

COURSE EQUIVALENCY for Dual Degree Study Plan 3+1

BBA in Management and Entrepreneurship, PSU			B.A. (Hons) Business Management (Marketing), MDX		
Code	Name of Course	Credits	Code	Name of Course	Credits
472-411	Strategic Management การจัดการเชิงกลยุทธ์	3((2)-2-5)	MGT3314	Strategic Management	30
472-xxx	Major Elective Courses วิชาชีพเลือก	3((x)-y-z)	MKT3014	Service Marketing Management	15
472-xxx	Major Elective Courses วิชาชีพเลือก	3((x)-y-z)	MKT3011	Global and Cross Cultural Marketing	15
472-xxx	Major Elective Courses วิชาชีพเลือก	3((x)-y-z)	MKT3019	Marketing Strategy and Implementation	15
472-xxx	Free Elective Courses วิชาเลือกเสรี	3((x)-y-z)		Option	15
472-xxx	Free Elective Courses วิชาเลือกเสรี	3((x)-y-z)		Option	15
				Option	15
Total Credits		18((x)-y-z)	Total Credits		120

Remarks: The courses to be equivalent from the partner Universities of dual degree study plans may be subject to change depending on the approval of the program committee.