



# COLLEGE OF ART, MEDIA AND TECHNOLOGY

## CHIANG MAI UNIVERSITY

Bachelor of Science in  
Modern Management and Information Technology  
(International Program)

The Bachelor of Science Program in Modern Management and Information Technology (MMIT) aims at developing graduates for industrial management positions by equipping them with knowledge and skills in regard to quality of human resource system and information technology which support the northern region industrial development. Students will learn how to apply theories into practice that is relevant to organizational needs through a cooperative education program complying with philosophy of CAMT.



# BACHELOR OF SCIENCE IN MODERN MANAGEMENT AND INFORMATION TECHNOLOGY

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## STUDY PLAN

### Year 1

First Semester	Total 20 credits	Second Semester	Total 20 credits
001101 Fundamental English 1	3	001102 Fundamental English 2	3
206171 General Mathematics 1	3	208263 Elementary Statistics	3
954100 Information System for Organization Management	3	954142 Fundamental Computer Programming 3 for Modern Management	3
955102 Digital Literacy	2	955143 Data Management	3
955103 Programming Logical Thinking	2	955170 Elementary Business Process Modeling	3
Humanities and Social Sciences	3	955104 Introduction to Digital Business	2
Science and Mathematics	3	955105 Fundamental Design in Digital Arts	2
Learning through Activities	1	955106 Learning through Activities 1	1

### Year 2

First Semester	Total 18 credits	Second Semester	Total 19 credits
001201 Critical Reading and Effective Writing	3	001229 English for Media Arts	3
954230 Financial Tracking in Digital Business	3	954244 System Analysis and Design for Modern Management	3
954231 Human Capital Management in Digital Business	3	954310 Information Systems for Enterprise Resource Planning	3
954240 Web Programming	3	954340 Enterprise Database Design and Applications	3
954248 Information and Communication Technology Science and Mathematics	3	954374 Sale and Distribution for Digital Market 3	3
		955201 Learning through Activities 2	1
		Science and Mathematics	3

### Year 3

First Semester	Total 18 credits	Second Semester	Total 15 credits
954347 E-Commerce	3	954346 Application Development for Business Sector	3
954370 Analysis and Design in Materials Management Module	3	954365 Knowledge Management System	3
954490 Informatics Research Methodology	3	954381 Preparation for Work Integrated Learning	3
Humanities and Social Sciences	3	Major Elective	3
Major Elective	3	Free Elective	3
Free Elective	3		

### Year 4

First Semester	Total 6 credits	Second Semester	Total 6 credits
954484 Work Integrated Learning 1	6	954484 Work Integrated Learning 2	6

## ABOUT THE PROGRAM

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The cooperative education program to increase learning and experience involves students, educational institutions and enterprises. This method of learning allows students to apply theories into practice which are relevant to the requirements of enterprises.

## CAREER OPPORTUNITIES

MMIT provides you with both management and IT knowledge, earning potential in varieties of jobs such as Administrator or officer in IT department, IT Support, Business Analyst, Database Administrator.

Ex.

- Database Business Administrators
- Web Site Developer
- IT Support
- Sale IT
- Production planning logistics manager
- Project Manager

## TUITION FEE

Tuition fee: 40,000 THB per semester (Flat rate tuition)

## FOR MORE DETAIL

College of Arts, Media and Technology,  
Chiang Mai University  
239 Huay Kaew Rd., Suthep, Muang,  
Chiang Mai 50200

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More information (about admission)

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