



Asian University

Wisdom and Integrity



**INTERNATIONAL
THAILAND
SEMESTER
SPRING 2012**



PROGRAMME OVERVIEW

Asian University invites foreign university students to attend the International Exchange Semester Spring 2012 from **6 February to 18 May 2012** in Thailand.

This 15-week semester offers **6 courses**. Students choose from at least 7 subjects per course from the following fields:

- ⊕ 6 subjects from International Business
- ⊕ 6 subjects from Business Communication
- ⊕ 4 subjects from International Finance
- ⊕ 6 subjects from International Management
- ⊕ 6 subjects from International Marketing
- ⊕ 12 subjects from Multimedia Design
- ⊕ 6 subjects from Engineering & Technology

ENTRANCE REQUIREMENTS

Participants must be registered students at an internationally accredited university or eligible for university entrance in their home country.

CREDIT TRANSFER INTO THE ECTS SYSTEM

Each course is awarded 3 credits at Asian University for 45 contact hours plus three hours final examination. Additional workload results from 6 review tests and 3 written assignments in each course. In line with the ECTS User's Guide by European Union, we suggest to transfer one Asian University credit into two ECTS credits.

MODULAR COURSE SYSTEM

Each course is conducted over 8 days of 6 class hours each within one month. Two courses are offered in parallel, one on Mondays and Wednesdays, the other one on Tuesdays and Thursdays. Fridays are home study days to prepare for Review Tests and write course assignments. Saturdays and Sundays are free days for leisure.

Employed students usually cannot afford to study a full semester abroad. The modular course system allows them to take only two or four courses in one year, and then to complete their semester abroad by taking another two or four courses the following year.

SEMESTER AND COURSE STRUCTURE

A typical week of studies looks as follows:

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Breakfast							
09.00-12.00	Course A	Course B	Course A	Course B	Homework	Free	Free
Lunch							
13.00-16.00	Course A	Course B	Course A	Course B	Homework	Free	Free
Dinner							
Optional	Activities		Activities				

COURSE SPECIFICATION

- ⊕ Each course runs over 8 days (at 2 days per week) with 6 class hours per day = 48 hours, including 3 hours of final examination. Additional workload results from 6 Review Tests and 3 Written Assignments. At least 80% attendance is mandatory.
- ⊕ Participants attend regular undergraduate courses at Asian University.
- ⊕ Course numbers reflect the year of study: Course number 100-199 for year 1, 200-299 for year 2, 300-399 for year 3, and 400-499 for year 4 of undergraduate degree studies.
- ⊕ According to the EU ECTS User's Guide, one course credit should translate into 6 credits ECTS.
- ⊕ The total number of credits required for graduation on our Bachelor degree programmes is as follows:
 - ⊖ B.A. English for Business Communication = 144 credits over 8 semesters
 - ⊖ B.A. Multimedia Design = 144 credits over 8 semesters
 - ⊖ B.B.A. Business Administration = 144 credits over 8 semesters
- ⊕ Curricula are available to universities on request (please mail to u Werner@asianust.ac.th).



ASIAN UNIVERSITY

Established in 1997 with strong support from Imperial College, London, Asian University is the first fully international university in Thailand. The university is located in Chon Buri province approximately 150 km from Bangkok, and a short 30 minutes drive from the beach resorts of Jomtien and Pattaya respectively.

In small classes with intense teacher-student interaction, innovative educational approaches like active learning, peer-to-peer instruction, and minimally invasive education are the rule, rather than the exception.

The courses are taught in English. All lecturers were educated at western universities; about 80 percent are native speakers of English. Beyond their academic qualifications, all lecturers draw from extensive practical experience.

The university has all the facilities of a modern university, including dormitories for male and female students and a modern sports complex incorporating a fitness center, four air conditioned squash courts, four badminton courts, two basketball courts and a full size football field.

Asian University is accredited by the **Ministry of Education of Thailand** and is Quality Standard Certified by **The Office for National Education Standards & Quality Assessment in Thailand** [ONESQA].

For more details, please refer to the university Web site at www.asianust.ac.th. The official representative of Asian University in Germany is College Contact GmbH in Münster (www.college-contact.com).



PROGRAMME BOOKING OPTIONS AND FEES

The fee for the International Semester Thailand at Asian University is 195 € or 280 USD per week. The programme fee includes:

- ⊕ All course and academic material fees
- ⊕ Accommodation on campus (double occupancy with bathroom)
- ⊕ Thai Language and Culture Course 90 hours (non-credit), including 7 day-long trips to cultural or commercial venues
- ⊕ Airport pick-up service

Please note that this is a package price. If you opt to take less courses than offered, or opt to reside off-campus, it won't lead to any deductions.

PROGRAMME VARIATIONS

Students can book three variations: 15 weeks (full semester with 6 courses), 10 weeks (with 4 courses), or 5 weeks (2 courses).

DURATION	COURSES INCLUDED	ENROLLMENT FEE	PROGRAMME FEE	TOTAL FEE
5 weeks	2 courses	195 € or 280 USD	780 € or 1,120 USD	975 € or 1,400 USD
10 weeks	4 courses	195 € or 280 USD	1,755 € or 2,520 USD	1,950 € or 2,800 USD
15 weeks	6 courses	195 € or 280 USD	2,730 € or 3,895 USD	2,925 € or 4,175 USD

PAYMENT

Payment of the enrolment fee saves your place in the programme. The programme fee is due one month before your first course starts (you will be invoiced by email in time). All payments must be net of any bank charges to:

Name of beneficiary: Asian University
 Address of beneficiary: 18/F Kian Gwan Building
 140/1 Wireless Road
 Bangkok 10330
 Thailand
 Bank account / IBAN: 049-3-11148-6
 SWIFT/ BIC: SICOTHBK
 Bank Name: Siam Commercial Bank
 Branch: Thanon Withayu Branch
 Bank Address: 132 Sinthorn Building G Floor
 Wireless Road, Lumpinee, Pathumwan
 Bangkok 10330
 Thailand

COURSE CATALOGUE SPRING 2012

Please note: When choosing a particular course, please make sure that you have the appropriate background you need to understand the subject. Course numbers 100-199 are First Year courses, 200-299 Second Year courses, 300-399 Third Year courses, and 400-499 are Fourth Year courses. For a Second Year business student, a Fourth Year Engineering course is not a recommended choice.

