

Bachelor

Economics Program

# International



Faculty of Economics,  
Khon Kaen University



# Faculty of Economics, Khon Kaen University

123/2019 Mittraphap Rd, Nai-Muang, Muang District, Khon Kaen 40002



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The program can be completed within 3 years

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**The program  
can be  
completed  
within  
3 years**



# Faculty of Economics Bachelor Degree

**2 Programs**



## Bilingual



## International







**PACE**



# PACE

PACE refers to Interpersonal Skills or social skills that are emphasized by the Faculty of Economics, Khon Kaen University, encouraging students to learn and practice working with others professionally

# P

## Punctuality

Punctuality is a key feature of professionalism, as it underscores an individual's unwavering commitment to work and demonstrates respect for others' time.

# A

## Appropriateness

Professional behavior and appropriate attire contribute to a positive work environment, fostering a favorable impression among

# C

## Courtesy

Being courteous and polite contributes to building credibility, establishing the founda-

# E

## Empathy

Empathy is crucial to build positive relationships and serves as a key factor in conflict resolution.





# Program Structure



# Program Structure and Study Plan

## General Education Courses 24 Credits

- Language Courses 12 Credits
- Social Science Courses and  
Science and Mathematics Courses 12 Credits

## Specific Requirement Courses 90 Credits

- Core Courses 51 Credits
- Major Requisite Courses 18 Credits
- Major Elective Courses 21 Credits

## Free Elective Courses 6 Credits

**Total number of  
credits required  
120 credits**





# Study Plan



# Study Plan

## International Program

### 1<sup>st</sup> Year student

#### Semester 1

Microeconomics I	3 Crs.
Microeconomics II	3 Crs.
Critical Reading	3 Crs.
Economics for daily life	3 Crs.
Information Literacy	3 Crs.
Me-Language (LI/Free Elective IC/Language)	3 Crs.

**Total = 18 Crs.**

#### Semester 2

Evolution	3 Crs.
Macroeconomics I	3 Crs.
Macroeconomics II	3 Crs.
Mathematical Economics 1	3 Crs.
Computational Skills in Mathematics	1 Crs.
Computational & Statistical Thinking for ABCD	3 Crs.
Me-Language (LI/Free Elective IC/Language)	3 Crs.

**Total = 19 Crs.**

#### Outcomes :

- To be able to analyze and forecast demands, cost structures, business market structures, and competitive strategies, as well as be able to explain the mechanisms of action, and the relationship of macro variables. Additionally, to be able to analyze and predict the outcome of monetary and fiscal policies at the national level, as well as to explain the national and international macroeconomic events with economic theory.
- To be able to apply basic economic reasoning/tools to explain social phenomena and common behaviors in everyday life.

### 2<sup>nd</sup> Year student

#### Semester 1

Development	3 Crs.
Financial	3 Crs.
Statistics for Economics	3 Crs.
Accounting	3 Crs.
Academic English	3 Crs.
Free Elective	3 Crs.
Free Elective	3 Crs.

**Total = 21 Crs.**

#### Semester 2

Behavioral Economics	3 Crs.
Cost-benefit	3 Crs.
Econometrics I	3 Crs.
Labor & Human	3 Crs.
Natural Resource	3 Crs.
Statistical Analysis LAB	1 Crs.
Introduction to Business Programming	1 Crs.
Chinese I	Crs.

**Total = 20 Crs.**

#### Outcomes :

- To be able to apply statistical tools/programs to analyze data and apply microeconomic and macroeconomic theories for the IC License exam. This includes analyzing project feasibility (Financial Analysis, Economic Analysis, and SROI), identifying problems, and proposing developmental solutions.
- To be able to evaluate and analyze costs, returns, and social returns from investments, as well as analyze behaviors impacted by both internal and external factors and to create work with high productivity.

### 3<sup>rd</sup> Year student

#### Semester 1

Research	3 Crs.
Module I	9 Crs.
Major Elective	3 Crs.
Major Elective	3 Crs.
Chinese II	3 Crs.

**Total = 21 Crs.**

#### Semester 2

Seminar	3 Crs.
Modules 2	9 Crs.
Major Elective	3 Crs.
Major Elective	3 Crs.
Major Elective	3 Crs.

