



CHULALONGKORN  
BUSINESS SCHOOL  
FLAGSHIP FOR LIFE



## Factsheet Student Exchange Program

Academic Year 2019 / 2020

### Office of International Affairs

**Address:**

Chulalongkorn Business School (Faculty of Commerce and Accountancy), Chulalongkorn University  
Room 205, 50<sup>th</sup> Memorial Building, Phayathai Road.

Wangmai, Pathumwan, Bangkok 10330 THAILAND

Tel: +66 2218 5705, +66 2218 5871

Website: [www.cbs.chula.ac.th](http://www.cbs.chula.ac.th)

E-mail: [inter-aff@cbs.chula.ac.th](mailto:inter-aff@cbs.chula.ac.th)

### Contacts

#### Incoming Exchange

##### Office of International Affairs

Postgraduate Programs

Tel: +66 2218 5705

E-mail: [inter-aff@cbs.chula.ac.th](mailto:inter-aff@cbs.chula.ac.th)

##### Mr. Thirawut Sutabut

Undergraduate Program (BBA International Program only)

Tel: +66 2218 5707 ext. 103

E-mail: [thirawut@cbs.chula.ac.th](mailto:thirawut@cbs.chula.ac.th)

#### Outgoing Exchange

##### Ms. Supeeporn Chaleauka

Postgraduate programs and undergraduate (Thai programs)

Tel: +66 2218 5871

E-mail: [supeeporn@cbs.chula.ac.th](mailto:supeeporn@cbs.chula.ac.th)

##### Ms. Potjanat Wittayasing

Undergraduate Program (BBA International Program)

Tel: +66 2218 5707 ext. 108

E-mail: [potjanat@cbs.chula.ac.th](mailto:potjanat@cbs.chula.ac.th)



## General Eligibility

To be able to join our Exchange Program, you have to be nominated by your home university. Different universities have different rules regarding credit transfer. To avoid any potential problems, we recommend that you obtain approval in writing prior joining the Exchange Program.

## Nomination and Application - Undergraduate

Application Process:

### Step 1: Online Nomination by Partner University

The exchange coordinator of partner universities will receive an email regarding the online nomination from the exchange coordinator of Chulalongkorn Business School. The nomination period and deadline will be as follows:

Semester	Study Period	Nomination Period
Fall	August – December	April 1 - 30
Spring	January – May	September 1 - 30

### Step 2: Online Application by Students

After nomination has been submitted, students will automatically receive instruction for application by email. They are required to fill in an online form. The following supporting documents are required to upload during:

Semester	Study Period	Application Period
Fall	August – December	April 1 - 30
Spring	January – May	September 1 - 30

### Document required:

1. Passport size color photo (with white background) taken no more than six months in polite attire
2. ID page of the student's passport
3. Recent academic transcript (with English translation if applicable)
4. Proof of English proficiency (for a non-English native speaker only)



## Nomination and Application - Postgraduate

**Step 1:** Students have to be nominated by the exchange coordinator of partner universities to email: [inter-aff@cbs.chula.ac.th](mailto:inter-aff@cbs.chula.ac.th)

### Step 2: Application by Students

Once the nomination has been received, students will receive an email for the instruction of application. They are required to fill in an application form and provide the required supporting documents and submit via email.

### Available Postgraduate Programs

#### - Semester system

- Master of Management in International Business Management (MM)
- Master of Business Administration - English Program (MBA)
- Master of Science in Branding and Marketing (MBM)

Semester	Study Period	Nomination Deadline	Application Deadline
Fall	August – December	April 15	April 30
Spring	January – May	September 15	September 30

#### - Trimester System

- Master of Science in Finance (MSF)

Semester	Study Period	Nomination Deadline	Application Deadline
1 <sup>st</sup> Trimester	August – November	April 15	April 30
2 <sup>nd</sup> Trimester	December – March	August 15	August 30
3 <sup>rd</sup> Trimester	April - July	December 15	December 31

