

## Course Description of in Marketing Program

### Foundation Courses

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| ICMA 100                                                                                                                                                                                                            | Foundation Mathematics                   | 0 |
| Prerequisites: Placement test<br>Expressions and equations; linear functions; polynomials and nonlinear functions; radical and rational functions; the data analysis                                                |                                          |   |
| ICMA 101                                                                                                                                                                                                            | Precalculus                              | 0 |
| Prerequisites: Placement test<br>Functions and graphs; polynomial functions; rational functions; exponential functions; logarithmic functions; trigonometry; unit circle; trigonometric identities; complex numbers |                                          |   |
| ICME 101                                                                                                                                                                                                            | Foundation English: Communication Skills | 0 |
| Prerequisites: Placement test<br>A remedial course preparing students to use communicative and academic English at a level suitable for entering the English Studies I: The Writer's Toolkit course                 |                                          |   |

### General Education Courses

#### English Communication

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| ICGC 104                                                                                                                                                                                                                                                                                                                                                                                                  | English Studies I: The Writer's Toolkit | 4 |
| Prerequisites: Placement Writing Test<br>An introduction to the academic writing process through the development of the writer's voice through sentencings, structure, and rhetorical devices; focus on strategies for using and integrating researched sources; methods to compose well-structured essays based on themes relevant to the world today                                                    |                                         |   |
| ICGC 105                                                                                                                                                                                                                                                                                                                                                                                                  | English Studies II: The Writer's Voice  | 4 |
| Prerequisites: Placement Writing Test or ICGC 104 English Studies I: The Writer's Toolkit<br>The integration of skills in academic research and writing to analyze and create persuasive compositions; techniques to identify strengths and weaknesses in argument; development of students' knowledge and preconceptions of global issues through a progressive series of essays and journal assignments |                                         |   |

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| ICGC 106                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | English Studies III: Public Speaking                                   | 4 |
| Prerequisites: ICGC 105 English Studies II: The Writer's Voice<br>Fundamentals of key skills for confident and effective public speaking through a series of prepared and unprepared speeches; introduction and application of techniques to inform/persuade audiences; utilization of the Writer's Toolkit (English Studies I) and the Writer's Voice (English Studies II) to create and deliver speeches to a professional standard                                       |                                                                        |   |
| ICGC 221                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | English Studies IV: The World of English - Global Realities            | 2 |
| Prerequisites: ICGC 106 English Studies III: Public Speaking<br>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 222                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | English Studies IV: The World of English - Literary Analysis           | 2 |
| Prerequisites: ICGC 106 English Studies III: Public Speaking<br>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; utilising scaffolding of strategies for students to understand the function of a variety of literary forms                                                                                                                      |                                                                        |   |
| ICGC 223                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | English Studies IV: The World of English - Creative Writing            | 2 |
| Prerequisites: ICGC 106 English Studies III: Public Speaking<br>An examination of fiction, poetry, drama, and media production through readings, speeches, and films; comparisons of writing in different genres; creation of a work of publishable quality by means of the consideration of audience and genre                                                                                                                                                             |                                                                        |   |
| ICGC 224                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | English Studies IV: The World of English - Advanced Oral Communication | 2 |
| Prerequisites: ICGC 106 English Studies III: Public Speaking<br>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, presentations, and occasional speeches; the development of students' abilities to express themselves confidently in a variety of academic and professional environments through impromptu and prepared speeches |                                                                        |   |
| ICGC 226                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | English Studies IV: The World of English - Literature Into Film        | 2 |
| Prerequisites: ICGC 106 English Studies III: Public Speaking                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                        |   |

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| An examination of the technical aspects of translating literature into film; an exploration of the interplay between literature and films through an analysis of literary works in their film versions; an exploration of the challenges merging both mediums                                                                                  |                                                                                  |   |
| ICGC 228                                                                                                                                                                                                                                                                                                                                       | English Studies IV: The World of English - Language and Culture                  | 2 |
| Prerequisites: ICGC 106 English Studies III: Public Speaking<br>An examination of the interplay between language and culture; a critical exploration of the global spread of the English language with a focus on the English culture coming out of the Global South                                                                           |                                                                                  |   |
| ICGC 230                                                                                                                                                                                                                                                                                                                                       | English Studies IV: The World of English - First and Second Language Acquisition | 2 |
| Prerequisites: ICGC 106 English Studies III: Public Speaking<br>An exploration of 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 and applications of theories |                                                                                  |   |
| ICGC 231                                                                                                                                                                                                                                                                                                                                       | English Studies IV: The World of English - Poetr                                 | 2 |
| Prerequisites: ICGC 106 English Studies III: Public Speaking<br>An in-depth study of poetry, including metrics, forms, themes, ethnic voices, throughout history; an evaluation of poetry from different genres through discussions, workshops and research                                                                                    |                                                                                  |   |
| ICGC 232                                                                                                                                                                                                                                                                                                                                       | English Studies IV: The World of English - The Short Story and the Novel         | 2 |
| Prerequisites: ICGC 106 English Studies III: Public Speaking<br>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 233                                                                                                                                                                                                                                                                                                                                       | English Studies IV: The World of English - Drama                                 | 2 |
| Prerequisites: ICGC 106 English Studies III: Public Speaking<br>An exploration of ways to understand and appreciate drama by reading, watching, and analyzing theatrical performances; fundamentals of theatrical production and stage performance                                                                                             |                                                                                  |   |
| ICGC 234                                                                                                                                                                                                                                                                                                                                       | English Studies IV: The World of English - Literary Non-fiction                  | 2 |
| Prerequisites: ICGC 106 English Studies III: Public Speaking<br>An exploration of literary nonfiction, a flourishing genre of writing a step away from academic work; reading of compelling, informative, and insightful but also entertaining, imaginative, and risky                                                                         |                                                                                  |   |

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| nonfiction work; overview of various techniques utilized within this field of writing and media; analysis and response to a variety of texts                                                                                                                                                                                                                                                                    |                                                                 |   |
| ICGC 235                                                                                                                                                                                                                                                                                                                                                                                                        | English Studies IV: The World of English - Writing for Research | 2 |
| Prerequisites: ICGC 106 English Studies III: Public Speaking<br>A student-centric approach to developing research writing skills; an overview of the conventions of the world of research with an emphasis on academic honesty and academic style; use of sample papers to provide students with models to prepare effective abstracts, literature reviews, research paper outlines and short academic articles |                                                                 |   |

### MU Literacy

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| ICGB 101                                                                                                                                                                                                                                                                                                                                                                                                                    | Project Management for Impacts       | 2 |
| Prerequisites: None<br>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; the application of the Project Management Bodies of Knowledge (PMBOK) and skills; the management of social service projects; Social impact assessments aligning with Sustainable Development Goals (SDGs) and other frameworks                              |                                      |   |
| ICGB 108                                                                                                                                                                                                                                                                                                                                                                                                                    | Event for Good                       | 2 |
| Prerequisites: None<br>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; exploration of various methods and strategies for organizing events that drive positive impact for communities; organizing an event focusing on community engagement, fundraising, or others with a focus on social outcomes or community-focused objective |                                      |   |
| ICGN 139                                                                                                                                                                                                                                                                                                                                                                                                                    | Scientific Inquiry and the Community | 2 |
| Prerequisites: None<br>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; applying process of science discovery to authentic issues in the local community through observation or experiment; collaborate with peers in findings; summarizing and reporting to local stakeholders                                                     |                                      |   |
| ICGS 169                                                                                                                                                                                                                                                                                                                                                                                                                    | Learning by Doing                    | 2 |
| Prerequisites: None                                                                                                                                                                                                                                                                                                                                                                                                         |                                      |   |

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| Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; social work, ethical principles and values in social work, roles and settings in social work practice, collaborative approaches in social work, SDGs and their interconnectedness, analyzing global challenges addressed by the SDGs, partnerships with local communities for SDG initiatives                                                                                                                                                      |                                            |   |
| ICGS 171                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Digital Campaign for Gender Issues         | 2 |
| Prerequisites: None<br>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; gender inequalities and gender-based violence in society; gender activism & technologies; working with local communities to raise awareness of gender violence and abuse; use of social media to condemn violent acts; raising awareness of human rights & equality; organizing collaborative work and discovering creative solution to gender issues; use of social media to offer solutions to the needs of the community |                                            |   |
| ICGS 172                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Service Learning - Making Change           | 4 |
| Prerequisites: None<br>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; exploring the nature of change and resistance in human society and across several disciplines such as philosophy, psychology, political science, sociology, and business; reviewing case studies about how change is initiated, implemented, resisted, and achieved; challenging students through projects to identify a need for change, and to devise a plan and implement it                                             |                                            |   |
| ICGS 173                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Service Learning - Campaigning for a Cause | 4 |
| Prerequisites: None<br>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; research, analyse, evaluate, present and produce media campaigns for selected community / Non-Governmental Organizations / Charitable Organization(s)                                                                                                                                                                                                                                                                       |                                            |   |
| ICGS 175                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Social Innovation and Sustainability       | 2 |
| Prerequisites: None<br>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; exploring social innovation and sustainability principles, focusing on sustainable ecosystems, ethical decision-making, effective communication, and collaboration. Engaging in project-based learning to address global challenges, promoting responsible citizenship and leadership skills. Applying the 4Cs of 21st-century education: Critical                                                                          |                                            |   |

thinking, Communication, Collaboration, and Creativity. Analyzing ethical theories and frameworks, such as utilitarianism and deontological ethics, for moral decision-making. Utilizing communication theories and models, like the Shannon-Weaver model and Monroe's Motivated Sequence, for clear and persuasive communication. Highlighting team dynamics and conflict resolution for effective collaboration. Encouraging creative problem-solving aligned with the Sustainable Development Goals (SDGs). Preparing purposeful presentations and working as cohesive team members for sustainable development

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| ICGS 176                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Sustainable Cooking                                   | 2 |
| <p>Prerequisites: None</p> <p>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; student-led community projects promoting importance of sustainability in the food system; sustainable food choices and cooking; fundamental science in cooking; collaborative work to identify sustainable issues in culinary food production; students design creative solutions aligning with needs of the community; promote sustainable cooking and food consumption</p>                                                                                                                                                                                                         |                                                       |   |
| ICGS 177                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Social Innovation: Empowering Sustainable Communities | 2 |
| <p>Prerequisites: None</p> <p>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; exploring the dynamics of social change through innovation, based on frameworks like Asset-Based Community Development and the Social Capital theory, focusing on ethical decision-making, human rights, and community empowerment. Engaging with local communities to co-create sustainable solutions using Participatory Action Research, fostering responsible citizenship and ethical leadership. Integrating critical thinking and communication to address social challenges, promoting collaboration and creativity in line with the Sustainable Development Goals (SDGs)</p> |                                                       |   |
| ICGT 107                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Innovation: Inside Out                                | 2 |
| <p>Prerequisites: None</p> <p>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; community-based projects course incorporating fundamentals of design thinking; empathy-building techniques; user-centered problem statements formulation; innovative solutions, design thinking tools; concept-to-prototype</p>                                                                                                                                                                                                                                                                                                                                                      |                                                       |   |

## Health Literacy

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| ICGH 136                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Sound & Soul: A Journey of Music, Emotion, and Well-being | 2 |
| Prerequisites: None<br>Discovering how music can guide emotional states, fostering relaxation, motivation, and creativity; exploring how music interacts with our emotions and sound's power in emotional expression and regulation; extending to the cultural influences that shape our perceptions of beauty in music as well as discussing techniques for incorporating music into our lives to cultivate emotional well-being and navigating different genres and styles for a richer experience of ourselves and our environment |                                                           |   |
| ICGH 143                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Flowers and Fragrances for Health                         | 2 |
| Prerequisites: None<br>Introduction to the scientific and cultural aspects of floral fragrances for health benefits; exploring sustainable perfume industry and traditional essential oil extraction for medicinal purposes; significance of flowers in human society; floral composition, floral aesthetics, aromatherapy and how these relate to human mental and physical health                                                                                                                                                   |                                                           |   |
| ICGN 135                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Personal Health and Well being                            | 2 |
| Prerequisites: None<br>Understanding the health as a continuous process and can be changed at any time depending on the choices we make; exploring the current challenges facing young people of today; evaluating on how they affect health and healthful behavior; what individuals can do to navigate these challenges to arrive at their goals for the future                                                                                                                                                                     |                                                           |   |
| ICGP 101                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | American Flag Football                                    | 1 |
| Prerequisites: None<br>A ball based sport course emphasizing techniques, non-contact game play, including dodging, throwing, and catching and development of teamwork management, communication, and terminology                                                                                                                                                                                                                                                                                                                      |                                                           |   |
| ICGP 102                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Badminton                                                 | 1 |
| Prerequisites: None<br>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: None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                           |   |

