class Honors) (Second-Class Honors)

ที่อยู่ปัจจุบัน (Address)..... Tel. (มือถือ).....

ข้าพเจ้ามีความประสงค์ขอเอกสารต่าง ๆ ดังต่อไปนี้ : I would like to request the following documents:

ประเภทเอกสาร (Items)		จำนวนฉบับ (Copies)
❍ ใบ TRANSCRIPT		
❑ ใบ TRANSCRIPT เพื่อตรวจสอบเกรด (For Grade Check) (ใช้ได้เฉพาะภายในมหาวิทยาลัยเท่านั้น) (In Thai for Internal Use Only)		
❑ ใบ TRANSCRIPT เพื่อหน้องาน หรือศึกษาต่อ (For Job Application or Further Study)	❑ ฉบับภาษาไทย (Thai Version)	
(กรณีใช้ส่งไปมหาวิทยาลัยต่างประเทศ) ❑ ต้องการใส่ซองปิดผนึก (Sealed Envelop Request) .....ฉบับ	❑ ฉบับภาษาอังกฤษ (English Version)	
❍ หนังสือรับรอง (Certifying Letter)		
❑ ยืนยันสถานะนักศึกษาปัจจุบัน (Present Student Status)	❑ ฉบับภาษาไทย (Thai Version)	
	❑ ฉบับภาษาอังกฤษ (English Version)	
❑ ลงทะเบียนเรียนครบหน่วยกิตแล้ว แต่ยังไม่ได้เกรด (Program Completion, but Pending Grades)	❑ ฉบับภาษาไทย (Thai Version)	
	❑ ฉบับภาษาอังกฤษ (English Version)	
❑ จบการศึกษาแล้ว แต่ยังไม่ได้รับการอนุมัติปริญญา (Complete Graduation but Pending University Board's Approval)	❑ ฉบับภาษาไทย (Thai Version)	
	❑ ฉบับภาษาอังกฤษ (English Version)	
❑ เคยเป็นนักศึกษาแต่ลาออกแล้ว (Ex-Student Status but Resignation)	❑ ฉบับภาษาไทย (Thai Version)	
	❑ ฉบับภาษาอังกฤษ (English Version)	
❑ แปลใบหนังสือสำคัญ (Translation of Important Documents) (แสดงสำเนาหนังสือสำคัญ 1 ฉบับ)	❑ ฉบับภาษาอังกฤษ (English Version)	
❑ แปลใบปริญญาบัตร (Translation of Degree) (แสดงสำเนาปริญญาบัตร 1 ฉบับ)	❑ ฉบับภาษาอังกฤษ (English Version)	
❑ อื่นๆ ระบุ (Others: Please Specify).....		
❍ บัตรประจำตัวนักศึกษา(Student ID Card)(กรณีบัตร หม.หายต้องแสดงใบแจ้งความมาด้วย)(In case of lost Student ID Card, a police report is required.)		

วันที่นักรับเอกสาร (Date of Pickup).....

ชื่อ .....

สำหรับนักศึกษา (For Student Use) สทป. 101

❑ ภาคปกติ (Regular Program) ❑ นานาชาติ (International Program)

เลขทะเบียน (Registration No.) .....

ชื่อ-นามสกุล (Miss-Family Name).....

