



**BBA International Program
Thammasat Business School
Thammasat University**

Topic of Interest	Hit or miss: grabbing the ASEAN treasure
Course Title:	AC422 International Accounting FN499 Independent Study in Finance MK391 Special Topics in Marketing I
Semester:	Semester 1/2013
Section:	Section 026401

Course Description:

This course will explore the following aspects related to ASEAN community:

- (1) Preparation for ASEAN community in 2015.
- (2) Consideration of three pillars: Political-security community, Economic community, and Socio-cultural community.
- (3) Vision and future of ASEAN Economic Community (AEC).
- (4) Measures for member countries to ease the trades between ASEAN members.
- (5) Preparation for Thai business sectors for the change in free flow of capital and investment, free flow of goods and services, and free flow of human resources.

ASEAN community is of an interest in business management. Understanding the ASEAN community is critical to the success in business in years to come (2015 and beyond). Thus, this course is offered to students in all majors (Accounting, Finance, and Marketing). Each of the three majors will register in the course related to the area of concentration (AC422, FN499, or MK391). The first part of the course will be lecture-based (7-8 sessions) and the second part of the course will be arranged in a form of study trip to ASEAN countries. The students need to explore the business opportunities and determine the associated threats (if any) related to their area of concentration. The end result of this study is the project discussing the effect of ASEAN community on the business management with the in-depth discussion related to area of concentration of each student.

AC422 International Accounting

Prerequisite: Forth-year student

A study of accounting for and international accounting practices. This course provides background for a profound understanding of international financial reporting. International accounting environment factors (such as the accounting profession development) affect the process of setting national accounting standards, accounting practices, and accounting guidance. This course also covers the problem of international transfer pricing, roles and limitations of accounting information system in the financial statements analysis and international business management as well as the related tax issues and the international accounting standards.

FN499 Independent Studies in Finance

Prerequisite: FN 311 and FN 312

The course encourages the students to conduct a research for testable hypothesis in finance under the supervision of the advisor. Students will learn methods for data collection, data analysis, and how to write research paper.

MK391 Special Topics in Marketing I

Prerequisite: Marketing-majored junior or approval from the instructor

A study of recent developments, concepts, and tools in a specific marketing-related area that benefits students' thinking and future career.

Course Objectives:

We are realized the globalized world in which we live and about the supposed suffered or alleged benefits of “globalization.” For it or against it, the fact remains globalization is here to stay. We also live in a regionalizing world – a number of regional integration schemes have mushroomed in recent years, including ASEAN. What is the process of its “regionalization?” How has this process varied over time and across space? What factors have driven it? How do regionalization and globalization relate? Finally, what sorts of consequences has the process of this regionalization had for qualities of life, standards of living and democratic governance?

This course addresses itself to these questions through a focus on “ASEAN regional integration.” It proceeds in two parts. Part I of the course introduces the topic of regional integration, theories of regional integration, and series of ASEAN background knowledge for conceptualized idea of how to managing the business in this regional context. Part II offers unique opportunities to students to participate in the study trips to ASEAN countries (Trip 1 Singapore and Malaysia, and Trip 2 Vietnam) to explore practical experiences from business profession who is in the ASEAN arena, and governing bodies who plays important roles in uniting ASEAN countries in years to come.

Course Coordinators:

Instructor	Contact Info.	Office Hours
Assistant Professor Dr. Sarayut Nathaphan	sarayut@tbs.tu.ac.th	By appointment via email
Assistant Professor Dr. Orapan Yolrabil	orapan@tbs.tu.ac.th	By appointment via email
Dr. Nopporn Ruangwanit	nopporn@tbs.tu.ac.th	By appointment via email
Ajarn Krit Pattamaroj	krit@tbs.tu.ac.th	By appointment via email

Please include the following title in the subject area of your email sending to us

“XXX-BBA-1-2013”

[course number-program-semester-academic year].

For example, if you would like to ask questions related to _____,

you can send email with the title “XXX-BBA-1-2013: Questions about _____”.

