

Forces of demand and supply, elasticity, opportunity cost, market structures, pricing strategy, business enterprise, consumers' behavior; the Thai economy, the world economy, globalization and technological, profit maximizing, firm and organization, government policies, a business analysis and managerial decision-making, competitive advantage; the social media economy, innovation-based economy, digital sharing economy, aging society and dynamic business environment

ICGS 104 Essentials of Entrepreneurship 4

Prerequisites: -

Creating new businesses, capturing new markets, enhancing organizational effectiveness; entrepreneurship theories and frameworks, practices of promoting and managing start-ups; the life-cycle of an entrepreneurial venture; concept implementation, entrepreneurial pathway; the customer analysis, integrated marketing, funding, securing and managing capital, the human capital management under the disruptive environment

ICGS 105 Personal Financial Management 4

Prerequisites: -

Personal finance and investment; financial goals and planning process; financial statements and budgets; tax preparation; cash and savings management; investment planning; investing in stocks and mutual funds; making automobile and housing decisions; life insurance; protecting the property; retirement planning

ICGS 106 Fashion and Society 4

Prerequisites: -

The design elements of fashion, fashion terminology, fashion reflecting its temporal and spatial context, fashion and the development of art; fashion as a cultural expression, fashion as creativity; fashion requiring customers' approval and endorsements, fashion and consumer behaviour, fashion and consumerism, and ethical issues of fashion

ICGS 107 MICE 101 4

Prerequisites: -

An introduction to MICE industry; meetings; incentive travels; convention; exhibitions; decision-making criteria; special events; MICE event management; the venue management; logistics for MICE industry; service providers in MICE industry; standards in MICE industry; ethics for MICE

ICGS 108 Money Matters 4

Prerequisites: -

Financial issues related to money, rational choices, income and success; managing personal finances; markets and their functions; challenges in hard economic times; financial responsibility and basic money management skills

- **Global and Multicultural Literacy**

ICGS 109 American History, Film and Modern Life 4

Prerequisites: -

The history of modern America from the post reconstruction to the present; a survey history of the American political economy, society and international relations available in the modern media such as arts, film; influential thinking and writing; television channels and the social media; the state's power projection through hard and soft power; the American Innovative Industrialists; the Progressive Reformers; World War I; the Roaring Twenties; the Great Depression; Isolationism in the interwar years; Women's Suffrage; World War II; the Cold War; the Vietnam War; Racial Tensions; the Bush, Obama, Trump administrations and the future U.S. foreign policy

ICGS 110 Development and Conflicts 4

Prerequisites: -

Concepts of political and economic development; policies; production, and investment priorities; the consequences of economic transformation in poor countries; developmental failure since the 1980s; four development traps, including the conflict trap; the natural resource trap; the bad governance trap; and being landlocked with bad neighbours; solutions of how countries can achieve positive changes; the environmental and social development; the appropriateness and sustainability of the existing conventional development and growth trajectory

ICGS 111 Exploring Religions

4

Prerequisites: -

Major religions in the world, Hinduism, Buddhism, Sikhism, Chinese religions, Shinto, Judaism, Christianity, and Islam; the origins of the three religious groups, religions arising in India, China, and Japan, and of the family of Abraham; contemporary new religious developments; religious diversities present in the world

ICGS 112 Geography of Human Activities

4

Prerequisites: -

The interrelationship between humans and the spaces they create; human activities as interdisciplinary by nature; the physical and socially instructed environment people live in; human interactions shaping the human understanding of the environment; the utility of resources; the phenomena on the earth's surface related to human actions; concepts and geographical methodologies used to examine social organizations and environmental consequences

ICGS 113 Perspectives on the Thai Past

4

Prerequisites: -

The origins of the Thai people in pre-historic times to the late twentieth century; an alternative view incorporating the different regions and various ethnic groups making up present-day Thailand; key issues in Thai history; an analysis of the classics of Thai historiography; an evaluation and an interpretation of a range of primary sources dealing with the Thai past; understanding of how history is written

ICGS 114 Power, Money and Behavior of Powerful States

4

Prerequisites: -

Understanding the motives behind the inter-state relations; the increase of power, wealth and international prestige; tools states use to achieve objectives and the challenges of decision-making; foreign policies of the great power states having permanent seats and veto power on the UN Security Council; middle-power states including economically and politically advanced countries; critical issues such as nuclear weapons in North Korea; the war in Afghanistan; democratization or terrorism in failing states; and world trade; patterns and trends of foreign policy making of powerful states during the last century individually and in comparison with other states; case studies illustrating the policy decision-making to meet the contemporary international challenges

ICGS 115 Sociology in the Modern World

4

Prerequisites: -

Sociology as a field of study explaining social, political, and economic phenomena; social interactions and social organizations; sociological perspectives; methodologies and sociological insights; topics relevant to the modern world including culture, social groups, socialization process, deviance, family, religion, social inequality, gender, economic, politics, the media, and social change

