

## Bachelor of Business Administration Program (Bilingual Program)

### Degree Plan

#### Regular Track and Cooperative Education Track

#### Total Number of Credits

<b>General Education</b>	<b>24 credits</b>
English Languages	9 credits
Integrated Professional Skills Course	15 credits
<b>Professional Education</b>	<b>90 credits</b>
Core Courses	48 credits
- Foreign Languages Subjects Area	12 credits
- Business Administration Subjects Area	36 credits
Major Requirements	27 credits
Major Electives	15 credits
<b>Free Electives</b>	<b>6 credits</b>
<b>Total</b>	<b><u>120</u> credits</b>

#### List of Courses

#### 1. General Education (24 Credits)

##### English Languages (9 Credits)

CEN101	Everyday English	3
CEN102	Social English	3
CEN103	Global English	3

##### Integrated Professional Skills Course (15 Credits)

CGE011	Thinking Skills for Lifelong Learning	3
CGE012	Citizenship in Society and International Community	3
CGE013	Technology and Innovation for the Future	3
CGE014	Aesthetics and Well-being for Life	3
CGE015	Entrepreneurial Spirit and Financial Literacy	3

## 2. Professional Education (90 credits)

### Core Courses (48 credits)

#### 1) Foreign Languages Subjects Area (12 credits)

CBA011	Business Communication Essentials	3
CBA012	Storytelling for Business	3
CBA013	Professional Business English	3
CBA014	Business Professionals and Job Application in English	3

#### 2) Business Administration Subjects Area (36 credits)

CBA111	Fundamental of Accounting	3
CBA112	Introduction to Economics	3
CBA113	Business Law and Taxation	3
CBA114	Principles of Management	3
CBA211	Introduction to Business in South East Asia	3
CBA212	Human Resource and Leadership Management	3
CBA213	Principles of Marketing	3
CBA214	Managerial Accounting	3
CBA215	Business Finance	3
CBA216	Operations Management	3
CBA311	Business Technology	3
CBA312	Organizational and Multicultural Adaption in Business	3

#### Major Requirements (27 credits)

CBA221	Business Sustainability	3
CBA222	Consumer Psychology and Behavior	3
CBA223	Intelligent Tools for Data Analytics in Business	3
CBA224	Design Thinking for Business Innovation	3
CBA325	Business Transformation Management	3
CBA326	Project Management	3
CBA327	Business Strategic Management	3
CBA328	Business Research	3
CBA329	Seminar in Business and Trends	3

**Major Electives****(15 credits)**

Students select only 15 credits from the following courses.

**1) International Business Management**

CFB331	Consumer Behavior in Global Market	3
CFB332	International Economics and Trade Policies	3
CFB333	International Strategic Management and Innovation	3
CFB334	International Business Laws and Regulations	3
CFB335	Current Issues in International Business	3
CFB336	Cross-Cultural Organization Management	3
CFB337	English for International Business Management	3

**2) Marketing**

CFB341	Service Marketing and Customer Experience Management	3
CFB342	Product and Brand Management	3
CFB343	International Marketing and Trade Strategies	3
CFB344	Entrepreneurial Marketing	3
CFB345	Digital Marketing	3
CFB346	Integrated Marketing Communication	3
CFB347	English for Marketing	3

**3) Supply Chain and Logistics Management**

CFB351	International Supply Chain and Logistics Management	3
CFB352	International Trade and Logistics	3
CFB353	Export and Import Management	3
CFB354	Customer Service Management for Global Business	3
CFB355	Information Technology for Logistics	3
CFB356	Supply Chain and Logistics Strategy	3
CFB357	English for Logistics Management	3

**4) Creative Industry Management**

CFB361	Cultural Consumption and Creative Business Dynamics	3
CFB362	Marketing for Creative and Cultural Industries	3
CFB363	Intellectual Property and Brand Management	3
CFB364	Communication Campaign Management	3
CFB365	Creative Business Project Management	3
CFB366	International Creative Business Management	3
CFB367	English for Career Paths in Creative Business	3