**Total = 21 Crs.**

#### Outcomes :

- To be able to analyze the impact of policies on international trade and analyze business intelligence across the supply chain and logistics management system using Google Studio and Power BI. To be able to analyze and handle complex data using programs such as Excel, Power BI, Stata, Lingo and Python.
- To be able to assess the value of impacts from the use of natural resources without market prices, and select the appropriate financial agents, and to be capable of compassionately planning the development of Human Resources in the organization.

### 4<sup>th</sup> Year student

#### Semester 1

Cooperatives	9 Crs.
Extra iCON	3 Crs.

\*\*For student who would like to take an exchange program abroad

**Total = 9 Crs.**

**Total Credits = 120 Credits**

- Core Courses = 51 Crs.
- Major Required = 18 Crs.
- Major Elective = 15 Crs.
- General Education = 12 Crs.
- Language = 12 Crs.
- 3<sup>rd</sup> Language = 6 Crs.
- Free Elective = 6 Crs.

#### Me-Language

- Japanese
- English





# Careers in Economics



# Careers in Economics

Students of the Faculty of Economics can pursue careers in various fields of both governmental and private organizations

## Human Resources Strategic Planner /Executor

Corporate Developers, Policy & Planning Analysis Academics



## Policy and Planning Analyst

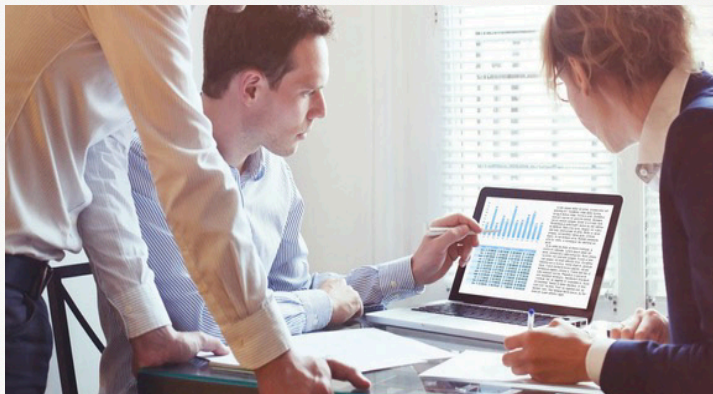
Businessmen Academics Business Strategic Planner Data Scientist  
Supply Chain Planner Enterprise Developer Business Consultant



## Policy and Planning Analyst

Academics Enterprise Developer

Corporate Social Responsibility (CSR)



## Environmental Policy and Planning Analysis Officer

Consumer Relationship Management Sustainable Planner  
Policy and Planning Analyst Environmental Consultant



## Investment Relation

Financial Analyst Fund Manager Investment Consultant

Investment Banker Economist



## International Trade

International Marketing Trade Analyst Investment Analyst







# Necessary Skills



# Necessary Skills (Skill set)

The Faculty focuses on developing students to be ready in all aspects and to have the ability to respond to the demands of the labor market. Teaching and learning management places emphasis on the skills that are essential for the future work of students. Both Hard Skills and Soft Skills are practiced each year throughout the program

## Hard Skills

- Data analytics
- Decision making
- Applying Economics theory into practice
- Entrepreneurship
- Technology, Information literacy, and Digital adaptability

## Soft Skills

- Strategic thinking and planning
- People management and collaboration
- Communications
- Growth mindset
- Social intelligence, Sensitivity, Ethics







# Learning highlight



# Learning highlight

A Summary of the knowledge that students will gain from studying throughout the program is listed below



**The Basic courses** in which all students must enroll are as follow :

## EC101 013 Economics for daily life

-Gain the ability to analyze and assess economics problems that affect our daily lives

## EC101 003 Evolution of Economic Thought

-Gain the ability to assess the social, economics, and political conditions that can affect various concepts

## EC102 014 Development Economics

-Gain the ability to analyze the developmental problems and to suggest solutions to solve the problems

## EC102 017 Economics of Financial System

-Gain the ability to use the information to select basic investment tools in the financial market and to use the knowledge to prepare for the IC LICENSE exam

## EC112 010 Cost-Benefit Analysis

-Gain the ability to analyze the feasibility of the project appropriately according to the nature of the project (Financial analysis, Economics analysis, and SROI) and to prepare a project feasibility report