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| A ball based sport course emphasizing attentiveness, dribbling, passing, shooting, rebounding, ball control, game play, and development of game strategies                                                                 |                           |   |
| ICGP 104                                                                                                                                                                                                                   | Body Fitness              | 1 |
| Prerequisites: None<br>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: None<br>A course designed on cycling instruction for safety, fitness, riding techniques, posture, communication, knowledge of equipment and hazards, for recreational and commuter cycling                  |                           |   |
| ICGP 106                                                                                                                                                                                                                   | Discover Dance            | 1 |
| Prerequisites: None<br>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: None<br>A club based game course designed on developing correct grip, stance, posture, swing, and knowledge of equipment, rules, regulations, and etiquette                                                 |                           |   |
| ICGP 108                                                                                                                                                                                                                   | Mind and Body             | 1 |
| Prerequisites: None<br>A course stressing meditation postures, techniques, movement, and breathing to achieve positive mental state                                                                                        |                           |   |
| ICGP 109                                                                                                                                                                                                                   | Selected Topics in Sports | 1 |
| Prerequisites: None<br>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: None<br>External martial arts (striking) course emphasizing hard physical impact and exertion, muscular strength and tension, maximizing speed and power, through body coordination                         |                           |   |

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| ICGP 111                                                                                                                                                                                                                          | Self Defense (Grappling)    | 1 |
| Prerequisites: None<br>Internal martial arts (grappling) course stressing timing, awareness, precision, and techniques, using body leverage for throws, take downs, pins, and submissions                                         |                             |   |
| ICGP 112                                                                                                                                                                                                                          | Soccer                      | 1 |
| Prerequisites: None<br>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: None<br>A dance based social sport or activity course of choreographed movements, styles and regulations from International Ballroom (Standard) and International Latin dances                                     |                             |   |
| ICGP 114                                                                                                                                                                                                                          | Swimming                    | 1 |
| Prerequisites: None<br>A water based sport course stressing swimming techniques, breathing, and knowledge of buoyancy, propulsion, and water safety                                                                               |                             |   |
| ICGP 115                                                                                                                                                                                                                          | Tennis                      | 1 |
| Prerequisites: None<br>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: None<br>A ball sport course emphasizing passing, setting, serving, developing strategies, positions, game play, teamwork management, and communication                                                             |                             |   |
| ICGP 118                                                                                                                                                                                                                          | Health and Wellness         | 2 |
| Prerequisites: None<br>Wellness design for a lifelong healthy lifestyles; basic principles of achieving physical, emotional, intellectual, environmental, social and spiritual well being                                         |                             |   |
| ICGP 119                                                                                                                                                                                                                          | Mindful Food and Well-being | 2 |
| Prerequisites: None                                                                                                                                                                                                               |                             |   |

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| Explore food and culinary trends, food choices, and the concept of mindful food and eating; fundamental relationships between food and well-being; food products and services for consumers in various demographics; food products and food service features that emphasise the concept of mindful food and eating                                                                                                                       |                                                                            |   |
| ICGP 120                                                                                                                                                                                                                                                                                                                                                                                                                                 | Mind and Body: Navigating the Interplay of Brain, Behavior, and Well-being | 2 |
| Prerequisites: None<br>The relationship between psychology and health; the influence of psychological factors on physical well-being; Exploration of how brain, thoughts, emotions, and behaviours impact overall health outcomes; Current knowledge in sleep, gut-brain connection on health and well-being; The integration of theory, research, and practical applications of psychological principles to promote health and wellness |                                                                            |   |
| ICGS 121                                                                                                                                                                                                                                                                                                                                                                                                                                 | Abnormal Colleagues: how do I make this work?                              | 4 |
| Prerequisites: None<br>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 126                                                                                                                                                                                                                                                                                                                                                                                                                                 | Introduction to Psychology                                                 | 4 |
| Prerequisites: None<br>Human behaviour and mental functioning; the nervous system; consciousness; sensation and perception; psychogenetic, life-span development; thinking, memory, language, conditioning and learning, motivation, personality, and stress                                                                                                                                                                             |                                                                            |   |
| ICGS 155                                                                                                                                                                                                                                                                                                                                                                                                                                 | Pathway to Purpose: Life Design and Self-Exploration                       | 4 |
| Prerequisites: None<br>Assessment of personal strengths, weaknesses, and areas for improvement; individual values, beliefs, and life goals; goal setting; self-awareness and emotional intelligence; life design                                                                                                                                                                                                                         |                                                                            |   |
| ICGS 164                                                                                                                                                                                                                                                                                                                                                                                                                                 | Positive Psychology                                                        | 2 |
| Prerequisites: None<br>A practical introduction to the study of human flourishing and well-being; help students thrive using Positive Psychology principles including the PERMA model of well-being; develop a greater understanding of positive emotions, engagement and flow, positive relationships, meaning and achievement; individual application of research findings via well-being project                                      |                                                                            |   |

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| ICGS 178                                                                                                                                                                                                                                                                                                                        | Unmasking Human Behaviour: Exploring Psychological Truths about Behaviour | 2 |
| Prerequisites: None<br>Introduction to the psychological principles and the importance of evidence-based thinking; Examination of current research on memory, perception, personality, mental illness, stereotype, prejudice, and social behaviour to debunk common myths and misconceptions about human behaviour              |                                                                           |   |
| ICGS 179                                                                                                                                                                                                                                                                                                                        | Health and Society                                                        | 2 |
| Prerequisites: None<br>Exploring the concept of health across the historical periods; history of disease and origins of medicine; epidemics in the ancient societies; social welfare and the state; contemporary epidemics and the impact on society, state, and people, WHO and the role in the promotion of health            |                                                                           |   |
| ICLL 100                                                                                                                                                                                                                                                                                                                        | Self Development                                                          | 2 |
| Prerequisites: None<br>Life skills for 21st century workplace through learning or training activities in various topics including creativity, growth mindset, leadership, and emotional intelligence or other selected personal development activities approved by the academic advisor and Curriculum Administrative Committee |                                                                           |   |

Science & Environment Literacy

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| ICGH 131                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Unraveling the Anthropocene: A Philosophical Critique of Earth's Shifts and Humanity's Roles | 2 |
| Prerequisites: None<br>Exploring the Anthropocene through the lens of philosophy of science and technology, scrutinizing the profound transformations on our planet and within societies; analyzing scientific advancements and technological innovations' roles in propelling this epochal shift, delving into the intricate interplay between human agency and environmental consequences; challenging conventional paradigms of development and progress through critical analysis, interrogating underlying assumptions that led to this critical juncture |                                                                                              |   |
| ICGH 142                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Fantasy Literature's Environmental Message                                                   | 2 |
| Prerequisites: None<br>An overview of the science of ecology; fiction analysis; an overview of the fantasy fiction subgenre; close reading of fantasy novels and short stories to recognize ecological realities and                                                                                                                                                                                                                                                                                                                                           |                                                                                              |   |

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| environmental messages; applying through personal reflection, through activities that promote the health of the environment, and through creative work                                                                                                                                                                    |                                                           |   |
| ICGH 144                                                                                                                                                                                                                                                                                                                  | A Candle in the Dark: How to Tell Fact from Fiction       | 2 |
| Prerequisites: None<br>Rationalism and the scientific method; scientific awareness for decision-making; science vs. pseudoscience; supernaturalism and creationism; charlatanism and quackery; magical thinking and superstitions; conspiracy theories and fake news; fact-checking and logical fallacies                 |                                                           |   |
| ICGN 105                                                                                                                                                                                                                                                                                                                  | Ecology, Ecosystems and Socio-Economics in Southeast Asia | 4 |
| Prerequisites: None<br>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 107                                                                                                                                                                                                                                                                                                                  | The Chemistry of Everyday Life                            | 4 |
| Prerequisites: None<br>Portable electronics; the air we breathe; radiation from the sun; climate change; energy from combustion; energy from alternative sources; water; polymers and plastics; nutrition; health and medicine; genes and life                                                                            |                                                           |   |
| ICGN 108                                                                                                                                                                                                                                                                                                                  | Essentials of Culinary Science for Food Business          | 4 |
| Prerequisites: None<br>Changes during preparation, heating, and storage of raw materials and of finished products, foodservice and commercial packaged food industries; chemical, sensory, and nutritional natures of food, food safety concepts, changing trends and interests, legal requirements of food establishment |                                                           |   |
| ICGN 111                                                                                                                                                                                                                                                                                                                  | Physics for CEO                                           | 4 |
| Prerequisites: None<br>Basic concepts of physics impacting individuals and society on a daily basis: physical quantities, Newtonian mechanics and dynamics, energy and heat, electricity and magnetism, light and sound, and the electromagnetic spectrum                                                                 |                                                           |   |
| ICGN 113                                                                                                                                                                                                                                                                                                                  | Plants, People and Poisons                                | 4 |
| Prerequisites: None                                                                                                                                                                                                                                                                                                       |                                                           |   |

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| 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: None<br>Scientific literacy; the process of science discovery; verification, its limitation, and the influence in various disciplines; human and animal research ethics; the critical analysis of current scientific articles; the life cycle of scientific knowledge; modeling in science                                                                                 |                                       |   |
| ICGN 115                                                                                                                                                                                                                                                                                                                                                                                  | Human Evolution, Diversity and Health | 4 |
| Prerequisites: None<br>Changing modern society; human ability; human body; human distinctiveness; human diversity; human evolution; human health; human origins; primate diversity; scientific advancements                                                                                                                                                                               |                                       |   |
| ICGN 116                                                                                                                                                                                                                                                                                                                                                                                  | Understanding and Visualizing Data    | 4 |
| Prerequisites: None<br>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 119                                                                                                                                                                                                                                                                                                                                                                                  | Computer Essentials                   | 4 |
| Prerequisites: None<br>Developing the digital literacy relating to the computer literacy and the 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                                                                                     |                                       |   |
| ICGN 123                                                                                                                                                                                                                                                                                                                                                                                  | The Earth's Dynamic Structure         | 4 |
| Prerequisites: None<br>Introducing fundamental concepts and applying general geology at the beginning level; basic concepts of physical geology, emphasizing on surficial and deep earth processes, including minerals; rocks and their formations, crustal deformation, plate tectonics; weathering and erosion, formation of landscapes, geological resources and environmental geology |                                       |   |
| ICGN 124                                                                                                                                                                                                                                                                                                                                                                                  | Climate Change and Human Society      | 4 |
| Prerequisites: None                                                                                                                                                                                                                                                                                                                                                                       |                                       |   |

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| 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 126                                                                                                                                                                                                                                                                                                     | Plant Society                                                | 2 |
| Prerequisites: None<br>People interacting with the plant and fungal worlds; differences among cultures and the indigenous uses of medicinal, textile and food plants; the benefits, problems and social implications of their use; hands-on experiences with techniques and methods used by field scientists |                                                              |   |
| ICGN 127                                                                                                                                                                                                                                                                                                     | Practical Mathematics                                        | 2 |
| Prerequisites: None<br>Fibonacci numbers and the golden ratio, voting and election, data interpretation, probability, cryptography, financial mathematics                                                                                                                                                    |                                                              |   |
| ICGN 128                                                                                                                                                                                                                                                                                                     | Climate Emergency, Biodiversity Crisis, and Humanity at Risk | 2 |
| Prerequisites: None<br>Anthropogenic activities; biodiversity crisis; biodiversity loss; biological diversity; climate change; climate crisis; climate emergency; ecosystem functions; harmful and unsustainable practices; humanity at risk; mitigation and adaptation; threats, impacts and consequences   |                                                              |   |
| ICGN 129                                                                                                                                                                                                                                                                                                     | Programming for Problem Solving                              | 4 |
| Prerequisites: None<br>Influence and impact of computer science on everyday life and society; the problem solving process in programming: abstraction, problem decomposition, algorithms; programming basic; privacy, ethical, and legal issues related to the software development                          |                                                              |   |
| ICGN 130                                                                                                                                                                                                                                                                                                     | Cryptography: The Science of Making and Breaking Codes       | 2 |
| Prerequisites: None<br>Classical cryptography; cryptosystems; the shift cipher, the substitution cipher, the Hill cipher, the permutation cipher, the stream ciphers; the RSA encryption; cryptanalysis                                                                                                      |                                                              |   |
| ICGN 134                                                                                                                                                                                                                                                                                                     | Introduction to Artificial Intelligence                      | 2 |
| Prerequisites: None<br>The artificial intelligence terminology; machine learning types and techniques; guidelines for building the machine learning model; neural networks; an evaluation in the AI system; the real-                                                                                        |                                                              |   |

