

# Course credit transfer NKFUST –Burapha University Thailand

1 Burapha credit = 1 NKFUST credit  
(Burapha courses can be bundled to transfer into NKFUST credits)

**2019/02**

# 碩士班課程

## 碩士班 Core subjects

<b>NKFUST courses (credits)</b>	<b>Burapha courses (credits)</b>
行銷管理專題(3)	Marketing Management (3)
消費者行為(3)	Consumer Behavior(3)
定性研究方法(3)	Marketing Research(3)
多變量分析(3)	Marketing Statistics(3)
流通管理專題(3)	Marketing Channel Management (3) Retailing(3)
專題講座 1 (1)	Multicultural Communication (3)
專題講座 2 (1)	Management Theory and Practice (3)

## 碩士班 Electives

NKFUST courses (credits)	Burapha courses (credits)
零售管理專題(3) 國際通路管理專題(3) 國際零售專題(3) 人力資源管理專題(3) 人性化服務系統專題(3) 行銷企劃實務專題(3) 行銷管理專題(3) 亞洲流通專題(3) 供應鏈管理專題(3) 定價策略與管理專題(3) 服務行銷專題(3) 服務作業管理(3) 服務品質管理專題(3) 服務科技運用(3) 服務科學管理專題(3) 服務倫理與治理(3) 服務專案管理(3) 服務現場實作專題(3) 服務產業經濟(3) 服務創新與設計專題(3) 物業管理專題(3) 知識管理專題(3) 消費者行為專題(3) 商品採購與管理專題(3) 國際企業管理專題(3) 國際行銷專題(3) 國際通路管理專題(3) 國際零售專題(3) 產品創新與品牌管理專題(3) 產業行銷專題(3) 組織管理專題(3) 通路策略與管理專題(3) 連鎖加盟法規專題(3) 連鎖加盟財報分析專題(3) 連鎖加盟創新創業專題(3) 連鎖加盟資訊管理專題(3) 連鎖加盟總部管理專題(3) 連鎖企業個案專題(3) 連鎖企業管理專題(3) 創意思考(3) 策略行銷專題(3) 業態趨勢專題(3)	Public Relations and Advertising (3) Marketing Channel Management (3) Psychology in Everyday Life (3) Hotel Sales Management (3) Human and Civilization Development (3) Psychology in Everyday Life (3) Human, Society and Culture (3) General Knowledge of Thai Society (3) The Global Economy (3) Environmental Study (3) Cross-Cultural Study (3) ASEAN Studies (3) Introduction to Computer Information Systems (3) Principles of Communication (3) Research Method in Communication (3) Principles of Management (3) Organizational Communication(3) Multicultural Communication (3) Information Communication Technology Organization Development and Change (3) Principles of Human Resource Development and Ethics (3) Principles of Human Resource Management (3) Socio-Economic for Human Resources Development (3) Human Resource Management Information System (3) Effective Presentation (3) Public Relation (3) Learning Theory and Technologies in Human Resources Development (3) Principles of Organization Behavior (3) Seminar in Human Resource Development (3) Evaluation of Human Resource Development Programs (3) Training Development Theory and Practice (3) Message Design Communication in Organization (3) Effective Global Communication (3) Recruitment Selection and Performance Appraisal (3) Management Psychology (3) Research in Communication Skills for Human Resource Development(3) Leadership and Human Resource Development (3) Global Business Perspectives (3) Management of Communication System (3) Issue in Global Business Communication and Ethics (3) International Business Development Communication (3) Principles of Economics (3) Principles of Accounting(3) Business Law (3) Human Resource Management (3)

經營管理專題(3)	Principles of Management(3)
零售管理專題(3)	Business Finance (3)
電子商務專題(3)	Operations Management(3)
整合型行銷溝通專題(3)	Principles of Marketing(3)
餐飲業經營管理專題(3)	Principles of Hospitality Management (3)
競爭策略專題(3)	Front Office Operations(3)
顧客關係管理專題(3)	Convention and Group Sales(3)
	Hospitality Sales and Meeting Management(3)
	International Tour and Hotel Operation(3)
	Principles of Tourist Guide(3)
	Food and Beverage Management(3)
	Trade Center/Exposition Management (3)
	Hospitality Property Management(3)
	Hospitality Human Resource and Diversity Leadership (3)
	Dynamics of Recreation/Leisure Management(3)
	Managing Quality Services(3)
	Hospitality Strategic Marketing(3)
	Contemporary Issues in the Hotel/Restaurant Industry(3)
	Entertainment Business Management (3)
	Tourist Behavior(3)
	Airline Business Management(3)
	International Hospitality Management(3)
	Hospitality Development Issues(3)
	Cultural Diversity Management(3)
	Hospitality Management Seminar(3)
	Selected Topics in Hospitality(3)
	Management Negotiation and Strategy(3)
	Organizational Development(3)
	Professional Development for Managers(3)
	Business Ethics(3)
	Small Business Management(3)
	Management of Technology and Information(3)
	Labor-Management(3)
	Reward and Performance Management(3)
	Global Competitive Strategies(3)
	Selected Topics in Management(3)
	Financial Accounting(3)
	Management Theory and Practice(3)
	International Trade Law(3)
	Managerial Policies and Strategies(3)
	Issues in Management(3)
	Strategic Management(3)
	International Business Management(3)
	Leadership and Management of Changes(3)
	Principles of Organizational Behavior(3)
	Project Management(3)
	Seminar in Management(3)
	Sales Management(3)
	Price Management(3)
	Marketing Channel Management(3)
	Promotional Management(3)
	Production Management(3)