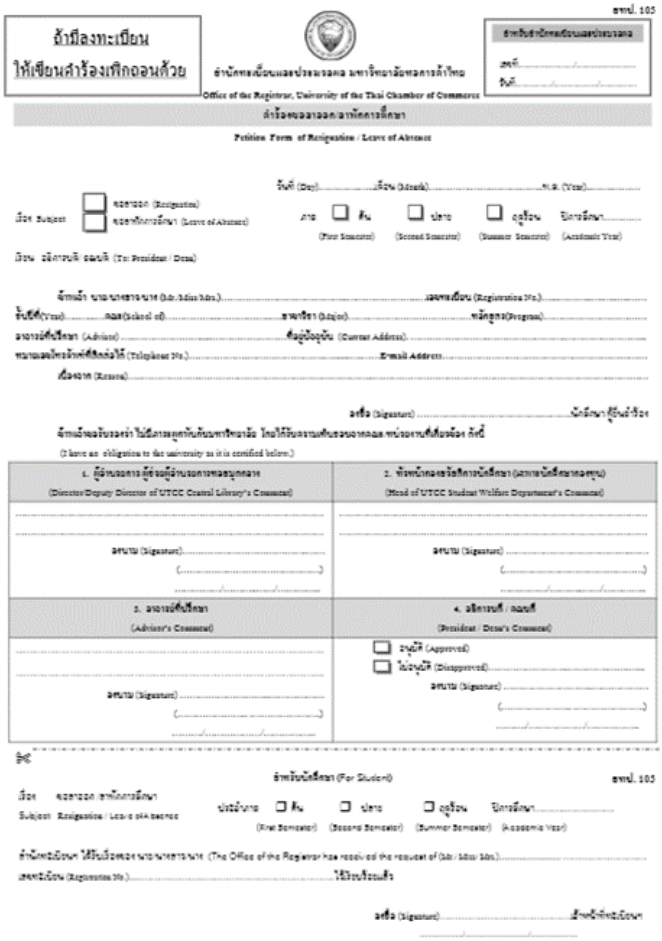
วันที่นักรับเอกสาร (Date of Pickup) .....

ลายชื่อ (Signature) .....ข้าพเจ้าขอรับเอกสาร

❑ TRANSCRIPT.....ฉบับ ❑ หนังสือรับรอง (Certifying Letter).....ฉบับ ❑ บัตรประจำตัวนักศึกษา (Student ID Card)

6. **Leave of absence or Resignation/ Leave of Absence** Student who need to take leave during the semester, student has to submit this form to office of registrar with the document attach as follow:

1. Consent letter signed for resignation/ leave of absence by the parent/Guardian
2. Copy of parent ID card or passport with endorsement
3. IPad Fine Receipt (Only Students Starting from Academic Year 2011)*For resignation only



- **Resignation / Leave of Absence Procedure:**
  -Leave for Absence

1. The form is available at the Office of Registrar, Building 1,2nd floor.
2. Consent letter signed for resignation/ leave of absence by the parent
3. 1 copy of a parent ID card or passport with a parent's signature
4. Students complete the form and have it signed by the advisor for approval and then by the Dean of the School where students are studying.
5. Student pay the leave of Absence to maintain student status with Financial Department, Building 1,2nd floor or contact in Facebook page: https://web.facebook.com/FinanceUTCC
6. Students submit the form together with the receipt at the Office of Registrar, Building 1,2nd floor or Office of Registrar Facebook Page: https://web.facebook.com/regUTCC

   -Resignation

1. The form is available at the Office of Registrar, Building 1,2nd floor.
2. Consent letter signed for resignation/ leave of absence by the parent
3. 1 copy of a parent ID card or passport with a parent's signature

4. Students submit the form at UTCC Central Library's counter service, Building 24, 7th floor or Central Library website: http://library.utcc.ac.th and Facebook page: https://web.facebook.com/utcclibrary
5. For the Student Loan Project, contact the UTCC Student Welfare Department, Building 3, 2nd floor or Facebook page: https://web.facebook.com/utccstudentwelfare
6. Students complete the form and have it signed by the advisor for approval and then by the Dean of the School where students are studying.
7. In case of leave of absence, students pay to leave cost at the Finance Department, Building 1,2nd floor or Financial Department Facebook page: https://web.facebook.com/FinanceUTCC
8. Students contact at Teaching Excellence Center, Building 9,1stfloor to pay for the iPad fee.
9. Students contact Institute of Graduate Academic Achievement, Building 10, 5th floor.
10. Students submit the form together with the receipt at the Office of Registrar, Building 1,2nd floor.
11. Keep the slip as evidence.