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| world artificial intelligence; the future trends of the artificial intelligence; dangers and threats of the artificial intelligence                                                                                                                                                                                                                                                                           |                            |   |
| ICGN 136                                                                                                                                                                                                                                                                                                                                                                                                      | Creator Workshop           | 2 |
| Prerequisites: None<br>Sustainable energy usage and responsible production, Design thinking and problem-solving with 3D designing and fabrication, Finite Element Analysis, Community engagement via I-fix-it project to restore broken appliances obtained from communities                                                                                                                                  |                            |   |
| ICGN 137                                                                                                                                                                                                                                                                                                                                                                                                      | Star Wanderer              | 2 |
| Prerequisites: None<br>Basic ideas of sky observations since the ancient time of humanity; motion of the sky; cycles of the Sun and Moon; development of tools used in sky observations; the progress of human understanding of the universe; the impact of the scientific method on astronomical observation; the Earth & Moon; the Solar System; the lifecycle of stars; the Milky way; modern sky survey   |                            |   |
| ICGN 138                                                                                                                                                                                                                                                                                                                                                                                                      | Cosmetics Chemistry        | 2 |
| Prerequisites: None<br>Chemistry of cosmetics products; basic science behind cosmetics and aesthetic medical procedures; basic biochemistry of human skins; basic function of aesthetic medical equipment such as HIFU, IPL, Lasers, and RF                                                                                                                                                                   |                            |   |
| ICGN 140                                                                                                                                                                                                                                                                                                                                                                                                      | Food Energy for Health     | 2 |
| Prerequisites: None<br>Basic chemistry and functions of energy yielding nutrients; Understand food labels and portion sizes. Estimate daily energy from food; Balance energy intake and expenditure                                                                                                                                                                                                           |                            |   |
| ICGN 141                                                                                                                                                                                                                                                                                                                                                                                                      | Life in the Sea            | 2 |
| Prerequisites: None<br>Fundamental structures and functions of marine and freshwater life; cell to underwater ecosystem levels of organization; underwater life processes for energy, nutrients, reproduction, growth and development; evolution and biodiversity of underwater life; marine and freshwater biomes; current health and environmental issues under SDG 14 life in the sea; field trip included |                            |   |
| ICGN 142                                                                                                                                                                                                                                                                                                                                                                                                      | Energy and the Environment | 2 |
| Prerequisites: None                                                                                                                                                                                                                                                                                                                                                                                           |                            |   |

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| Various forms of energy and their conversion processes, fossil fuels and renewable energy sources, Environmental consequences associated with each energy source, Energy efficiency and conservation, Future energy technologies                                                                                                                                                           |                                                                                  |   |
| ICGN 143                                                                                                                                                                                                                                                                                                                                                                                   | Gaia: Life on Earth                                                              | 2 |
| Prerequisites: None<br>Fundamental structures and functions of life; cell to biosphere levels of organization; life processes for energy, nutrients, reproduction, growth and development, evolution and biodiversity; service learning and field trip opportunities to participate in mitigating current environmental, health or development issues through life science-based solutions |                                                                                  |   |
| ICGT 101                                                                                                                                                                                                                                                                                                                                                                                   | Technology-Enhanced Learning: Harnessing AI & Digital Tools for Academic Success | 2 |
| Prerequisites: None<br>AI principles and educational impacts, Technology-enhanced creative learning methods, Ethical use and bias awareness in AI applications, Educational technology tool exploration, AI-driven content analysis techniques, AI tool selection and evaluation, Critical assessment of AI-generated materials, Learning personalization with technology                  |                                                                                  |   |
| ICGT 102                                                                                                                                                                                                                                                                                                                                                                                   | Digital Document Management                                                      | 2 |
| Prerequisites: None<br>Demonstrate formatting and applying consistent styles in a variety of online platforms; preparing and including digital content; construct file management systems for organizing, storing, and searching materials through metadata; Integrating data from spreadsheets, database to create reports                                                                |                                                                                  |   |
| ICGT 103                                                                                                                                                                                                                                                                                                                                                                                   | Computational Thinking                                                           | 2 |
| Prerequisites: None<br>Solving problems in a systematic manner; breaking down a problem into a manageable size; extracting the most important elements of the problem; identifying recurring behaviors in the problem; developing solutions; articulating solutions in a way that is simple yet accurate enough for a computer or even a human to follow                                   |                                                                                  |   |
| ICGT 104                                                                                                                                                                                                                                                                                                                                                                                   | Tell a Great Story with Data                                                     | 2 |
| Prerequisites: None<br>Influence decision with compelling narratives constructed from data; the power of storytelling; determining the purpose; understanding the audience; planning plotlines; creating narrative structures; developing the data story; ethical considerations in data storytelling                                                                                      |                                                                                  |   |

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| ICGT 105                                                                                                                                                                                                                                                                                                                                                                                                                          | No-Code Application Development | 2 |
| Prerequisites: None<br>Creating software applications without needing to write code; common features of no-code platforms; strategies for choosing no-code platforms; basics of user-friendly interface design, workflow logic, and data storage; using templates and plugins to simplify the development, testing and revising applications; online resources and support communities for further learning outside the classroom |                                 |   |
| ICGT 106                                                                                                                                                                                                                                                                                                                                                                                                                          | Data and Spreadsheets           | 2 |
| Prerequisites: None<br>Demonstrating proficiency in using lists, function, formulas, filters; importing and transforming socio-economic and/or science-related data from the internet or other databases; providing information to other programs through embedded or link objects; illustrating findings through charts, map charts, conditional formatting, and sparklines                                                      |                                 |   |
| ICLL 102                                                                                                                                                                                                                                                                                                                                                                                                                          | Skills for a Digital World      | 2 |
| Prerequisites: None<br>Twenty-first century skills for digital economy through learning or training activities in various topics including e-Commerce, Blockchain technology, and data science, or other selected activities approved by the academic advisor and Curriculum Administrative Committee                                                                                                                             |                                 |   |

### Intercultural & Global Awareness Literacy

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| ICGH 107                                                                                                                                                                                                                                                                                                                                                                                                                                               | Contemporary Art and Visual Culture      | 4 |
| Prerequisites: None<br>Focusing on current issues in society as reflected in the new media utilized in art today; an analysis of images and group discussions regarding social and historical contexts of contemporary art; creative thinking skills; effects of globalization on the visual world; connections between global and local issues; an investigation of broader social and cultural matters such as ideology, gender, race, and ethnicity |                                          |   |
| ICGH 109                                                                                                                                                                                                                                                                                                                                                                                                                                               | Creative Thinking Through Art and Design | 4 |
| Prerequisites: None<br>Combining hands-on studio experiences 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 to develop individual solutions to open-ended problems                                    |                                          |   |

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| ICGH 110                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Drawing as Visual Analysis                 | 4 |
| <p>Prerequisites: None</p> <p>Developing creativity and cognitive learning skills; utilizing visual communication, design and art principles; mark making; observation, analysis, record, representational plant and still life forms; practice, application, techniques for conventional pencil drawing tools: shape, form, perspective, lines, shading, value, negative space, texture, composition; observation; scientific illustration, realistic representational observation</p>                    |                                            |   |
| ICGH 115                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Cinematic Language and Applications        | 4 |
| <p>Prerequisites: None</p> <p>An introduction, practice and an application of languages to critical thinking and analysis; examining key film languages and textual examples, including narrative theories; genre, film theories; an analysis of key film texts; the development of skills in research, writing and analytical thinking; applied knowledge to creative works; the presentation of original ideas and reflection on the craft approach</p>                                                  |                                            |   |
| ICGH 116                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | World Cinemas                              | 4 |
| <p>Prerequisites: None</p> <p>An introduction, practice and an application of languages to critical thinking and analysis of key world cinema texts; principal critical methods and theoretical debates of film theory; theoretical perspectives including structuralism, semiology, Marxism, feminism, psychoanalysis, post-structuralism, and cultural studies; questions of narrative and narration, realism, formalism, modernism, postmodernism, postcolonialism, gender, sexuality, and ideology</p> |                                            |   |
| ICGH 117                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Drawing as Creative Expression             | 4 |
| <p>Prerequisites: None</p> <p>Develop creativity and cognitive learning; utilize visual communication, design and art principles; experience multiple tools, techniques, medium, experimental mark making; research, analysis, observation, gesture, principles and elements of design and composition; examine, analyze, observe and reinterpret the human figure, plant and still life forms; research, interpret, evaluate, analyses contemporary artists; personal evaluation; personal expression</p> |                                            |   |
| ICGH 118                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Photography Visualizing in the Digital Age | 4 |
| <p>Prerequisites: None</p> <p>Basic skills and aesthetic principles of photography, how the camera works, types of cameras and digital image capture, techniques in taking pictures, in camera editing, specialized forms of photography, simple editing adjustments, the aesthetics of picture taking</p>                                                                                                                                                                                                 |                                            |   |

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| ICGH 120                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Thai and ASEAN Cinema                      | 4 |
| Prerequisites: None<br>An introduction, practice and an application of languages to critical thinking and analysis of Thai and ASEAN film texts; examine key film languages and textual examples, including narrative theories; genre, film theories; an analysis of key film texts; the development of skills in research, writing and analytical thinking                                                                                                                                                                         |                                            |   |
| ICGH 124                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Life Drawing and Anatomy                   | 4 |
| Prerequisites: None<br>An introduction, practice and application of observation drawing to record the human form; including key principles of composition, gesture and observation drawing techniques and design skills for static, gesture and motion poses; understanding record and identifying the anatomical make-up of the human form in muscles and skeletons; technical proficiency with suitable media for observation drawing; studio practice; hand-drawing from observations                                            |                                            |   |
| ICGH 128                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Internet Celebrity, Culture and the Media  | 4 |
| Prerequisites: None<br>An examination of the Internet Celebrity phenomenon and the emerging online culture; focusing on the circulation of social media texts and images associated with the Internet Celebrity; i.e. bloggers, influencers, content creators, the construction of their practices, self-branding techniques, emphasizing on the discourse of labour, the impacts, the influences of cultural trends, and the ethical issues; encouraging students to draw on an online creative work in contemporary media culture |                                            |   |
| ICGH 130                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | The Logic Lab: Crafting Coherent Arguments | 2 |
| Prerequisites: None<br>Introducing comprehensively formal and symbolic logic, by focusing primarily on categorical logic and truth functions, fundamental principles of logical reasoning with the goal of gaining a solid understanding of analyzing basic arguments, translating propositions, and evaluating truth-values                                                                                                                                                                                                        |                                            |   |
| ICGH 132                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | The Rise and Fall of Ancient Athens        | 2 |
| Prerequisites: None<br>Inquiring into the historical, philosophical and social circumstances involving the establishment, rapid growth, and eventual demise of the city state of Athens in the Archaic and Classical Periods of Ancient Greece                                                                                                                                                                                                                                                                                      |                                            |   |
| ICGH 135                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | The Horror Film                            | 2 |
| Prerequisites: None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                            |   |