### 5) Entertainment Industry Management

CFB371	Media Industry and Digital Marketing Communication	3
CFB372	Creative Storytelling for Digital Platform	3
CFB373	Campaign Architecture and Role of Media Channels	3
CFB374	Event Marketing	3
CFB375	Media Entrepreneur and Monetization Strategy	3
CFB376	Brand Equity and Artist Management	3
CFB377	English for Entertainment Business	3

### Practical Training and Cooperative Education

CEP391	Practical Training in Business Administration	3
CEP392	Pre-Cooperative Education	3
CEP393	Cooperative Education	6

### 3. Free Electives

**(6 credits)**

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

## Course Description

### 1. General Education (24 Credits)

#### English Languages (9 Credits)

#### **CEN101      Everyday English      3 (2 – 2 – 6)**

Practice basic language structures and everyday expressions, including how to give informative self-introduction, describe personality, talk about interests and personal passions, as well as how to express opinions about general issues. Enhance language skills-speaking, listening, reading, and writing—through integrated methods.

#### **CEN102      Social English      3 (2 – 2 – 6)**

Practice speaking and writing frequently used expressions for social interactions, exchanging information, making comparisons, and explaining ideas in social and business-related contexts, with emphasis on developing discussion and presentation skills along with digital skills and creativity.

#### **CEN103      Global English      3 (2 – 2 – 6)**

Intensive practice in portraying detailed experiences and expressing opinions about living and working situations, and discussing global issues, with concentration on intercultural communication skills and digital communication skills, which are vital to becoming global citizens.

### **Integrated Professional Skills Course (15 Credits)**

#### **CGE011      Thinking Skills for Lifelong Learning      3 (3 – 0 – 6)**

Theories and practical thinking tools, practice critical thinking, creative and innovative thinking, analytical thinking, synthesis thinking and problem-solving thinking, including how to link and select appropriate thinking tools and effectively adapt to daily life, professional undertakings and lifelong learning.

#### **CGE012      Citizenship in Society and International Community      3 (3 – 0 – 6)**

Concepts, traits, rights, duties and responsibilities of citizenship in Thai society, global society, and digital society, with ability to adjust and live happily with others while keeping abreast of and adapting themselves to societal changes which may affect livelihood and working life; awareness and cooperation at different levels among people of diverse cultures.

#### **CGE013      Technology and Innovation for the Future      3 (3 – 0 – 6)**

Concepts, roles, awareness, and adjustment to changes of the future and applications of various types of technology and innovation in knowledge acquisition and improvement of quality of life in a new normal society including ways to solve life complexity and challenges, and to enhance creative working life; impacts of technology and innovation on our livelihood, society and economics, and how to optimize and to protect the intellectual property arising from technology and innovation.

**CGE014      Aesthetics and Well-being for Life      3 (3 – 0 – 6)**

How to live a meaningful life through various types of arts, recreational activities and sports; new perspectives for aesthetics of life that influence one's mind and how one may plan a path to success from one's passion.

**CGE015      Entrepreneurial Spirit and Financial Literacy      3 (3 – 0 – 6)**

The development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur, opportunities to start and run a business with on the basis of ethics and moral grounds, how to effectively manage and make financial decisions, personal financial management and investment, including sustainable development, effective leadership skills development, teamwork, bold, prompt and well-informed decisions-making.

**2. Professional Education (90 credits)****Core Courses (48 credits)****1) Foreign Languages Subjects Area (12 credits)****CBA011      Business Communication Essentials      3 (2 – 2 – 6)**

Principles and types of business communication, definitions and language use in various business situations, practice in business conversations, discussions, and arguments; application of business vocabulary and expressions, analysis of business case studies to enhance effective communication.

**CBA012      Storytelling for Business      3 (2 – 2 – 6)**

Principles and guidelines for creating compelling business stories; strategies for effective storytelling based on scientific principles and best practices.