## EC112 013 Behavioral Economics

-Gain the ability to design incentives to change beneficial behaviors

## EC112 015 Economics of Natural Resources

-Gain the ability to explain the mechanism of market failure and the relevance of natural resource capital  
-Gain the ability to offer guidelines and tools to achieve efficient allocation of natural resources

## EC112 016 Economics of Labor and Human Capital

-Gain the ability to use preliminary data to find ways to increase productivity for personnel and organizations



**The Basic courses** in which all students must enroll are as follow :

## Microeconomics Module

**EC101 001 Microeconomics I: Consumers, Producers, and Market Prices**

**EC101 002 Microeconomics II: Market Structures and Competitive Strategies**

- Gain the ability to understand consumer/demand theory and producer /supply theory

## Macroeconomics Module

**EC101 004 Macroeconomics I : Structure of the Economic System**

**EC101 005 Macroeconomics II : Relationships between Variables and Impacts of Policies**

- Having the ability to use the IS-LM-BP model to analyze monetary policy analysis of

## Data Economics Module

**EC101 007 Mathematical Economics**

**EC101 014 Computational Skills in Mathematics**

**EC102 008 Statistics for Economist**

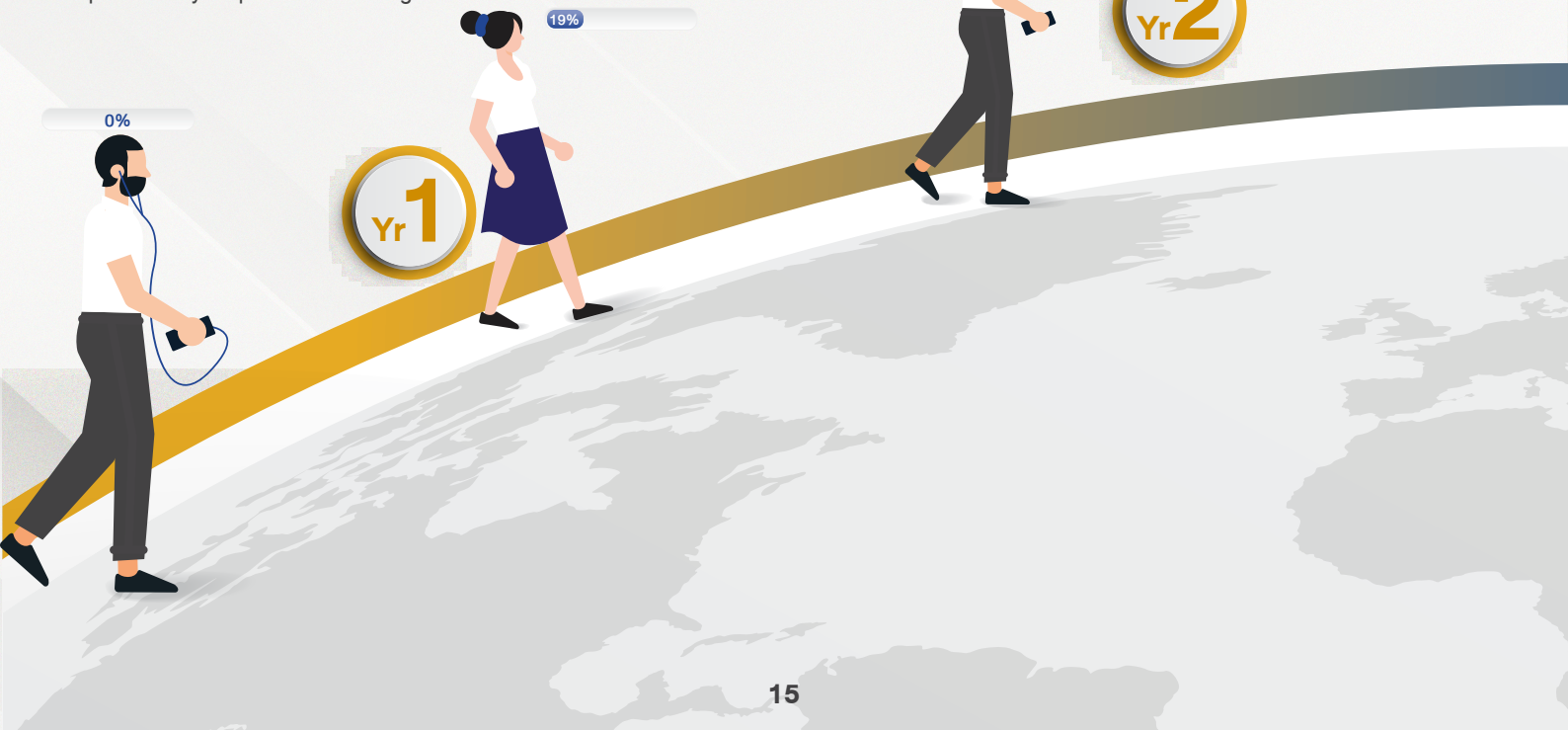
**EC102 009 Econometrics I**

**EC102 018 Statistical Analysis LAB**

**EC102 019 Introduction to Business Programming**

- Achieve basic Math skills

- Gain the ability to find the best optimization, matrix algebra, integrals, including statistical programs for application in economics, such as Excel, Stata, and Python, etc.







**The Basic courses** in which all students must enroll are as follow :

**EC113 011 Research Methodology in Economics**

**EC113 761 Seminar in Applied Economics**

- Gain the ability to apply economic theories/tools to read phenomena and social behaviors and to highlight important points that lead to in-depth studies in order to solve problems



**The following are the elective Courses that all students have to choose :**

**EC113 037 Political Economy**

- Gain the ability to interpret New Keynesian Theory with Political Economy, new and old institutional economics, and to engage in important debates related to Thai political economy

**EC113 039 Econometrics II**

- Gain the ability to assess and analyze costs and returns with ethical principles, ethics and good governance in the field of Finance

**EC113 043 Tourism Economics**

- Gain the ability to analyze tourism demand, forecaste tourism demand with quantitative and econometric analysis, and conduct tourism supply analysis

**EC113 051 Data Science for Economists**

- Gain the ability to manage, import and to display data, to conduct data exploration and machine learning with and without an Instructor, including the application in Economics