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| Investigating the horror film as one of the earliest and most notable cinematic genres, by considering its historical development with examples from both Western and International cinema and by examining the most iconic themes of horror across the ages                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                 |   |
| ICGH 137                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Apocalypse Now, or Never, or Maybe?             | 2 |
| Prerequisites: None<br>Pondering the changes of the past two hundred years, especially when it comes to life expectancy, health, and standards of living, and examining in this light the evidence we have for thinking that we are living on the brink of disaster; considering the psychological dimension to our dissatisfactions; discussing the major demographical changes we are currently undergoing; exploring questions around resource shortages, and food supplies; reflecting on our energy needs and realistic ways of meeting them, as well as the uses, dangers, and fears around artificial materials like plastics; exploring the complex questions we face around global warming                                                                                                                              |                                                 |   |
| ICGH 139                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Spirituality, Sustainability, Ecosystems        | 2 |
| Prerequisites: None<br>Spirituality's Sustainability Implications for Ecosystems: Bio-diversity, eco-justice, environmental ethics, environmental justice, faiths, spirituality, religious diversity, social equity, social justice, ecosystems, ecosystemic balance, (non-)anthropocentrism                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                 |   |
| ICGH 141                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | SPQR—Glimpses of Rome                           | 2 |
| Prerequisites: None<br>Imagining Rome as it came to be in its “golden age” under the emperors Trajan and Hadrian; reflecting on slavery in Rome, the meaning of bread and games, charioteers and gladiators; contemplating the ways of traditional Roman religion; returning to the founding of the city, to understand how it all began; surveying the end of Roman monarchy and the conflicts between the social classes (Secession of the Plebs); examining Rome’s wars with invading Gauls and with the Carthaginians; reviewing the Roman constitution in its heyday, as described by Polybius; tracing the descent into social turmoil and civil war from the Gracchi brothers to the permanent dictatorship of Julius Caesar; sketching out the transition to the principate under Augustus and the Roman imperial period |                                                 |   |
| ICGH 145                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Essentials to Photography, Skills and Practices | 2 |
| Prerequisites: None<br>An introduction to major genres of photography including documentary, art, journalism, portraiture, still life, fashion, and landscape; exploring the ethics of publishing photography on the World Wide Web, emphasizing creative collaboration, problem-solving in engaging with real-world issues and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                 |   |

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| communities, utilising the photographic abilities and visual storytelling narratives to contribute positively to society and promoting sustainable practices and social change                                                                                                                                                                                                                                                                                                                          |                                                       |   |
| ICGH 146                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Acting for Self-Discovery and Empathizing with Others | 2 |
| Prerequisites: None<br>Exploring basic acting principles; leading to self-discovery, and empathy with others; studying breathing, body, voice, movement, mind; understanding strength, weakness, fear in oneself; approaching cognitive empathy, emotional empathy, compassion, sympathy through role play, scenework so as to understand others who are different; fostering authentic connection with self, relationships with others , and how to live in the world of various identities and beings |                                                       |   |
| ICGH 147                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Myth and the Masks of the Divine                      | 2 |
| Prerequisites: None<br>Delving into the ancient Greek mythology as it has come down to us through Hesiod and Homer, and by many more recent retellings, as well as the Nordic tradition codified in the Eddas; reflecting upon the meaning and relevance of such tales about gods and heroes through classic commentaries by Thomas Carlisle, James George Frazer, Joseph Campbell, and other more recent thinkers                                                                                      |                                                       |   |
| ICGH 148                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Quest for Global Justice: A Philosophical Inquiry     | 2 |
| Prerequisites: None<br>Embarking on a philosophical journey, delving into the question: Is global justice possible? Engaging in critical analysis with an eye on case studies by examining the structural barriers and systemic inequalities that hinder the realization of global justice; through the lens of political theory and moral philosophy, confronting pressing questions about power dynamics, distribution of resources, and cultural diversity                                           |                                                       |   |
| ICGL 101                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Elementary German I                                   | 4 |
| Prerequisites: Placement Test<br>Greetings, introducing oneself or others, German alphabet and phonemes, personal information, numbers from 1 – 100 and price quotations, expressing wishes, telling the time and making appointments, 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 Elementary German I<br>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                                                                                                                                                                                                                              |                                                       |   |

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| 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 Elementary German II<br>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                                                                                                                                                                                                                                               |                         |   |
| ICGL 111                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Elementary Japanese I   | 4 |
| Prerequisites: Placement Test<br>Hiragana and Katakana characters; fundamentals of 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); description of Japan; designing 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 Elementary Japanese I<br>Kanji characters (approximately 50); fundamentals of 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; designing written products in the target language; expressing simply points of view, describing people and daily life activities; comparing cultures     |                         |   |
| ICGL 113                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Elementary Japanese III | 4 |
| Prerequisites: Placement Test or ICGL 112 Elementary Japanese II<br>Kanji characters (approximately 50); fundamentals of basic Japanese grammar concepts (verb conjugation (masu-form, te-form, nai-form, and dictionary form), and related sentence patterns; polite style of speech, and plain style of speech, particles); scaffolding of basic vocabulary; basic communication about various topics; designing written products in the target language; expressing points of view, describing people and various activities; comparing cultures |                         |   |
| ICGL 121                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Elementary French I     | 4 |
| Prerequisites: Placement Test<br>Fundamentals of basic French grammar (pronouns, present tense conjugation, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); identifying and describing French speaking countries; designing written                                                                                                                                                                                                                         |                         |   |

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| products in the target language; expressing existence, preferences and agreement; comparing cultures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                       |   |
| ICGL 122                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Elementary French II  | 4 |
| <p>Prerequisites: Placement Test or ICGL 121 Elementary French I</p> <p>Fundamentals of basic French grammar (present and future tense, adjective gender, place &amp; agreement, more complex prepositions, more complex questions); scaffolding of simple vocabulary; simple communication about daily life topics (in France and in their country); designing written products in the target language; expressing simply point of view, describing people and daily life activities; comparing cultures</p>                                                                                                      |                       |   |
| ICGL 123                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Elementary French III | 4 |
| <p>Prerequisites: Placement Test or ICGL 122 Elementary French II</p> <p>Fundamentals of more complex French grammar (present and future tense, adjective gender, place &amp; 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); designing written products in the target language; expressing point of view, describing people and daily life activities; comparing cultures</p>                                                                                     |                       |   |
| ICGL 131                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Elementary Chinese I  | 4 |
| <p>Prerequisites: Placement Test</p> <p>The Chinese phonetic system (Pinyin); the Chinese basic writing system (Stroke order); Chinese characters (approximately 100); fundamentals of basic Chinese grammar (interrogative pronouns, the 的 particle, yes/no questions with 吗, demonstrative pronouns, classifiers, adverbs 也, 都); scaffolding of basic vocabulary; basic communication about personal topics (self and others); describing China; designing written products in the target language; expressing existence, preferences and agreement; comparing cultures</p>                                      |                       |   |
| ICGL 132                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Elementary Chinese II | 4 |
| <p>Prerequisites: Placement Test or ICGL 131 Elementary Chinese I</p> <p>The Chinese phonetic system (Pinyin); the Chinese writing system; Chinese characters (approximately 100); fundamental Chinese grammar concepts (interrogative pronouns, classifiers, the “的” particle, “的” phrases, adverbials, continuous action sentence structures and reduplication of verbs); scaffolding of basic vocabulary; basic communication about daily life topics; designing written products in the target language; expressing simply points of view, describing people and daily life activities; comparing cultures</p> |                       |   |

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| ICGL 133                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Elementary Chinese III                    | 4 |
| <p>Prerequisites: Placement Test or ICGL 132 Elementary Chinese II</p> <p>The Chinese phonetics (Pinyin); Chinese characters (approximately 150) ; Fundamentals of basic Chinese grammar concepts (interrogative pronouns, modal verbs, complex sentences, the modal particle “le” (了), complements of state, complements of result, complements of duration); scaffolding of basic vocabulary; basic communication about various topics; designing written products in the target language; expressing points of view; telling directions; describing oneself and other people’s abilities; comparing cultures</p> |                                           |   |
| ICGL 141                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Elementary Spanish I                      | 4 |
| <p>Prerequisites: Placement Test</p> <p>Fundamentals of basic Spanish grammar (pronouns, present tense conjugation, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); identifying and describing Spanish speaking countries; designing written products in the target language; expressing existence, preferences and agreement; comparing cultures</p>                                                                                                                                                                       |                                           |   |
| ICGL 142                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Elementary Spanish II                     | 4 |
| <p>Prerequisites: Placement Test or ICGL 141 Elementary Spanish I</p> <p>Fundamentals of 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); identifying and describing Spanish speaking countries; designing written products in the target language; expressing existence, preferences and agreement; talking about daily habits</p>                                                                                                             |                                           |   |
| ICGL 143                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Elementary Spanish III                    | 4 |
| <p>Prerequisites: Placement Test or ICGL 142 Elementary Spanish II</p> <p>Towns, quarters and cities; directions; past experiences; 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</p>                                                                                                                                                                                                                                                                                                     |                                           |   |
| ICGL 160                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Introduction to Thai Language and Culture | 4 |
| <p>Prerequisites: None</p> <p>Fundamental vocabularies and structures for various communicative situations in everyday use and introduce basic aspects of Thai culture</p>                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                           |   |
| ICGL 161                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Elementary Thai I                         | 4 |
| Prerequisites: Placement Test                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                           |   |

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| 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 Elementary Thai I<br>Listening and speaking skills on the following topics: one's schedule, making appointments, favorite leisure activities, ordering food, drinks and desserts with special requests, presentation of one's plan for activities during school break, continuation of Elementary Thai I in reading and writing skills, consonant clusters, tone marks, words with special spelling rules, reading short paragraphs |                                                                              |   |
| ICGL 163                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Elementary Thai III                                                          | 4 |
| Prerequisites: Placement Test or ICGL 162 Elementary Thai II<br>Listening and speaking skills on the following topics: going to see the doctor, looking for a house for rent, seasons, travel and festivals                                                                                                                                                                                                                                                                   |                                                                              |   |
| ICGL 164                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Thai Writing for Specific Purposes in Workplace<br>*for native Thai students | 2 |
| Prerequisites: None<br>Thai writing for specific workplace purposes: blend of theoretical insights and practical exercises; composing emails, reports, proposals, and business documents; proficiency in clear, coherent, precise Thai communication                                                                                                                                                                                                                          |                                                                              |   |
| ICGL 171                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Diversities in Multilingual Societies                                        | 2 |
| Prerequisites: None<br>Multilingual societies; Cultural diversities; Cross-cultural communication; Chinese-, German-, French-, Japanese, and Spanish-speaking cultures; Chinese-, German-, French-, Japanese, and Spanish languages; Cultural conflicts; Cultural gaps; Cultural shocks; Cultural discoveries; Cultural awareness; Cultural harmonies                                                                                                                         |                                                                              |   |
| ICGL 172                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Chinese Influence in Thai Society                                            | 2 |
| Prerequisites: None<br>Cultural Exchange, Cultural Awareness; Overview of Chinese Ethnicity and community in Thailand: Exploring the historical, cultural, economic, and political dimensions of Chinese influence in                                                                                                                                                                                                                                                         |                                                                              |   |

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| Thailand; Examining Chinese immigration waves have shaped Thai identity, language, cuisine, and religious practices                                                                                                                                                                                                                                                                         |                                                                           |   |
| ICGL 173                                                                                                                                                                                                                                                                                                                                                                                    | Introduction to Japanese Societies                                        | 2 |
| Prerequisites: None<br>Japanese societies; Cultural diversities; Ethnic minorities; Gender gaps; Discriminations against minorities; Gender role expectations; Aging populations; Japanese universities; Japanese school systems; Working in Japan; Working with Japanese people; Living in Japan; Punctuality                                                                              |                                                                           |   |
| ICGL 174                                                                                                                                                                                                                                                                                                                                                                                    | From Siesta to Fiesta: Introduction to Spanish and Latin American Culture | 2 |
| Prerequisites: None<br>Introduction to Hispanic cultures: Spain, Mexico, Central America, South America, Caribbean; main cultural features; magic and colors of lands and people; cultural varieties; Spanish and indigenous languages; cultural legacy                                                                                                                                     |                                                                           |   |
| ICGL 201                                                                                                                                                                                                                                                                                                                                                                                    | Pre-Intermediate German I                                                 | 4 |
| Prerequisites: Placement Test or ICGL 103 Elementary German III<br>Clothing and accessory, appearance, shopping for clothes and accessory family members, present and past families, statistics, festivities and culture, dates, presents; comparative forms of adjectives, modal verbs past tense, dependent clauses (cause and condition), personal pronouns, accusative and dative cases |                                                                           |   |
| ICGL 202                                                                                                                                                                                                                                                                                                                                                                                    | Pre-Intermediate German II                                                | 4 |
| Prerequisites: Placement Test or ICGL 201 Pre-Intermediate German I<br>Media usage and Internet-shopping, advertisement, expressing surprise, meeting someone for the first time, country and city life, cultural capitals in Europe; direct and indirect questions, adjective without article, relative clause and pronoun, modal verb in simple past, sub-clause with als                 |                                                                           |   |
| ICGL 203                                                                                                                                                                                                                                                                                                                                                                                    | Pre-Intermediate German III                                               | 4 |
| Prerequisites: Placement Test or ICGL 202 Pre-Intermediate German II<br>Professional biographies, job announcements, festivities and customs, emotions, movie synopsis, products and inventions; reasons with weil and denn, nominalization, preposition with dative, sub-clause with wenn and um zu, passive voice                                                                         |                                                                           |   |
| ICGL 211                                                                                                                                                                                                                                                                                                                                                                                    | Pre-Intermediate Japanese I                                               | 4 |
| Prerequisites: Placement Test or ICGL 113 Elementary Japanese III<br>Kanji characters (approximately 50); fundamentals of basic Japanese grammar concepts (verb conjugation (masu-form, te-form, nai-form, and dictionary form), and related sentence patterns;                                                                                                                             |                                                                           |   |