**CBA013      Professional Business English      3 (2 – 2 – 6)**

Use of professional business English for communication in various business situations, such as negotiations, product and service presentations, and communication with international business partners.

**CBA014      Business Professionals and Job Application in English      3 (2 – 2 – 6)**

Business career paths and development of English language skills required for job applications, including resume writing, completing application forms, and participating in job interviews.

## 2) Business Administration Subjects Area (36 credits)

### **CBA111 Fundamental of Accounting 3 (3 – 0 – 6)**

Definitions, concepts, and benefits of accounting, types of business entities, accounting principles and methods of recording transactions, preparation of financial statements, inventory accounting, reconciliation accounts, basic value-added tax accounting, professional ethics in accounting, and auditing of accounting fraud.

### **CBA112 Introduction to Economics 3 (3 – 0 – 6)**

Fundamental principles of microeconomic and macroeconomic analysis; consumer behavior; factor selection and production decisions; analysis of pricing and trade policies; economic integration; general international economics; and essential concepts of business economics, international finance, and macroeconomic factors at both national and international levels.

### **CBA113 Business Law and Taxation 3 (3 – 0 – 6)**

Business law principles related to business operations in the business and service sectors, including: business entities, juristic acts and contracts, sale, loan, property lease, hire-purchase, guarantee, pledge and mortgage, laws concerning financial institutions, laws regulating specific businesses, labor protection laws, laws on foreign business operations, compliance with legal requirements related to taxation, principles of taxation according to the Revenue Code, methods of assessment and collection of personal income tax and corporate income tax, value-added tax, customs duty, excise tax, specific business tax, as well as tax practices and business law in the digital era.

### **CBA114 Principles of Management 3 (3 – 0 – 6)**

Basic principles and theories of management: planning, leadership, modern and contemporary organizational management theories, organizational structure, internal organizational conflict management, internal organizational communication, and organizational development.

### **CBA211 Introduction to Business in South East Asia 3 (3 – 0 – 6)**

Scope of operations management, business competitiveness, internal and external environmental conditions, national and international factors in Southeast Asia, marketing management, monetary and fiscal policies, components of product and service production, roles and responsibilities in marketing, consumer behavior, market segmentation, target market selection, product positioning, marketing mix decisions corporate social responsibility and sustainability in business.

**CBA212 Human Resource and Leadership Management****3 (3 – 0 – 6)**

Recruitment, selection, and placement of personnel; motivation and employee support; business personnel management; human resource and organizational development fundamentals; organizational behavior; conflict management within organizations; group dynamics and influence; relationship building within the organization; promoting and motivating teamwork; theories of organizational behavior; leadership and organizational management.

**CBA213 Principles of Marketing****3 (3 – 0 – 6)**

Fundamental marketing theories, market analysis, consumer behavior, target customer group analysis, customer value-driven strategies, the 4Ps marketing mix integrated marketing communications, and social and environmental marketing.

**CBA214 Managerial Accounting****3 (3 – 0 – 6)**

**Prerequisite:** Passed CBA111 or Dean's Approval

Analyzing accounting concepts, assumptions, and benefits, business models, financial reporting, inventory accounting, balance sheet, analysis and interpretation of financial statements, capital acquiring and utilization, financial policy, financial cost analysis, working capital management, earnings distribution, equity and capital, and accounting applications for investment decisions, long-term asset allocation.

**CBA215 Business Finance****3 (3 – 0 – 6)**

Capital acquisition and use, financial cost analysis, basic financial ratio analysis, financial policy, cash budgeting, basic financial statements, financial analysis and forecasting, working capital management, long-term asset investment, resource allocation, dividend policy, corporate and financial institution financial structures.

**CBA216 Operations Management****3 (3 – 0 – 6)**

Components of product and service production, site selection, process layout, product design, process planning, task design, work analysis, setting production standards, production forecasting, production planning, and control in quantity and quality, quality management principles, inventory control, and decision-making to resolve production issues.