COURSE ① (06.02. – 29.02.2012) – CHOOSE ONE SUBJECT:

- International Business: BIS 201 Introduction to Management Information Systems
- Business Communication: IEC 307 Inter-cultural Communication
- Engineering & Technology: MS1-0-1 Materials Science
- Multimedia Design: LMM 120 Practical Projects: Design Process
- Multimedia Design: LMM 303 Art Theory and History
- International Marketing: BMK 481 Import Export Management
- International Management: BEC 301 Managerial Economics

COURSE ② (07.02. – 01.03.2012) – CHOOSE ONE SUBJECT:

- International Business: BUS 102 Principles of Management
- Business Communication: IEC 401 Business Presentation Skills
- Engineering & Technology: TM 322 Renewable Energy Technology
- Multimedia Design: LMM 304 Sound Theory and Practice
- Multimedia Design: LMM 305 Interaction Design Theory & Practice
- International Marketing: BMK 330 Advertising Communication and Promotions Management
- International Management: BUS 301 Organizational Behavior
- International Finance: BFN 434 Security Analysis and Portfolio Management

COURSE ③ (12.03. – 04.04.2012) – CHOOSE ONE SUBJECT:

- International Business: BUS 103 Commercial Law
- Business Communication: IEC 402 Negotiation Techniques
- Engineering & Technology: ME2-0-7 Engineering Materials and Failure
- Multimedia Design: LMM 320 Focus Project: Visual Statement
- Multimedia Design: LMM 302 Making Documentaries
- International Marketing: BMK 470 Service Marketing
- International Management: BUS 303 Small Business Management
- International Finance: BFN 435 Real Estate Finance

COURSE ④ (13.03. – 15.04.2012) – CHOOSE ONE SUBJECT:

- International Business: BFN 201 Principles of Finance
- Business Communication: IEC 406 Persuasive Oral Discourses
- Engineering & Technology: ME1-0-2 Introduction to Manufacturing Technology
- Multimedia Design: LMM 203 Game Theory
- Multimedia Design: LMM 103 History of Visual Communication
- International Marketing: BMK 340 Pricing Policy
- International Management: BUS 304 Business Ethics
- International Finance: BFN 490 Contemporary Issues in Finance

COURSE ⑤ (16.04. – 09.05.2012) – CHOOSE ONE SUBJECT:

- International Business: BUS 205 Research Methods for Business
- Business Communication: IEC 407 Organizational Communication
- Engineering & Technology: CS1-1-1 Computer Programming 1
- Multimedia Design: LMM 206 Font Design
- Multimedia Design: LMM 420 Independent and Group Projects
- International Marketing: BMK 460 Direct Marketing
- International Management: BUS 311 Project Management
- International Finance: BFN 323 Financial Markets and Institutions

COURSE ⑥ (17.04. – 10.05.2012) – CHOOSE ONE SUBJECT:

- International Business: BUS 204 Business Organization
- Business Communication: IEC 410 Writing for the Internet
- Engineering & Technology: ME-E-B-10 Introduction to Robotics
- Multimedia Design: LMM 308 Typography, Motion Graphics and Titling
- Multimedia Design: LMM 201 Time-based Media
- International Marketing: BMK 331 Public Relations
- International Management: BUS 404 International Business

Please note:

- ⊕ Please plan your arrival for Saturday, 4 February 2012, A.M. Thai time. On Sunday, 5 February 2012, we will take you out on a **sightseeing tour in Pattaya and Jomtien**, and on Sunday evening, you are the guest of honor at our **Welcome Event** for the International Exchange Programme 2012.
- ⊕ For all courses in Multimedia Design, we recommend that you **bring your own equipment**, e.g. laptops and cameras. Safe storage is provided if you would like to travel around.

SHORT COURSE DESCRIPTIONS

COURSE ①

BIS 201 INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS

This course provides the foundation of the development and management of Computer-based Information Systems (CBIS) in business. Students are introduced to basic concepts of computer hardware, software, database, data communication, system development life cycle, information system planning, ethic, security and privacy from the perspective of managers and users. The primary focus of this course is on the important of the use of Computer-based Information Systems to support operation and decision making in business organizations.

IEC 307 INTER-CULTURAL COMMUNICATION

The dynamics of intercultural communication are examined as well as the importance of understanding one's own culture, the cultural similarities and differences in communication, relationships, the workplace, and the ability to adapt to various cultures.

MS1-0-1 MATERIALS SCIENCE

Introduction to range of properties of metals, polymers and fibre composites, typical strength and stiffness. Atomic structure, bonding and theoretical strength. Crystal structure, defects, dislocations, deformation of crystalline material. Strain hardening, strengthening mechanisms and alloying. Solid solutions, non-equilibrium transformation and precipitation hardening, phase diagrams. Steels and their heat treatment. Relationship between molecular structure and properties. Polymeric materials, fibre-composites and ceramics. Electrical properties of materials, conductors, semi-conductors, insulators, conductivity, Ohm's law. Continuation of developing basic laboratory skills.

LMM 110, 120 PRACTICAL STUDIO PROJECTS

Throughout the four years of study, students are engaged in practical work. This is founded in project-based tasks varying in length and focus. Each project has clear criteria for assessment, ranging from problem solving to works of personal expression. Each project receives a critical appraisal based on an informal presentation to the class and graded accordingly. Practical project assignments form a key component to all 3 Multimedia BA Options. For the full 4 years of study, students are continually engaged in the practical development of their discipline. Each project unit is worth 3 credits. During any semester, a project unit is made up of a number of assignments run end to end (not overlapping). Each assignment has a clear 'brief', defining objectives and criteria for assessment. At the end of each assignment, students are required to give a short presentation of their work to the class. Project assignments vary in the following ways:

- ⊗ project lecturer and project length

- ⊗ emphasis (Communication, Design, Technology)
- ⊗ media focus (for example TV vs. Internet)
- ⊗ group work [inter-discipline / intra-discipline] (vs. individual work)
- ⊗ student's needs / interests

Students learn and apply Adobe Illustrator and Photoshop.

