

Marketing

ICBE 471 Markets Structures and Pricing Strategies

4

Prerequisite: ICMB 205, ICMB 206

Firms behavior, different market structures, an economic analysis of game theory, firms decisions, competitive market, monopolistic and imperfect competitive markets; theory of pricing decision, pricing issues, pricing framework, value creation process, price structure, strategies and tactics; strategic firms entering mode, differentiate product, choice of vertical boundaries and procurement decisions, and the advertising investment

ICMB 201 Business Statistics

4

Pre-requisite: ICGN 104

Basic statistics, probability distribution of random variable, estimation of hypothesis testing, a variance analysis, a probability distribution, chi-square test, correlation analysis and regression equation; programming application for statistics, and the use statistics to make business decisions

ICMB 203 Microeconomics

4

Prerequisite: -

Introduction to microeconomics principles, pricing theory, economic scarcity, consumer behavior, production costs, market structure, utility analysis, and distribution of income.

ICMB 204 Macroeconomics

4

Prerequisites: -

Introduction to macroeconomics principle, theories of output, consumption, inflation, unemployment, fiscal and monetary policy, international monetary system.

ICMB 205 Microeconomics

4

Prerequisite: ICGN 104

Introduction to microeconomics principles; economic scarcity; opportunity cost; demand and supply; elasticity; consumer behavior; producer behavior; production costs; pricing theory; market structure; utility analysis

ICMB 206 Macroeconomics

4

Prerequisite: ICGN 104

Data of macroeconomics, problems and issue related to economic environment, Gross Domestic Product (GDP), Consumer Price Index (CPI), multiplier, unemployment, inflation, money market, interest rate, fiscal and monetary policies, IS-LM model, AS-AD model, international trade, exchange rate, Mundell-Flemming model

ICMB 207 Management of Business Information

4

Prerequisite: ICGN 104

Management business data and model, connecting data, shaping data, combining data, characterizing data, building data models, scenario management, goal seek, data tables and DAX, pivot tables, columns and measures calculations, visualization of data, reports, visualizers, dashboards

ICMB 213 Financial Accounting

4

Prerequisite: ICGN 104

A preparation of financial statements, recording and classifying financial transactions, characteristics of various types of accounts, accounting principles, and usefulness and limitation of accounting information

ICMB 214 Managerial Accounting

4

Prerequisite: ICMB 213

Basic cost concepts; the cost accounting systems; uses of management accounting for planning, control, performance evaluation and decision making purposes

ICMB 215 Business Finance for Entrepreneurs

4

Prerequisite: ICMB 213

An introduction to the principles of financial management, the role of finance with the firm and its objectives; topics including time value of money; the valuation of financial assets; capital budgeting techniques; risk and return calculations; methodologies for determining the cost of capital; as estimation and forecasting of cash flows; and the project evaluation

ICMB 216 Business Communication

4

Prerequisite: ICGN 104

Accuracy and logic in writing, presentation of business development project, interpersonal communication, intercultural communication, conflict management, negotiation, written communication, oral communication

ICMB 222 Principle of Marketing

4

Prerequisite: ICGN 104

Marketing concepts, the role of marketing in organization, creating-communicating-delivering-exchanging product and services that having value to customers and the society; customer needs and wants, consumer decision making process, marketing information and research, market segmentation-targeting-positioning, product development and life cycle management; pricing, channel management, marketing communication, customer relationship management

ICMB 235 Management and Organizational Behavior

4

Prerequisite: ICGN 104

The role of managers in an organization; behavioral and administrative theories and concepts needed to succeed in the modern organization; organization structures; organizational changes; motivations; leadership; managing work and team; teamwork

ICMB 236 Human Resource Management

4

Prerequisite: ICGN 104

The HR trends and challenges in the modern workplace; investment perspective of HRM; social responsibility perspective of HRM; roles of a strategic human resource manager; comparative industrial relations; organizational analysis and work design; HR planning, recruiting, selection, evaluation, training and development, compensation and benefits; workforce diversity

ICMB 237 International Business Management

4

Prerequisite: ICMB 235

International business operations; organization structure; finance and accounting systems; taxation systems; marketing strategy; cultural differences; global trade; capital markets and economic growth; the impact of regional trading blocs; corporate global competitiveness; global strategies

ICMB 310 Business Law

4

Prerequisite: ICGN 104

Introduction to laws, contract law, tort law, personal income tax, corporate income tax, other taxes and duties, company and partnership laws, property law, sales, service, lease laws, loan, mortgage, pledge, guarantee laws, agency laws and employment laws, intellectual property laws

