

SMART INTEGRATION IN MANAGEMENT AND BUSINESS ANALYTICS



FIVE INNOVATIVE AND MARKET NEED PROGRAMS

1

ARTS

B.A: English for
International Business

2

CA

B.CA: Creative Commercial
Communication

3

MSME

B.BA: Sustainable
Business Management

4

VMES

- B.S: Applied Informatics
- B.Eng: New Energy
Automotive Engineering

SPOTLIGHTS

- 3+1 Double Degree Program at AU
- 750,000 Baht with limited quota and scholarship offered
- Flexible Program

AU SIMBA PROGRAMS



**BBA
(SBM)
124**

**VMES
(IT)
126**

**VMES
(NEA)
126**

**ARTS
(EIB)
126**

**CA
(CCC)
133**

1

COMMON GENERAL EDUCATION

42 CREDITS (OR 14 SUBJECTS)



2

38 credits

42 credits

42 credits

42 credits

42 credits

1st Summer
6 credits

1st Summer
6 credits

3

44 credits

42 credits

30 credits

42 credits

42 credits

2nd Summer
6 credits

2nd Summer
1 credit

82 credits
124 credits

84 credits
126 credits

84 credits
126 credits

84 credits
126 credits

91 credits
133 credits

4

MASTER DEGREE PROGRAM





B.B.A.

SUSTAINABILITY BUSINESS MANAGEMENT

BBA: Sustainability Business Management

Second Year - First semester

Course Code	Course Title	Status	Credits	Pre-requisite
ELE 2000	Academic English	GE Required	3	ELE 1002
BSB 1102	Thinking as an Economist	Core	3	NIL
BSB 1104	Quantitative Techniques in Business	Core	3	NIL
BSB 1105	Seminar in Sustainable Business Management I	Core	1	NIL
BSB 1109	Navigating Global Business Environment	Core	3	BBA 1010/ BSB 1101
BSB 2101	Consumer Behaviors and Insights	Core	3	BBA 1012/ BSB 1108
BSB 2102	Management in Dynamic Contexts	Core	3	BBA 1010/ BSB 1101
			19	

Second Year - Second semester

Course Code	Course Title	Status	Credits	Pre-requisite
ELE 2001	Advanced Academic English	GE Required	3	ELE 2000
BSB 1106	Seminar in Sustainable Business Management II	Major Required (Track: Integrative Business)	1	
BSB 1110	Intercultural Communication and Negotiation	Core	3	BBA 1010/ BSB 1101
BSB 1111	Accounting for Professionals	Core	3	NIL
BSB 2103	Operations and Sustainable Supply Chain Management	Core	3	BBA 1010/ BSB 1101
BSB 2302	Essential Strategies for Sustainable Business	Core	3	
BSB 2303	Business Sustainability Management	Major Required (Track: Integrative Business)	3	BSB 2102
			19	



B.B.A.

SUSTAINABILITY BUSINESS MANAGEMENT

Second Year - Summer Semester

Course Code	Course Title	Status	Credits	Pre-requisite
		Major Elective (Business Elective 4/6)	3	
		Free Elective 2/2	3	
			6	

Third Year - First semester

Course Code	Course Title	Status	Credits	Pre-requisite
BSB 2104	Business Research for Practitioners	Core	3	BSB 1104
BSB 2301	Finance for Sustainable Business	Core	3	BSB 1104
BSB 2105	Seminar in Sustainable Business Management III	Major Required (Track: Integrative Business)	1	
BSB 2304	Developing Leadership and Sustainability Mindsets	Major Required (Track: Integrative Business)	3	BSB 2102
		Major Required (Track: Integrative Business)	3	
		Major Required (Track: Integrative Business)	3	
		Major Required (Track: Integrative Business)	3	
			19	