LMM 303 ART THEORY AND HISTORY

This course looks at significant movements in art history and the critical thinking that makes something art. The curriculum includes ritual theory, formalist theory, imitation theory, expression theory, cognitive theory; postmodern theory; semiotics and post-structuralism.

BMK 481 EXPORT-IMPORT MANAGEMENT

In addition to common principles and practices of international marketing program management, the course includes foreign market exploration, exchange problems, practices and document preparation; customs clearances and forwarding practices; detailed study of customs tariffs, duties and export-import premiums; landed cost calculation methods; commodity classification system of the Custom department; carrier selection decision making; management and organization of freight forwarding and customs clearance agencies; marketing communication for foreign products; management and organization of import and export departments of large commercial companies; relationship with financial and transportation intermediaries.

BEC 301: MANAGERIAL ECONOMICS

This subject serves as an introduction to the classic theories of demand, production, and cost management in the context of modern financial theory. The purpose is to equip students with an understanding of microeconomics concepts related to common management problems of business and public sector organizations. Topics include profit-seeking and managerial decision making, demand analysis, cost evaluation, product market structure and competitive behavior, and investment decision-making in the public sector.

COURSE ②

BUS 102 PRINCIPLES OF MANAGEMENT 3(3-0)

In this subject, students will study the essential principles of management planning, organizing, motivating, co-ordination and controlling in a business environment. The theory of management will be introduced, as well as studies of modern corporate structure, management policies, centralization and de-centralization, and line and staff functions.

IEC 401 BUSINESS PRESENTATION SKILLS

The course focuses on characteristics of business presentation, types of business presentation, analysis of objectives, the audience and the communicative situation, planning and preparing scripts for presentation, drafting and rehearsing, producing and using audiovisuals, practice in speech delivery and development of individual speech style.

TM 322: RENEWABLE ENERGY TECHNOLOGY

Global and regional resources, conversion technologies and economics of renewable energy such as hydropower, biomass energy, solar energy, wind energy and geothermal energy.

LMM 304 SOUND THEORY AND PRACTICE

This workshop presents sound theory, as well as basic principles of making music. Students learn how to create and manipulate sound as well as how to use sound effectively in multimedia. Students are set tasks to show that they have fully understood the basic principles and mastered the technical aspects of sound production. Students learn and apply Sound Wizard.

LMM 305 INTERACTION DESIGN THEORY & PRACTICE

Basic theories of usability touching on psychology are discussed along with the last 20 years or research into the interface between man and machine; from door handles to virtual reality. Practical experimentation into interface design and usability also forms part of this course.

BMK 330 ADVERTISING COMMUNICATION AND PROMOTIONS MANAGEMENT

This subject introduces issues of major aspects of promotion, with emphasis on advertising: setting of advertising objectives, characteristics of advertising media, sales promotion, targeting audience selecting, communication objectives and positioning, creative strategy, choice of media, integrated communication strategy, media strategy, and advertising research and evaluation.

BUS 301 ORGANIZATIONAL BEHAVIOUR

This subject provides an introduction to the study of individual, and group, behavior from an organizational as well as an individual perspective. Basic principles from psychology and sociology will be presented, with an emphasis on their application to management of organizations. Topics include sensory perception and communication, attitudes, motivation, and influence, conflict, cooperation, and competition, group dynamics and leadership; organizational change and organizational development.

BFN 434 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

A description of the investment environment and the role of equities, fixed income securities, unit trusts, and real estate in that environment. Also examined will be the portfolio investment process, portfolio construction, and issues associated with investment portfolio performance. Topics include funds management, asset allocation strategies, industry analysis and evaluation, company analysis and evaluation, management assessment, qualitative and quantitative risk factors, evaluation of economic and market conditions, performance measurement, portfolio management strategies, and international equity and bond returns.

COURSE 3

BUS 103 COMMERCIAL LAW

A study of the principles of civil law and commercial codes as they apply to individuals, juristic persons and acts and contracts. The course will include specific laws related to merchandise contracts, real estate and other asset sales and exchanges, rental and hire-purchase agreements, employee and employer rights and obligations, promissory notes, mortgages and other debt instruments, warehousing, agency and brokerage relationships, deposits and other suretyship agreements, laws governing intellectual property rights, banking instruments, accounts and other transactions. Where domestic laws are in conflict with, or are inadequate with respect to, generally accepted international law such defects will be highlighted especially where local change appears imminent.

IEC 402 NEGOTIATION TECHNIQUES

Students are introduced to negotiations in various situations, planning and preparation, listening and interactive skills, summarizing, adjusting strategies, and human relations.

ME2-0-7 ENGINEERING MATERIALS AND FAILURE

Review of the full range of modern engineering materials, typical range of properties, example applications, use of materials maps, and sources of materials data for reference purposes. Yielding: Engineering factors affecting plastic deformation, hydrostatic and deviatoric stresses, use of yield criteria, work-hardening, necking and superplasticity; effects of temperature and strain rate. Reversed plasticity and shakedown. Fatigue: Mechanism of fatigue failure, crack initiation and growth, stage I and stage II cracks; S-N curves, low and high cycle fatigue, Coffin-Manson and Basquin's laws, effect of mean stress, Soderberg, Goodman and Gerber rules, stress concentration, stress rate, cumulative damage and Miner's rule. Fatigue design philosophies. Fracture: Introduction to linear elastic fracture mechanics, brittle/ductile, fast fracture, application to Paris law of fatigue crack growth rate, fracture toughness in plane strain and plane stress, cleavage and microvoid coalescence. Nature of creep; deformation and fracture, relation between stress, creep rate and temperature, correlation of creep data by Larson-Miller parameter. Relaxation as a special case. Introduction to welding processes, residual stresses; microstructure of welds and heat affected zones, effects of stress relief, fatigue and fracture of welds. Principles of corrosion and oxidation: Corrosion resistant materials, Pourbaix diagrams, factors affecting corrosion cracking, hydrogen embrittlement in metals and stress corrosion cracking, prevention methods and cost of corrosion.

LMM 320 FOCUS PROJECTS

Throughout the second and third years of study, students engage in practical work specific to the option they have elected (Communication, Design, Technology). These are founded in project-based tasks varying in length and focus. Each project has clear criteria for assessment, ranging from problem solv-

ing through to works of personal expression. Each project receives a critical appraisal based around an informal presentation to the class and graded accordingly.