### Required Documents:

1. A completed application form.
2. Passport size color photo (with white background) taken no more than six months in polite attire
3. ID page of the student's passport
4. An official transcript of student's undergraduate study (with English translation if applicable)
5. A recent transcript from current institution (with English translation if applicable)
6. Proof of English proficiency (for a non-native speaker only)
  - TOEFL 550 (paper-based) or 213 (computer-based) or 79 (ibt), or
  - IELTS 6.0, or
  - Common European Framework of Reference (CEFR) minimum B2
7. Two letters of recommendation from former/current instructors or former/current employers.




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## Academic Calendar 2019/2020

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### Semester System

	Fall		Spring
First day of classes	Mid-August	First day of classes	Early-January
Midterm Exam (If any)	The second week of October	Midterm Exam (If any)	The first week of March
Last day of classes	End-November	Last day of classes	Early-May
Final Exam	The first two week of December	Final Examinations	The first two week of May
Close of semester	Mid-December	Close of semester	End-May

### Trimester System (MS Finance)

	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester
First day of classes	Mid-August	Mid-December	Early-April
Midterm Exam (If any)	Early-October	End-January to Early-February	End-May
Last day of classes	End-November	End-March	Mid-July
Final Exam	The last week of November	The last week of March	The last week of July
Close of semester	Early-December	End-March	Early-August

#### ***Remark:***

On time attendance at class session is mandatory. Three late arrival or missing more than half a classroom session is considered an absence. Students must demonstrate at least 80% of class attendance in each course in order to be entitled to take an examination except where dispensation is granted by the instructor.



## English Taught Programs

Program		Major	Website
Undergraduate	Bachelor of Business Administration (International Program)	<ul style="list-style-type: none"> <li>- Accounting</li> <li>- International Business</li> <li>- Financial Analysis and Investment</li> <li>- Brand and Marketing Management</li> </ul>	<a href="http://bba.acc.chula.ac.th">http://bba.acc.chula.ac.th</a>
Postgraduate	Master of Business Administration		<a href="https://mba.cbs.chula.ac.th">https://mba.cbs.chula.ac.th</a>
	Master of Management	<ul style="list-style-type: none"> <li>- International Business Management</li> </ul>	<a href="http://mmchula.acc.chula.ac.th">http://mmchula.acc.chula.ac.th</a>
	Master of Science in Branding and Marketing		<a href="https://mbmeng.cbs.chula.ac.th">https://mbmeng.cbs.chula.ac.th</a>
	Master of Science in Finance		<a href="http://www.msfin.acc.chula.ac.th">http://www.msfin.acc.chula.ac.th</a>

## Undergraduate

The minimum requirement for incoming exchange students in undergraduate level is 3 credits and maximum is 18 credits.

## Postgraduate

The minimum requirement for incoming exchange students in graduate level is 3 credits and maximum is 15 credits. Incoming postgraduate students cannot take undergraduate courses. Students have to take the courses according to their field of study or specialization, however, they can take the courses mixed from the MBA program and MBM program only.

- For example:
- MSF + MBA = ❌
  - MM + MBA = ❌
  - MBA + MBM = ✔️
  - MSF only = ✔️



## Credit System

Number of Credits	Number of teaching hours per week	Number of weeks per semester	Number of exams per semester	Total teaching hours
1	1	15	1 or 2	15
2	2	15	1 or 2	30
3	3	15	1 or 2	45

## Grading System

Courses taken will receive a letter grade and equivalent grade point as follows

Grade	Meaning	Equivalent Grade Point
A	Excellent	4.0
B+	Very Good	3.5
B	Good	3.0
C+	Fairly Good	2.5
C	Fair	2.0
D+	Poor	1.5
D	Very Poor	1.0
F	Fail	0.0
I	Incomplete	-
U	Unsatisfactory	-
S	Satisfactory	-
W	Withdrawn	-

## Transcripts

Student must be responsible for transcript fee THB 100 per one copy prior to your departure. The final transcript will be sent to the student's home university directly.