**CBA311 Business Technology****3 (3 – 0 – 6)**

Technology management, technology sourcing, and decision-making in evaluating cost-effectiveness of technologies in business operations; application of artificial intelligence (AI), innovations, e-commerce systems, and online business channels; technology as a driver in adapting to environmental changes.



**CBA312 Organizational and Multicultural Adaption in Business 3 (3 – 0 – 6)**

Organizational characteristics, individual behaviors within the organization, motivating and training staff, managing personnel conflicts within the organization, organizational management, diverse culture organizations, managerial conduct in various nations.

**Major Requirements (27 credits)****CBA221 Business Sustainability 3 (3 – 0 – 6)**

A framework for ethical decision-making in business, compliance with laws, regulations, and industry standards, respect for stakeholders, environmental stewardship, social responsibility, and business sustainability.

**CBA222 Consumer Psychology and Behavior 3 (3 – 0 – 6)**

Consumer behavior and psychology, internal and external factors influencing consumer decisions, behavior analysis and segmentation, identification of purchasing decision factors, strategy formulation for customer attraction and retention.

**CBA223 Intelligent Tools for Data Analytics in Business 3 (3 – 0 – 6)**

Roles of intelligent tools in data collection, analysis, and interpretation for strategic planning; types of intelligent tools including AI for data analytics, decision-making, and visualization; benefits in competitive analysis and market research; trends and advancements in business data analytics technologies.

**CBA224 Design Thinking for Business Innovation 3 (3 – 0 – 6)**

Components of innovation; creative thinking processes for developing innovative business ideas; testing and validation of innovations; innovation management planning including defining, implementing, and monitoring strategies in competitive environments.

**CBA325 Business Transformation Management 3 (3 – 0 – 6)**

The process of organizing and determining a company's directions, operations, and strategy, find business opportunities in the new business development process, the capacity to adapt to change and maintain a business's competitiveness, strategic alignment, process optimization, organizational restructuring, technology integration, innovation and agility and performance metrics.

**CBA326 Project Management 3 (3 – 0 – 6)**

Organizing, planning, and executing projects to achieve specific goals and objectives within a predetermined budget and timeframe, scheduling, resource management, risk management, communication, execution, quality management and monitoring, stakeholder management and documentation.

**CBA327 Business Strategic Management****3 (3 – 0 – 6)**

Mission, vision and value, environmental analysis, setting objectives, strategic planning tools, strategic formulation, strategic implementation, monitoring and control, strategic leadership, organizational culture and ethical considerations.

**CBA328 Business Research****3 (3 – 0 – 6)**

Data analysis from multiple perspectives, data interpretation, and business-oriented data presentation. The management and strategic development of data infrastructure, the application of artificial intelligence (AI), and data mining techniques at managerial and marketing levels to support effective business analysis and problem-solving.

**CBA329 Seminar in Business and Trends****3 (3 – 0 – 6)**

Business seminar covering various topics related to the dynamic and ever-changing world of business, focusing on emerging trends and factors that influence the global business environment.

**Major Electives (15 credits)**

Students select only 15 credits from the following courses.

**1) International Business Management****CFB331 Consumer Behavior in Global Market****3 (3 – 0 – 6)**

**Prerequisite:** Passed CBA222 or Dean's Approval

Definitions of consumer behavior, awareness of the roles of cultural, economic, political, legal contexts and other marketing-related environmental conditions contributing to differences in the learning, awareness, attitudes, beliefs, and purchasing behavior of various consumer groups around the world which influence market segmentation, target group identification, market positioning, and marketing strategy.

**CFB332 International Economics and Trade Policies****3 (3 – 0 – 6)**

Concepts and methods in international trade, basic factors leading to international trade and various effects that followed from doing international trade, production results, product price, using the resources of the country, price of production factors, International trade policies, trade balance, balance of payments, tax system, international exchange system, international trade restrictions, international investment integration, economic integration, the role and importance of international financial institutions.

