



establishment, management, auditing, capital increase and reduction, liquidation, liquidation, relationship between juristic persons and banks regarding bills of exchange, checks and various types of commodities.

**ETP 104      Integrated Marketing Management      3(3-0-6)**

Study on creating a marketing concept against competition. Analysis of target groups and consumer behavior for product development, pricing, distribution planning promotion including finding market opportunities to integrate marketing management model in formulating strategies and developing marketing plans effectively.

**ETP 105      Thai Culture and Tradition      3(3-0-6)**

Study cultural patterns traditions and Thai way of life. Learn culture traditional community activities in each region of Thailand to understand their application for entrepreneurship in Thailand including linking Thai traditions and cultures with world civilizations current and in the future.

**ETP 201      Business Financial Management      3(3-0-6)**

Study financial management concepts that emphasize practical application and financial decision-making for business operations and adding value to businesses as well as studying the financing sources and alternatives of funds for both semi-debt and semi-equity instruments. Property and debt valuation. Project assessment using investment budgets and potential impact assessments on financial management. Managing financial risks of businesses in various dimensions.

**ETP 202      Cross Cultural Human Resource Management      3(3-0-6)**

Study the concepts and principles of human resource management. Differences and similarities of management systems and human resource management methods in different cultures at the national level and international level. The complexity and challenge of managing human resources across cultures at an international level including factors influencing the efficiency of cross-cultural human resource management for the success of business entrepreneurship.

**ETP 203      Competitive Analysis and Strategy      3(3-0-6)**

Study and analyze the business environment at the national level regional and global in the economic, social, political, cultural, legal and ethical dimensions in relation to newly established and active businesses to combine modern strategic management concepts with the changing environment of various dimensions. Challenges in strategic management processes in competitive situations strategy development. Implementing strategies to build competitiveness and evaluation of strategy achievement and business competitiveness.

**ETP 204      Export-Import Policy and Strategy      3(3-0-6)**

Study the policies and roles of government agencies in creating a balance in the export-import industry both at the organizational and national level by studying strategic management processes and applying them for the development of business export and import strategies to increase competitiveness both at the business and national level under compliance and formalities of export and import both at the regional and global levels.

Study the international financial environment and analysis of financial problems involved in doing international business, international financial market, international capital movement and foreign exchange policy and foreign exchange risk management and various international financial risks including studying the principles and characteristics of taxation under the revenue code. This includes methods for collecting and assessing various taxes such as personal income tax, corporate income tax, specific business tax, customs tax, excise tax, stamp duty and other taxes related to business operations.