



Winter 2027 Course Offerings

Updated on 9/15/26

0302174 Principles of Financial Accounting (4 credits)

This course introduces the fundamental principles and concepts of financial accounting. Students learn how accounting information is recorded, classified, summarized, and communicated to external users. The course emphasizes the accounting cycle, preparation and interpretation of financial statements, internal controls, accounting for assets and liabilities, and ethical issues in financial reporting. Students also develop the ability to analyze financial information for business decision-making.

0302256 Introduction to Managerial Accounting (4 credits)

This course introduces the fundamental concepts and techniques of managerial accounting used for planning, controlling, and decision-making within organizations. Students learn how accounting information supports managers in budgeting, cost analysis, performance evaluation, pricing decisions, and strategic planning. Emphasis is placed on applying managerial accounting tools to real-world business situations rather than on external financial reporting.

0305389 Operations and Supply Chain Management (4 credits)

This course provides an introduction to the principles and practices of operations and supply chain management in modern organizations. Students examine how organizations design, manage, and improve processes that produce goods and services while creating value for customers. Topics include process design, forecasting, capacity planning, inventory management, quality management, logistics, procurement, lean operations, sustainability, and global supply chains. The course emphasizes analytical thinking and practical decision-making through real-world business applications and case studies.

0303248 Business Finance (4 credits)

This course introduces the fundamental principles of business finance and their application in managerial decision-making. Students learn how financial managers make investment, financing, and dividend decisions to maximize firm value. Topics include financial statement analysis, time value of money, risk and return, valuation of bonds and stocks, capital budgeting, cost of capital, capital structure, working capital management, and financial planning. Emphasis is placed on practical financial analysis using real-world business cases and spreadsheet applications. The course prepares students for advanced studies in corporate finance, investments, and financial management.

0308364 Econometrics (4 credits)

This course introduces students to the fundamental concepts, methods, and applications of econometrics—the use of statistical techniques to analyze economic data and test economic theories. The course covers the classical linear regression model, estimation methods, hypothesis testing, model specification, and interpretation of empirical results. Students will learn how to apply econometric techniques to real-world economic problems using statistical software.

0304275 Marketing Metrics and Analysis (4 credits)

This course introduces students to the principles and practices of measuring, analyzing, and



interpreting marketing performance using quantitative methods. Students learn how organizations use marketing metrics to evaluate customer behavior, campaign effectiveness, brand performance, and overall marketing return on investment (ROI). The course covers key concepts including customer acquisition, customer lifetime value, market share analysis, digital marketing analytics, sales performance measurement, and data-driven decision-making. Through case studies and practical exercises, students develop skills in selecting appropriate metrics, analyzing marketing data, and communicating insights to support strategic marketing decisions.

0305476 Strategic Leadership for the Hospitality Industry (4 credits)

This course examines the principles and practices of strategic leadership within the hospitality industry. Students explore how hospitality leaders develop and implement strategies to achieve organizational goals in a dynamic and competitive global environment. The course focuses on leadership theories, strategic decision-making, organizational culture, innovation, sustainability, talent management, and crisis management in hospitality organizations. Through case studies and industry examples, students develop the skills needed to analyze complex challenges, lead diverse teams, and create long-term value for hospitality businesses.

0106253 History of Film I (4 credits)

This course provides an introduction to the history, development, and critical study of cinema from its origins in the late nineteenth century through the emergence of modern film movements in the mid-twentieth century. The course examines major technological innovations, cinematic styles, genres, filmmakers, and cultural contexts that shaped the evolution of film as an artistic and social medium. Through the analysis of key films, students will explore concepts such as film language, narrative structure, editing, cinematography, sound, and the relationship between cinema and society.

0603281 U.S. History to 1865 (4 credits)

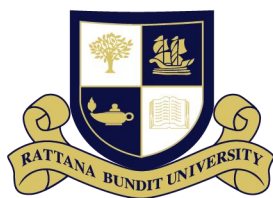
This course provides a survey of the history of the United States from the pre-Columbian period through the end of the Civil War in 1865. The course examines major political, economic, social, cultural, and intellectual developments that shaped early American society. Topics include Indigenous civilizations, European colonization, the Atlantic world, the American Revolution, the formation of the U.S. Constitution, the expansion of democracy, westward expansion, slavery and sectional conflict, and the causes and consequences of the Civil War.

0802368 Regression Analysis (4 credits)

Regression Analysis focuses on the development and application of statistical models for examining relationships between variables and making predictions from data. The course covers fundamental concepts of linear regression, including model formulation, parameter estimation, statistical inference, and interpretation of results. Students will explore multiple regression techniques, model diagnostics, variable selection methods, and extensions of regression models.

0401252 Database Management Systems (4 credits)

This course introduces the fundamental concepts, principles, and techniques of database management systems. Students will learn how databases are designed, implemented, managed, and accessed in modern information systems. Topics include data modeling, relational database design,



SQL programming, normalization, transaction management, database security, and emerging database technologies. The course emphasizes both theoretical foundations and practical skills through database design projects and hands-on exercises using database management software.