**CFB333 International Strategic Management and Innovation****3 (3 – 0 – 6)**

International strategic management, the formulation and implementation of strategy by an organization to achieve its goals in the context of the global market, organizational structure market entry strategy, global competitive advantage, risk management, culture and ethics in business, technology transfer, innovation that transcends regulations and laws, global supply chains.

**CFB334 International Business Laws and Regulations 3 (3 – 0 – 6)**

Laws and regulations governing international business, including legal frameworks, agreements, and operational guidelines under the World Trade Organization (WTO); international investment law; international financial transactions and banking; cargo insurance; enforcement of international commercial contracts; and intellectual property protection.

**CFB335 Current Issues in International Business 3 (3 – 0 – 6)**

Current issues and news stories in international business management, as well as changes in the business environments of foreign countries, new concepts and management techniques applicable to current international business conditions.

**CFB336 Cross-Cultural Organization Management 3 (3 – 0 – 6)**

Definition, importance and influence of culture, cultural evolution and integration, and theories of management of organizations in environments with cultural differences, beliefs, thinking and attitudes of management, subordinates and multicultural teams, including management of conflicts arising from cultural differences, analysis of strategic organization management, analysis of management behavior in international business organizations and fundamental cultural differences in consumer behavior.

**CFB337 English for International Business Management 3 (3 – 0 – 6)**

An overview of English language use in international business management careers, highlighting the language skills, knowledge, and competencies required at each stage of professional development within the field.

**2) Marketing****CFB341 Service Marketing and Customer Experience Management 3 (3 – 0 – 6)**

**Prerequisite:** Passed CBA213 or Dean's Approval

Marketing and service strategies designed to meet and exceed customer expectations. Topics include components of service marketing, customer journey mapping, customer experience creation, and customer satisfaction. Emphasis is placed on personalized service, employee involvement in service delivery, performance measurement, and customer feedback analysis.

**CFB342 Product and Brand Management 3 (3 – 0 – 6)**

Product and brand management, valuable brand management strategies, product line management, product positioning, new product and brand development, product and brand management at each stage of the product life cycle on marketing channels, causes and avoidance of product and brand management failures, defining other marketing mix strategies consistent with product and brand strategies, developing globally competitive brands, the function of the government in product and brand management, and ethical product and brand management.

**CFB343 International Marketing and Trade Strategies****3 (3 – 0 – 6)**

Importance of international and global marketing; overview of global trade, economic groupings, foreign market environments, structure and operation of international organizations, Concepts, issues, methods of marketing products abroad, opportunities and obstacles in the international business environment, international marketing strategies, product and pricing strategies, foreign market entry, international marketing promotion, planning and use of marketing mix, policies for promoting international trade by state and private sectors.

**CFB344 Entrepreneurial Marketing****3 (3 – 0 – 6)**

Roles and marketing management for entrepreneurship, marketing planning for business operations, consideration of internal and external environmental factors affecting business, marketing strategy planning for entrepreneurs, including market segmentation, target market definition, market positioning, product policy, packaging, brand building, pricing, distribution channels, and promotional marketing.

**CFB345 Digital Marketing****3 (3 – 0 – 6)**

Concepts of marketing and changing consumer behavior in the digital era. Topics include digital marketing principles, tools, and techniques for promoting products and services online; search engine optimization (SEO); social media marketing; content management systems; data analytics; video marketing; influencer marketing; and mobile marketing strategies.

**CFB346 Integrated Marketing Communication****3 (3 – 0 – 6)**

Definition and importance of marketing promotion; the role of marketing communication in planning; marketing and communication objectives; and the design of various promotional mix elements such as advertising, public relations, sales promotion, personal selling, direct marketing, and online marketing. Evaluation of integrated marketing communication (IMC) plans is also emphasized.

**CFB347 English for Marketing****3 (3 – 0 – 6)**

An overview of English language use in marketing careers, highlighting the language skills, knowledge, and competencies required at each stage of professional development within the field.