B.B.A. SUSTAINABILITY BUSINESS MANAGEMENT

Third Year - Second semester

Course Code	Course Title	Status	Credits	Pre-requisite
BSB 2106	Seminar in Sustainable Business Management IV	Major Required (Track: Integrative Business)	1	
BSB 3101	Sustainable Entrepreneurship	Major Required (Track: Integrative Business)	3	BBA 1010/ BSB 1101
		Major Required (Track: Integrative Business)	3	
		Major Required (Track: Integrative Business)	3	
		Major Required (Track: Integrative Business)	3	
		Major Elective (Business Elective 5/6)	3	
		Major Elective (Business Elective 6/6)	3	
			19	

Total 124 credits

B.S. APPLIED INFORMATICS

B.S.: Applied Informatics

Second Year - First semester

Course Code	Course Title	Status	Credits	Pre-requisite
ELE 2000	Academic English	GE Required	3	ELE 1002
EG 1003	Introduction to Internet of Things (IoTs)	Core	3	NIL
ITX2011	Mathematical Foundation for Informatics	Core	3	NIL
ITX3004	Information System Analysis and Design	Major Required	3	NIL
ITX3006	Database Management Systems	Major Required	3	NIL
CSX 3001	Fundamentals of Computer Programming	Major Required	3	NIL
CSX3005	Computer Networks	Major Required	3	NIL
			21	

Second Year - Second semester

Course Code	Course Title	Status	Credits	Pre-requisite
ELE 2001	Advanced Academic English	GE Required	3	ELE 2000
CE 4114	Data Mining	Major Required	3	CE3109/ITX3006
CE 4304	Programming for Data Analytics	Major Required	3	NIL
CSX 2009	Cloud Computing	Major Required	3	NIL
CE 4310	Introduction to Financial Technology	Major Required	3	NIL
ITX 4508	Quantitative Research for Digital Business	Major Required	3	NIL
ITX 3007	Software Engineering	Major Required	3	NIL
			21	



B.S. APPLIED INFORMATICS

Third Year - First semester

Course Code	Course Title	Status	Credits	Pre-requisite
ITX 4112	Collaborative Applications for Informatics	Major Required	3	CSX3001
	Major Elective 2	Major Elective	3	
	Major Elective 3	Major Elective	3	
	Major Elective 4	Major Elective	3	
	Major Elective 5	Major Elective	3	
	Free Elective 3	Free Elective	3	
ITX 3009	Senior Project I	Major Required	3	At least 72 credits
			21	

Third Year - Second semester

Course Code	Course Title	Status	Credits	Pre-requisite
ITX 4509	Cybersecurity	Major Required	3	
	Major Elective 6 (Master equivalent)	Major Elective	3	
	Major Elective 7 (Master equivalent)	Major Elective	3	
	Major Elective 8 (Master equivalent)	Major Elective	3	
	Major Elective 9 (Master equivalent)	Major Elective	3	
	Free Elective 4	Major Elective	3	
ITX 3010	Senior Project II	Major Required	3	ITX 3009
			21	

Total 126 credits

B.Eng. NEW ENERGY AUTOMOTIVE ENGINEERING

B.Eng: New Energy Automotive Engineering

First Year – Summer

Course Code	Course Title	Status	Credits	Pre-requisite
BG 1205	Calculus II	Basic Engineering	3	BG1204
BG 1216	Principles of Physics II	Basic Engineering	3	BG1215
			6	

Second Year - First semester

Course Code	Course Title	Status	Credits	Pre-requisite
ELE 2000	Academic English	GE Required	3	ELE 1002
*BG 1109	Principles of Chemistry	Basic Engineering	3	NIL
BG 1221	Computer Programming	Basic Engineering	3	NIL
BG 2207	Engineering Mathematics	Basic Engineering	3	NIL
IE 1110	Engineering Materials	Basic Engineering	3	NIL
*ME 1115	Engineering Drawing	Core	3	NIL
*NEA 2501	Electric Circuits and Electronics	Core	3	NIL
			21	