ICMB 311 Business Ethics and Sustainability

4

Prerequisite: ICMB 214, ICMB 237, ICMB 310

Analysis of ethical and sustainability concepts, implications of ethics and sustainability in business decisions, social and business-related environments, application of ethical principles, ethical issues in the organization and external environments

ICMB 312 Management Science

4

Prerequisite: ICMB 201, ICMB 207

Application of quantitative analysis techniques, linear programming, network models, decision analysis, business simulation

ICMB 314 Operation and Project Management

4

Prerequisite: ICMB 201, ICMB 312

Modern concepts, models and tools for planning, organizing, staffing, leading and controlling the production, distribution of goods and services

ICMB 401 Business Innovation and Entrepreneurship**4****Prerequisite: ICMB 222, ICMB 214, ICMB 236, ICMB 311, 4th year status**

A study of entrepreneurial business strategy and innovation; the development of business plan; the new business ideas generation; the new business model; vision and mission, organizational plan, marketing plan, human resource plan, financial plan, risk management plan, action plan

ICMB 402 Business Strategy**4****Prerequisite: ICMB 222, ICMB 214, ICMB 236, ICMB 311, 4th year status**

A study of strategic management; fundamental element of the organizational management strategy; process and frameworks of strategic management; an examination of both internal and external environment; competitive advantage; an identification of organization's mission, objective, policies and business strategy; foundation of a strategic analysis including the industry and company analysis; strategy formulation and implementation

ICMB 490 Career Preparation**1****Prerequisite: Juniors**

The use of design thinking approach to develop self-awareness skills and prototype future career; self-assessment of knowledge, skills, people, and conditions; self-inventory of lifestyle and value; conducting effective career experiment; career vision, and life mapping exercise, and action plan to pursue the target career

ICMB 496 Practical Business Training – On Campus**8****Prerequisite: Seniors, ICMB 490**

An on-campus internship program at the Brew & Bev Bistro providing a practical business experience for MUIC students; applications of business knowledge and skills learned in class; a summative evaluation of students' teamwork, analytical thinking skills, innovativeness, ethics and sustainability, and management knowledge and skills

ICMB 497 Practical Business Training – Off Campus**8****Prerequisite: Seniors, ICMB 490**

An internship program in off-campus organizations providing practical business experience for MUIC students; applications of business knowledge and skills learned in class; a summative evaluation of students' teamwork, analytical thinking skills, innovativeness, ethics and sustainability, and the management knowledge and skills

ICMI 331 Global Logistics and Supply Chain Management**4****Prerequisite: ICMB 237**

International logistics management; upstream and downstream business activities; procurement; demand forecasting; operations and production; warehouse and distribution center; logistics network design; supply chain technologies; transportation mode; inventory management

ICMK 351 Consumer Insights - A Qualitative Approach**4****Prerequisite: ICMB 222**

The importance of consumer insights, psychological aspects of consumer behavior, the role of qualitative approach in discovering insights; qualitative research procedures; qualitative data collection methods, focus group, in-depth interview, observation, projective techniques; data collection and fieldwork; data coding, qualitative data analysis methods; interpreting insights, turning insights into marketing ideas

ICMK 352 Market Intelligence - A Quantitative Approach**4****Prerequisite: ICMB 201, ICMB 222**

Marketing research tools, techniques, and process to arrive at conclusion; identifying and collecting information, analyzing and interpreting the data, using data to make decision