**3) Supply Chain and Logistics Management****CFB351 International Supply Chain and Logistics Management****3 (3 – 0 – 6)**

Definition, roles, and significance of international logistics and supply chain management, including current trends, key trade routes, and their strategic importance. Topics cover planning, design, forecasting, and order management; procurement, production, delivery, and transportation; insurance; inventory and warehouse management; packaging; materials handling; product returns; control and constraints in supply chain systems; and supporting services for international delivery and cross-border trade.

**CFB352 International Trade and Logistics****3 (3 – 0 – 6)**

Theories of international trade and trade policies; the importance of logistics in international business and its related functions; strategies for managing international logistics systems; electronic commerce systems and relevant legal frameworks; information and technology applications in international logistics management; and related case studies.

**CFB353 Export and Import Management****3 (3 – 0 – 6)**

Regulations, rules, and procedures for export and import operations; customs formalities; organizational structure of export–import departments in business enterprises; decision-making processes in selecting markets and products; costing and pricing techniques; methods and procedures of payment; export–import financing; importance of letters of credit; packaging; sales promotion; transportation and insurance; and documentation required for export and import activities.

**CFB354 Customer Service Management for Global Business****3 (3 – 0 – 6)**

Customer service management; coordination with transport providers; preparation and support of key shipping documents for both import and export operations; management of inbound and outbound transportation from factories to logistics service providers' warehouses; handling and responding to customer needs; and conducting research on customer-related issues, including identifying practical solutions and best practices.

**CFB355 Information Technology for Logistics****3 (3 – 0 – 6)**

Information technology and database management in logistics; applications in ERP systems, forecasting, production scheduling, inventory, cost and freight analysis, warehouse and material handling, and operations scheduling; emphasis on IT applications for logistics optimization in industry.

**CFB356 Supply Chain and Logistics Strategy****3 (3 – 0 – 6)**

Concepts and roles of logistics and supply chain management strategies; strategies for managing demand and supply chains; material and inventory flow; warehouse and distribution management strategies; strategic location selection; transportation strategies; strategic use of information technology in logistics and supply chain management; global logistics and supply chain planning; and adapting strategies to align with current trends and developments in logistics and supply chain management.

**CFB357 English for Logistics Management****3 (3 – 0 – 6)**

An overview of English language use in logistics management careers, highlighting the language skills, knowledge, and competencies required at each stage of professional development within the field.

#### 4) Creative Industry Management

##### **CFB361 Cultural Consumption and Creative Business Dynamics 3 (3 – 0 – 6)**

Consumer behavior in cultural and creative industries, including crafts, music, performing arts, visual arts, film, fashion, architecture, gastronomy, wellness culture, and cultural tourism. The course analyzes consumer motivation, taste, identity, fandom community building, and patterns of participation on digital platforms. Emphasis is placed on developing skills in data collection, analysis, and interpretation to design business strategies that respond to contemporary lifestyles and media consumption trends.

##### **CFB362 Marketing for Creative and Cultural Industries 3 (3 – 0 – 6)**

Designing and executing marketing strategies for creative works, brands, and cultural enterprises; value creation, market positioning, consumer experience design, audience relationship management, integrated marketing communication, influencer collaboration, digital marketing tactics, performance measurement, and sustainable revenue model design.

##### **CFB363 Intellectual Property and Brand Management 3 (3 – 0 – 6)**

Principles and practices of intellectual property (IP) management in creative industries; IP lifecycle, copyright protection and licensing, product and service innovation, and brand development; content valuation and commercialization pathways for creative works and brands.

##### **CFB364 Communication Campaign Management 3 (3 – 0 – 6)**

Concepts and strategies in planning and managing communication campaigns. Topics include setting objectives and key performance indicators (KPIs), identifying and segmenting target audiences, developing strategies and tactics, selecting media channels and scheduling, implementing plans, allocating timeframes and budgets, evaluating outcomes, and improving campaign effectiveness. The course also includes analysis of real-world campaign case studies.