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| polite style of speech, and plain style of speech, particles); scaffolding of basic vocabulary; basic communication about various topics; design of written products in the target language; expressing points of view, describing people and various activities; comparing cultures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                               |   |
| ICGL 212                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Pre-Intermediate Japanese II  | 4 |
| Prerequisites: Placement Test or ICGL 211 Pre-Intermediate Japanese I<br>50 Kanji characters; explaining the state of things; describing necessary things to do in advance as preparations for the future; expressing own intentions, plans, and schedule; expressing own guess and inference; asking someone to take a message or conveying a message; stating standards or norms, when one explains the manner of doing a certain action or work; explaining a condition in which a certain action is performed; stating everyday habitual actions                                                                                                                                                                                                                                                                                                                          |                               |   |
| ICGL 213                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Pre-Intermediate Japanese III | 4 |
| Prerequisites: Placement Test or ICGL 212 Pre-Intermediate Japanese II<br>50 Kanji characters; expressing judgments under certain conditions; stating a purpose or an aim; describing changes in human ability and conditions; describing an action performed by a third person, or an action when one feels annoyed or troubled, using passive verbs; expressing something with the most important information emphasized; describing natural phenomena, happenings, and events, together with their causes; clearly telling what speakers consider as questions, by using a question with an interrogative as a component of a sentence; using appropriate expressions for giving and receiving of things and actions, depending on the relationship between the giver and the receiver, in terms of social status; telling usage, evaluation, necessary time, expense, etc |                               |   |
| ICGL 221                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Pre-Intermediate French I     | 4 |
| Prerequisites: Placement Test or ICGL 123 Elementary French III<br>Developing further knowledge of French grammar at the pre-intermediate level (present, past and future, more complex interrogative sentence, negative sentence, comparative and pronouns); scaffolding of more complex vocabulary; more complex and longer communication about personal needs, solving simple problems; interacting in predictable context topics in French; designing written products in the target language; expressing points of view, giving simple advices and interacting in daily life activities; comparing cultures                                                                                                                                                                                                                                                              |                               |   |
| ICGL 222                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Pre-intermediate French II    | 4 |
| Prerequisites: Placement Test or ICGL 221 Pre-Intermediate French I<br>Extending further knowledge of French grammar at the pre-intermediate level (hypotheses and conditions, future, conditional, pronouns, direct and indirect speech, imperative and gerundive); scaffolding of more complex vocabulary; longer communication about solving problems and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                               |   |

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| expressing feelings; commenting on attitudes and justifying actions in predictable context topics in French; comparing cultures                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                              |   |
| ICGL 223                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Pre-intermediate French III  | 4 |
| <p>Prerequisites: Placement Test or ICGL 222 Pre-Intermediate French II</p> <p>Developing further knowledge of French grammar at the pre-intermediate level (comparative, complex interrogative sentence, gerundive, subjunctive present in regular and irregular forms, passive voice); scaffolding of more complex vocabulary; longer communication about personal feelings, wishes and hopes; complaining and talking about difficulties, suggesting solutions; comparing cultures</p>                                                                                                                     |                              |   |
| ICGL 231                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Pre-Intermediate Chinese I   | 4 |
| <p>Prerequisites: Placement Test or ICGL 133 Elementary Chinese III</p> <p>Chinese characters (approximately 300); identifying pre-intermediate level Chinese grammar concepts (complements of duration, expressing approximate numbers, comparative sentences, complements of quantity, exclamatory sentences); developing listening, speaking, reading and writing skills through an integrated approach; communication about various topics; comparing two cities in various aspects; comparing the seasons in China and Thailand; activities and festivals in each season; organizing a trip</p>          |                              |   |
| ICGL 232                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Pre-Intermediate Chinese II  | 4 |
| <p>Prerequisites: Placement Test or ICGL 231 Pre-Intermediate Chinese I</p> <p>Chinese characters (approximately 300); identifying pre-intermediate level Chinese grammar concepts (past experiences, complements of frequency, the structure of 是.....的, reduplication of adjectives, S-P phrases, complements of result II, simple passive sentences); developing listening, speaking, reading and writing skills through an integrated approach communication about various topics; sports or entertainment; expressing unlucky stories; describing appearance and clothes; Chinese style weddings (1)</p> |                              |   |
| ICGL 233                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Pre-Intermediate Chinese III | 4 |
| <p>Prerequisites: Placement Test or ICGL 232 Pre-Intermediate Chinese II</p> <p>Chinese characters (approximately 300); identifying pre-intermediate level Chinese grammar concepts (continuous actions or states, Chinese style weddings, Chinese construction quadrangles, existence emergence sentences, “把” sentence I, “把” sentence II, “被” sentence, adverb “又”) ; developing listening, speaking, reading and writing skills through an integrated approach; communication about various topics; travelling by airplane; Beijing Opera performances; outdoor activities; reunions with old friends</p> |                              |   |

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| ICGL 241                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Pre-Intermediate Spanish I     | 4 |
| Prerequisites: Placement Test or ICGL 143 Elementary Spanish III<br>Habits; pronominal verbs; porque/para; furniture and parts of the house; appearance; family, irregular verbs in present tense; present progressive                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                |   |
| ICGL 242                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Pre-Intermediate Spanish II    | 4 |
| Prerequisites: Placement Test or ICGL 241 Pre-Intermediate Spanish I<br>Leisure activities; intentions and projects; pain, discomfort and symptoms; parts of the body; vocabulary of food; ir a+ infinitive; present perfect; differences between ser and estar; personal pronouns for objects; verb gustar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                |   |
| ICGL 243                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Pre-Intermediate Spanish III   | 4 |
| Prerequisites: Placement Test or ICGL 242 Pre-Intermediate Spanish II<br>Past habits, customs and circumstances; past and present actions; advice, instructions (imperative); future situations and actions, conditions, hypotheses; past experience; imperfect verb tense; indefinido verb tense; present perfect verb tense; contrast of past tenses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                |   |
| ICGN 125                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Games and Learning             | 2 |
| Prerequisites: None<br>History of games, combinatorial games, games of chance, game theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                |   |
| ICGS 112                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Geography of Human Activities  | 4 |
| Prerequisites: None<br>Global Learning Initiative class; a systematic study of patterns and processes of geography; understanding human perceptions of surroundings and alterations of the earth's surface; diversity of cultures, beliefs, and ways of life; establishing global unity and harmony; recognition of equality and respect between persons in diverse regional geographical settings; raising awareness of one's own humanity and human responsibilities; the interrelationship between humans and the spaces they create; human activity as interdisciplinary by nature; the physical and socially created environment people live in; human interactions shaping the human understanding of the environment; the utility of resources; phenomena on the earth's surface relating to human actions; concepts and geographical methodologies; examination of social organizations and environmental consequences; a broad dynamic domain reflecting such developments and issues as social bias, discrimination, and stereotyping in the contemporary world; associating a critical geographical perspective on the past, present and future achievement of the social world |                                |   |
| ICGS 128                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Global Gastronomy and Cuisines | 4 |
| Prerequisites: None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                |   |

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| Understanding the interconnection between gastronomy, culture, society, and local and global food systems; highlighting the global food production and consumption trends; examining diverse cultures through the food and food preparation; emphasis on multicultural context in cooking practices; understanding the current trend in various healthy diets and cuisines                                                                                                                                                                                                                                                                                                                                                                          |                                           |   |
| ICGS 131                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Introduction to International Studies     | 4 |
| Prerequisites: None<br>The field of international studies; interdisciplinary approaches; economic globalization; the Bretton Woods system and neoliberalism; political globalization; the United Nations system, the International Court of Justice, and Human Rights; cultural globalization; migration diaspora and transnationalism; the internet and global media; development; modernization and dependency; Global North and Global South; traditional and human security; food; health; energy; environment                                                                                                                                                                                                                                  |                                           |   |
| ICGS 132                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Career Preparation in a Globalized World  | 4 |
| Prerequisites: None<br>Trends in national, regional and international job markets; self-assessment on career options; career plan creation; principles in business communication; job search process and tools; resume, cover letters; interview preparation and simulation; dimensions of culture                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                           |   |
| ICGS 133                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Foundation of Mediterranean Cultures      | 4 |
| Prerequisites: None<br>The Mediterranean as a source of Western culture; Egypt and the Fertile Crescent; Mohammed and the Muslim World; the Promised Land: Moses' Israel; Jesus and the birth of Christianity; Greek history and civilization; Ancient Italy; arts in Florence and Venice; Modern Italy history; Italian food; the World of Fashion in modern Italy; Italian film; Italian music                                                                                                                                                                                                                                                                                                                                                    |                                           |   |
| ICGS 137                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Witchcraft and Gender Representation      | 4 |
| Prerequisites: None<br>The term "witch" used to suppress women: accusations of witchcraft to eliminate strong, assertive women; accusations of demonic or magic sources demeaning to women; European, American and African use of witch accusations to stifle women; other forms of oppression of women: the Chinese foot binding, the Indian Suttee, the African genital mutilation; the meaning of gender; gender vs sex; marginalization of women in patriarchal societies; women's rights in the contemporary world; differing concepts of women's rights; global and national enforcement of women's rights; organizations concerned with gender and women's issues: UN, ILO, etc; an application of gender rights to other genders like LGBTQ |                                           |   |
| ICGS 143                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Introduction to Air Transport and Tourism | 4 |

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| Prerequisites: None<br>Basic overview and knowledge of air transport, travel and tourism and the interconnections amongst these elements; the history of air transportation, both airlines and airports; the role of air transport for today's travellers and tourists; relationship between airport and airline, airport business model, airline business model, the nature of air travellers, the nature of demands, air transport journey and experience, passengers/tourist decision makings on air travel, current global issues (e.g., economic, environmental and ethics) of the air transport and tourism |                                               |   |
| ICGS 156                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Fashion and Society                           | 2 |
| Prerequisites: None<br>What is fashion, History of fashion since the 20th Century, Fashion reflects its temporal and spatial context, fashion and culture, sub-cultural fashion (street fashion), Fashion and Art development, Fashion as an art form, Fashion and business, Fast fashion, Fashion victims                                                                                                                                                                                                                                                                                                        |                                               |   |
| ICGS 157                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Asian Religious Traditions                    | 2 |
| Prerequisites: None<br>Overview of major religious traditions in Asia, including Hinduism, Buddhism, Sikhism, Taoism, Confucianism, and Shintoism; Historical evolution of Asian religious traditions; Significance of rituals, symbols, and sacred texts; Key philosophical and ethical concepts such as karma, dharma, nirvana, and the Tao                                                                                                                                                                                                                                                                     |                                               |   |
| ICGS 159                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | The Self and Modern Media                     | 2 |
| Prerequisites: None<br>A sociological approach to understanding the disintegration of old social structures and reintegration based on contemporary technology and social media; the new non-geographical communities and the lack of norms; development of a global culture; the role of media and advertising in the new global culture; the generational theory of culture and constructionist theory or reality; the new global self                                                                                                                                                                          |                                               |   |
| ICGS 161                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Skills in Dealing with People Across Cultures | 2 |
| Prerequisites: None<br>Development of skills in dealing with people across cultures through a psychological approach, covering identity formation and conflict, values and communication across culture, culture and tourism, work motivation, and culture in educational institutions                                                                                                                                                                                                                                                                                                                            |                                               |   |
| ICGS 162                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Arts, Culture and Tourism Development         | 2 |
| Prerequisites: None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                               |   |