LMM 302 MAKING DOCUMENTARIES

This course introduces students to the fundamentals of making movies; planning, shooting, editing, and post-production. Students are set tasks to show that they have fully understood the basic principles of storytelling and mastered the technical aspects of producing documentaries. Students learn and apply Adobe Premiere.

BMK 470 SERVICE MARKETING

This subject addresses the development of marketing strategy for a variety of service businesses including: the traditional marketing mix and the management of the service encounter.

BUS 303 SMALL BUSINESS MANAGEMENT

This subject is a detailed study of the principles, concepts and procedures of starting up and operating a small business. Coverage includes business set-up, evaluation of small business characteristics, a preliminary study, a business plan including a mission statement, environmental and ethical considerations, strategic planning, financial planning including how to obtain needed capital, marketing and productivity planning, people and organizational productivity, accounting and financial controls, going global, risk management and insurance, concluding with legal considerations including bankruptcy. A major part of the final grade will consist of the preparation of a feasibility study and a comprehensive business plan for a start-up small business.

BFN 435 REAL ESTATE FINANCE

This subject introduces and analyzes basic real estate principles. Topics include mortgages, trust deeds, loan contracts, an examination of land utilization, valuation models, the impact of depreciation, financing techniques, borrowing costs, urban development, property rights, markets, and government regulations.

COURSE 4

BFN 201 PRINCIPLES OF FINANCE

The nature of financial management including an introduction to the concept of time value of money, financial environment, financial statement analysis, the evaluation of risk, cost of capital, portfolio theory, the capital asset pricing model, the efficient market hypothesis, cash flow analysis and capital budgeting. Applications of financial management concepts, models and techniques to problem solving in the local environment.

IEC 406 PERSUASIVE ORAL DISCOURSE

The course examines the role of persuasion in business society, with an emphasis on enhancing the student's ability to analyze and produce persuasive discourse. Practice focuses on the planning of persuasive strategy.

ME1-0-2 INTRODUCTION TO MANUFACTURING TECHNOLOGY

A broad introduction to manufacturing processes and equipment, with application to a range of modern materials and the analysis of the design of machine elements and their manufacturing and assembly methods. Non cutting processes: Cold and hot forging; low and high rate forming, ordinary, bending, vacuum, spinning and thermoforming, sheet and bulk forming including extrusion and calendaring; Sand, die and investment casting, gravity, low pressure and rotational casting; blow, compression, injection moulding and their derivatives; powder metallurgy and sintering, and processes assisted by high pressure. Cutting processes: Turning, milling, drilling, boring, reaming, grinding, lapping, honing, polishing and superfinishing; welding, sawing, deburring, filing, and others. Joining and assembly methods and practises: Welding, abrasion, adhesives, rivets, mechanical interlocking, friction devices and fasteners; rated torque, even loading, minimum residual friction/stresses. Workshop and factory equipment: Lathe and milling machines, flat and circular grinders, band and circular saws, and other traditional equipment; CNC, CAD/CAM, CIM, FMS, robotics and other modern equipment and processes related to that equipment. The course will also give students an awareness that more advanced methods exists, such as plasma, electron beam, ion beam, ultrasonic, electrochemical, chemical, water jet, and laser concepts for cutting, welding, machining and other processes. It will briefly include considerations of the interrelationships of design, materials and manufacture: Relationship between materials and process choice; importance of function, resources (material and financial) and market; case studies; cost effectiveness, process selection and limitations, including rapid prototyping.

LMM 203 GAME THEORY

The first part of this course looks at the history and theory of traditional games and how they relate to the modern computer game. The second part of the course focuses on the computer game exploring common genres, cultural stereotypes, the role of the player, and the social impact of the gaming revolution.

LMM 103 HISTORY OF VISUAL COMMUNICATION

This course provides a brief introduction to how visual language developed throughout the world from cave paintings to comic strips.

BMK 340 PRICING POLICY

This course provides the analysis of pricing problems and environmental factors influencing pricing decisions in keeping up-to-date the prices of both industrial and consumer goods. Emphasis on behavioral dimensions of demand and the effects of cost, competition, product characteristics, and the company's objective.

BUS 304 BUSINESS ETHICS

This course deals with ethical issues in business and its ethical decision making influenced by organization performance, values, corporate culture, organizational relationships and con-

flicts and individual factors. Business ethics of consumerism and corporate governance will also be covered. Case studies will be drawn upon and discussed to enhance students' understanding for practical ethical decision making in business.

BFN 490 CONTEMPORARY ISSUES IN FINANCE

Provided is an in-depth look at contemporary issues in finance including new approaches and theories that impact the future operations of organizations in the finance sector. A critical and evaluative perspective will be adopted in the presentation of course materials.

COURSE 5

BUS 205 RESEARCH METHODS FOR BUSINESS

This subject provides the student with a basic understanding of scientific research methodology, and familiarity with the necessary concepts, tools and techniques required in the final year Research Project. Topics include an overview of the research process, major steps and activities in identifying and defining dependent and independent variables, selecting measurement variables, and data collection alternatives; Practical skills, such as literature search and data coding will also be addressed. Students go through the process of 1) applying research concepts in practical settings, 2) developing and presenting a sound Project Proposal document and 3) managing a group Project through to its completion.

IEC 407 ORGANIZATIONAL COMMUNICATION

Practice is given in oral communication skills in organizations and communication networks, management and communication, decision making, oral reporting, goal setting, and process consultation in varying organizational settings.

CS1-1-1 COMPUTER PROGRAMMING 1

Introduction to problem solving methods, algorithm development and software engineering; software development process, program design, coding, review, testing, and documentation; programming using a modern programming language that supports modular development. The course has a closed laboratory that includes activities dealing with the computing environment, the software development process, and programming exercises.

LMM 206 PRINCIPLES OF FONT DESIGN

This part-practical subject looks at how the tools used to create type throughout history have influenced the design. Students engage in designing experimental typefaces as part of this course. Students learn and apply Adobe Illustrator and Font Studio.