**EC113 054 Startup Entrepreneurship**

- Gain the ability to understand the theories, concepts and tools that are used to create and develop startup business models and to be able to manage the team.

**BS931 111 Principle of Marketing**

- Gain the ability to analyze consumer purchasing behaviors, product policy factors of production that affect consumer demand, price policies, distribution channel policy, and marketing promotion policies.

## Major Elective Courses (Language)

Major Elective Language Courses as the following courses or the course that will open later for 6 credits

**IC011 004 Japanese for Communication I**

**IC011 007 Japanese for Communication II**

87%



**Major Requisite Courses** that all students have to choose

**Industrial Economics and Logistics Systems Module**

EC113 019 Supply Chain and Operation

EC113 020 Applied Data Analytics in Supply Chain

EC113 021 Business Intelligence System

- Gain the ability to analyze problems and solve problems by using data analysis techniques and preliminary optimization techniques (Programs/Applications: LINGO, Microsoft Excel and ResRun POS)

- Gain the ability to analyze the overall structure of the food industry and to apply ERP for small and medium enterprises (SME) (Programs/Applications: Odoo-ERP and ResRun POS)

**International Economics Module**

EC113 025 Theory of International Trade and Economic Cooperation

EC113 026 Global Business Economics

EC113 027 International Monetary Economics

- Gain the ability to assess the impact of free trade on domestic consumers and industries with comparative advantage concepts and information, including proposing international trade policies

- Gain the ability to analyze the form and strategy of entering the international market of a business, the impact of internal and external factors affecting the decision to choose a business sector's international entry strategy, and to create an international portfolio strategy. (International portfolio)

**Natural Resources and Environment Economics Module**

EC113 031 Economics of Energy Management

EC113 032 Environmental Economics and Sustainability

EC113 033 Natural Resources and Environmental Valuation

- Gain the ability to create business strategies under the framework of environmental, social and governance (ESG) concepts, as well as to explain the relationship between energy use and the environment to business operations and to prepare to make the report

- Gain the ability to assess the value of the impact from the use of natural resources that have no market price as well as choosing appropriate financial agents including public policy-related projects that fall under SDGs or ESG strategies

**Labor Economics and Human Capital Module**

EC113 022 Economics of Wages and Employment

EC113 023 Economics of Employee Competency Management

EC113 024 Economics of Household Decisions

- Gain the ability to assess the suitability between the compensation structure and the job