	Consumer Behavior(3) Marketing Management(3) Seminars in Marketing(3) Marketing Research(3) Strategic Market Planning(3) Sales Forecasting(3) Export-Import Management(3) Advertising(3) Business-to-Business Marketing(3) Electronic Commerce(3) Retailing(3) Purchasing(3) Direct Marketing(3) Management Negotiation and Strategy(3) Professional Development for Managers(3) Marketing Statistics(3) Industrial Goods Marketing(3) New Product Development(3) Reward and Performance Management(3) Global Competitive Strategies(3) International Marketing(3) Integrated Studies in Marketing(3) Issues in Marketing(3) Selected Topics in Marketing. (3) Product and Brand Management(3) Seminar in Marketing(3) Current Issues in Logistics(3) Independent Study Business Finance(3) Import-Export Management (3) Cross-Cultural Study(3) Contexts of Practice in Organization (3) Effective Presentatation(3) Hostpitality Human Resource Leadership(3) Integrated Social Sciences(3) General Knowledge of Thai Society(3) Holistic Health Promotion(3) Introduction to Computer Information Systems(3) Fundamental of Speech Communication(3) Principles of Accounting (3) Generic Competency and Its Development (3)
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# 學士班課程

## 學士班 Core subjects

<b>NKFUST courses (credits)</b>	<b>Burapha courses (credits)</b>
會計學(一) (3) 會計學(二) (3)	Principles of Accounting(3)
經濟學(一) (3) 經濟學(二) (3)	<b>Microeconomics (3)</b> Principles of Economics (3)
管理學(3)	Principles of Management(3)
行銷管理(一) (3) 行銷管理(二) (3)	<b>Marketing Management(3)</b>
零售管理(3)	Sales Management(3)
<b>消費者行為(3)</b>	<b>Consumer Behavior(3)</b>
統計學(一) (3) 統計學(二) (3)	Elementary Statistics (3)
競爭策略(3)	Global Competitive Strategies(3)
行銷口究(3)	Marketing Research(3)
通路管理(3)	Marketing Channel Management(3)
實務專題(上) (2) 論文寫作專題 (1) 實務專題(下) (2)	Academic Writing (3)

## 學士班 General

<b>NKFUST courses (credits)</b>	<b>Burapha courses (credits)</b>
科技與社會(2)	Human Society and Culture (3)
溝通與表達(2)	Effective Global Communication (3) Multicultural Communication (3)
企業營運與法律(3)	International Trade Law (3)
商業倫理(2)	Business Ethics(3)
外語(英日德) (12)	English for Academic Purpose (1) English for Academic Purpose (2) English for Specific Purpose (2) English II(3) Russian for Tourism and Hotel Operations(3) French for Communication I (3) French for Tourism and Hotel(3) Korean for Communication I(3) Japanese for Communication I (2) Japanese for Communication II (2) German for Communication I (2) German for Communication II (2)