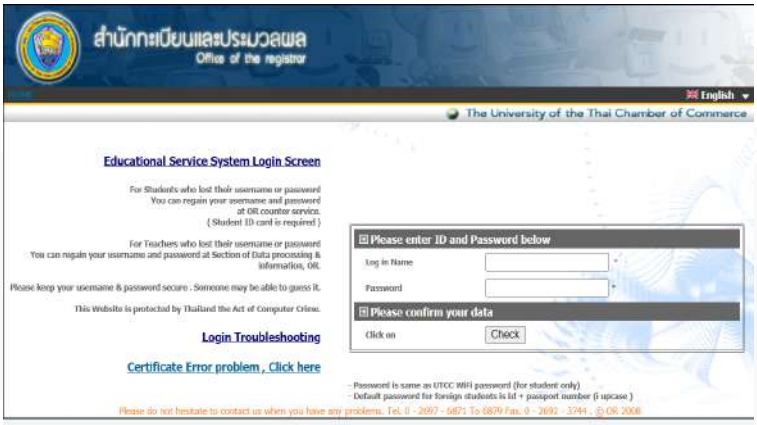
28 FAQ

1. Q: How to login in Registrar website and UTCC Plus?

A: Student can login by your student id as username and your password start Capital I and small d for Thai student following citizen id number and Foreigner passport number include the letter.

Example: Id1XXXXXXXXXXXX

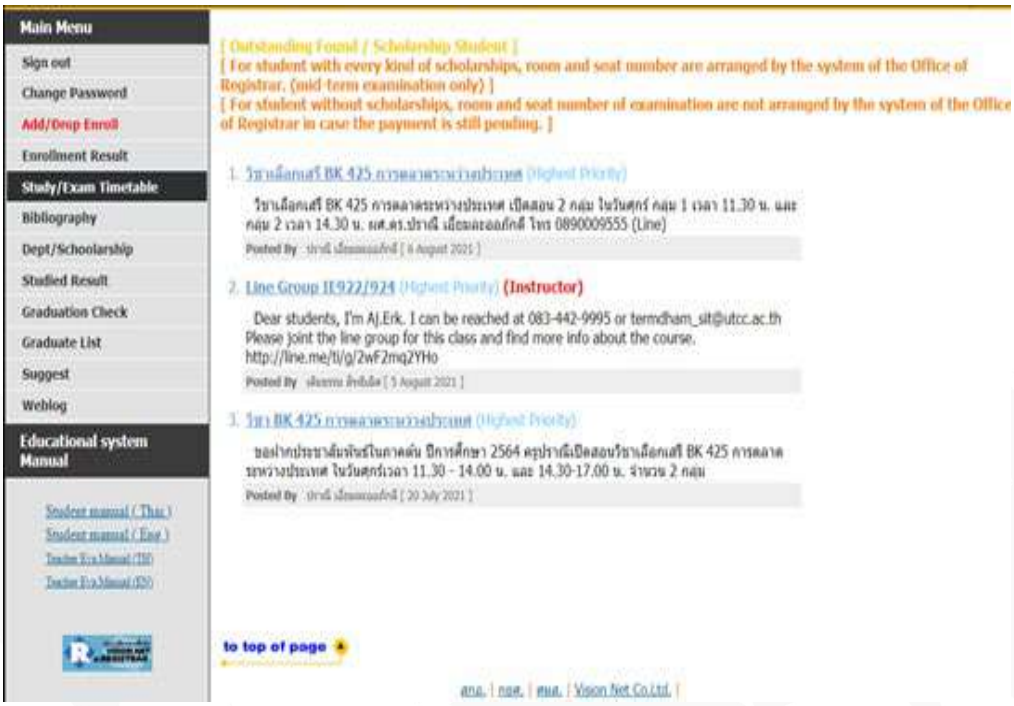
IdNXXXXXXX





2. Q: How to check the class and exam schedule?

A: After login, student click "Study/Exam Timetable" button for and student can see the class and exam schedule.





3. Q: How to change,Add and Drop with Full-refund?

A: Student can change,Add and Drop with Full-refund following the Academic Calendar. The Add-drop period with full refund usually start in 2nd week of the semester. The button will appear in the 2nd week. Please see the photo above.

4. Q: What's Academic Claendar?

A: Academic Calendar is the calendar that provide the important information for student to prepare in the upcoming semester such as the enrollment period, First date of each semester, payment period, examination period and the last date of each semester.

5. Q: For Scholarship students, How to check the fee and scholarship status?

A: Student can check on registrar website by click "Debt/Schalrship" button to check the scholarship status.



6. Q:What's student ID card?

A: Student ID card is the student information and can use as the atm/debit card. Student have to contact Kasikorn bank to fill the information and get the student card. Moreover, student can use the Virtual ID card in UTCC Plus as student card.