ICMK 353 Consumer Behaviour and Decision Making	4
Prerequisite: ICMB 222	
A study of consumer behavior, the decision making process, psychological responses, and sociological influences on the consumer decision; consumer decision and its impact on marketing decision; formulation of marketing strategy in response to the consumer decision behavior	
ICMK 361 Digital Marketing	4
Prerequisite: ICMB 222	
An overview of digital marketing, online marketplace analysis—macro and micro environment; online customer personas and decision journey; the digital marketing process; objective and budgeting for digital marketing program; digital marketing tools; developing a digital marketing program; evaluation of digital marketing project	
ICMK 461 Marketing Strategy for Sustainability	4
Prerequisite: ICMB 222, 4th year students	
A macro-environment analysis, an opportunity and challenge analysis, vision and mission; branding strategy, product strategy, pricing strategy, distribution strategy, communication strategy, innovation strategy, growth strategy, defensive strategy; sustainability concept, sustainability impact assessment	
ICMK 354 New Product Management	4
Prerequisite: ICMB 222	
An examination of managing the new product development process of bringing new products and services to the market within a strategic content; sources for identifying opportunities; techniques for idea generation; methods for concept development and evaluation; creation of perceptual maps; approaches for product and marketing development; conducting business analysis for a new product; strategies to position new products; types of market testing; formulation of new product launch strategies; assessing product line impacts	
ICMK 355 Integrated Marketing Communications	4
Prerequisite: ICMB 222	
An exploration of the nature and purpose of advertising and sales promotion in accordance with an integrated marketing communications perspective; showing how these activities will fit into the general process of marketing management; addressing marketing objectives and budget, target audience selection, the communication objective, the creative strategy, the integrated communication strategy and the media strategy	
ICMK 362 Strategic Brand Management	4
Prerequisite: ICMB 222	
A strategic planning perspective to explore theories, concepts and tools applicable to the management of a brand; perspectives of consumer-based brand equity; types of brand strategy; coordination of brand marketing programs; mapping of brand associations; the development of a brand audit; measurement and interpretation of brand performance; management and growth of brand equity; approaches for brand expansion; alternative brand architectures; strategies for brand reinforcement and revitalization	
ICMK 451 Distribution and Retail Channels	4
Prerequisite: ICMB 222	
The accessibility of product and service through the distribution channel; setting up distribution strategy, designing distribution structure, and managing distribution channel from manufacturer's and retailer's perspectives by answering channel members' and consumers' needs; the impact of marketing channel decisions on marketing strategy	
ICMK 452 Business Marketing and Selling Strategy	4
Prerequisite: ICMB 222	
Understanding the nature of organization buyers and its buying behavior; business buyer segmentation, customer relationship management, pricing, and product development; basic components of selling function; tools for selling process	
ICMK 453 Global Marketing Strategy	4

Prerequisite: ICMB 222, ICMB 237

Differences between single country marketing and international marketing; global economic and trade environment, global social and cultural environment, global political and legal environment; emerging markets' characteristics, developed markets' characteristics; segmentation, targeting, and positioning in the global market; market selection process; mode of entry; the marketing strategy in foreign markets

ICMK 456 Special Topics in Marketing

4

Prerequisite: Juniors

A study of contemporary issues, industry trends, theories, and best practices in marketing in response to the changing business environment



Mahidol University
International College

Foundation Courses

(For all 618xxxx students, except ICCI, ICCU and ICMC students)

ICID 100 Freshman Seminar

0

Prerequisites: -

Compulsory for all freshmen; time management skills, study plan, adjustment to college's life, and teachers' expectation

ICMA 100 Foundation Mathematics

0

Prerequisites: Placement test

Expressions and equations; linear functions; polynomials and nonlinear functions; radical and rational functions; the data analysis

ICME 100 English Resource Skills

0

Prerequisites: Placement test

A remedial course preparing students for reading and writing academic English at a level suitable for entering the Intermediate English Communication I

General Education Courses

(For all 618xxxx students, except ICCI, ICCU and ICMC students)

English Communication

ICGC 101 Academic Writing and Research I

4

Prerequisites: Placement Writing Test or ICME 100

An introduction to the academic writing process through the development of the writer's voice through sentencings, structure, and rhetorical devices; a focus on strategies for using and integrating researched sources; methods to compose well-structured essays based on themes relevant to the world today

ICGC 102 Academic Writing and Research II

4

Prerequisites: ICGC 101

The integration of skills in academic research and writing to analyze and create persuasive compositions; techniques to identify strengths and weaknesses in argument; the development of students' knowledge and preconceptions of global issues through a progressive series of essays and journal assignments

ICGC 103 Public Speaking

4

Prerequisites: ICGC 102 Academic Writing and Research II

Fundamentals of key skills for confident and effective public speaking through a series of prepared and unprepared speeches; an introduction and application of techniques to inform/persuade audiences; the utilization of Academic Writing and Research I and II to create and deliver speeches to a professional standard

ICGC 111 Academic Writing and Research I (Advanced)

4

Prerequisites: Placement Writing Test

Theories and practical methods to enhance students' creative and descriptive abilities; an emphasis on the development of a writer's voice through sentencings, structure, and rhetorical devices; strategies for using and integrating researched sources introduced by means of explaining theories, concepts, and writing conventions

