



Lamar University
Siam Technology
ATHE (UK) Level 5 Diploma
Degree Plan

Instructors

□ □ □ □ □	Name	Education			
		Degrees	Specialization	University	Year
1	Mr. Bruce Allen Veldhuisen	M.B.A.	Business Administration	Portland State University, USA	1992
		B.S.	Economics and International Relations	Portland State University, USA	1988
2	Mr. Jeffrey B. Rock	M.B.A.	Marketing and Organizational Behavior	Brigham Young University, Provo, Utah, USA	1981
		B.A.	Economics and Asian Studies	Brigham Young University, Provo, Utah, USA	1979
3	Mr. Barton J. Seliger	J.D.	Jurisprudence	Texas Tech University, Lubboc, Texas, USA	1985

		M.B.A.	Marketing	Texas Tech University, Lubbock, Texas, USA	1983
		B.A.	Mandarin Chinese and Asian Studies	Brigham Young University, Provo, Utah, USA	1980
4	Mr. Robert D. Griffiths	M.P.A.	Public Policy	Harvard University, Cambridge, Massachusetts, USA	1982
		B.A.	Asian Studies	Brigham Young University, Provo, Utah, USA	1979
5	Mr. Peter W. Willden	M.I.M	International Management	Thunderbird School of Global Management	1985
		M.O.B.	Organizational Change and Training	Brigham Young University, Provo, Utah, USA	1981
		B.A.	Asian Studies	Brigham Young University, Provo, Utah, USA	1979

902-103	English Composition I	3 (3-0-6)
902-120	Business and Professional Speech	3 (3-0-6)
903-110	Statistics	3 (3-0-6)
90x-xxx	Introduction to Astronomy	3 (3-0-6)
90x-xxx	Space Exploration	3 (3-0-6)
90x-xxx	Film Appreciation	3 (3-0-6)
90x-xxx	American History 1763-1877	3 (3-0-6)
90x-xxx	American History Since 1877	3 (3-0-6)
902-xxx	American Literature	3 (3-0-6)
90x-xxx	Introduction to American Government I	3 (3-0-6)
90x-xxx	Introduction to American Government II	3 (3-0-6)

162-203	Business Environment and Public Policy	3 (3-0-6)

902-104	English Composition II	3 (3-0-6)
162-312	Business Analysis	3 (3-0-6)
905-103	Lifelong Learning and Portfolio Development	3 (3-0-6)
162-311	Senior Seminar	3 (3-0-6)
902-109	English Technical Writing	3 (3-0-6)
161-102	Economic Principles and Policies	3 (3-0-6)
161-101	Introduction to Financial Accounting	3 (3-0-6)
161-207	Principles of Finance	3 (3-0-6)
161-103	Principles of Organizational Behavior of Management	3 (3-0-6)
161-104	Principles of Marketing	3 (3-0-6)
162-205	Principles of Management Information Systems	3 (3-0-6)
161-xxx	Economics of Entrepreneurship	3 (3-0-6)
903-101	Introduction to Business Technologies	3 (3-0-6)
161-210	Introduction to Critical Thinking for Business and Decision Making	3 (3-0-6)

901-102	Introduction to Sociology	3 (3-0-6)
902-108	Interpersonal Communication	3 (3-0-6)

161-105	International Trade	3 (3-0-6)
161-208	Probability Statistics and Statistical Modeling	3 (3-0-6)
161-xxx	Consumer Economics	3 (3-0-6)
162-xxx	Web Design	3 (3-0-6)
162-203	Intercultural Communication	3 (3-0-6)
902-122	Interviewing	3 (3-0-6)
162-307	Organizational Communication	3 (3-0-6)
902-xxx	Non-Verbal Communication	3 (3-0-6)
901-103	Social Psychology and Social Interaction	3 (3-0-6)
901-xxx	Sociology of Culture	3 (3-0-6)
163-306	Change and Social Movement	3 (3-0-6)
901-xxx	Social Data Analysis	3 (3-0-6)

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902-103	English Composition I	3	3	0	6
901-121	Statistics	3	3	0	6
902-103	Introduction to Astronomy	3	3	0	6
902-102	Introduction to Sociology	3	3	0	6
901-103	Economic Principles and Policies	3	3	0	6
		15	15	0	30

902-104	Film Appreciation	3	3	0	6
903-103	1763-1877 American History 1763-1877	3	3	0	6
903-110	American Literature	3	3	0	6
905-107	Business Environment and Public Policy	3	3	0	6

902-104	English Composition II	3	3	0	6
		15	15	0	30

902-105	Space Exploration	3	3	0	6
905-102	Introduction to Business Technologies	3	3	0	6
161-206	American History Since 1877	3	3	0	6
161-207	Introduction to Financial Accounting	3	3	0	6
161-208	Sociology of Culture	3	3	0	6
		15	15	0	30