- Gain the ability to create personal wealth management and portfolios to suit different ages and family situations

**Public Economics and Economics Development Module**

EC113 028 Theory of Fiscal Policy and Applications

EC113 029 Community Development and Local Financial Management

EC113 030 Public Policy and Economic Development

- Gain the ability to analyze the impact of national policies on different population groups in the areas of responsibility and to present policy innovations to solve community problems, including being able to give suggestions to community financial institution in order to help them become more sustainable

**Financial Economics Module**

EC113 034 Economics of Corporate Finance

EC113 035 Economics of Investment

EC113 036 Economics of Monetary Theory and Policy

- Gain the ability to analyze interest rate movements in the market, to use monetary policy to control inflation targeting, to present a mechanism for monetary policy transmission through the dashboard, and to analyze the use of Macroprudential monetary policy that affect the stability of the banking system e.g. Bank Run or Too Big To Fail (TBTF)

100%





# Scholarship





# Scholarship

## University Scholarship

### Grant

#### 1) Type A

For 1ST Year  
Bachelor's degree Students

30,000 baht/Year  
100 scholarships

Scholarship are provided  
with no obligations

Full scholarship until the  
completion of the study program

- For students, who have shortage of tuition fees
- The prospective recipient's family should have a total family income of not more than 60,000 baht/Year. In case of having children or residents with more than one dependent who is studying, the family income should not be more than 100,000 baht/Year
- Documents certifying the parents' income are required. Along with those document, a copy of the government official card or a government official of the certifier should be attached.



### Type of Scholarship

### Scholarship Selection Criteria

#### 2) Type B

For the bachelor's degree student  
who have met the scholarship s  
election criteria

Scholarship are provided  
with no obligations

1. The Siam Boromrajakumari Royal Scholarship is given on the occasion of the 40th anniversary of KKU. The scholarship is for 10,000 Baht/year
2. Scholarships from external organizations government agency, the private sector, the public charitable organizations, and faithful donors

- For students, who have shortage of tuition fees
- Must have a cumulative grade point average in accordance with the criteria for graduation
- Must not be a recipient of a perpetual scholarship (except for those, who received consensus from the sub-committee)
- Proposal of opinions from advisors or student affairs lecturers, development lecturer, student of the Faculty, or Head of the Student Development Unit

### Loans

#### Student Loan Fund

For the recipient's famiyl, who has a total family income that does not exceed 360,000 baht per year (income without monthly deduction )

##### Follow for news and information

- Website : <https://sac.kku.ac.th/กยศ-นสอ/>
- Facebook : KKU-Studentloan
- Tel : 0-4320-2356

#### Emergency Loan Service

When students face financial problems and would like to borrow money for an emergency, the students can borrow money in an amount that is not exceeding 1,000 baht.

**Evidence needed to borrow funds :** Student card / tuition receipt (original or copy)

**Reimbursement :** The funds must be re-paid within the 10th day of the following month. Failure to pay on the due date will cause you to be 'dis-qualified from emergency loans,' and the student will be subject to disciplinary action.

##### Follow for news and information

- Facebook : เงินยืมฉุกเฉินนักศึกษามหาวิทยาลัยขอนแก่น
- Tel : 0-4320-2356




## Work Scholarship


### Providing Employment and income during the Period of Study.

Khon Kaen University has a career counseling service for students.

- |                       |   |
|-----------------------|---|
| 1) Student Employment | 3) Internship                           |
| 2) Extra work         | 4) Applying for a jobs after graduation |

The following website has news and information about the University work scholarships.

 Website: <https://sac.kku.ac.th/จัดหางาน/>

 Tel : 043-202356

## Faculty Scholarships

### Work Scholarships

#### 1) Scholarships that hire students to work in helping lecturers (General Assistant : GA)

These are scholarships that employ students to perform special tasks to assist lecturers in various ways with both in teaching academic service and research. The applications are open for scholarship recipients every semester. This scholarship is for students from every year, who have the ability and are interested in working with lecturers. The lecturers will select their assistants by themselves. If students are interested in receiving this scholarship, they can enquire and directly apply for the scholarship with the lecturers in the period before the beginning of the semester or during the semester. One lecturer can choose only one student (more than one students can be hired if the lecturer's workload is large enough.)