ICGC 112 Academic Writing and Research II (Advanced)**4****Prerequisites: ICGC 111**

A focus on high levels of academic literacy and presentation skills in reading, writing, and public speaking for experts or near-expert users of English; the utilization of advanced strategies to exploit secondary research and argumentation; an application of advanced skills in critical thinking and rhetorical knowledge through class discussions and written and oral assignments

ICGC 201 Global Realities**4****Prerequisites: ICGC 103 or ICGC 112**

An exploration and a critical analysis of key texts on poetry, literature, and legislative documents in order to understand the complexity and challenges of the world we live in; themes encouraging students to consider values, human rights and government; class discussions, journal writing, and presentation activities to demonstrate how students can contribute to the betterment of society

ICGC 202 Literary Analysis**4****Prerequisites: ICGC 103 or ICGC 112**

A review of literary works from selected literary genres; an exploration of how literature informs our perceptions of the world by way of analytical and critical thinking; an analysis of short stories, poetry and drama; scaffolding of strategies for students to understand the function of a variety of literary forms

ICGC 203 Creative Writing**4****Prerequisites: ICGC 103 or ICGC 112**

An examination of fictions, poetry, drama, and the media production through readings, speeches and films; comparisons of writing in different genres; a creation of the work of publishable quality by means of the consideration of audience and genre

ICGC 204 Advanced Oral Communication**4****Prerequisites: ICGC 103 or ICGC 112**

Theories of persuasion, non-verbal techniques, and voice control for advanced presenters; strategies to develop high levels of voice control and expressions; activities including debates, stage, and sales strategies; the development of students' abilities to express themselves confidently in a variety of academic and professional environments through impromptu and prepared speeches

ICGC 205 Linguistics**4****Prerequisites: ICGC 103 or ICGC 112**

An introduction to major features and components of the human languages; a focus on power and complexity of languages, its influence on interactions and its contributions to understanding; an exploration of definitions and applications of syntax, semantics, pragmatics, and other related topics

ICGC 206 Literature Into Film**4****Prerequisites: ICGC 103 or ICGC 112**

An introduction to the technical aspects of translating literature into films; an exploration of the interplay between literature and films through an analysis of short stories, novels, and plays and their film versions; an exploration of the challenges merging both mediums

ICGC 207 Diverse English Speaking Cultures**4****Prerequisites: ICGC 103 or ICGC 112**

An introduction to the study and appreciation of post-colonial literature; utilizing literature, music, and film to help students develop the ability to understand influences in new ways; an evaluation through a combination of mock trials, debates, plays, presentations, reading notes, and essays

ICGC 208 Language and Culture	4
Prerequisites: ICGC 103 or ICGC 112	
An examination of the interplay between language and culture; having texts and class discussions to focus on the importance of understanding the link between culture and languages; a completion of research paper on the topic	
ICGC 209 The Story of English	4
Prerequisites: ICGC 103 or ICGC 112	
The development of English traced from its origins; the/a demonstration through texts, films, and media of the growth and spread of English; an introduction to methods of understanding a variety of linguistic progressions in the language	
ICGC 210 First and Second Language Acquisition	4
Prerequisites: ICGC 103 or ICGC 112	
An introduction to how children develop their first language; comparing and contrasting of the second language development; theories of language development from behaviorism to more recent cognitive and functional approaches; the implications of theories	
ICGC 211 Topics in Comparative Literature A: Poetry	4
Prerequisites: ICGC 103 or ICGC 112	
An in-depth study of poetry, including: metrics, forms, themes, ethnic voices, throughout history; an evaluation of poetry from different genres through a series of discussions, workshops and a term research paper	
ICGC 212 Topics in Comparative Literature B: The Short Story and the Novel	4
Prerequisites: ICGC 103 or ICGC 112	
A study of elements of fictions in short stories and novels through class workshops on characters, dialogue, plot and atmosphere; class discussions to analyze the effect of historical and social developments on selected themes	
ICGC 213 Topics in Comparative Literature C: Drama	4
Prerequisites: ICGC 103 or ICGC 112	
An exploration of ways to understand and appreciate drama by reading, watching, and analyzing theatrical performances; staging and enactment of a theatrical production; readings, essays, and theater workshop activities to prepare students for a final stage performance	