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| Artistic categories and roles of arts in society, community arts activities and events - processes and outcomes, arts-led urban regeneration, current trends in cultural tourism, online travel platform, creative tourism and designing visitor experiences                                                                                                                                                                                                                                                                                              |                          |   |
| ICGS 165                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Tea Studies              | 2 |
| Prerequisites: None<br>What is tea, main tea varieties, main tea types, climatic condition for sustainable growth of tea, important tea growing countries and regions, tea processing, tea and health, tea evaluation, tea utensils and preparation, tea and food pairing                                                                                                                                                                                                                                                                                 |                          |   |
| ICGS 167                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Coffee Studies           | 2 |
| Prerequisites: None<br>Coffee, an introduction; The journey of Coffee - a journey of love, tears, sweats and blood; Three waves of coffee; Terroir of coffee; Main and sub-varieties of coffee; The world of coffee; Coffee drinking culture, coffee cupping; From harvesting to shipment; From roasting to brewing; Coffee and health; Ethical and environmental issues                                                                                                                                                                                  |                          |   |
| ICGS 168                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Faith a Lifestyle        | 2 |
| Prerequisites: None<br>Faith, spirituality, and interaction in the modern world, spirituality and its economy, spirituality and faith marketing, modern forms of spirituality, spirituality, pop culture, and the soft power                                                                                                                                                                                                                                                                                                                              |                          |   |
| ICGS 180                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Cafe Story and Slow food | 2 |
| Prerequisites: None<br>Café concept: historically integral coffeehouse in café culture and social/economic position; slow food in sustainability business concept, specialty food and beverage evolution, new business trends                                                                                                                                                                                                                                                                                                                             |                          |   |
| ICGS 181                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Cuisine and Culture      | 2 |
| Prerequisites: None<br>Exploration of how food shapes and is shaped by culture, Food as a cultural symbol, Historical evolution of culinary practices, Spices in cultural identity and economy, Food in celebrations and rituals, Festival foods around the world, Food Ethics and Sustainability, The phenomenon of culinary fusion and its impact on traditional cuisines, The Language of Food, Religious and cultural influences on dietary practices, The Art of Dining Etiquette, Food in Literature and Film, The Future of Food, Culinary Tourism |                          |   |
| ICGS 182                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Humor Horizons           | 2 |

Prerequisites: None

Introduction to Cultural Humor; Language and Wordplay; Stereotypes and Satire; Historical Perspectives; Regional Comedy Traditions; Social Commentary Jokes; Comedy in Film and TV; Cross-Cultural Comedy Challenges; Humor and Identity; Humor in Business; The Future of Cultural Humor

### Civic Literacy

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| ICGH 126                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Behavioral Ethics: Why Good People Do Bad Things         | 2 |
| <p>Prerequisites: None</p> <p>Foundations of behavioral ethics, assumptions of ethical decision making, process of ethical decision making, cognitive errors in ethical decision making: incrementalism, self-serving bias, tangible and abstract, loss aversion, framing, and overconfidence, social and organizational pressures in ethical decision making, situational factors in ethical decision making</p>                                                                                                                                                                                                                                                                      |                                                          |   |
| ICGH 129                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Searching for Meaning                                    | 2 |
| <p>Prerequisites: None</p> <p>Starting from Socrates' quest for wisdom as described in the Apology, and the difficulties he encountered as a consequence, leading up to his trial and death sentence; connecting the Apology to Plato's Allegory of the Cave, and the dialectical method of ascent towards the truth; wondering whether Marcus Aurelius may qualify as a philosopher-kind, and exploring the connections with Stoicism as taught by Epictetus; reflecting on Montaigne's contemplations of death; connecting such ancient models to strains of thought in Thoreau and Emerson, Schopenhauer and Nietzsche, Freud and William James, Albert Camus and Viktor Frankl</p> |                                                          |   |
| ICGH 133                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Socrates, His Predecessors and Successors                | 2 |
| <p>Prerequisites: None</p> <p>Surveying the major philosophical movements in Ancient Greece, including the Presocratics, Socrates, Plato and Aristotle, and the various Hellenistic schools, by focusing on themes related to knowledge, truth, art, psychology, justice and the good life, and considering their relevance to life today</p>                                                                                                                                                                                                                                                                                                                                          |                                                          |   |
| ICGH 134                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Digital Media Literacy: Skills for 21st Century Learning | 2 |
| <p>Prerequisites: None</p> <p>Integration of media literacy, media production, and media ethics; accessing, analyzing, evaluating, questioning, and producing media texts; social, cultural, and political implications of media;</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                          |   |

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| representations in media; media as political economy; media aesthetics; media and influence; audiences negotiating meaning                                                                                                                                                                                                                                                                                                                                                                                                        |                                                           |   |
| ICGH 138                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | The Philosophies of Asia                                  | 2 |
| <p>Prerequisites: None</p> <p>Exploring the major schools in Asian Philosophy, including Buddhism, Hinduism, Confucianism, Taoism, Jainism, among others, through a survey of foundational concepts and themes and an analysis of the implications that they have on ethics and culture as well as contemporary political, economic and legal frameworks</p>                                                                                                                                                                      |                                                           |   |
| ICGH 140                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Ethics and Evolution                                      | 2 |
| <p>Prerequisites: None</p> <p>Scrutinizing the relationship between the theory of natural selection and ethics, through an examination of the implications of Darwinian evolution on the status of moral claims, the significance of our evolutionary history on moral theory and practice, and the relevance of these intersections on the development of morally justifiable policies and individual decision-making</p>                                                                                                        |                                                           |   |
| ICGH 149                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Law, Technology, and Society                              | 2 |
| <p>Prerequisites: None</p> <p>Foundations of the relationship between law, technology, and societal values, how laws evolve with technological innovation, the ethical considerations at play, and the role of law in shaping and responding to societal changes. Current and emerging issues in technology law, including intellectual property, privacy, cybersecurity, and regulation of AI</p>                                                                                                                                |                                                           |   |
| ICGH 150                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Global Perspectives on Free Expression in the Digital Age | 2 |
| <p>Prerequisites: None</p> <p>Delving into the intricate dimensions of free expression on a global scale, particularly in the digital realm, tracing the evolution of free speech and contemplating its philosophical foundations and historical context. Examining pivotal case studies and real-world examples, exploring the complexities of free expression, from its role in fostering democracy to its challenges in relation to the notion of Human Rights and navigating a contemporary culture of feeling 'offended'</p> |                                                           |   |
| ICGN 131                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Digital Search Literacy                                   | 2 |
| <p>Prerequisites: None</p> <p>The Information literacy relating to search term, the evaluation of the internet site and the quality of data; use of information; the ethical use of the intellectual property; the use of computer platforms; software, online services</p>                                                                                                                                                                                                                                                       |                                                           |   |

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| ICGN 132                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Digital Security and Privacy                                            | 2 |
| Prerequisites: None<br>Privacy rights of data and safeguarding personal information by the protection organizations, anonymizing of data, computer security relating to computer platforms, network, internet and smart devices; password managements and shortcomings, authentication factors and technology                                                                                                                                                                                                                                                                    |                                                                         |   |
| ICGN 144                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Environmental Ethics                                                    | 2 |
| Prerequisites: None<br>Foundations of Environmental Values, Anthropocentrism vs Ecocentrism, Deep Ecology, Eco-Feminism, Land Ethics, Energy Ethics, Wilderness vs Built Environments, Radical Environmentalism and its Societal, Economic and Policy Implications                                                                                                                                                                                                                                                                                                               |                                                                         |   |
| ICGN 145                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Food Integrity and Food Fraud: When a Food Product Is Not What It Seems | 2 |
| Prerequisites: None<br>Understand the food integrity matrix, recognise common types of fraudulence in food products, their factors and effects on public health and society, prevention, ethical responsibilities and roles of food business and consumers in the food system with food integrity                                                                                                                                                                                                                                                                                |                                                                         |   |
| ICGS 134                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Is Democracy Good?                                                      | 4 |
| Prerequisites: None<br>Democracy as a political system and a 'normal' form of governance throughout the world, especially since the transitional Third Wave of democratization ending in the 1990's; democracy as a highly contested term; forms of governance; contestations in Thailand; arguments of Thai Style Democracy; defining democracy; different forms of democracy; local perception of democracy; critical debate on the merits of democracy; functionality; theoretical and in pragmatic situations; qualitative and quantitative analysis; democratic performance |                                                                         |   |
| ICGS 136                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Social and Health Issues in Thailand                                    | 4 |
| Prerequisites: None<br>Social and health issues in Thailand; experiential learning approach; site visits to various government and non-governmental organizations; small groups work; identification of issues and characterize the factors affecting the issues; prioritization of the urgency of the issues and determination of the possible solutions; proposing action plans addressing the issues                                                                                                                                                                          |                                                                         |   |
| ICGS 140                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Fake News, Censorship and the Politics of Truth                         | 4 |
| Prerequisites: None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                         |   |

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| Internet and hyper news flows; patterns of information consumption; knowledge of information authenticity; socio-political effects of 'fake news'; impacts and methods of data collection; censorship and contested 'digital space', fact-checking, source evaluation and trust-building online; social power of algorithms, quantification and profiling; citizens journalism and the traditional media                                                           |                                 |   |
| ICGS 147                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Women in Leadership             | 4 |
| Prerequisites: None<br>Prominent female leaders around the world from the past to present; cross-cultural challenges female leaders encounter; heroines and women warriors in folklores and myths; the perception and sins of matriarchal societies; political roles and suffragette movements around the world; the Modern Girl and consumerism; women's rights movement, glass-ceiling and female career advancement, female attributes and leadership qualities |                                 |   |
| ICGS 158                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Contemporary Issues in Thailand | 2 |
| Prerequisites: None<br>Prevailing ideological issues; contemporary political economy; legal affairs and the judicial system; religious institutions; provincial politics; land rights and other community movements, education and reform; environmental groups; media affairs                                                                                                                                                                                     |                                 |   |
| ICGS 160                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Self and Society                | 2 |
| Prerequisites: None<br>A sociological approach to understanding the nature of societies, cultures and institutions; the development of the self through the socialization process from Social Interactionist and Critical Theory perspectives; cultural norms and geographical influence on culture: social class and gender structures; the influence of individualism and non-conformity in society                                                              |                                 |   |
| ICGS 163                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Popular Media and Conflicts     | 2 |
| Prerequisites: None<br>The role of popular media during the war-time and conflicts; the evolution of media and its employment by the state; printed propaganda; the age of radio and its political agenda; newsreels during the wartime; televised wars and public opinions; the emergence of social movement caused by the popular media                                                                                                                          |                                 |   |
| ICGS 166                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Power and Politics              | 2 |
| Prerequisites: None<br>The understanding of politics and political systems of the current world; interactions and connections of different ideas; systems of thought and conflict in contemporary society; analysis                                                                                                                                                                                                                                                |                                 |   |

of political phenomenon. To collect information, organize information, organize in groups, analyze information, present clearly and concisely on political phenomenon, state typology, political taxonomy, ideological persuasion, voting systems and outcomes

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| ICGS 170                                                                                                                                                                                                                                                                                                 | Civic Action in Thailand | 2 |
| Prerequisites: None<br>Local community organisations and institutions; effective social media and other promotional campaigns on behalf of independent social organisations; funding drives on behalf of independent social organisations; project planning and development                              |                          |   |
| ICGS 183                                                                                                                                                                                                                                                                                                 | Media and Community      | 2 |
| Prerequisites: None<br>Application of media practices and techniques used as a means for empowerment and communication supporting community and social change; Application of assessment practices to support community goals and development; Application of project-based learning in a real community |                          |   |