# 學士班 Electives

NKFUST courses (credits)	Burapha courses (credits)
商業心理學(3) 商業軟體應用(3) 問題分析與異常管理(2) 財務報表分析(3) 店內行銷實作(3) 電子商務概論(3) 整合行銷溝通(3) 網路行銷(3) 物流管理(3) #零售管理實務(3) 商品管理(3) 賣場陳列與佈置(3) 商業自動化(3) 門市服務管理(3) 策略行銷規劃(3) 品牌管理(3) 銷售管理(3) 服務業行銷(3) 服務業作業管理(3) 服務業行銷(3) 門市服務管理(3) 大型店經營實務(3) 產業競爭與分析(3) 公共關係管理(3) 人力資源管理(3) 網站規劃與設計(2) 國際行銷(3) 商業談判(3) 廣告設計實作(3) 訂價管理(3) 服務創新(3) 連鎖企業管理(3) 國際流通管理(3) 行銷研究問卷資料分析(3) 專案管理(3) 組織行為(3) 產業行銷(3) 無店舖行銷(3) 行銷競賽模擬(3) 產品發展管理(3) 顧客關係管理(3) 行銷企劃實務(3)	Public Relations and Advertising (3) Marketing Channel Management (3) Psychology in Everyday Life (3) Hotel Sales Management (3) Human and Civilization Development (3) Psychology in Everyday Life (3) Human, Society and Culture (3) General Knowledge of Thai Society (3) The Global Economy (3) Environmental Study (3) Cross-Cultural Study (3) ASEAN Studies (3) Introduction to Computer Information Systems (3) Principles of Communication (3) Research Method in Communication (3) Principles of Management (3) Organizational Communication(3) Multicultural Communication (3) Information Communication Technology Organization Development and Change (3) Principles of Human Resource Development and Ethics (3) Principles of Human Resource Management (3) Socio-Economic for Human Resources Development (3) Human Resource Management Information System (3) Effective Presentation (3) Public Relation (3) Learning Theory and Technologies in Human Resources Development (3) Principles of Organization Behavior (3) Seminar in Human Resource Development (3) Evaluation of Human Resource Development Programs (3) Training Development Theory and Practice (3) Message Design Communication in Organization (3) Effective Global Communication (3) Recruitment Selection and Performance Appraisal (3) Management Psychology (3) Research in Communication Skills for Human Resource Development(3) Leadership and Human Resource Development (3) Global Business Perspectives (3) Management of Communication System (3) Issue in Global Business Communication and Ethics (3) International Business Development Principles of Economics (3) Principles of Accounting(3) Business Law (3) Human Resource Management (3) Principles of Management(3) Business Finance (3) Operations Management(3)



<p>商店規劃與設計(3)  業態專題(3)  商業智慧管理(3)  人性化服務系統設計(3)</p>	<p>Principles of Marketing(3)  Principles of Hospitality Management (3)  Front Office Operations(3)  Convention and Group Sales(3)  Hospitality Sales and Meeting Management(3)  International Tour and Hotel Operation(3)  Principles of Tourist Guide(3)  Food and Beverage Management(3)  Trade Center/Exposition Management (3)  Hospitality Property Management(3)  Hospitality Human Resource and Diversity Leadership (3)  Dynamics of Recreation/Leisure Management(3)  Managing Quality Services(3)  Hospitality Strategic Marketing(3)  Contemporary Issues in the Hotel/Restaurant Industry(3)  Entertainment Business Management (3)  Tourist Behavior(3)  Airline Business Management(3)  International Hospitality Management(3)  Hospitality Development Issues(3)  Cultural Diversity Management(3)  Hospitality Management Seminar(3)  Selected Topics in Hospitality(3)  Management Negotiation and Strategy(3)  Organizational Development(3)  Professional Development for Managers(3)  Business Ethics(3)  Small Business Management(3)  Management of Technology and Information(3)  Labor-Management(3)  Reward and Performance Management(3)  Global Competitive Strategies(3)  Selected Topics in Management(3)  Financial Accounting(3)  Management Theory and Practice(3)  International Trade Law(3)  Managerial Policies and Strategies(3)  Issues in Management(3)  Strategic Management(3)  International Business Management(3)  Leadership and Management of Changes(3)  Principles of Organizational Behavior(3)  Project Management(3)  Seminar in Management(3)  Sales Management(3)  Price Management(3)  Marketing Channel Management(3)  Promotional Management(3)  Production Management(3)  Consumer Behavior(3)  Marketing Management(3)  Seminars in Marketing(3)  Marketing Research(3)</p>
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<p>Strategic Market Planning(3)  Sales Forecasting(3)  Export-Import Management(3)  Advertising(3)  Business-to-Business Marketing(3)  Electronic Commerce(3)  Retailing(3)  Purchasing(3)  Direct Marketing(3)  Management Negotiation and Strategy(3)  Professional Development for Managers(3)  Marketing Statistics(3)  Industrial Goods Marketing(3)  New Product Development(3)  Reward and Performance Management(3)  Global Competitive Strategies(3)  International Marketing(3)  Integrated Studies in Marketing(3)  Issues in Marketing(3)  Selected Topics in Marketing. (3)  Product and Brand Management(3)  Seminar in Marketing(3)  Current Issues in Logistics(3)  Independent Study  Business Finance(3)  Import-Export Management (3)  Cross-Cultural Study(3)  Contexts of Practice in Organization (3)  Mathematics in Everyday Life(3)  Effective Presentation(3)  Hospitality Human Resource Leadership(3)  Integrated Social Sciences(3)  General Knowledge of Thai Society(3)  Introduction to Microsoft Office(3)  Holistic Health Promotion(3)  Global Warming(3)  Introduction to Computer Information Systems(3)  Fundamental of Speech Communication(3)  Fundamental of Speech Communication(3)  Mathematics in Everyday Life(3)  Principles of Accounting (3)  Generic Competency and Its Development (3)  International Business Development Communication (3)  Air Transportations Management (3)  Thai art and architecture (3)  Global Marketing Communication (3)</p>
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