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## Housing

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### CU i-House

On-campus housing designed for Chula's international students, international faculty members and Thai graduate students. CU i-House is a 26-storey, on-campus residence, consisting of 846 units, 2 types of rooms which are for monthly and daily rents. The residence has 24-hour receptionist and security services, free WI-FI, cable TV, room cleaning services (twice a month) and a free shuttle bus service to our areas of the university.

More information please visit: [http://www.pmcu.co.th/?page\\_id=9795](http://www.pmcu.co.th/?page_id=9795)

E-mail: [cuh.remsthailand@thecuihouse.com](mailto:cuh.remsthailand@thecuihouse.com)

Monthly Accommodation Fee (utility charges not included)

Room type	Rate
Studio 25 sq.m. Contract more than 6 months	THB 13,000
Studio 25 sq.m. Contract less than 6 months	THB 14,000
1 bedroom 50 sq.m.	THB 22,000

*Two-months room deposit and one-month rental fee must be paid in advance.*

Daily Rental Fee (including room service): for visitors/guests THB 1,000 per day



## Nonsi Residence

Room Type	Room Size (Sq.m.)	Monthly Rent (THB/month)	Yearly Contract (THB/month)
Studio (Double)	30 Sqm.	12,000	10,000
Studio (Twin)	30 Sqm.	13,000	12,000
1 bedroom (Double)	43 Sqm.	14,500	13,000
1 bedroom (Double)	53 Sqm.	17,500	16,000
1 bedroom (Double/ Twin)	60 Sqm.	20,000	18,000
2 bedroom (1 Double/ 1 Single)	67 Sqm.	22,000	21,000
2 bedroom (2 Double)	90 Sqm.	28,000	27,000
2 bedroom (2 Double)	97 Sqm.	30,000	28,000
3 bedroom (2 Double & 1 Single)	111 Sqm.	35,000	33,000

\*This rate is subject to change.

### General Information

- The above rental rate is included 10% Service charge & 7% VAT government tax.
- The above rental rate is non service except daily rental.
- Bedding & Room cleaning service must pay addition upon request.
- For leasing less than 3 months contract, 1 month deposit plus one rental in advance is required.
- For leasing more than 3 months contract, 2 months deposit plus one rental in advance is required.
- The price can be changed without priority notice
- **The above rates are not include utilities as water supply, electricity supply and WI-FI Internet as charged below,**
  - Water Supply Charge: 23 baht per unit.
  - Electricity Supply Charge: 7 baht per unit.
  - WI-FI Card Charge: 100 baht/Day, 500 baht/week, 1000 baht/ month.
- Service residence rates are available upon request only.
- Nearby places
  - Just 10 minutes to MRT
  - Just 15 minutes to Chulalongkorn University
  - Just 12 minutes to Lumpini Park.

See more information at: <http://www.nonsiresidence.com>

### Booking Procedure

You can do booking via email directly at: [info@nonsiresidence.com](mailto:info@nonsiresidence.com) , [aeyjaw@gmail.com](mailto:aeyjaw@gmail.com)  
or Tel: (662) 672-9600, (662) 249-0099 (Ms. Aey)





Living Expenses (Approx.)	
Accommodation	USD 450 / month
Food	USD 300 / month
Transportation	USD 100 / month
Miscellaneous	USD 300 / month
Textbooks	USD 150

**TOTAL = USD 5,325 for 4.5 months**

*Remark: Exchange Rate USD 1 = THB 35*

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## Health Insurance

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Students are suggested to have appropriate insurance while living in Thailand.

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## VISA

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The Office of International Affairs/BBA International Program will issue a Letter of Acceptance for applying visa by e-mail. Students must apply for a NON-Immigrant “ED” type visa. A multiple re-entry visa is recommended for those who plan to leave the country during the semester. Students allowed to stay for 90 days since their first entry, Visa extension is needed for students to stay until end of semester. The Office of International Affairs/BBA International Program will issue the letter to support the visa extension application.