##### **CFB365 Creative Business Project Management 3 (3 – 0 – 6)**

Project management in creative business, covering project initiation, planning, implementation, budgeting, and risk management. Emphasis is placed on managing the project lifecycle, resource allocation, and teamwork collaboration to enhance project management competencies in the creative industries under conditions of uncertainty and business constraints.

##### **CFB366 International Creative Business Management 3 (3 – 0 – 6)**

Comparative management of creative businesses; business models, policy frameworks, market structures, value chains, co-production, cross-border licensing and distribution, platform roles, and revenue models; comparative case studies from China, Thailand, Japan, Korea, and other regions to develop global perspectives and strategic insights.

**CFB367 English for Career Paths in Creative Business****3 (3 – 0 – 6)**

An overview of English language use in creative business management careers, highlighting the language skills, knowledge, and competencies required at each stage of professional development within the field.

**5) Entertainment Industry Management****CFB371 Media Industry and Digital Marketing Communication****3 (3 – 0 – 6)**

Overview of digital marketing communication and media industry; professional roles and workflows in media agencies; consumer behavior shifts driven by technology; evolution of advertising media; terminology and key concepts in media planning.

**CFB372 Creative Storytelling for Digital Platform****3 (3 – 0 – 6)**

Storytelling through video clips and programs across multiple platforms; key elements of storytelling, media production, visual composition, and editing; creative techniques for audience engagement aligned with brand identity and personality.

**CFB373 Campaign Architecture and Role of Media Channels****3 (3 – 0 – 6)**

Structure and functions of advertising media planning and public relations; integration of offline and online media; analysis of real campaign case studies to demonstrate media strategies in achieving marketing objectives.

**CFB374 Event Marketing****3 (3 – 0 – 6)**

Concepts, significance, formats, and processes of organizing special events to support advertising; integration of theoretical and practical approaches; planning, creative development, and implementation of advertising-related special events; alignment with client needs under budget and time constraints; creation of memorable experiences and effective relationships with target consumers.

**CFB375 Media Entrepreneur and Monetization Strategy****3 (3 – 0 – 6)**

Exploration of business development opportunities across offline, online, and emerging media platforms; development of managerial and entrepreneurial competencies in media and entertainment industries; identification of market opportunities; design and formulation of business plans; funding acquisition; target audience and sponsor analysis.

**CFB376 Brand Equity and Artist Management****3 (3 – 0 – 6)**

Importance of building distinctive brands and services in the entertainment business; brand management and value creation; image development and marketing communication benefits; strategies for managing brand and artist equity.

**CFB377 English for Entertainment Business****3 (3 – 0 – 6)**

An overview of English language use in entertainment industry management careers, highlighting the language skills, knowledge, and competencies required at each stage of professional development within the field.

**Practical Training and Cooperative Education****CEP391 Practical Training in Business Administration****3 (0 – 40 – 0)**

Practical training in professional organizations for a minimum of 400 hours; placement opportunities in international business, marketing, logistics and supply chain management, creative industry management, and entertainment industry management; application of theoretical knowledge in real-world contexts; enhancement of professional skills and career readiness.

**CEP392 Pre-Cooperative Education****3 (3 – 0 – 6)**

Preparation for cooperative education; understanding of cooperative education systems; development of communication, presentation, and report-writing skills; teamwork and entrepreneurial mindset; personality and organizational culture development; creative thinking techniques; interview preparation and workplace professional conduct.

**CEP393 Cooperative Education****6 (0 – 40 – 0)****Prerequisite: Passed CEP392 or Dean's Approval**

Full-time cooperative education placement for a minimum of one semester (16 weeks); emphasis on work-integrated learning and project-based learning relevant to the student's field; preparation of a cooperative education report summarizing learning outcomes; joint performance evaluation by faculty members and host organizations.