

iMTM Courses Semester 2/2019 (20 January – 1 May 2020)

Year 1

No	Course	Course Description
1	EN 60315 Effective Writing Skills	The practice on writing and learning the distinctions of language usage and structures of various writing genres; essay writing; simple article writing; descriptive writing; persuasive writing; business letter writing; e-mail writing; and the use of words and phrases to show courtesy feelings and other opinions in business letters.
2	CN 60101 Chinese for Communication 1	Phonetic system, Chinese Mandarin pronunciation rules, general knowledge about Chinese characters, and basic Chinese speaking and listening.
3	HM 60102 Go and Thinking Skill Development	Background of GO; playing rules and regulations; Go techniques and practices; GO practice for strategic decision; integration of GO to the way of life; and integration of GO's intelligence with dhamma wisdom.
4	MI 62103 Economic Analysis for Modern Trade	Economics foundation for modern trade: Demand, supply and market price; Consumer choice; Cost and profit; Market structure; Analysis of purchasing power, market performance, consumer confidence, and macro economic variables; Economic analysis of business strategy for modern trade.
5	MI 62109 Foundations for Modern Trade Management	Essence of modern trade in terms of: demand, customer interaction, product range & order fulfilment, lead time & on time delivery, logistic system, pricing & promotion, and credit cycle; Formats of modern trade from hypermarket to convenience store; Aspects of modern trade mix such as store location & layout, category management & merchandising, customer relation, store operation; Impacts of new technology on modern trade.
6	MI 62110 Sales Management & Store Operation	Sales forecasting & planning, sales operations coordination and sale reporting & analysis; Sales pipeline; Persuasion & sales techniques based on customer psychology; Evaluation and improving sales volume, productivity, contribution to profits, and continuous growth; Enhance store operation through better selection, development and motivation of the sales team.

Year 2

No	Course	Course Description
1	EN 58309 English for Job Application and Interviews	The development of the skills in filling out a job application form, writing a cover letter, preparing a resume, and interviews, focusing on the use of language and specific vocabulary required in job application and interviews; the search for and presentation of information concerning the target job position; and the ability to pronounce correct stress and intonation in English sentences.
2	SC 58105 Creative Thinking for Sciences and Business Innovation	The advancement of scientific research in various fields of the past to the present; principles and approaches of scientific thinking; the meaning and importance of creative thinking; the nature of creativity and the creative people; developing creative thinking process; approaches for creative solution of problems; the concept and the types of innovative businesses; factors affecting business innovation creativity; and creative thinking techniques to create business innovations with technology.
3	SO 58109 Cross Cultural Management	The meaning and composition of culture, process of cultural change and comparative study of the similarity and difference in cultural structures in each region. The necessity of cross cultural management; models and techniques of cross cultural management in personal level, group level, and organizational level. The suitable and effective guideline for cross cultural management in ASEAN countries context.
4	MI 59208 Business Managerial Finance	Insight into importance and meaning of business managerial finance, roles and duties of finance manager/executive, such as financial planning, forecasting and analyzing. Financial market in Thailand, i.e. money market, capital market, financial institutions and their roles. Types of loans and related borrowing costs. Working capital management and capital budgeting. Dividend policy and time value of money. Application in current environment of local economic situation as well as the financial management in international business atmosphere.
5	MI 59218 Merchandise Management for Modern Trade Business	Principles of Merchandise management for modern trade business, classification of products, presentation tools, strategy for attracting and convincing customers, product management (including product purchasing, checking displaying, storing, returning and changing), product daily report, and product report analysis for managing business.

6	<p>MI 59219 Product and Service Innovations for Modern Trade Business</p>	<p>Definitions and types of innovation and service. Process which leads to creating knowledge on innovation. Product innovation and service innovation life cycle. Purposes and impacts of product and service innovation. Intellectual property right registration and violation. Prosecuting intellectual property crimes. Preparation for technological changes and rapid alteration of consumer needs in order to surpass competitors.</p>
7	<p>MI 59322 Integrated Marketing Communication</p>	<p>Integrated marketing communication process, benefits of marketing communications. Marketing mix. Budget planning for marketing activities; advertising, media planning, sales promotion, public relations, and personal selling. Marketing effectiveness evaluation and marketing communication ethics.</p>

Year 3

No	Course	Course Description
1	MI 59312 Business Research	Research methodology both qualitative and quantitative methods. Research planning and design. Research tool selecting and creating, sampling method choosing, population size calculating, data collecting, data analysis by using parameter and non parameter statistics, including programmed packaged application for data analysis. Critical thinking skills for business management.
2	MI 59336 New Product and Service Development	Definitions and importance of new product and service development, which involves analyzing and estimating the business trends and market demands, leading to idea development, product, service development and bringing new product and service into the market.
3	MI 59330 Product and Brand Management	Importance and concept of product and brand management, which are related to product classification, product life cycle, product design, new brand's development, a pricing, factors influencing brand success, effective communication tools to create brand awareness, as well as strategies to promote strong brand equity.
4	MI 59335 Business Plan for Entrepreneurs	Methods of setting up business plan by emphasizing on how to write the concrete business plan in systematic and practical manner for both new and existing entrepreneurs and how to present business plan to get cooperation and financial support.
5	MI 59326 Franchise Management	Definitions, types, advantages and disadvantages of franchise business. Management process of financing franchises. Analyzing current situation and feasibility of franchise business as well as running franchise with ethics.
6	MI 59334 Food Culture and Behavior of ASIA	National foods and consumption cultures of various countries in Asia, especially ASEAN countries. Introduction of raw materials and seasonings, criteria, limitations, table manners and etiquettes, table arrangement and consumption behaviors.