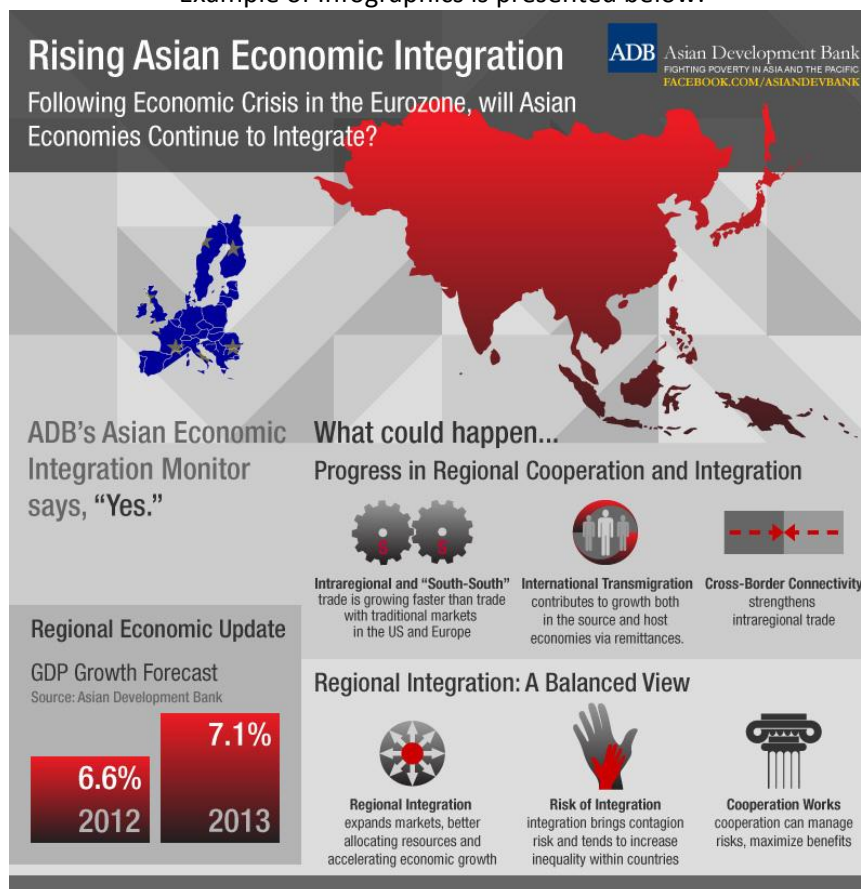
In addition to the tuition fee, the students are required to pay additional costs for (approximately) ฿30,000-฿40,000, which covers accommodation, airfare, and transportation during the study trips. The students will cover their own personal traveling expenses during the study trips.

Tentative Grading:

ASEAN Must Know (Individual) Each student is required to present information on “ASEAN Must Know” in form of YouTube clip or infographics. The example of infographics is presented below.	15%
Business Trip Report and Beyond (Individual) Each student is required to prepare the report after participating in the study trips. The report should focus on the area of concentration of each student. Additional research is highly encouraged.	15%
ASEAN Debate (Group) The students are required to form a group of 4 for the debate activity. The debating topic will be given by course coordinators.	20%
Final Project (Group) The students are required to form a group of 4 for the final project. The final project will summarize the knowledge acquired from the lectures, study trips, and other activities. Moreover, the discussions related to the business opportunities to various business professions should be stated. The details will be given later.	50%
Total	100%

(Note that weighting assigned might be changed as instructors see fit)

Example of Infographics is presented below:



Source: www.adb.org.

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Course Schedule for Lecture Sessions:

Sessions	Topics
Session #1	<ul style="list-style-type: none"> ASEAN & The Story of Regional Integration Guest Lecturer: Assoc. Prof. Dr. Ruth Banomyong
Session #2	<ul style="list-style-type: none"> ASEAN Cultural Diversity Guest Lecturer: Ajarn Morakotwong Phoomplub
Session #3	<ul style="list-style-type: none"> ASEAN Consumers Challenge Guest Lecturer: Asst. Prof. Dr. Karndee Leopairote
Session #4	<ul style="list-style-type: none"> ASEAN & Free Trade Agreements Guest Lecturer: Khun Aekthida Vongkamhang
Session #5	<ul style="list-style-type: none"> ASEAN & Mutual Recognition Agreements Guest Lecturer: Khun Ronnarong Phoolpipat
Session #6	<ul style="list-style-type: none"> ASEAN Geopolitical Guest Lecturer: Asst. Prof. Dr. Kitti Prasertsuk
Session #7	<ul style="list-style-type: none"> ASEAN Connectivity & MPAC Guest Lecturer: Assoc. Prof. Dr. Ruth Banomyong
Session #8	<ul style="list-style-type: none"> ASEAN Exchanges Guest Lecturer: TBA Date: TBA Time: TBA Venue: TBA



**Important Notes to Students Regarding Class Attendance
Announced by BBA International Program:**

- a. Students who miss more than 13 hours of class but less than 22 hours must seek instructor's approval for eligibility to take the final exams and approval by the dean. The dean's decision is considered final.
- b. Students who miss more than 22 hours of class are NOT eligible to take the final exams and results in course failure.

Please note that feigning other student signatures or failure to attend class after signing in results different level of penalty imposed.

- o Level 1 penalty: First time rule breakers will be considered as "Absent" for that actual class time. And a warning letter issued to first-time rule breakers.
- o Level 2 penalty: Second time rule breakers receive an "F" for the course and will not be considered for BBA scholarships, exchange student programs and other awards.
- o Level 3 penalty: Third-time rule breakers are given one semester of class suspension.

Cheating in any form of class exam or quiz or plagiarism is subject to the penalties based on Thammasat University's student compliance act.