Second Year - Second semester

Course Code	Course Title	Status	Credits	Pre-requisite
ELE 2001	Advanced Academic English	GE Required	3	ELE 2000
IE 2101	Fundamentals of Manufacturing Processes	Core	3	NIL
ME 2211	Engineering Mechanics I	Core	3	NIL
NEA 2001	Automotive Culture	Core	3	NIL
*NEA 2101	Fundamentals of Automotive Engineering	Core	3	NIL
*NEA 2502	Electric Machine System	Core	3	NEA 2501
*NEA 2503	Sensor for Automotive Engineering	Core	3	NEA 2501
			21	

B.Eng. NEW ENERGY AUTOMOTIVE ENGINEERING

Second Year - Summer

Course Code	Course Title	Status	Credits	Pre-requisite
*NEA 3201	Automotive Electrical System	Core	3	NEA 2501
*NEA 3401	Integrated Vehicle Control Technology	Core	3	NEA 2101
			6	

Third Year - First semester

Course Code	Course Title	Status	Credits	Pre-requisite
*NEA 3001	Design of Vehicle Structure	Major Required	3	NIL
*NEA 3101	Automotive Chassis System	Major Required	3	IE 2101
*NEA 3301	Introduction to Hybrid and Electric Vehicle	Major Required	3	NEA 2101
*NEA 4301	Electric Drive and Power Transmission System	Major Required	3	NEA 3201
*NEA 4401	Energy Charging Technology	Major Required	3	NEA 3201
NEA 4901	New Energy Automotive Engineering Project I	Major Required	3	at least 80 credits
			18	

Third Year - First semester

Course Code	Course Title	Status	Credits	Pre-requisite
*NEA 4404	Energy Storage and Battery Management System	Major Required	3	NEA 4401
*NEA 4501	Inspection and Problem Analysis for New Energy Vehicle	Major Elective	3	NEA 3401 NEA 4301
*NEA 4601	Electric Vehicle Maintenance	Major Elective	3	NEA 3401 NEA 4301
*NEA 4902	New Energy Automotive Engineering Project II	Major Required	3	NEA 4901
			12	

* Class is conducting at Suvarnabhumi Campus

Total 126 credits

B.A. ENGLISH FOR INTERNATIONAL BUSINESS

B.A: English for International Business

Second Year - First semester

Course Code	Course Title	Status	Credits	Pre-requisite
ELE 2000	Academic English	GE Required	3	ELE 1002
GL 1101	Elements of Spoken Language	Core	3	NIL
GL 2102	Communication in International Business (Certipoint)	Core	3	ELE 1002
EIB 2101	Fundamentals of Speech Communication	Major Required	3	ELE 1001
EIB 2102	Grammar Fundamentals for Business	Major Required	3	ELE 1002
EIB 2103	Writing Skills Development	Major Required	3	ELE 1002
EIB 2105	Trends in International Business English	Major Required	3	ELE 1002
			21	

Second Year - Second semester

Course Code	Course Title	Status	Credits	Pre-requisite
ELE 2001	Advanced Academic English	GE Required	3	ELE 2000
GL 2101	Introduction to Language	Core	3	GL 1101
GL 3104	Language, Culture and Society	Core	3	GL 2101
EIB 2104	Entrepreneurial English	Major Required	3	ELE 1002
EIB 2106	English for International Travel Industry	Major Required	3	ELE 1002
EIB 3101	English Communication for People Operations	Major Required	3	ELE 2000
EIB 3102	Public Speaking and Emceeing	Major Required	3	ELE 2000
			21	

B.A.