## Undergraduate Courses

### Bachelor of Business Administration

Field of Study	Fall		Spring	
Accountancy	2601121	Principles of Accounting	2601121	Principles of Accounting
	2601123	Intermediate Accounting I	2601223	Intermediate Accounting II
	2601224	Managerial Accounting	2601224	Managerial Accounting
	2601226	Accounting Information System	2601225	Cost Accounting
	2601227	Taxation	2601322	Auditing
	2601322	Auditing	2601323	Advanced Accounting I
	2601323	Advanced Accounting I	2601326	Analysis & Design of Accounting Database
	2601325	Principles & Techniques for Internal Auditing	2601425	Current Issues in Accounting
	2601423	Advanced Accounting II	2601426	EDP/IS Audit
	2601429	Financial Reporting & Analysis	2601428	Advanced Auditing
Commerce	2602171	Business Concepts and Ethics	2602171	Business Concepts and Ethics
	2602241	Introduction to Information Technology & Information Systems	2602241	Intro to Information Technology & Information Systems
	2602313	Management/Organization	2602313	Management/Organization
	2602327	Quantitative Business Analysis	2602327	Quantitative Business Analysis
	2602330	Human Resource Management	2602344	Production/Operations Management
	2602344	Production/Operations Management	2602371	Principles of International Business



Field of Study	Fall		Spring	
<b>Commerce</b>	2602371	Principles of International Business Management	2602376	Logistic & Supply Chain Management
	2602416	Business Strategy	2602416	Business Strategy
	2602417	Entrepreneurship	2602417	Entrepreneurship
	2602499	Seminar in International Business Management	2602444	Development of Information System for Electronic Commerce
			2602475	Current Issues in International Business Management
<b>Statistics</b>	2603210	Intro to Statistics	26033330	Business Statistics
<b>Banking and Finance</b>	2604271	Business Economics	2604271	Business Economics
	2604332	Principles of Investment	2604332	Principles of Investment
	2604361	Business Finance	2604333	Money Market/Capital Market
	2604362	Personal Finance	2604334	Principles of Equity Analysis
	2604420	Current Issues in Finance	2604361	Business Finance
	2604463	Analysis of Financial Reports	2604421	Ethics for Financial Professionals
	2604468	Feasibility Study & Project Evaluation	2604467	Advanced Business Finance
	2604472	International Economics	2604477	International Financial Management
	2604481	Financial Derivatives	2604482	Fixed Income Security Analysis
			2604492	Computer Applications in Financial Management



Field of Study	Fall		Spring	
<b>Marketing</b>	2605311	Principles of Marketing	2605311	Principles of Marketing
	2605421	International Marketing		
	2605425	Marketing Strategy		
<b>General Education</b>	0201232	Multidisciplinary Study for Rural Development	0201232	Multidisciplinary Study for Rural Development
<b>Arts</b>	2207103	Philosophy and Logic	2207103	Philosophy and Logic
<b>Sciences</b>	2301115	Calculus for Business I		
	2303165	Man and Environment		
<b>Political Sciences</b>	2400104	Politics and Government of Thailand		
<b>Economics</b>	2900111	Economics I	2900111	Economics I
	2900112	Economics II	2900112	Economics II
<b>Law</b>	3401260	Taxation Law	3401260	Taxation Law
	3405251	International Business Law	3405251	International Business Law
			3401250	Business Law