161-209	Principles of Finance	3	3	0	6
161-210	Introduction to American Government I	3	3	0	6
162-203	Business Analysis	3	3	0	6

162-204	Social Pyschology and Social Interaction	3	3	0	6
162-205	Change and Social Movement	3	3	0	6
		15	15	0	30

161-311	Introduction to American Government 2	3	3	0	6
901-101	Lifelong Learning and Portfolio Development	3	3	0	6
162-308	Principles of Organizational Behavior of Management	3	3	0	6
902-108	Business and Professional Speech	3	3	0	6
163-xxx	Principles of Management Information Systems	3	3	0	6
		15	15	0	30

902-105	English Technical Writing	3	3	0	
162-311	Interpersonal Communication	3	3	0	
162-312	Probability Statistics and Statistical Modeling	3	3	0	
163-xxx	Web Design	3	3	0	

163- xxx	Interviewing	3	3	0	
		15	15	0	

162-413	Economics of Entrepreneurship	3	3	0	6
164-401	Principles of Marketing	3	3	0	6
163-xxx	International Trade	3	3	0	6
163-xxx	Social Data Analysis	3	3	0	6
163-xxx	Non-Verbal Communication	3	3	0	6
□ □ □		15	15	0	30

164-402	Senior Seminar		3	3	0
162-413	Introduction to Critical Thinking for Business and Decision Making		3	3	0
164-403	Intercultural Communication		3	3	0
163-xxx	Organizational Communication		3	3	0

163- xxx	Consumer Economics	3	3	0
		15	15	0

3.2

3.2.1

1	Mr. Bruce Allen Veldhuisen	447627059		M.B.A.	Business Administration
				B.S.	Economics and International Relations
2	Mr. Jeffrey B. Rock	455266064		M.B.A.	Marketing and Organizational Behavior
				B.A.	Economics and Asian Studies

3	Mr. Barton J. Seliger	4xxxxxxxx		J.D.	Jurisprudence
4	Mr. Robert D. Griffiths	711657431		M.B.A.	Marketing
5	Mr. Peter W. Willden	433774485		B.A.	Mandarin Chinese and Asian Studies
4	Mr. Robert D. Griffiths	711657431		M.P.A.	Public Policy
5	Mr. Peter W. Willden	433774485		B.A.	Asian Studies
				M.I.M	International Management

				M.O.B.	Organizational Change and Training
				B.A.	Asian Studies

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902-103	<p>English Composition I</p> <p>Basic forms of expository writing. Frequent themes. Collateral reading in articles and essays of a factual and informative type.</p>	3 (3-0-6)
902-120	<p>Business and Professional Speech</p> <p>Examines topics in professionalism and leadership; giving the student tools necessary to monitor and manage themselves in diverse, professional environments throughout their career</p>	3 (3-0-6)
903-110	<p>Statistics</p> <p>Non-calculus based introduction to statistics, statistical measures of data, statistical description of data, elementary probability, random variables, binomial and normal distributions, estimation, testing hypotheses.</p>	3 (3-0-6)

901-xxx	<p>Introduction to Astronomy</p> <p>This 3 credit course is a survey of the science of the planets, solar system, stars, galaxies, and the large-scale structure of the universe, with emphasis on the underlying physical principles. A laboratory component explores the essentials of scientific measurements, physical laws, optics, telescopes, and subatomic physics.</p>	3 (3-0-6)
901-xxx	<p>Space Exploration</p> <p>This course is intended to provide a basic understanding of many aspects of space exploration, including discovering the physical make-up of the universe and evidence surrounding its origin, learning the discoveries made in the solar system and evidence surrounding its origin</p>	3 (3-0-6)
902-xxx	<p>Film Appreciation</p> <p>This is a survey course in film studies. In the course, students will gain a working knowledge of the diverse artistic and practical elements that go into the making of a film. The overall philosophy of the course is to give students insight into both the technical aspects of film production and the creative and artistic application of those techniques. The course also examines film genre studies, film criticism, the international film scene, and the concept of media literacy.</p>	3 (3-0-6)

901-xxx	<p>American History 1763-1877</p> <p>This course involves the careful examination of United States history from 1763-1877. Emphasis will be on examining the major political, economic, and social trends of this time period. As an introductory course, this class will provide students with a basic knowledge of not only what happened in United States history during this period, but also the skills to critically examine why historical events happen and why they are important.</p>	3 (3-0-6)
901-xxx	<p>American History Since 1877</p> <p>This course is the second half of a two-semester survey of United States history, covering the period from the post-Reconstruction era to the present. It will consider major political, social, economic, and cultural transformations. Central to our attention will be the increased role of the United States in global affairs.</p>	3 (3-0-6)
902-xxx	<p>American Literature</p> <p>The purpose of this class is to provide students the opportunity to read and thoughtfully respond to works of literature from the 1600s to the present, to enable students to appreciate literature as a means of understanding life and of adapting oneself to the world.</p>	3 (3-0-6)