#### 2) Work and Practice Scholarships to alleviate Student Expenses

This scholarship is to support the learning for students through the process of working with lecturers and helping the faculty reach one of the goal of its mission. This scholarship is for the students from any year, who have the ability to work and who are interested in working with faculty in areas, such as Data Analytic, SME, POS, English Event, Educational and Local people analyst, Project feasibility, Economics Behavior, Isan Insight & Outlook, Startup Business, GIS Geographic information system etc.

More details about the scholarships

1. The disbursement rate is 50 baht an hour. The work hours cannot be more than 6 hours a day (excluding lunch breaks).
2. The employment period is approximately 4 months, and the work hours are approximately 80 hours/month. (4,000 baht/month). The payment is subject to the faculty board resolution from each work.



## High potential Student Scholarships

### The TOP TALENT SCHOLARSHIP

สำหรับนักศึกษาคณะเศรษฐศาสตร์ หลักสูตรสองภาษา กุณสนับสนุนค่าเทอม 80% ตลอดหลักสูตร!!  
(ชำระ 5,000 บาท/เทอม) และได้ร่วมฝึกงานกับบริษัทหรือหน่วยงานชั้นนำ หรือธุรกิจ Start up ภายในประเทศ  
คุณสมบัติ : GPA ขึ้นอยู่กำหนดการรับสมัคร (4-6 เทอม) ต้องไม่ต่ำกว่า 3.00  
เงื่อนไขการรับทุน : ในระหว่างการศึกษา ต้องมีคะแนนเฉลี่ย (GPA) ไม่ต่ำกว่า 3.25 ต่อภาคการศึกษา หมายเหตุ : ทุนการศึกษานี้ไม่มีข้อผูกมัดใดๆ

### The TOP STAR SCHOLARSHIP

สำหรับนักศึกษาคณะเศรษฐศาสตร์ หลักสูตรนานาชาติ กุณสนับสนุนค่าเทอม 80% ตลอดหลักสูตร!!  
(ชำระ 8,000 บาท/เทอม) และยังได้รับพิจารณาทุนสนับสนุนการเรียนรู้ในต่างประเทศ  
คุณสมบัติ : GPA ขึ้นอยู่กำหนดการรับสมัคร (4-6 เทอม) ต้องไม่ต่ำกว่า 3.00  
เงื่อนไขการรับทุน : ในระหว่างการศึกษา ต้องมีคะแนนเฉลี่ย (GPA) ไม่ต่ำกว่า 3.25 ต่อภาคการศึกษา หมายเหตุ : ทุนการศึกษานี้ไม่มีข้อผูกมัดใดๆ

### INNOVATION SCHOLARSHIP

This Scholarship is for students of the Faculty of Economics, who are in the bilingual program. The scholarship recipient will receive a scholarship to support the tuition fee of 80% throughout the 4-years program (5,000 baht/semester). Additionally, the student will get an internship with a leading company, agency, or a start-up business in Thailand.

## Grants

### 1) The Apichat Khanthavithi Scholarship

This is a continuous scholarship for students in the 1st – 3rd year, who have a shortage of fund, but have good grades.


### 2) The Assoc.Prof.Sumeth Kaenmanee Scholarship

This special scholarship is also given for students and involves the waiving of the tuition fees.

### 3) Funds from alumni

of the Faculty of Economics Theses scholarships support students in various situations.

For scholarship news and information, please use the information below :

-  Location : Faculty of Economics Administration Division, 3rd Floor, Faculty of Economics, Khon Kaen University
- Website : <https://econ.kku.ac.th>
- Facebook : Faculty of Economics Khon Kaen University
- Tel. : 0-4320-2267



# Outstanding Activities





# Outstanding Activities

There is a joint production partnership with the faculty, which is related to the required skills for students.

## ISAN INSIGHT & OUTLOOK

This is an economic and business data analysis unit, which assess the possibility of the faculty's project under the name of Isan Insight & Outlook with 91,000 Facebook followers (Updated in December 2023).



## ResRuns

Both the Mini ERP system (ResRun), which is used in restaurant management, and the farm management system (FarmRun) are now being utilized by several restaurants across the country. The knowledge gained from these systems will be incorporated into daily work and will encompass tasks, such as handling of basic organizational data and the entering and analysis of real organizational data.