LMM 420 INDEPENDENT & GROUP PROJECTS

In the latter semesters of the programme, students undergo their own project work; they are expected to define their own criteria for assessment and present progress of their work throughout the semester. The completed work is critically appraised and is a required element of the final display of work shown at the end of the fourth year.

BMK 460 DIRECT MARKETING

This course addresses the introduction to direct marketing strategy and techniques. Topics include databases, electronic media, direct mail, catalogs, direct response advertising, telemarketing, and the role of direct marketing in the marketing mix.

BUS 311 PROJECT MANAGEMENT

The course deals with procedure in planning a project taking into account factors in determining project objectives, establishing work system, allocating resources, analyzing project feasibility, management techniques for different structure and operating procedures to achieve goal, for instance, coordination, communication, motivation, implementation, control and evaluation of project.

BFN 323 FINANCIAL MARKETS AND INSTITUTIONS

A study of financial institutions and financial markets and their influence on the economy. The financial institutions include commercial banks, finance companies, leasing companies, and insurance companies. Financial markets include the money market, foreign exchange markets, the capital market, the stock market, the gold market, and the futures market. Venture capital financing is also included.

COURSE 6

BUS 204 BUSINESS ORGANIZATION 3(3-0)

This course deals with the theories, practices, and problems of organization and its environment, function and structure of authority and responsibility, formal and informal organization and social system, organizational behaviour, organizational control, research and development, changing of corporate structure.

IEC 410 WRITING FOR THE INTERNET

The course presents methods in analyzing the language styles used in communication on the Internet. Students practice planning, writing, and editing of information to the target audience.

ME.E-B-10 INTRODUCTION TO ROBOTICS

A summary of current uses and trends in robotics. Spatial Description and Transformation: position & orientation, attached coordinate systems or frames. Manipulation Kinematics: forward & inverse kinematics, joint angles, joint variables. Jacobians: velocities and statics forces. Dynamics: Lagrangian equation, generalized force. Trajectory Generation: trajectory planning and control.

LMM 308 TYPOGRAPHY, MOTION GRAPHICS AND TITLING

This course provides focus on the detailed layout of text and image discussing issues of legibility and readability. The dimension of time is also reviewed particularly in respect to the role of the graphic designer working on the introductory and



credit titling of films and the use of typography in broadcast television. Students learn and apply Adobe AfterEffects.

LMM 201 TIME-BASED MEDIA HISTORY AND THEORY

This course presents the development of time-based media (from flip book to virtual reality) specifically on the development of the moving picture and how it has become central to the currency of our everyday experiences. Narrative theory is also part of this course.

BMK 331 PUBLIC RELATIONS

This course studies public relations policies and practices as an integral process of information gathering, assembling, evaluating, and reporting. Includes an overview of the role of public relations and publicity in developing favorable external public opinion toward an organization, corporation, institution, or individual.

BUS 404 INTERNATIONAL BUSINESS

This subject examines the international business environment and the international economy including international market entry, financial operations, production, and human relations management. International planning and control, business development, and entrepreneurship will also be covered along with associated cultural issues.



SEMESTER CALENDAR SPRING 2012

WEEK 1	Mon 06.02.12	Tue 07.02.12	Wed 08.02.12	Thu 09.02.12	Fri 10.02.12	Sat 11.02.12	Sun 12.02.12
09.00 – 12.00	Course 1	Course 2	Course 1	Course 2	Homework		
13.00 – 16.00	Course 1	Course 2	Course 1	Course 2	Homework		
Remarks	Culture Course		Culture Course				
WEEK 2	Mon 13.02.12	Tue 14.02.12	Wed 15.02.12	Thu 16.02.12	Fri 17.02.12	Sat 18.02.12	Sun 19.02.12
09.00 – 12.00	Course 1	Course 2	Course 1	Course 2	Homework	Culture course day trip	
13.00 – 16.00	Course 1	Course 2	Course 1	Course 2	Homework		
Remarks	Culture Course		Culture Course				
WEEK 3	Mon 20.02.12	Tue 21.02.12	Wed 22.02.12	Thu 23.02.12	Fri 24.02.12	Sat 25.02.12	Sun 26.02.12
09.00 – 12.00	Course 1	Course 2	Course 1	Course 2	Homework		
13.00 – 16.00	Course 1	Course 2	Course 1	Course 2	Homework		
Remarks	Culture Course		Culture Course				
WEEK 4	Mon 27.02.12	Tue 28.02.12	Wed 29.02.12	Thu 01.03.12	Fri 02.03.12	Sat 03.03.12	Sun 04.03.12
09.00 – 12.00	Course 1	Course 2	Course 1 CR	Course 2 CR			
13.00 – 16.00	Course 1	Course 2	Course 1 FE	Course 2 FE			
Remarks	Culture Course		Culture Course				
WEEK 5	Mon 05.03.12	Tue 06.03.12	Wed 07.03.12	Thu 08.03.12	Fri 09.03.12	Sat 10.03.12	Sun 11.03.12
09.00 – 12.00		Culture course day trip		Culture course day trip			
13.00 – 16.00							
Remarks			Makha Bucha				
WEEK 6	Mon 12.03.12	Tue 13.03.12	Wed 14.03.12	Thu 15.03.12	Fri 16.03.12	Sat 17.03.12	Sun 18.03.12
09.00 – 12.00	Course 3	Course 4	Course 3	Course 4	Homework		
13.00 – 16.00	Course 3	Course 4	Course 3	Course 4	Homework		
Remarks	Culture Course		Culture Course				
WEEK 7	Mon 19.03.12	Tue 20.03.12	Wed 21.03.12	Thu 22.03.12	Fri 23.03.12	Sat 24.03.12	Sun 25.03.12
09.00 – 12.00	Course 3	Course 4	Course 3	Course 4	Homework	Culture course day trip	
13.00 – 16.00	Course 3	Course 4	Course 3	Course 4	Homework		
Remarks	Culture Course		Culture Course				
WEEK 8	Mon 26.03.12	Tue 27.03.12	Wed 28.03.12	Thu 29.03.12	Fri 30.03.12	Sat 31.03.12	Sun 01.04.12
09.00 – 12.00	Course 3	Course 4	Course 3	Course 4	Homework		
13.00 – 16.00	Course 3	Course 4	Course 3	Course 4	Homework		
Remarks	Culture Course		Culture Course				
WEEK 9	Mon 02.04.12	Tue 03.04.12	Wed 04.04.12	Thu 05.04.12	Fri 06.04.12	Sat 07.04.12	Sun 08.04.12
09.00 – 12.00	Course 3	Course 4	Course 3 CR	Course 4 CR			
13.00 – 16.00	Course 3	Course 4	Course 3 FE	Course 4 FE			
Remarks	Culture Course		Culture Course		Chakri Day		
WEEK 10	Mon 09.04.12	Tue 10.04.12	Wed 11.04.12	Thu 12.04.12	Fri 13.04.12	Sat 14.04.12	Sun 15.04.12
09.00 – 12.00		Culture course day trip		Culture course day trip			
13.00 – 16.00							
Remarks					Songkran	Songkran	Songkran
WEEK 11	Mon 16.04.12	Tue 17.04.12	Wed 18.04.12	Thu 19.04.12	Fri 20.04.12	Sat 21.04.12	Sun 22.04.12
09.00 – 12.00	Course 5	Course 6	Course 5	Course 6	Homework		
13.00 – 16.00	Course 5	Course 6	Course 5	Course 6	Homework		
Remarks	Culture Course	Songkran	Culture Course				
WEEK 12	Mon 23.04.12	Tue 24.04.12	Wed 25.04.12	Thu 26.04.12	Fri 27.04.12	Sat 28.04.12	Sun 29.04.12
09.00 – 12.00	Course 5	Course 6	Course 5	Course 6	Homework	Culture course day trip	
13.00 – 16.00	Course 5	Course 6	Course 5	Course 6	Homework		
Remarks	Culture Course		Culture Course				
WEEK 13	Mon 30.04.12	Tue 01.05.12	Wed 02.05.12	Thu 03.05.12	Fri 04.05.12	Sat 05.05.12	Sun 06.05.12
09.00 – 12.00	Course 5	Course 6	Course 5	Course 6	Homework		
13.00 – 16.00	Course 5	Course 6	Course 5	Course 6	Homework		
Remarks	Culture Course		Culture Course			Coronation Day	
WEEK 14	Mon 07.05.12	Tue 08.05.12	Wed 09.05.12	Thu 10.05.12	Fri 11.05.12	Sat 12.05.12	Sun 13.05.12
09.00 – 12.00	Course 5	Course 6	Course 5 CR	Course 6 CR			
13.00 – 16.00	Course 5	Course 6	Course 5 FE	Course 6 FE			
Remarks	Culture Course		Culture Course	Royal Ploughing			
WEEK 15	Mon 14.05.12	Tue 15.05.12	Wed 16.05.12	Thu 17.05.12	Fri 18.05.12	Sat 19.05.12	Sun 20.05.12
09.00 – 12.00							
13.00 – 16.00							
Remarks					End of semester		