Natural Science

- **Scientific and Environmental Literacy**

ICGN 101 Decision Mathematics	4
Prerequisites: -	
Graphs and networks; linear programming; transportation problems; game theory	
ICGN 102 Essential Mathematics	4
Prerequisites: Placement test	
Real numbers, algebraic expressions, percentages, ratio, proportion; linear functions; the systems of linear equations	
ICGN 103 Essential Statistics	4
Prerequisites: ICGN 102	
Statistical ideas and concepts; probability and conditional probability; distribution functions; expected value; estimators; hypothesis testing; a linear regression analysis	

ICGN 104 Mathematics and Its Contemporary Applications	4
Prerequisites: Placement test <i>or</i> ICMA 100	
A review of algebra, logarithmic and exponential functions, matrix algebra, differential calculus, integral calculus	
ICGN 105 Ecology, Ecosystems and Socio-Economics in Southeast Asia	4
Prerequisites: -	
Human impacts on Southeast Asian ecology; human impacts on Southeast Asian's biodiversity and natural resources; fundamental ecological and resource management principles; current sustainable development issues; sustainable development practices for Southeast Asia	
ICGN 106 Climate Change and Human Society	4
Prerequisites: -	
Human activities and the global climate; consequences for human society; consequences for the essential life support systems; perspectives on human health and diseases; adapting to global climate change; mitigating global climate change; an optional field visit included	
ICGN 107 The Chemistry of Everyday Life	4
Prerequisites: -	
The air we breathe; ozone hole; water quality; acid-base and everyday chemicals; energy and fuels; battery; portable electronics; pharmaceuticals from nature; polymer and plastics; nutrition and modern life; genetic engineering; forensics and the DNA technology	
ICGN 108 Essentials of Culinary Science for Food Business	4
Prerequisites: -	
Changes during the preparation, heating, and storage of raw materials and finished products, food service and commercial packaged food industries; chemical, sensory, and nutritional natures of food, food safety concepts, changing trends and interests, legal requirements of the food establishment	
ICGN 109 Food for Health	4
Prerequisites: -	
Human nutritional requirements; health benefits of various foods; quality and safety of foods; food additives; food production and preservation; health and nutritional value	
ICGN 110 Maker Workshop	4
Prerequisites: -	
A mechanical design consideration, 3D drawing, safety in design; motion in 1 and 2 dimension; the sound and the oscillation motion, mechanical properties of materials; basic electronics, a circuit analysis, soldering; microcontroller, basic programming	
ICGN 111 Physics for CEO	4
Prerequisites: -	
Basic concepts of physics impacting individuals and society on a daily basis: physical quantities, the Newtonian mechanics and dynamics, energy and heat, electricity and magnetism, light and sound, and the electromagnetic spectrum	
ICGN 112 Stargazer	4
Prerequisites: -	
Basic ideas of astronomy, astrophysics, and cosmology; the progress of human understanding of the universe; the impact of the scientific methods on the astronomical observation; the earth and the moon; the solar system; the lifecycle of stars; Black Holes; galaxies; and the current understandings about the origins and the future of the universe	

ICGN 113 Plants, People and Poisons**4****Prerequisites: -**

The plant world; the way plants grow and reproduce; modern technologies used for improving agricultural methods; the basics of plant biology; the distinctions among major groups of plants; the social implications of plant use and abuse

ICGN 114 The Scientific Approach and Society**4****Prerequisites: -**

Scientific literacy; the process of science discovery; verification, its limitation, and the influence on various disciplines; human research and animal research ethics; the critical analysis of current scientific articles; life cycle of scientific knowledge; modeling in science

ICGN 115 Human Evolution, Diversity and Health**4****Prerequisites: -**

The Hominid evolution; primate societies; the origins of human species; the Order Primates; human distinctiveness and diversity; the scientific advancements and the human body; the scientific advancements and the modern society

- **ICT and Digital Literacy**

ICGN 116 Understanding and Visualizing Data**4****Prerequisites: -**

An introduction to data analytics; roles and examples of the data-driven decision making; technology landscape; data kinds and types; data sources and collection techniques; data storage and standard formats; data processing workflow; summary from data; different types of visualization; data visualization tools

ICGN 117 Technology behind E-Business and Digital Strategies**4****Prerequisites: -**

Landscape of technologies in the digital enterprise and e-business; internet-based staples such as web hosting, domain-name acquisition, the social media, the payment systems; electronic business models and digital strategies; emerging trends in technology; legal and ethical issues