### Finance & Management Literacy

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| ICGB 102                                                                                                                                                                                                                                                                                                                                                                                                             | Navigating the Market Landscape              | 2 |
| Prerequisites: None<br>Exploration of the dynamic interplay between consumer behavior and firm strategy across industries, guided by the supply-demand framework; practical insights into market dynamics, tool navigation through diverse market landscapes (degree of competition, digital economy, sharing economy), and impact on key stakeholders                                                               |                                              |   |
| ICGB 103                                                                                                                                                                                                                                                                                                                                                                                                             | Decoding Economic News                       | 2 |
| Prerequisites: None<br>Uncovering of economic news mysteries, deciphering of the big picture, and exploration of how economic forces shape our world through key macroeconomic indicators and the aggregate supply-aggregate demand framework; acquisition of practical skills for analyzing current economic events with clarity and insight, empowering navigation of global economic complexities with confidence |                                              |   |
| ICGB 104                                                                                                                                                                                                                                                                                                                                                                                                             | Entrepreneurship in a Disruptive Environment | 2 |
| Prerequisites: None                                                                                                                                                                                                                                                                                                                                                                                                  |                                              |   |

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| Understand how entrepreneurs create new businesses, capture new markets, and enhance organizational effectiveness so the economy could benefit. Applying disruptive innovation due to new technologies and innovation to deal with the disruptive changes as the new generation entrepreneurs                                                                                |                                        |   |
| ICGB 105                                                                                                                                                                                                                                                                                                                                                                     | Personal Finance Literacy              | 2 |
| Prerequisites: None<br>Personal finance literacy includes: financial planning process, life goals and financial goals, tax preparation, consumer credits, investment and retirement planning, investment fundamentals, its techniques and investment assets, making loan and debt decisions, life and property insurance, and estate planning                                |                                        |   |
| ICGB 106                                                                                                                                                                                                                                                                                                                                                                     | The Business of Fashion                | 2 |
| Prerequisites: None<br>The fashion world, categorisation of fashion, glossary of fashion, fashion trend interpretation, fashion and creativity, brand image, understanding customers: national culture influences the choice of fashion, understanding customers: motivations for buying fashion, total shopping experiences, extension of the fashion business, consumerism |                                        |   |
| ICGB 107                                                                                                                                                                                                                                                                                                                                                                     | Tourism Management Perspectives        | 2 |
| Prerequisites: None<br>Overview of the tourism industry and its significance, factors shaping the future of tourism and hospitality, opportunities and challenges of tourism development in Thailand, tourism supply chains, key stakeholders and their roles in the tourism ecosystems, and innovative and promising practices in sustainable tourism development           |                                        |   |
| ICGB 109                                                                                                                                                                                                                                                                                                                                                                     | Business Event Essentials              | 2 |
| Prerequisites: None<br>Event as a global strategic and management tool; introduce different types of business events to achieve various objectives including Meetings, Incentive Travels, Conventions, Exhibitions and Special Events; Event strategies                                                                                                                      |                                        |   |
| ICGB 110                                                                                                                                                                                                                                                                                                                                                                     | Management Styles of Effective Leaders | 2 |
| Prerequisites: None<br>Overview of management; evolution of Management theories and thoughts; changing environment of organizations, social responsibility, organizational culture and change                                                                                                                                                                                |                                        |   |
| ICGB 111                                                                                                                                                                                                                                                                                                                                                                     | Leadership in a Global Society         | 2 |

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| Prerequisites: None<br>Concepts and practices for leadership development; developing leadership skills and challenges of change in a global society; the need, vision, initiation for change, teamwork and collaboration                                                                                                                                                                                                                                                                                                                                                                          |                                                                      |   |
| ICGB 112                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | The Art of Pricing                                                   | 2 |
| Prerequisites: None<br>Rationales and conditions required for sellers to apply different prices to different groups, in order to maximize profits; benefits of first-, second-, and third-degree price discrimination; examples of the use of consumers' demographics and characteristics in buyers' classification; evaluation of certain complex pricing namely, bundling and versioning; which are invented by sellers as a means to price discriminate; assessment of pros and cons of algorithm pricing; the cost of profit-maximizing strategy particularly buyers' perception and fairness |                                                                      |   |
| ICGB 113                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Crisis Management in Service Businesses                              | 2 |
| Prerequisites: None<br>Basics of crisis management, crisis preparedness and risk management, methods of analysis and prognosis, strategic measures of crisis management applied in service businesses, crisis planning and organizational measures applied in service businesses, crisis communication                                                                                                                                                                                                                                                                                            |                                                                      |   |
| ICGB 114                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Cultural Strategies for Success: Unveiling Eastern Business Dynamics | 2 |
| Prerequisites: None<br>Introduce theories (change theories, cultural theories) and frameworks governing Eastern societies in the context of business; Eastern cultural practices and behaviors shaping strategies in competitive markets; Complexities of Asia's diverse business environment; Comparative analysis of strategies and behaviors                                                                                                                                                                                                                                                   |                                                                      |   |
| ICGB 115                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Money: Deciphering Currencies of Value                               | 2 |
| Prerequisites: None<br>Navigating the intricate realm where money transcends tangible forms, from paper bills to digital transactions; unveiling the essence and construction of value inherent in these mediums, exploring their societal significance and evolving role in contemporary economies                                                                                                                                                                                                                                                                                               |                                                                      |   |
| ICGB 116                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Managing Self and Working with Others                                | 2 |
| Prerequisites: None<br>Personal goal setting, personality models and profiling, self awareness and management, social awareness and interaction, techniques in working with others through the lens of diversity, equity, and inclusion, conflict resolution, people management, personal development plan                                                                                                                                                                                                                                                                                        |                                                                      |   |

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| ICGH 101                                                                                                                                                                                                                                                                                                                                                                                | Biotechnology: from Science to Business                                         | 4 |
| Prerequisites: None<br>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            |                                                                                 |   |
| ICGS 102                                                                                                                                                                                                                                                                                                                                                                                | Business Sustainability and the Global Climate Change                           | 4 |
| Prerequisites: None<br>Study on 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 135                                                                                                                                                                                                                                                                                                                                                                                | Entrepreneurial Accounting                                                      | 4 |
| Prerequisites: None<br>Fundamental accounting concepts; financial statements for small enterprises; financial statement analysis; cost-volume-profit analysis; management decision making; business taxation                                                                                                                                                                            |                                                                                 |   |
| ICGS 153                                                                                                                                                                                                                                                                                                                                                                                | Social Media Management for Service Sector                                      | 2 |
| Prerequisites: None<br>Introduction to digital business transformation in service sector, social consumers and social communities, social media landscape and ecosystem; social media strategy for service sector; digital tools for social media management; social commerce; social media analytical tools and measurement                                                            |                                                                                 |   |
| ICGS 174                                                                                                                                                                                                                                                                                                                                                                                | The Art of Leadership in Practice: Inspiration                                  | 2 |
| Prerequisites: None<br>Virtue ethics and practical philosophy; driving change through personal development and action directives; managing ethical leadership goals and challenges; climbing Mount Impossible and the power to change the world; what is and what can be in the context of SDGs; finding inspiration and inspiring others; inspirational leaders in History and fiction |                                                                                 |   |
| ICGS 184                                                                                                                                                                                                                                                                                                                                                                                | Healthy Habits, Happy Shoppers: Exploring Health Literacy in Consumer Decisions | 2 |
| Prerequisites: None<br>Exploration of the impact of health literacy on shopping behavior; coverage of health literacy principles, consumer psychology, and marketing's role; learning through stimulus case studies to promote informed consumer choices                                                                                                                                |                                                                                 |   |

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| ICLL 101                                                                                                                                                                                                                                                                                                                                      | Professional Development | 2 |
| <p>Prerequisites: None</p> <p>Professional skills for 21st century workplace through learning or training activities in various topics including innovation management, start-up business, agile workplace or other selected professional development activities approved by the academic advisor and Curriculum Administrative Committee</p> |                          |   |



**Mahidol University**  
International College

## Specific Courses

**Note I:** Students are able to take BBA courses only if they have met the following requirements:

1. Passed ICGC 104 English Studies I: The Writer's Toolkit with “S” grade or being placed in the English course level higher than ICGC 104 English Studies I: The Writer's Toolkit.
2. Passed ICMA 100 Foundation Mathematics with “S” grade or the placement Test.

**Note II:** ICMB 450 Strategic Management is restricted for students who have completed at least 124 credits.

## Core Courses

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| ICMB 150                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Introduction to Programming and Business Applications | 2 |
| Prerequisite: None<br>Introductory course to programming concepts and processes in incorporating related technologies from various platforms to build business applications; mechanisms in computer programming, such as variables, objects, operators, flow control, loops, functions, and data processing; using application programming interfaces (API); business applications that integrate with various platforms for information collection, information sharing, and information processing for businesses |                                                       |   |
| ICMB 151                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Business Mathematics                                  | 2 |
| Prerequisite: None<br>Review of algebra; logarithmic and exponential functions; matrix algebra; differential calculus; integral calculus; unconstrained optimization; constrained optimization with equality constraint (Lagrangean method)                                                                                                                                                                                                                                                                         |                                                       |   |
| ICMB 152                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Business Statistics                                   | 4 |
| Prerequisite: ICMB 151 Business Mathematics<br>Introduction to theories and applications of statistics in business using computer software. Descriptive statistical measures of discrete and continuous probability distributions. Inferential statistical analyses through sampling distributions, point and interval estimations, and hypothesis testing. Basic of analysis of variance and linear regression                                                                                                     |                                                       |   |
| ICMB 253                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Microeconomics                                        | 4 |

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| <p>Prerequisite: ICMB 151 Business Mathematics</p> <p>An introduction to microeconomics principles; economic scarcity; opportunity cost; demand and supply; elasticity; consumer surplus; producer surplus; consumer behavior; producer behavior; production costs; pricing theory; market structure</p>                                                                                                                         |                                    |   |
| ICMB 254                                                                                                                                                                                                                                                                                                                                                                                                                         | Macroeconomics                     | 4 |
| <p>Prerequisite: ICMB 151 Business Mathematics</p> <p>Data of macroeconomics; the Gross Domestic Product (GDP); the 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</p>                                                                                                                 |                                    |   |
| ICMB 255                                                                                                                                                                                                                                                                                                                                                                                                                         | Management of Business Information | 4 |
| <p>Prerequisite: None</p> <p>Management of business data and models, connecting, cleaning, and preparing data. Building data models, financial models, scenario manager, goal seek, data tables and data analysis expressions (DAX). Analyzing data using pivot tables, power pivot, calculated columns and calculated measures. Visualization of data using sparklines, slicers, visualizations, dashboards and storyboards</p> |                                    |   |
| ICMB 256                                                                                                                                                                                                                                                                                                                                                                                                                         | Principles of Financial Accounting | 4 |
| <p>Prerequisite: None</p> <p>An introductory accounting course to understand the impact of business transactions on organizations; Knowledge of basic accounting principles and techniques; The ability to use and provide the variety of information to stakeholder including developing, presenting, understanding financial accounting information, analyzing results and making decisions</p>                                |                                    |   |
| ICMB 257                                                                                                                                                                                                                                                                                                                                                                                                                         | Business Finance for Entrepreneurs | 4 |
| <p>Prerequisite: ICMB 256 Principles of Financial Accounting</p> <p>An overview of the principles and practices of business finance including time value of money, the valuation of financial assets, capital budgeting techniques, risk and return calculations, methodologies for determining the cost of capital, an estimation and forecasting of cash flows, and the project evaluation</p>                                 |                                    |   |
| ICMB 258                                                                                                                                                                                                                                                                                                                                                                                                                         | Business Communication             | 4 |
| <p>Prerequisite: None</p> <p>Introduction to Business Communication; Principles of Effective Communication; Application of Communication Principles in Business Analysis; Written Communication in Formal and Informal Settings; Oral Communication Skills; Understanding Communication Processes in Business; Practical</p>                                                                                                     |                                    |   |

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| Business Writing Assignments; Business Presentation Skills; Professional Development Topics: Career Planning, Networking, Job Searching; Resume Preparation Techniques; Job Application Strategies; Interviewing Techniques                                                                                                                                                                                                                                                         |                                        |   |
| ICMB 259                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Principles of Marketing                | 4 |
| Prerequisite: None<br>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 260                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Management and Organizational Behavior | 4 |
| Prerequisite: None<br>A study on the role of manager in an organization, emphasis on the understanding of behavioral and administrative theories and concepts needed to succeed in the modern organization. Topics includes organization structure, organizational changes, motivations, leadership, managing work and team, effective communication, principal conflict resolution management and environment, social and governance (ESG) for business sustainability growth      |                                        |   |
| ICMB 261                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Human Resources Management             | 4 |
| Prerequisite: None<br>Disruptive change in work and employment, managing human resources strategically, ethical and social responsibility of HRM, people analytics and HR metrics, strategic workforce planning, job and workplace design, recruiting and selecting talents, assessing and improving employee performance, training and employee development, compensating human resources, enhancing employee relations, separating and retaining employees                        |                                        |   |
| ICMB 262                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | International Business Management      | 4 |
| Prerequisite: ICMB 260 Management and Organizational Behavior<br>An examination of International business operations, organization structure, finance and accounting systems, taxation systems, marketing strategy, culture differences, global trade, capital markets and economic growth, the impact of regional trading blocs, corporate global competitiveness, and global strategies                                                                                           |                                        |   |
| ICMB 350                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Business Law                           | 4 |