Abbreviations: CR = Course Review, FE = Final Examination

THAI LANGUAGE AND CULTURE PROGRAMME

As a registered participant of the International Semester Thailand, you are entitled and welcome to attend the Thai Language and Culture Programme that is offered on Campus. This programme is tentatively scheduled on Monday and Wednesday of each class week from 18.00 to 20.00 hours. In addition, seven day-long trips will introduce you venues in the area that allow for a closer look into Thai culture and living.

The course comprises 90 hours including the day-long trips and is included in the programme fee. No credits are granted for this course.

It begins on the Sunday before the semester starts with a sightseeing tour of Pattaya and Jomtien. After returning to Campus, you are invited to attend the Welcome Dinner for all students and faculty.

Besides a Thai language course that aims to help you communicate directly with local people, no other course element is fixed yet. Please tell us what you would like to learn on the evening of the first day of the semester. We will then schedule the programme according to your wishes. If a minimum of 10 students want to do a particular Thai cultural activity or project, it will be offered. Below, you find a selection that might give you an idea.

THAI DANCING



THAI COOKING



THAI FRUIT CARVING



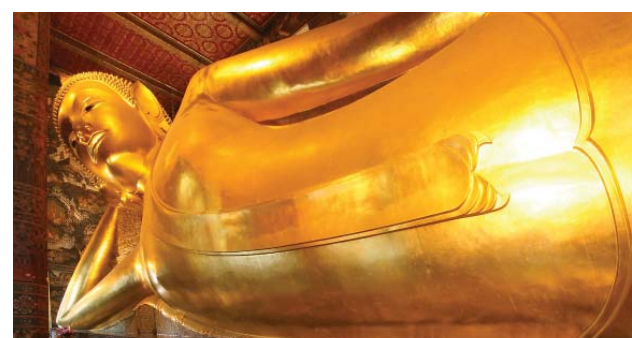
THAI MASSAGE



BUDDHIST MEDITATION



THAI BUDDHISM



ON-CAMPUS ACCOMMODATION

Dormitory accommodation on campus in shared rooms with bathroom (double occupancy) is included in the programme fees. Asian University dormitories meet international Youth Hostelling Quality Standards, i.e. you can rely on a consistent level of services and facilities.

⊗ **Welcome** – our dormitory staff will welcome you and give you an introduction to facilities and environment. Plus, you will have access to essential facilities if the dormitory should have to close for a limited period for maintenance reasons.

⊗ **Comfort** - a good night's sleep, and sufficient washing/shower facilities. Meals are available, along with a laundry service and a convenience store close by.

⊗ **Cleanliness** - a high standard of hygiene is ensured by our chambermaids by weekly room cleaning. They also change bedclothes once a week.

⊗ **Security** - for you and your possessions, including safe storage facilities for luggage and valuables, such as laptop computers and cameras.

⊗ **Privacy** - Asian University provides single sex dormitories with double occupancy - although if requested, a mixed sex dormitory may be offered to students travelling together. Each room has its private bathroom with cold shower and western-style toilet.

You will also have to pay the additional costs for water and electricity. These costs mainly depend on how often you use the air conditioner ranging from approx. 300–6,000 baht per month.

Asian University also takes great care to operate dormitories in ways sympathetic to the environment.

