

3.1.5 Course Descriptions

Pre-study Course

IL 501 Introduction to Law

No-Credit

Overview of law and legal systems. It covers the nature and sources of law, court systems with the basic knowledge of all aspects of the law, critical legal thinking, and a comparative approach to the civil and common law systems.

B. Core Courses

IL 511 Principles of Business Law I

3(3-0-6)

Legal principles and systems according to the civil and commercial code of Thailand such as person law, contract law, debt law and property law.

IL 512 Law Relating to Business Organization and Management

3(3-0-6)

Types of business organization; juristic persons and effect of juristic persons on business organization; establishment of business organization ; principle of capital adequacy of the enterprise; arrangement of internal administrative and management structure of business organization; criminal responsibility of business organization, director and management. Also, the study of domestic and international tax.

IL513 Legal Research Methodology

2(2-0-4)

An introduction to advanced legal research methods, advanced legal writing and comparative legal research methodologies. This course explains the structure and use of legal materials. The goal is research proficiency. Each student is responsible for using the various online research tools, theories, and strategies presented by the instructors.

C. Required Course

Business Law Courses

IL 521 Principles of Business Law II

3(3-0-6)

Legal principles and systems of the specific contract according to the Civil and Commercial Code of Thailand such as sale, loan, lease, mortgage, pledge, and tort.

IL 522 Domestic and Inter-State Commerce Law**3(3-0-6)**

Local law relating to negotiable instrument. Scope of international business; sources of laws applicable to international business; international agreements affecting business operation; laws relating to international investment; international technology transfer, especially technology related to production process related technology; international trade (secured transaction, bill of lading, letter of credit); international services; international loans; laws relating to immigration and international work; exchange control law; contract and contract drafting in international transaction.

IL 523 Contract Negotiating and Drafting**3(3-0-6)**

Meaning, formation and validity of contract; effect of contract; rescission of contract; effect of obligation; interpretation of contract; categories of important business contracts; negotiation and drafting of business contracts; law on unfair contract terms.

IL 524 Trade and Investment in ASEAN Countries**3(3-0-6)**

A basic understanding of the business and investment laws of the ten ASEAN countries. It will compare and analyze the legal systems and judiciary procedures between ASEAN member countries, such as the law making process, court structure, business organization, contract law and investment law. It will also consider current topics of business and investment law of the ASEAN countries. The study of The *ASEAN Economic Community (AEC)*/Industrial Estate/ Export Processing Zones (EPZs)/ Common Customs Tariff (CCT).

Entrepreneur Courses**IL 531 Principles of Entrepreneurship****3(3-0-6)**

Principles, characteristics, skills, and capabilities of entrepreneurship. The searching and analyzing of business opportunities and threats. New business venture and prototype development for profit building and growth. Case studies of business establishment and life stories of successful entrepreneurs.

IL 532 Marketing and Customer Focus**3(3-0-6)**

Analysis of market trend, competitive situation, and competitors. Use of statistical research techniques to gain customer insight. Development of marketing plans, positioning maps, and value creation so as to create customers' need and satisfaction, as well as to sustain lifetime relationship with loyal customers.

IL 523 Contract Negotiating and Drafting**3(3-0-6)**

Meaning, formation and validity of contract; effect of contract; rescission of contract; effect of obligation; interpretation of contract; categories of important business contracts; negotiation and drafting of business contracts; law on unfair contract terms.

IL 525 Law Relating to Business Finance**3(3-0-6)**

Financial structure of business organizations; offer and sale of registered shares of the company; public share offerings; listing of securities on the stock exchange; dividend policy; laws relating to loan and security; negotiation and drafting of loan agreements and arrangement of security and mergers and acquisitions.

D. Elective Courses**IL 541 Law on Marketing Planning****(3-0-6)**

Basic principles of marketing; legal limitations concerning the determination of production models; price fixing; places of distribution and service; promotion of distribution; consumer protection; contractual issues relating to sale and service; liability of manufacturers, sellers and service providers; contractual issues relating to trademark licensing and franchise contract.

IL 542 Law Relating to Industry and Labor**3(3-0-6)**

Legal limitations concerning the establishment and operation of factories; legal requirements in environmental preservation; energy conservation; the law relating to hazardous substances; the law relating to labor protection; industrial relations; process for industrial dispute settlement; the law on social security; the law on provident funds; factory law; industry law and city planning law.

IL 543 Tax Planning for Business **3(3-0-6)**

Introduction to tax, the tax structure in Thailand, the impact of tax on business. Basic laws relating to income tax, value added tax, specific business tax, excise tax, stamp duty and local tax. Basic principles for business tax planning.