## Postgraduate Courses

### Master of Business Administration (MBA)

Fall Semester	Spring Semester
<b>Module 1</b>	<b>Module 3</b>
- 2601513 Financial Reporting 1 (1.5 credits)	- 2604505 Financial Strategy (1.5 credits)
- 2604671 Economics for Business Management (1.5 credits)	- 2602546 Operations Management for Competitive Advantage (1.5 credits)
- 2605511 Marketing Analysis (1.5 credits)	- 2602603 Team Management and Leadership (1.5 credits)
<b>Module 2</b>	<b>Module 4</b>
- 2601514 Financial Reporting 2 (1.5 credits)	- 2601516 Fundamentals of Management Accounting (1.5 credits)
- 2604504 Financial Principles (1.5 credits)	- 2602547 Supply Chain Management (1.5 credits)
- 2605512 Marketing for Value Creation (1.5 credits)	- 2602604 Managing Human Resources (1.5 credits)
<b>Module 6</b>	<b>Module 8</b>
- 2602543 Analytical Models for Management 1 (1.5 credits)	- Elective Course (TBA)
- 2602651 Crafting and Formulating Strategy (1.5 credits)	- Elective Course (TBA)
- 2603535 Statistical Techniques for Business Administration (1.5 credits)	
<b>Module 7</b>	
- 2602544 Analytical Models for Management 2 (1.5 credits)	
- 2602652 Executing and Implementing Strategy (1.5 credits)	
- Elective Course (TBA)	

*\*\* Note: The available courses and class schedule will be announced 1 month before the start of the semester.*



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## Master of Management in International Business Management (MM)

Fall Semester	Spring Semester
2602661 International Business Management	2602665 Strategy and Policy in International Business
2602712 International Legal Environment	2602711 Foreign Market Entry Strategy
2602714 International Logistics	2602729 Business Environment in Greater China
2602715 Comparative Management and Cross-Cultural Behavior	2602725 International Entrepreneurship* <i>(* Consisting of coursework and mandatory study trip abroad at RWTH Aachen University, Germany in April. Students are responsible for their own expenses)</i>

*\*\* Note: The available courses and class schedule will be announced 1 month before the start of the semester.*





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## Master of Science in Branding and Marketing (MBM)

Required Courses	Elective Courses
2605501 Marketing Management	2605646 Brand Building Strategy
2605611 Competitive Marketing Strategy	2605647 Brand Measurement and Audit
2605671 Marketing Research	2605648 Seminar in Global Branding
2605672 Brand Management and Strategy	2605649 Digital Marketing and Data Analytics
2605673 Integrated Brand and Marketing Communication Strategy	2605631 Retailing and Marketing Channel
2605674 Consumer Behavior Analysis and Design	2605607 Category Management
2605675 Effective Communication in Marketing	2605635 Brand and Store Experience Management
	2605642 Service Marketing Operations
	2605643 Quantitative Analysis for Service Marketing
	2605644 Service Marketing and Service Brand Management
	2605625 Pricing for Marketing Profitability
	2605631 Retailing and Marketing Channel
	2605641 Product Innovation and Value Creation

*\*\* Note: The available courses and class schedule will be announced 1 month before the start of the semester.*





### Master of Science in Finance (MSF) (Trimester system)

Required Courses	Elective Courses*
2604639 Finance Theory	2604664 Strategic Portfolio Management
2604647 Financial Statement Analysis	2604670 Equity Analysis and Valuation
2604674 Financial Econometrics	2604662 Alternative and Innovation in Investment
2604680 Ethics in Finance (1 credit)	2604667 Market Microstructure
2604697 Financial Market, Institutions and Instruments	2604668 Corporate Governance and Compliance
2604643 Derivatives and Risk Management	2604678 Macro Issues in Finance
	2604687 Financial Programming
	2604690 Fixed Income Securities
	2904694 Emerging Capital Markets
	2604696 Practical Corporate Financial Modeling
	2604663 Corporate Finance
	2604665 Portfolio Performance Evaluation and Attribution
	2604666 Foundation of Behavioral Finance
	2604669 Selected Topics in Risk Management
	2604695 Financial Risk Management for Pension Plans

**\*Credit = 2 credits**

**\*\* Note:** The available courses and class schedule will be announced 1 month before the start of the semester.