ICGS 116 Power and Politics

4

Prerequisites: -

The understanding of the politics and the political systems of the current world; interactions and connections of different ideas; systems of thought and conflict in contemporary society; an analysis of political phenomenon

ICGS 117 Overcoming Stereotypes, Prejudice and Discrimination

4

Prerequisites: -

An analysis of psychological theories; psychological approaches to stereotypes, discrimination and prejudice; the emotional, behavioral and cognitive implications; the impact on our behavior and society; debiasing and metacognition

ICGS 118 Skills in Dealing with People Across Cultures 4**Prerequisites: -**

The development of skills in dealing with people across cultures, covering topics such as: communication across cultures; parenting in different cultures; understanding consumers from different cultural backgrounds; emotions and motivation across cultures as well as approaches to deal with cultural diversity at work

ICGS 119 World Politics 4**Prerequisites: -**

Different disciplinary perspectives on world politics; historical, geographical, anthropological, economic, and political approaches; specific regions in the world politics

ICGS 120 Global Awareness 4**Prerequisites: -**

The state of the world: key facts and trends of geography, economy, society, politics and the environment; global relationships: key economic, political, and environmental relations and trends; Thailand in the world: how Thailand impacts the world, and vice versa

- **Psychological Literacy**

ICGS 121 Abnormal Colleagues: how do I make this work? 4**Prerequisites: -**

The stigma of psychological issues; the fear of the workplace gossips and job security; an avoidance of getting treatment and counseling; a recognition of various disorders and devising strategies to effectively communicate and work with people; improving the workplace productivity and relationships

ICGS 122 Propaganda, Nudge Theory and Marketing: How to resist? 4**Prerequisites: -**

An examination of the science behind the 'mind control' and its implementation in the current society; an investigation of real and possible counter-strategies; a detailed psychological and socio-economic analysis of subtle oppressions of human autonomy in institutional, social, political, and economic practices

Physical Education**ICGP 101 American Flag Football 1****Prerequisites: -**

A ball based sport course emphasizing techniques; non-contact game play, including dodging, throwing, and catching and the development of teamwork management, communication, and terminology

ICGP 102 Badminton 1**Prerequisites: -**

A racket based sport course stressing technique, strategies, grip, serving, positioning and movement; game play in both singles and doubles

ICGP 103 Basketball 1**Prerequisites: -**

A ball based sport course emphasizing attentiveness, dribbling, passing, shooting, rebounding, ball control, game play, and the development of game strategies

ICGP 104 Body Fitness	1
Prerequisites: - A comprehensive course in one or more exercise techniques: strength/resistance, cardio, plyometric, stretching, high-intensity interval training, and calisthenics; to maintain health and wellness	
ICGP 105 Cycling	1
Prerequisites: - A course designed on cycling instruction for safety, fitness, riding techniques, posture, communication, knowledge of the equipment and hazards, for recreational and commuter cycling	
ICGP 106 Discover Dance	1
Prerequisites: - A dance based course of current forms and techniques in one or more categories: African/Jazz, Worldwide Dances/Latin Dances, Professional Performance Dance, Modern Dance, Hip-hop/Funk	
ICGP 107 Golf	1
Prerequisites: - A club based game course designed on developing correct grip, stance, posture, swing, and the knowledge of equipment, rules, regulations, and etiquette	
ICGP 108 Mind and Body	1
Prerequisites: - A course stressing meditation postures, techniques, movement, and breathing to achieve the positive mental state	
ICGP 109 Selected Topics in Sports	1
Prerequisites: - Learning concepts, rules and strategies through planned and structured movements by way of sport or activity to enhance a healthy lifestyle	
ICGP 110 Self Defense (Striking)	1
Prerequisites: - An external martial arts (striking) course emphasizing hard physical impact and exertion, muscular strength and tension, maximizing speed and power, through the body coordination	
ICGP 111 Self Defense (Grappling)	1
Prerequisites: - An internal martial arts (grappling) course stressing timing, awareness, precision, and techniques, using the body leverage for throwing, take downs, pins, and submissions	
ICGP 112 Soccer	1
Prerequisites: - A ball based sport course stressing alertness, ball control, including dribbling, passing, trapping, shooting, ball movement, game play, and development of strategies through drills and competitive play	
ICGP 113 Social Dance	1
Prerequisites: - A dance based social sport or activity course of choreographed movements, styles and regulations from the International Ballroom (Standard) and the International Latin dances	

ICGP 114 Swimming**1****Prerequisites: -**

A water based sport course stressing swimming techniques, breathing, and knowledge of buoyancy, propulsion, and water safety

ICGP 115 Tennis**1****Prerequisites: -**

A racket based sport course of techniques, strategy, grip, serve, game play, ball tracking, timing, shot control, through drills, live ball hitting sessions, and competition

ICGP 116 Volleyball**1****Prerequisites: -**

A ball sport course emphasizing passing, setting, serving, developing strategies, positions, game play, teamwork management, and communication



Mahidol University
International College