IL 544 Monopoly and Competition Law **3(3-0-6)**

Laws relating to monopoly and competition law in Thailand, comparing competitive behaviors of business in model countries, such as the United States and the European Union. Comparative study of legal administration organizations and legal implementation processes in such countries in comparison in Thailand.

IL 545 Settlement of Disputes in Domestic and Interstate Commerce **3(3-0-6)**

Types of business disputes; types and process of settlement of disputes in business; negotiation, conciliation, good office, mediation, arbitration (Alternative Dispute Resolution; ADR). The importance of dispute settlement between enterprises and the state.

IL 546 Law Relating to Intellectual Property Innovation and Creative Business **3(3-0-6)**

Intellectual Property and economic system; concepts and history of intellectual property right; legal principles concerning various kinds of intellectual property, especially innovation and information technology, patents, trade secrets, copyrights, trademarks; international intellectual property; considerations concerning licensing agreement. Covers the drafting of contracts in the entertainment industry, as well as relevant legislation affecting the entertainment business. Also, learners will study franchise law and the legal aspects of distributing. In particular, this course will focus on the relationship between franchisor and franchisees and the law used to regulate that relationship.

IL 547 Bankruptcy and Reorganization **3(3-0-6)**

Concerns law governing the obligation and rights of creditors and debtors with an emphasis on reorganization. The course reviews the fundamentals of debt contracting, including the role of events of

default, debt priority, and security interests. The course also examines various aspects of the bankruptcy process: including the automatic stay, the debtors' governance during bankruptcy, sales of assets during bankruptcy, and the process of negotiating and voting.

IL 548 Seminar in Consumer Protection Law

3(3-0-6)

The theoretical and historical underpinnings of consumer protection law as it has developed over the past century and as it operates (or fails to operate) today. The course will examine related all governing consumer laws and real cases occurring in Thailand and other countries which make good role models of consumer law. It will provide an introduction to the substantive law of predatory lending, debt collection, and product warranties.

IL 549 Law on Communication and Media Business

3(3-0-6)

The leading edge of today's media technologies such as broadcast, wireline and wireless, and Internet Broadband connectivity. Communication topics address radio spectrum policy and legal issues, licenses, shared content rules applicable to cable and DBS services, and ownership limitations.

IL 581 Entrepreneurial Experiences

3(3-0-6)

Case studies of real experience from entrepreneurs in various industries, who are business founders, including the business start-up process, problems and threats, business operations, business creation solutions, as well as their roles and lifestyles.

IL 582 Corporate Entrepreneurship

3(3-0-6)

Use of corporate entrepreneurship processes to enhance the innovative abilities of employees. Critical elements involved in entrepreneurship framework. Development of the entrepreneurship mindset necessary to be a leading entrepreneurial company.

IL 583 Creative and Innovative Business Model Development

3(3-0-6)

Search and development of entrepreneurial mindset leading to creative business innovation and distinctiveness in relation with constant change in market environments such that the business can create profit and sustain competitive advantage.

IL 584 Family Business Management **3(3-0-6)**

Management of family business in terms of characteristics, patterns, and conflicts. Further development of family business to create expansion and growth based on case studies about management and conflict resolution from the experience of successful entrepreneurs in the family business field.

IL 585 Enterprise Funding and Financing **3(3-0-6)**

Methods of financial management related to financial market conditions. Analysis and evaluation of project value. Development of financial plans. Strategic financial decision on management of financial structure and provision of dividends.

IL 586 Global Strategy **3(3-0-6)**

Strategic management to expand international business. Methods of international market entry. Development of business plans and strategies. Business analysis of internal and external environments. Efficient implementation of certain strategic plans. Evaluation of strategic performance for potential evolution of future business plans.

IL 587 New Product Development and Branding **3(3-0-6)**

Process of new product development, introduction, management and performance evaluation. Knowledge of market testing, brand building, operation planning, measurement and evaluation of brand as well as brand equity management.

E. Thesis and Independent Study

IL 600 Thesis **12 (0-0-36)**

Students who have chosen plan A (Thesis) must write and defend their thesis. Topics must be in student's area of expertise and approved by advisors. The completed thesis must be approved by the appointed thesis committee.

IL 601 Independent Study **6 (0-0-18)**

Students who have chosen plan B (Non-Thesis) must report their independent study based in their area of expertise to their advisors, and must be approved by the appointed examination committee.