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| Prerequisite: None<br>Introduction to Laws; Distinction between Law, Morality and Religion in different jurisdictions; Digital Laws; Contract Law; Company and Partnership Laws; Agency Laws and Employment Laws; Intellectual Property Laws; Resources and IT tools; Case studies to be applied in the business context for sustainable practices                                                                                                                                               |                                    |   |
| ICMB 351                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Business Ethics and Sustainability | 4 |
| Prerequisite: ICMB 260 Management and Organizational Behavior, ICMB 350 Business Law<br>An understanding, analysis of ethical concepts, and the implications of ethics in business decisions under different social and other business-related environments, an application of ethical principles to ethical issues within the organization and the external environment                                                                                                                         |                                    |   |
| ICMB 352                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Management Science                 | 4 |
| Prerequisite: ICMB 152 Business Statistics, ICMB 255 Management of Business Information<br>An application of quantitative analysis techniques, linear programming, network models, decision analysis, business simulation                                                                                                                                                                                                                                                                        |                                    |   |
| ICMB 353                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Operations Management              | 4 |
| Prerequisite: ICMB 152 Business Statistics, ICMB 255 Management of Business Information<br>Modern concepts, models and tools for planning, organizing, staffing, leading and controlling the production, distributing of goods and services                                                                                                                                                                                                                                                      |                                    |   |
| ICMB 450                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Strategic Management               | 4 |
| Prerequisite: completed at least 124 credits<br>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 |                                    |   |

#### Required Courses

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| ICMK 371                                        | Consumer Insights – A Qualitative Approach | 4 |
| Prerequisites: ICMB 259 Principles of Marketing |                                            |   |

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| 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 discussion, in-depth interview, observation, projective techniques; data collection and fieldwork; data coding; qualitative data analysis methods; interpreting insights; turning insights into marketing ideas |                                               |   |
| ICMK 372                                                                                                                                                                                                                                                                                                                                                                                                                                 | Market Intelligence – A Quantitative Approach | 4 |
| Prerequisites: ICMB 152 Business Statistics, ICMB 259 Principles of Marketing<br>Marketing research tools; impacts of data, insights, and marketing decisions; research process; defining research problem, designing research approach; data collection; descriptive statistics; inferential statistics; modelling; reporting quantitative research                                                                                     |                                               |   |
| ICMK 373                                                                                                                                                                                                                                                                                                                                                                                                                                 | Consumer Behavior and Decision Making         | 4 |
| Prerequisites: ICMK371 Consumer Insights – A Qualitative Approach<br>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 consumer decision behavior                                                                                         |                                               |   |
| ICMK 379                                                                                                                                                                                                                                                                                                                                                                                                                                 | Digital Marketing                             | 4 |
| Prerequisites: ICMB 259 Principles of Marketing<br>An overview of digital marketing; online marketplace analysis—macro and micro environment; online customer personas and decision journey; digital marketing process; objective and budgeting for digital marketing program; digital marketing tools; developing a digital marketing program; evaluation of digital marketing project                                                  |                                               |   |
| ICMK 479                                                                                                                                                                                                                                                                                                                                                                                                                                 | Marketing Strategy for Sustainability         | 4 |
| Prerequisites: Completed at least 124 credits<br>micro-environment analysis; opportunity and challenge analysis; vision and mission; branding strategy, product strategy, pricing strategy, distribution strategy, communication strategy, innovation strategy, growth strategy, competitive strategy; sustainability concept; sustainability impact assessment.                                                                         |                                               |   |

### Major Elective Courses

Marketing students can choose to focus on one of three marketing areas: Track 1 Digital Marketing; Track 2 Brand Management; Track 3 Entrepreneurial Marketing. Students will need to complete 16 credits from the respective lists below, of which those credits cannot be

double-counted towards fulfilling other course types (Core courses, Major required courses, and Major elective courses)

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| ICMK 381                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | E-Commerce                               | 4 |
| Prerequisites: ICMB 259 Principles of Marketing<br>The fundamentals of e-commerce; key concepts, strategies, technologies, and trends shaping the digital marketplace; electronic transactions, digital marketing, website design, security, and mobile commerce; understanding consumer behavior, e-commerce platforms, payment systems, and legal/regulatory frameworks governing electronic transactions                                                                                                                                                                                                                                                                                                                       |                                          |   |
| ICMK 382                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Integrated Marketing Communications      | 4 |
| Prerequisites: ICMB 259 Principles of Marketing<br>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 383                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Brand Excellence and Consumer Experience | 4 |
| Prerequisites: ICMB 259 Principles of Marketing<br>Concepts and strategies for achieving brand excellence and delivering exceptional consumer experiences; fundamental principles of branding, including brand identity, positioning, and brand personality; the role of memorable brand experiences and touchpoint management throughout the customer journey; sensory marketing and technological advancements to enhance brand engagement; brand loyalty and advocacy; brand development and brand revitalization; ethics in branding, and crisis management                                                                                                                                                                   |                                          |   |
| ICMK 384                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | The Art of Luxury Branding               | 2 |
| Prerequisites: ICMB 259 Principles of Marketing<br>Scope and nature of the luxury sector, luxury consumer behavior and insights, crafting luxury brand identities, positioning for competitive advantage in high-end markets, engaging affluent consumers through tailored, exclusive experiences, leveraging sensory marketing to enhance brand allure, marketing communications for luxury brands, sales techniques, visual merchandising, and distribution in luxury markets, client relationship management in luxury branding, integrating digital innovation with traditional luxury values, ethical branding and sustainable practices in luxury markets, crisis management to protect luxury brand prestige and integrity |                                          |   |

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| ICMK 385                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Personal Branding                                     | 2 |
| Prerequisites: ICMB 259 Principles of Marketing<br>Personal branding; identifying and developing personal identity; personal branding strategies; marketing and promoting a personal brand; using social media for personal branding; online reputation management; content creation for personal branding                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                       |   |
| ICMK 386                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Health & Wellness Branding                            | 2 |
| Prerequisites: ICMB 259 Principles of Marketing<br>Health & Wellness markets; User motivations for health and wellness; segmentation for health-conscious consumers; brand positioning in the wellness industry; differentiating Health & Wellness brands; crafting effective brand messages for wellness products; regulatory compliance in health marketing; digital marketing strategies for Health & Wellness brands; sustainability and ethical branding in the health sector; emerging trends and innovations in wellness products                                                                                                                                                                                                                                                                                                                         |                                                       |   |
| ICMK 387                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Place Branding                                        | 2 |
| Prerequisites: ICMB 259 Principles of Marketing<br>Place branding and marketing; place brand identity and image; place brand positioning; destination branding and marketing; place branding on different scalar levels; sustainable place branding; place branding strategies; place branding cases; stakeholder engagement; outcomes of place branding                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                       |   |
| ICMK 388                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Regional Marketing: From North to South, West to East | 4 |
| Prerequisites: ICMB 259 Principles of Marketing<br>Exploration of Thailand's diverse regional markets, understanding cultural nuances and consumer behavior across different Thai regions, developing tailored marketing strategies for northern, southern, eastern, and western Thailand, positioning brands to leverage regional strengths and opportunities, creating localized marketing campaigns that resonate with regional audiences, utilizing local media channels and community engagement for effective outreach, marketing communications tailored to regional preferences, techniques for regional market penetration and distribution, building strong local client relationships, integrating traditional Thai cultural values with modern marketing tactics, ethical marketing practices and sustainability considerations in regional contexts |                                                       |   |
| ICMK 389                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Digital Content Marketing                             | 4 |
| Prerequisites: ICMB 259 Principles of Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                       |   |

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| Digital content marketing; creation and management of digital content; online content marketing strategies; content planning and development; storytelling and branding through content; content marketing on social media; content analysis and optimization                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                   |   |
| ICMK 480                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Entrepreneurial Marketing for Small, Startup, and Family Business | 4 |
| Prerequisites: ICMB 259 Principles of Marketing<br>Principles and strategies of marketing for small, startup, and family businesses with limited resources; market research and target segmentation to find the right battlefield; effective branding and market positioning; product development and small-scale production management; cost management and pricing; marketing communication integrating low-cost traditional and digital techniques; choosing, pitching and negotiating with distribution channels; building customer loyalty and service excellence; business scaling strategies and managing growth challenges with innovation and creativity; personal branding and strategic networking and partnership |                                                                   |   |
| ICMK 481                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Services Marketing                                                | 4 |
| Prerequisites: ICMB 259 Principles of Marketing<br>A perspective on marketing in the service economy; service marketing concept including the management of product and brand development, pricing and revenue strategy, channels of distribution, marketing communications, service process design, demand and capacity management, servicescape and environments, and people in service delivery; managing relationships and building loyalty; service recovery and customer feedback; maintaining service quality                                                                                                                                                                                                          |                                                                   |   |
| ICMK 482                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Omni-channel Retailing                                            | 4 |
| Prerequisites: ICMB 259 Principles of Marketing<br>A study of omni-channel retailing; a modern retail approach to integrate various shopping channels to provide a seamless customer experience; an exploration of the strategic, operational, and technological aspects of omni-channel retail; the coordination and integration of physical stores, online platforms, mobile applications, and social media                                                                                                                                                                                                                                                                                                                 |                                                                   |   |
| ICMK 483                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Special Topic in Marketing                                        | 4 |
| Prerequisites: ICMB 259 Principles of Marketing<br>A study of contemporary issues, industry trends, theories, and best practices in marketing in response to the changing business environment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                   |   |
| ICMK 485                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Professional Selling Strategy                                     | 4 |

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| Prerequisites: ICMB 259 Principles of Marketing<br>Professional selling strategy; sales techniques and skills; sales planning and goal setting; negotiation strategies; building and maintaining customer relationships; utilizing technology in sales; sales performance analysis and evaluation                                                                                                                                                                                                                                                                                                                                                                               |                                    |   |
| ICMK 486                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | New Products Management            | 4 |
| Prerequisites: ICMK 372 Market Intelligence – A Quantitative Approach<br>The new product development process; opportunity identification and assessment; idea generation techniques; concept development and evaluation methods; data-driven perceptual map development and interpretation; product development tasks and methods; new product forecasting and business analysis; positioning approaches; launch strategies; market testing methods; assessing product line impacts                                                                                                                                                                                             |                                    |   |
| ICMK 487                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Digital Media Analytics            | 4 |
| Prerequisites: ICMB 152 Business Statistics, ICMB 259 Principles of Marketing<br>Digital and social media analytics; methods of social media research; examination of owned media, earned media, paid media; social listening                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                    |   |
| ICMI 453                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | International Marketing Management | 4 |
| Prerequisites: ICMB 259 Principles of Marketing, ICMB 262 International Business Management<br>Difference between single-country marketing and international marketing; rationales behind international diversification; global economic and trade environment; global- and country-specific business ecosystems; characteristics of emerging, developed, less-developed, and transitional economies; segmentation, targeting, and positioning in the various national markets; market research for international market assessment; market selection process; international market entry modes; marketing strategy in foreign markets; marketing mix in international contexts |                                    |   |

### Practical Training Course

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| ICMB 451                                                                                                                                                                                                                                                                                                                                                                              | Practical Business Training – Off Campus | 8 |
| Prerequisite: completed at least 124 credits<br>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 management knowledge and skills |                                          |   |

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| ICMB 452                                                                                                                                                                                                                                                                                                                                                      | Innovation, Entrepreneurship and New Business Development | 8 |
| <p>Prerequisite: completed at least 124 credits</p> <p>Study of entrepreneurial business strategy and innovation; development of business plan; new business ideas generation; prototype development; new business model; vision and mission; organizational plan; marketing plan; human resource plan; financial plan, risk management plan; action plan</p> |                                                           |   |



**Mahidol University**  
International College