<https://resrun-rms.com>



## สลัก

Slig is a community resource management company known as Slig Company Limited. It operates a social lab within the community and a social enterprise that provides students with opportunities to practice identifying and developing projects that contribute to the development of the grassroots economy

[f SLIG](#)



## SoDA Biz

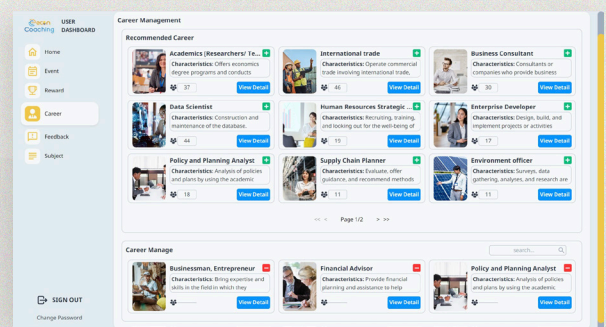
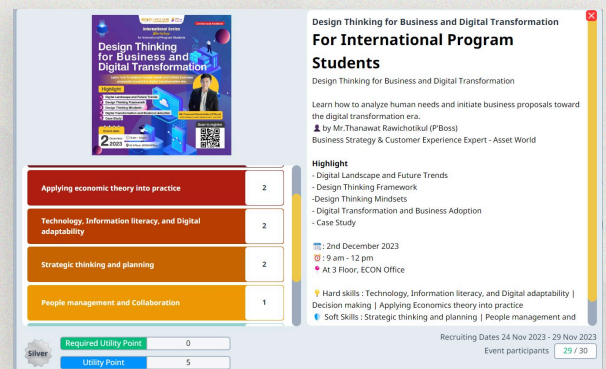
The Enterprise Resource Planning (ERP) system, which was designed for rice mills and flour mills, was developed by Open Source ERP Odoo under the system called FactoryRun in collaboration with the Sodabiz Co., Ltd. It was designed to facilitate real-world learning experience for students. The system encourages students to conduct independent research





# Econ Coaching

The Econ Coaching system is a system that will help guide and provide learning support for the students of Faculty of Economics. It has been especially designed to recommend courses or modules that the students may be interested in and that are suitable for a career in the field of Economics. It is just like having a personal coach. This activity focuses on the development of students to learn and practice in order to increase their necessary skills (both Hard Skills and Soft Skills) for future work. These skills are practiced each year through coursework and through activities that are held outside of the classroom. Together, The faculty instructor and the student can determine the path to be taken.





# Work Experience Training

## Work experience training (during the semester break) without registering for the course

Work experience training takes place with an organization that students are interested in and occurs during the end of the semester for 3rd Year students before going to the 4th Year without registering for the coursework. The duration of work experience training is approximately 1-2 months depending on the conditions of the organization, at which the students have requested the training. Moreover, the training must not affect the study time.



# Cooperative Education

This represents a true work experience for the course of EC114062 Cooperative Education in Economics, which is an elective course for 4th year students in their final semester with 9 credits in 16 weeks of co-operation training. The program requires students to register for cooperative Education courses on a credit basis with a score of the SU symbol.



## The Cooperative Education Training Model

### 1. Cooperative education training with an organization

The consideration for the organization that meet the criteria has been set by the Faculty in the following manners:

- (1) International organizations in CLMV countries, (Cambodia, Laos, Myanmar and Vietnam)
- (2) A private company listed on the stock exchange
- (3) A Ministry office in Bangkok
- (4) Small businesses (SMEs) opening their businesses abroad
- (5) Multinational companies opening offices in Thailand

\*In the case of proposing another organization in addition to (1)-(5), the activities of cooperative education training must be specified and must have been approved by the Cooperative Education Committee of the Faculty.

### 2. When applying for the Cooperative Education Training for the real work skills training project, the following is important information about the Cooperative Education training.

- (1) Students have projects to practice real work skills that are related in community development or entrepreneurship
- (2) A project advisor is required.

Work experience training during the semester break without enrollment in coursework and co-operative education is in accordance with the willingness of the students. For both in bound students and those, who wish to study outside of the country(out-bound students), the faculty will consider the readiness of students to voluntarily undertake work experience training and cooperative education. If a student decides not to voluntarily participate in work experience training or in cooperative education, it will not affect the student's ability to graduate.