OFF-CAMPUS ACCOMMODATION

If you do not want to stay at the university dormitory, there are plenty of choices off-campus. Rent ranges from 4,000 baht per month for a small bungalow/house or one-room condo (with bathroom) to a fully furnished luxury apartment with western-style kitchen starting around 20,000 baht per month, plus costs of water and electricity, with the cost for air-con as the major cost driver. Most accommodation will require you to pay a deposit of up to 2 months in advance. Accommodation off-campus is between 15 (Baan Amphur) and 30 km away (Pattaya). You can choose to live in the busy urban resort city of Pattaya or in quieter coastal villages further south.



This condo costs
10,000 baht per
month to rent

TRANSPORTATION

If you choose to stay off-campus, you will need to rely upon the university van to pick you up and drop you off each day, or you take the public Songtaew. These are taxis based on the

popular pick-up truck models (see below the image on the left). This costs about 100 baht per day. Alternatively, you can buy a used car for around 50,000–100,000 baht. Please forget about getting a motorcycle - it is way too dangerous for a foreigner. From the university there are frequent vans and buses to and from Bangkok. The journey takes 1.5-2 hours and costs approx 150 baht.



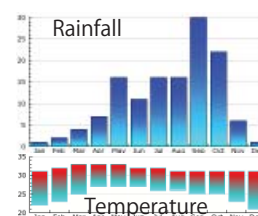
FOOD / COST OF LIVING

The university has good canteens offering choices of Thai and Western food. A good lunch costs around 50 baht. There is another canteen located at the dormitory. Off-campus you can choose to pay as much or as little as you want. A basic rice meal (e.g., fried rice with chicken) costs around 30–35 baht. Restaurant meals start around 80 baht. If you go shopping, there are many good bargains to be found at the open air markets where you can buy high quality fresh produce.



CLIMATE

The weather in Thailand is tropical, so it is pretty hot all year round. Thailand has 4 seasons that vary according to where you are. Around Asian University the seasons approximate the following: February–April: dry hot, May–August: wet humid hot, September–November: wet cool, December–January: dry cool. Temperatures range from 20 degrees C on cool nights to 35 degrees C on hot days.

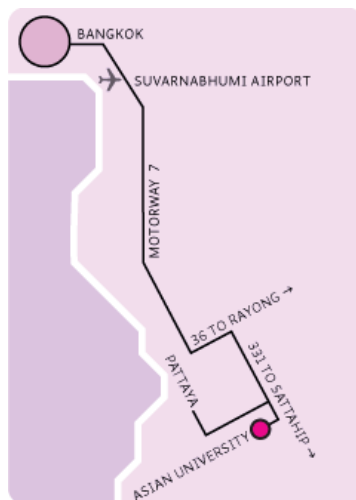




Both photographs were taken at the same view point: Jomtien Beach to the left, Pattaya Beach to the right.

LOCATION

Asian University is located on the Eastern Seaboard about 140 km South-East of Bangkok. The campus is located at the top of a range of hills overlooking the Jomtien Bay area. Studying at Asian University gives you the best of both worlds. On campus, you have peace, quiet, serenity. In Pattaya, 30 km away, you have a sophisticated city with international restaurants, shopping complexes, culture, entertainment, and convenient transportation to anywhere in Thailand.



If you want to arrive a few days earlier to explore Thailand on your own, you will do this at your own expense. If you wish, we can arrange hotel accommodation in Central Bangkok or Jomtien for around 1,400 baht per person per night in hotels that we know well from our Summer University.

TRAVELING IN THAILAND

The weekends and the weeks off between the course modules leave you with plenty of time to explore the world outside the campus.

VISAS

To get your Thai education visa, it is important to start your paperwork early. The basic process is outlined in the following steps. Please be aware that you have to pay the enrolment fee in advance in order to satisfy the visa requirements of the Thai Government Authorities.

Steps

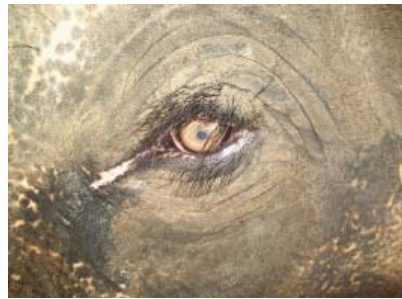
1. Submit your enrolment fee according to our invoices
2. Send proof of your payment via email to **info@asianust.ac.th** (scan copy of bank transfer payment)
3. We will then send you the **Letter of Admission**
4. Apply for visa at your Thai Embassy with these documents:
 - ⊕ Letter of Admission & invoice
 - ⊕ Proof of your payment
5. The rest of the programme fee is due one month before your first course starts.

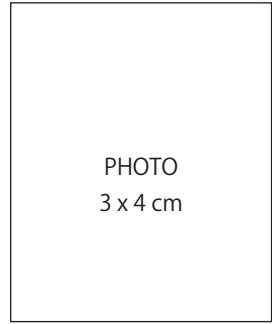
ARRIVAL AND AIRPORT TRANSFER

No need to get lost at the airport after arrival. If you provide us early enough with the date and time of your arrival, together with your flight number, we will organize your transport from the airport to the campus.



The island of Ko Samet, about one hour from Asian University: The perfect weekend trip.





THAILAND SEMESTER SPRING 2012 APPLICATION FORM

Office use: #

Please read the instructions carefully before submitting your complete application materials. You will be invoiced for the Enrollment Fee after your application is accepted.

PLEASE FILL IN THIS FORM USING **BLOCK CAPITALS**

APPLICATION DATA

When do you want to begin your studies (mm/yy):

Study Period applied for: 15 weeks/6 courses 10 weeks/4 courses 5 weeks/2 courses

PERSONAL DATA

Name (Family name first)

Contact address

Contact mobile phone Contact email

Permanent address (if different from above)

Person to be notified in case of an emergency

Country of citizenship

Passport number Expiry date / /

Gender: Male Female Age:

Date of birth (Day-Month-Year) Place of birth

Student ID number Home university

Field of study, specialization

Number of semesters completed Expected date of graduation

COURSES

Please note: When choosing a particular course, please make sure that you have the appropriate background you need to understand the subject. Course numbers 100-199 are First Year courses, 200-299 Second Year courses, 300-399 Third Year courses, and 400-499 are Fourth Year courses. For a Second Year business student, a Fourth Year Engineering course is not a recommended choice.