ICGN 118 Everyday Connectivity**4****Prerequisites: -**

The Internet, computer networks, and the World Wide Web (W3) in daily life; troubleshooting small network problems; identifying threats and avoiding dangers online; finding credible information on the Web; online communication tools, such as the social media and email, for professional branding; the basic e-business concepts and tools; the e-payment systems

ICGN 119 Computer Essentials**4****Prerequisites: -**

Digital literacy relating to computer literacy and information literacy; the computer hardware and its general functions; the operating systems; software packages and their daily use; computer security; the ethical use of the intellectual property

Humanities

- **Logical and Ethical Literacy**

ICGH 101 Biotechnology: from Science to Business**4**

Prerequisites: -

Biotechnology, bioethics, and the law, biotechnology and the regulatory framework, genetic testing, patenting life, biobanks and modern genomics research; genetically modified organisms; human and animal testing, bioterrorism; biological weapons laws, bio-prospecting, pharmaceutical pricing; the future of the human beings and post-humanism

ICGH 102 Famous Arguments and Thought Experiments in Philosophy**4****Prerequisites: -**

An examination of the most striking argumentative moves in philosophy from Plato's Allegory of the Cave to Searle's Chinese Room and beyond; a transfer and an application of paradigmatic philosophical thinking to current open questions in politics and science

ICGH 103 Logic, Analysis and Critical Thinking: Good and Bad Arguments**4****Prerequisites: -**

Basic formal tools from sentential and predicate logic; logical structures of arguments used in the everyday contexts of life; an analysis of their strengths and weaknesses; common fallacies in reasoning, including reasoning involving determining probabilities; a construction of good arguments using the principles of informal reasoning

ICGH 104 Moral Reasoning: How can we know what is good?**4****Prerequisites: -**

A survey of philosophical, psychological, and scientific contributions to the understanding of moral values; a hands-on construction and an analysis of ethical argument regarding burning issues in applied ethics

ICGH 105 Technology, Philosophy and Human Kind: Where Are We Now?!**4****Prerequisites: -**

An examination of major technological and scientific innovations across the globe and their effects on human life and thought; a focus on agriculture, steel, the printing press, the mechanical clock, magnifying lenses, antibiotics, electricity, steam and combustion engines, and the transistor

ICGH 106 The Greeks: Crucible of Civilization**4****Prerequisites: -**

An introduction to and an overview of the philosophy and thought of Ancient Greece and its influence on contemporary civilization; theories about knowledge, propaganda, truth, art, psychology, happiness, justice, and democracy

- **Arts and Media Literacy**

ICGH 107 Contemporary Art and Visual Culture**4****Prerequisites: -**

Current issues in society; the new media in art today; an analysis of images; social and historical contexts of contemporary art; creative thinking; the effects of globalization on the visual world; an investigation of broader social and cultural matters; subject matters related to ideology, gender, race, and ethnicity

ICGH 108 Creative Drawing Expression**4****Prerequisites: -**

Drawing in a variety of medium; drawing as creativity; re-presenting, expressing, texturizing, sublimating, juxtaposing, appropriateness, redefining, constructing, illustrating, and describing; drawing from life: human form; developing cognitive learning skills; utilizing visual communication, the design and art principles (experimentation, exploration, application, techniques for mark making, proportion, gesture, contour, action,

weight, line, value, texture, composition); researching, interpreting, evaluating, and analysing contemporary artists; personal evaluation; personal expression

ICGH 109 Creative Thinking Through Art and Design

4

Prerequisites: -

Combining a hands-on studio experience with demonstrations, lectures and discussions; developing creativity and gaining confidence in communicating one's own unique vision; exploring a variety of art and design mediums; understanding the elements of the visual language; implementing the creative process and creative thinking; developing individual solutions to open-ended problems

ICGH 110 Drawing as Visual Analysis

4

Prerequisites: -

Developing creativity and cognitive learning skills; utilizing visual communication, the/a design and art principles; mark making; observing, analyzing, recording, representing plant and still life forms; practicing and applying, and using techniques for conventional pencil drawing tools (shape, form, perspective, lines, shading, value, negative space, texture, composition); scientific illustration; a realistic representational observation

ICGH 111 Media Literacy: Skills for 21st Century Learning

4

Prerequisites: -

An integration of the media literacy, the media production, and the media ethics; accessing, analyzing, evaluating, questioning, and producing media texts; social, cultural, and political implications of the media; representations in the media; the media as political economy; the media aesthetics; the media and influence; audiences negotiating meaning