0201378 Research Methods in Communication (4 credits)

Designed to develop students' understanding of communication research practices, this course focuses on the principles, strategies, and techniques involved in conducting systematic inquiry in communication studies. Students will learn how to identify research problems, develop research questions, review scholarly literature, select appropriate methodologies, collect and analyze data, and present research findings. The course covers major quantitative, qualitative, and mixed-method approaches, including surveys, experiments, content analysis, interviews, focus groups, and observational research. Through research exercises and project-based activities, students will gain practical skills for evaluating communication phenomena and designing independent research projects.

0404366 Machine Learning (4 credits)

This course covers the fundamental concepts, algorithms, and applications of machine learning, focusing on how computational methods can be used to learn patterns from data and make predictions or decisions. Topics include supervised learning, unsupervised learning, model evaluation, feature selection, regression, classification, clustering, and dimensionality reduction. Students will gain hands-on experience implementing machine learning algorithms, analyzing real-world datasets, and developing models using programming tools.

0803371 Applied Differential Equations (4 credits)

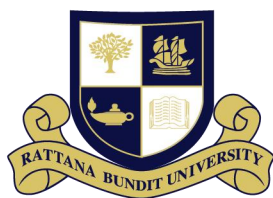
This course introduces the fundamental concepts, methods, and applications of differential equations. Students will study first-order and higher-order ordinary differential equations, systems of differential equations, and mathematical modeling techniques. Emphasis is placed on applying differential equation methods to describe and analyze real-world phenomena in science, engineering, economics, and other applied fields. Topics include analytical methods, qualitative analysis, numerical approaches, and applications involving population dynamics, physical systems, and other practical problems.

0602154 Introduction to Critical Thinking (4 credits)

Critical thinking involves the systematic analysis, evaluation, and construction of arguments through logical reasoning and evidence-based judgment. This course focuses on developing students' abilities to identify assumptions, analyze arguments, evaluate information sources, recognize logical fallacies, and apply reasoning strategies to academic, professional, and everyday situations. Topics include argument structure, deductive and inductive reasoning, cognitive biases, evidence evaluation, decision-making, ethical reasoning, and effective communication. Students will practice applying critical thinking skills to complex problems and contemporary issues.

1001186 Introduction to Psychology I (4 credits)

This course provides an introduction to the fundamental concepts, theories, and methods of psychology as the scientific study of human behavior and mental processes. Students will explore major perspectives in psychology and examine topics including biological foundations of behavior,



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sensation and perception, learning, memory, cognition, motivation, emotion, human development, and social behavior. Emphasis is placed on understanding how psychological principles explain human experiences and behaviors in everyday life.

0901381 Advanced Microbiology (4 credits)

This course provides an in-depth study of advanced concepts in microbiology, focusing on the structure, function, genetics, physiology, and ecology of microorganisms. Topics include microbial metabolism, regulation of gene expression, microbial evolution, host-microbe interactions, immunological responses, pathogenic mechanisms, antimicrobial resistance, and modern techniques in microbial identification and analysis. Students will explore current developments in microbiological research and applications in medicine, biotechnology, environmental science, and public health.

0901142 Introduction to Biology I (4 credits)

A foundational study of biological principles and processes, this course examines the organization and function of living systems from molecular to organismal levels. Key topics include biological molecules, cell structure and communication, energy transformation, genetics, evolution, and biodiversity. Students engage with biological concepts through scientific investigation and laboratory practices, developing an understanding of how organisms maintain life, reproduce, and interact with their environments.

0902155 General Chemistry I (4 credits)

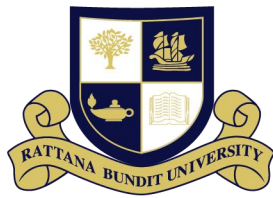
An exploration of the fundamental concepts of chemistry, this course focuses on the composition, properties, and transformations of matter. Major topics include atomic theory, chemical formulas and reactions, stoichiometric calculations, bonding, molecular structure, states of matter, thermochemistry, and chemical equilibrium. Laboratory experiences emphasize chemical techniques, experimental analysis, and the application of quantitative methods to solve chemical problems.

0903162 Introduction to Physics I (4 credits)

An exploration of the fundamental concepts of chemistry, this course focuses on the composition, properties, and transformations of matter. Major topics include atomic theory, chemical formulas and reactions, stoichiometric calculations, bonding, molecular structure, states of matter, thermochemistry, and chemical equilibrium. Laboratory experiences emphasize chemical techniques, experimental analysis, and the application of quantitative methods to solve chemical problems.

0304236 Marketing Research (4 credits)

This course introduces the principles, methods, and applications of marketing research for effective managerial decision-making. Students examine the marketing research process from problem definition and research design to data collection, analysis, interpretation, and presentation. Topics include secondary and standardized data, online research, qualitative and observational methods, survey design, attitude measurement, experimentation, sampling, hypothesis testing, regression, multivariate techniques, and marketing metrics. Through case studies and practical applications, students develop the skills needed to design, conduct, analyze, and communicate marketing research



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0304391 Social Marketing (4 credits)

This course introduces the principles and practices of social marketing to promote positive behavior change and improve individual and community well-being. Students learn how to identify social issues, understand target audiences, develop strategies, and apply the marketing mix to design, implement, and evaluate social marketing programs.