COURSE ① (06.02. – 29.02.2012) – CHOOSE ONE SUBJECT:

- International Business: BIS 201 Introduction to Management Information Systems
- Business Communication: IEC 307 Inter-cultural Communication
- Engineering & Technology: MS1-0-1 Materials Science
- Multimedia Design: LMM 120 Practical Projects: Design Process
- Multimedia Design: LMM 303 Art Theory and History
- International Marketing: BMK 481 Import Export Management
- International Management: BEC 301 Managerial Economics

COURSE ② (07.02. – 01.03.2012) – CHOOSE ONE SUBJECT:

- International Business: BUS 102 Principles of Management
- Business Communication: IEC 401 Business Presentation Skills
- Engineering & Technology: TM 322 Renewable Energy Technology
- Multimedia Design: LMM 304 Sound Theory and Practice
- Multimedia Design: LMM 305 Interaction Design Theory & Practice
- International Marketing: BMK 330 Advertising Communication and Promotions Management
- International Management: BUS 301 Organizational Behavior
- International Finance: BFN 434 Security Analysis and Portfolio Management

COURSE ③ (12.03. – 04.04.2012) – CHOOSE ONE SUBJECT:

- International Business: BUS 103 Commercial Law
- Business Communication: IEC 402 Negotiation Techniques
- Engineering & Technology: ME2-0-7 Engineering Materials and Failure
- Multimedia Design: LMM 320 Focus Project: Visual Statement
- Multimedia Design: LMM 302 Making Documentaries
- International Marketing: BMK 470 Service Marketing
- International Management: BUS 303 Small Business Management
- International Finance: BFN 435 Real Estate Finance

COURSE ④ (13.03. – 15.04.2012) – CHOOSE ONE SUBJECT:

- International Business: BFN 201 Principles of Finance
- Business Communication: IEC 406 Persuasive Oral Discourses
- Engineering & Technology: ME1-0-2 Introduction to Manufacturing Technology
- Multimedia Design: LMM 203 Game Theory
- Multimedia Design: LMM 103 History of Visual Communication
- International Marketing: BMK 340 Pricing Policy
- International Management: BUS 304 Business Ethics
- International Finance: BFN 490 Contemporary Issues in Finance

COURSE ⑤ (16.04. – 09.05.2012) – CHOOSE ONE SUBJECT:

- International Business: BUS 205 Research Methods for Business
- Business Communication: IEC 407 Organizational Communication
- Engineering & Technology: CS1-1-1 Computer Programming 1
- Multimedia Design: LMM 206 Font Design
- Multimedia Design: LMM 420 Independent and Group Projects
- International Marketing: BMK 460 Direct Marketing
- International Management: BUS 311 Project Management
- International Finance: BFN 323 Financial Markets and Institutions

COURSE ⑥ (17.04. – 10.05.2012) – CHOOSE ONE SUBJECT:

- International Business: BUS 204 Business Organization
- Business Communication: IEC 410 Writing for the Internet
- Engineering & Technology: ME-E-B-10 Introduction to Robotics
- Multimedia Design: LMM 308 Typography, Motion Graphics and Titling
- Multimedia Design: LMM 201 Time-based Media
- International Marketing: BMK 331 Public Relations
- International Management: BUS 404 International Business

Please note:

- ⊕ Please plan your arrival for Saturday, 4 February 2012, A.M. Thai time. On Sunday, 5 February 2012, we will take you out on a **sightseeing tour in Pattaya and Jomtien**, and on Saturday evening, you are the guest of honor at our **Welcome Dinner** for the International Exchange Programme 2012.
- ⊕ For all courses in Multimedia Design, we recommend that you **bring your own equipment**, e.g. laptops and cameras. Safe storage is provided if you would like to travel around.

STATEMENT OF INTENT

In your own handwriting please state what you expect to get out of studying a semester abroad:

TERMS AND CONDITIONS

- ① It is the participant's own responsibility to obtain a valid visa and travel insurance, which should include adequate accident and hospitalization coverage (we can advise).
- ② Cancellation of participation can only be made in writing. If the cancellation is made more than 30 days before the start of the programme, 15% administrative expenses will be deducted from the course fee. If the cancellation is made more than 14 days before the start of the programme, 50% of the fee will be returned. If the cancellation is made later than fourteen days before the start of the programme, the course participant is not entitled to any refund of the course fee.
- ③ The price of the programme is a package price. Taking less courses than offered or opting for off-campus accommodation, won't allow for any deductions.
- ④ We reserve the right to alter any details of the programme. In the unlikely event of cancellation of the programme due to natural disaster, emergencies, etc., the participants will be notified immediately and all fees will be returned in full.
- ⑤ We reserve the right to refuse any application by applicants whom we deem to be unqualified for the programme.
- ⑥ We reserve the right to expel any student from the programme, whose behavior is unsatisfactory, without compensation.
- ⑦ We do not have direct control over the way our suppliers provide their services. Although they are chosen very carefully, we are not responsible for the performance of these third party operators.
- ⑧ Whilst we make every effort to ensure the health and safety of all participants, we will not be liable for any costs relating to any sickness or accident of any participant which may occur either during study, organized activities or free time.
- ⑨ Any disputes will be resolved under applicable Thai law.

Certification of truth statement: I certify that I have read all the terms and conditions and that the information I have provided on this application form and on any additional materials that I submit related to the admissions process is true and complete. I understand that misrepresentation may be cause for cancelling my admissions. I understand that all credentials and documents I submit shall become the property of Asian University.

Applicant's signature:

--

Date: / /

APPLICATION CHECKLIST

Include the following in your application email to **info@asianust.ac.th**:

Office use

- | | |
|--|--------------------------|
| <input type="checkbox"/> A completed application form | <input type="checkbox"/> |
| <input type="checkbox"/> A 3 x 4 cm photograph or a high-resolution file of a passport photograph in JPG format | <input type="checkbox"/> |
| <input type="checkbox"/> A photocopy of your valid Student ID Card or confirmation of registration at your home university, if any | <input type="checkbox"/> |
| <input type="checkbox"/> A Photocopy of the the photo page of your passport | <input type="checkbox"/> |
| <input type="checkbox"/> A résumé (C.V.) | <input type="checkbox"/> |