ICGH 112 Photography

4

Prerequisites: -

An integration of visual literacy, photography techniques, and ethics; analyzing, evaluating, and authoring photographs; visual aesthetics; visual storytelling and narrative building techniques; the decisive moment; influencing audiences; maximizing the audience engagement; the ethical publications and the dissemination of photographs

ICGH 113 Moving Pictures: A History of Film

4

Prerequisites: -

An investigation of European, American, and Asian films as art, philosophy, social commentary, and propaganda; a focus not only on techniques, styles, and technological advances but on the interpretation, comparison, and criticism

ICGH 114 The Sound of Music: Form, Emotion, and Meaning

4

Prerequisites: -

A survey of a musical expressions and an analysis of its communicative force in light of current research; examples from a wide range of musical styles with a focus on classical music

Foreign Languages

- **German**

ICGL 101 Elementary German I

4

Prerequisites: Placement test

Greetings, introducing oneself or others; German alphabets and phonemes; personal information, numbers from 1 – 100 and price quotations; expressing wishes, telling the time and making appointments; the quality of items, measurements; verb forms, pronouns, sentence structure, gender of nouns, accusative case and plural forms, negation

ICGL 102 Elementary German II**4****Prerequisites:** Placement test *or* ICGL 101

Ordering and paying for meals in a restaurant; preferences of food and drinks; giving and asking for directions; reading a map; preferences of work conditions; job advertisements; essay writing; yes/no questions, imperative forms, compound verbs, preposition with dative case, modal verbs I, German sentence bracket

ICGL 103 Elementary German III**4****Prerequisites:** Placement test *or* ICGL 102

Health advice and problems, healthy and unhealthy lifestyles, events, and accidents, travel reports, curriculum vitae (CV); possessive articles in nominative, accusative and dative case, perfect tense, connectors, modal verbs II

- **Japanese**

ICGL 111 Elementary Japanese I**4****Prerequisites:** Placement test

The Hiragana and Katakana characters; fundamentals of the basic Japanese grammar (noun-ending sentences, particles, demonstratives, verb-ending sentences, non-past and past tenses); scaffolding of basic vocabulary; basic communication about personal topics (self and others); the description of Japan; the design of written products in the target language; expressing existence, preferences, and agreement; comparing cultures

ICGL 112 Elementary Japanese II**4****Prerequisites:** Placement test *or* ICGL 111

The Kanji characters (approximately 50); fundamentals of the basic Japanese grammar concepts (particles, verbs of giving and receiving, na-adjective-ending sentences, i-adjectives-ending sentences, non-past and past tenses, and classifiers); scaffolding of basic vocabulary; basic communication about daily life topics; the design of written products in the target language; expressing simple points of view, describing people and daily life activities; comparing cultures

ICGL 113 Elementary Japanese III**4****Prerequisites:** Placement test *or* ICGL 112

The Kanji characters (approximately 50); fundamentals of the basic Japanese grammar concepts (verb conjugation (masu-form, te-form, nai-form, and dictionary form), and related sentence patterns; the polite style of speech, and the plain style of speech, particles); scaffolding of basic vocabulary; basic communication about various topics; the design of written products in the target language; expressing points of view, describing people and various activities; comparing cultures

- **French**

ICGL 121 Elementary French I**4****Prerequisites:** Placement test

Fundamentals of the basic French grammar (pronouns, present tense conjugation, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); an identification and a description of French speaking countries; the design of written products in the target language; expressing existence, preferences and agreement; comparing cultures

ICGL 122 Elementary French II**4****Prerequisites:** Placement test *or* ICGL 121

Fundamentals of the simple French grammar (present and future tense, adjective gender, place and agreement, more complex prepositions, more complex questions); scaffolding of simple vocabulary; simple communication about daily life topics (in France and in their country); the design of written products in the target language; expressing simply point of view, describing people and daily life activities; comparing cultures

ICGL 123 Elementary French III

4

Prerequisites: Placement test or ICGL 122

Fundamentals of the more complex French grammar (present and future tense, adjective gender, place and agreement, more complex prepositions, questions and past tense notions); scaffolding of more complex vocabulary; longer communication about daily life topics (in France and in their country); the design of written products in the target language; expressing point of view, describing people and daily life activities; comparing cultures