ENGLISH FOR INTERNATIONAL BUSINESS

Third Year - First semester

Course Code	Course Title	Status	Credits	Pre-requisite
EIB 3103	International Trade and E-commerce in English	Major Required	3	ELE 2000
EN3291	Intercultural Business Communication	Major Required	3	ELE 2000
EIB 4101	News Literacy	Major Required	3	ELE 2001
EIB 4102	Critical Thinking and Reading in Business English	Major Required	3	ELE 2001
EIB 4103	Art of Business English Translation (Thai students only)	Major Required	3	ELE 2001 or EIB 2101
	OR ECD 3932 Media Content Writing (International students)			ELE 2000
EN 4232	Business Conversation	Major Required	3	ELE 2001
EN 4256	Introduction to Business Research Writing	Major Required	3	EIB 2103
			21	

Third Year - Second semester

Course Code	Course Title	Status	Credits	Pre-requisite
EN 4292	Business Article Writing	Major Required	3	ELE 2001
EN 4296	Advanced Listening and Note-taking in Business	Major Required	3	ELE 2001
EIB 2207	Business English Internship	Professional track	3	By consent of the instructor
	Four subjects from DX (design your own experience) professional track.	Professional track	12	**Students should select subjects based upon their selected Master degree programs.
			21	

Total 126 credits



B.C.A. CREATIVE COMMERCIAL COMMUNICATION

B.CA: Creative Commercial Communication

First Year – summer (Block course for CA)

Course Code	Course Title	Status	Credits	Pre-requisite
AAD 2008	Digital Photography	Core	3	NIL
CA 1104	Creative Production Management	Core	3	NIL
			6	

Second Year - First semester

Course Code	Course Title	Status	Credits	Pre-requisite
ELE 2000	Academic English	GE Required	3	ELE 1002
CA 1100	Introduction to Human Communication	Core	3	
CA 1101	Introduction to Strategic Communication	Core	3	
CA 1105	Introduction to Innovative Business and Sustainability	Core	3	
AAD 3012	Thai Art and Culture	Core	3	
CA 2101	Presentation and Public Speaking	Major Required	3	
	Interactive and Digital Platform Design	Core	3	CA1103
			21	

Second Year - Second semester

Course Code	Course Title	Status	Credits	Pre-requisite
ELE 2001	Advanced Academic English	GE Required	3	ELE 2000
CA 2130	Communication Arts Research and Tools	Core	3	CA 2102
CA 3101	Strategic Brand Communication	Major Required (Master equivalent)	3	CA 2102
CA 3102	Media Planning	Major Required	3	CA 1101
CA 1102	Introduction to Creative Comm	Core	3	
CA 2102	Introduction to Mkt Comm	Core	3	
	Concentration Course		3	
			21	



B.C.A. CREATIVE COMMERCIAL COMMUNICATION

Third Year - First semester

Course Code	Course Title	Status	Credits	Pre-requisite
CA 3100	Consumer Insight and Tools	Major Required	3	CA 1101
CA 3110	Storytelling in Creative Comm	Major Required	3	
CA 3111	Creative Entrepreneurial Project	Major Required	3	CA 1104
CA 3113	Aesthetic Taste for Creative Communication	Major Required	3	
CA 3120	Entrepreneurial Principles and Practices for Communications	Major Required	3	
	Cultural Events and Festival Management	Concentration (Master equivalent)	3	
	Concentration Course		3	
			21	

Third Year - Second semester

Course Code	Course Title	Status	Credits	Pre-requisite
CA 4100	Creative Commercial Communication Workshop	Major Required (Master equivalent)	3	CA 3120
	Communication Design	Concentration (Master equivalent)	3	
	Introduction to Management Information Systems	Concentration (Master equivalent)	3	
	Introduction to Quantitative Analysis	Concentration (Master equivalent)	3	
	Concentration Course		3	
	Concentration Course		3	
	Concentration Course		3	
			21	



B.C.A.
CREATIVE COMMERCIAL COMMUNICATION

Third Year – summer (Block course for CA)

Course Code	Course Title	Status	Credits	Pre-requisite
CA 3130	Creative Commercial Internship	Major Required	1	
			1	

Total 133 credits