• Chinese

ICGL 131 Elementary Chinese I

4

Prerequisites: Placement test

The Chinese phonetic system (Pinyin), the Chinese basic writing system (Stroke order), the Chinese characters (approximately 100) and fundamentals of the basic Chinese grammar (interrogative pronouns, particle 的“de”, Yes/No questions with 吗“ma”, demonstrative pronouns, classifiers, adverb “ye”也, “dou”都); scaffolding of basic vocabulary; basic communication about personal topics (self and others); the description of China; the design of written product in the target language; expressing existence, preferences and agreement; comparing cultures

ICGL 132 Elementary Chinese II

4

Prerequisites: Placement test or ICGL 131

The Chinese phonetic system (Pinyin), the Chinese writing system, the Chinese characters (approximately 100); fundamental Chinese grammar concepts (interrogative pronouns, classifiers, “de” particles, “de” phrase, adverbials, the continuation of an act sentence structures and the reduplication of verbs); scaffolding of basic vocabulary; basic communication about daily life topics; the design of written products in the target language; expressing simple points of view, describing people and daily life activities; comparing cultures

ICGL 133 Elementary Chinese III

4

Prerequisites: Placement test or ICGL 132

The Chinese phonetics (Pinyin); The Chinese characters (approximately 150); Fundamentals of the basic Chinese grammar concepts (interrogative pronouns, modal verbs, complex sentence, modal particle “le” (了), complement of state, complement of result, complement of duration); scaffolding of basic vocabulary; basic communication about various topics; the design of written products in the target language; expressing points of view, telling direction, describing oneself and other people’s abilities; comparing cultures

• Spanish

ICGL 141 Elementary Spanish I

4

Prerequisites: Placement test

Fundamentals of the basic Spanish grammar (pronouns, present tense conjugation, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); an identification and a description of Spanish speaking countries; the design of written products in the target language; expressing existence, preferences and agreement; comparing cultures

ICGL 142 Elementary Spanish II

4

Prerequisites: Placement test or ICGL 141

Fundamentals of the basic Spanish grammar (pronouns, present tense conjugation, reflexive verbs, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); an identification and a description of Spanish speaking countries; the design of written products in the TL; expressing existence, preferences and agreement; talking about daily habits

ICGL 143 Elementary Spanish III**4****Prerequisites: Placement test or ICGL 142**

Towns, quarters and cities; directions; past experience; present perfect tense, past tense indefinido; verbs ser, estar and hay; vocabulary of places; time markers for past tense; verbs empezar a+ infinitive; verbs ir / irse

- **Thai**

ICGL 160 Introduction to Thai Language and Culture**4****Prerequisites: -**

A communication in basic situations such as introducing oneself, asking for and giving directions, ordering food and drinks, asking for prices and bargaining at the same time, understanding selected topics of Thai culture in daily life

ICGL 161 Elementary Thai I**4****Prerequisites: Placement test**

Listening and speaking skills on the following topics: introducing oneself, one's friend and family, basic food and drink ordering, places, directions, transportation, buying tickets, clothing items, colours, and sizes; bargaining, counting and using classifiers; reading and writing Thai consonants; vowels placed after, before, above, and below the consonants; Thai numbers; live and dead syllables

ICGL 162 Elementary Thai II**4****Prerequisites: Placement test or ICGL 161**

Listening and speaking skills on the following topics: one's schedule, making appointments, favourite leisure activities, ordering food, drinks, and desserts with special requests; presentation of one's plan for activities during the school break; a continuation of Elementary Thai I in reading and writing skills; the consonant clusters, tone marks, words with special spelling rules, reading short paragraphs

ICGL 163 Elementary Thai III**4****Prerequisites: Placement test or ICGL 162**

Communication of the four skills on the following topics: booking or renting accommodation, symptoms of illness and visiting a doctor; selected holidays and festivals; a presentation of a selected province in Thailand; a continuation of Elementary Thai II in reading and writing skills, writing short paragraphs and reading long passages on selected topics

International College

Social Sciences

- **Financial, Economic, Business and Entrepreneurial Literacy**

ICGS 101 Accounting for Young Entrepreneurs**4****Prerequisites: -**

Fundamental accounting concepts; the basic accounting process used in small enterprises; the preparation of financial statements; the break-even analysis; business taxation

ICGS 102 Business Sustainability and the Global Climate Change**4****Prerequisites: -**

A study of the role of business in the society; the basic concept of sustainability; global governance; sustainable development; social inequalities and social inclusion; environment sustainability; climate change; climate change mitigation; climate change adaptation; green marketing; business sustainability

ICGS 103 Economics in Modern Business**4****Prerequisites: -**

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



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