901-xxx	<p>Introduction to American Government I</p> <p>The national and Texas constitutions; federalism; political socialization and participation; public opinion and interest groups; parties, voting and elections</p>	3 (3-0-6)
901-xxx	<p>Introduction to American Government II</p> <p>The legislative, executive and judicial branches and the bureaucracy; policy formulation and implementation including civil rights and civil liberties, domestic and foreign policies.</p>	3 (3-0-6)
162-203	<p>Business Environment and Public Policy</p> <p>Survey course emphasizing interaction of business with its external and internal environments. Introduction to public policy process and issues with focus on ethical and moral considerations.</p>	3 (3-0-6)
902-104	<p>English Composition II</p> <p>Students in the course read, study, and write about the literary genres: fiction, poetry, and drama. The course involves students in literature as a way of knowing and defining experience. English 1302 intends for students to further develop their precision and perceptivity in writing analytically about what they read.</p>	3 (3-0-6)

162-312	<p>Business Analysis</p> <p>Introduction to the quantitative methods of analysis to business problems. Topics of study include collection of data, statistical description, probability theory, probability distributions, sampling theory, estimation of parameters and testing hypothesis.</p>	3 (3-0-6)
905-103	<p>Lifelong Learning and Portfolio Development</p> <p>This course lays the foundation for the program of study by investigating current issues in the philosophy of higher education, namely: establishing academic, personal, and professional goals for degree completion; introducing students to the portfolio process; and helping students to improve their abilities to think critically and to communicate more effectively.</p>	3 (3-0-6)
162-311	<p>Senior Seminar</p> <p>This course completes the assessment of the personal, educational, and professional goals and outcomes.</p>	3 (3-0-6)
902-109	<p>English Technical Writing</p> <p>Supervised preparation of technical and scientific reports according to standard usage recommended by professional scientific and engineering societies.</p>	3 (3-0-6)

161-102	<p>Economic Principles and Policies</p> <p>Students will analyze cause and effect models and will apply critical thinking appropriately to identify, analyze and resolve complex economic issues.</p>	3 (3-0-6)
161-101	<p>Introduction to Financial Accounting</p> <p>Concepts of financial accounting. Emphasis is on the conceptual framework of accounting and the preparation and uses of financial statements.</p>	3 (3-0-6)
161-207	<p>Principles of Finance</p> <p>An introductory survey of the principal issues, decision areas, and analytical procedures relevant to the financial management of private business firms including capital budgeting, cost of capital, short and long-term financing, dividend policy and valuation.</p>	3 (3-0-6)
161-103	<p>Principles of Organizational Behavior of Management</p> <p>This course includes the study of organizational behavior concepts such as leadership, motivation, individual behavior, group behavior, and communication. Their use in U.S. and multinational organizations in management practice is examined in the context of today's legal, social and ethical environment.</p>	3 (3-0-6)

161-104	<p>Principles of Marketing</p> <p>This is a basic course in marketing for business majors. The primary objective of this course is to provide you with an understanding of basic marketing concepts and an opportunity to apply this knowledge to everyday marketing issues.</p>	3 (3-0-6)
162-205	<p>Principles of Management Information Systems</p> <p>A general overview of management information systems, information systems technologies and how to build information system. Emphasis is on application of the systems.</p>	3 (3-0-6)
161-xxx	<p>Economics of Entrepreneurship</p> <p>Comprehensive analysis and practice exercises in entrepreneurship. Studies include demand analysis; pragmatic economic feasibility studies; identification and use of resources; function and use of profits.</p>	3 (3-0-6)

<p>903-101</p>	<p>Introduction to Business Technologies</p> <p>Covers computer concepts and the use of information technology in business organizations including the use of word processing, spreadsheet, and presentation software. Includes introduction to hardware, software, databases, system development, and tools that businesses use for communication and collaboration. Includes appreciating the value of ethical conduct in a business/computer environment and the impact of technology on industry and society.</p>	<p>3 (3-0-6)</p>
<p>161-210</p>	<p>Introduction to Critical Thinking for Business and Decision Making</p> <p>This course will introduce students to basic concepts and tools that improve the students' analytical skills by familiarizing them with the basic principles involved in the theory and practice of critical thinking for reasoned decision-making. Students will use data visualization software such as Tableau that can help them find real answers in their data. The basics of professional business communication will be introduced and students will have the opportunity to write business documents.</p>	<p>3 (3-0-6)</p>

901-102	<p>Introduction to Sociology</p> <p>This course introduces the scientific study of human society, culture, and social interactions. Topics include socialization, research methods, diversity and inequality, cooperation and conflict, social change, social institutions, and organizations. Upon completion, students should be able to demonstrate knowledge of sociological concepts as they apply to the interplay among individuals, groups, and societies.</p>	3 (3-0-6)
902-108	<p>Interpersonal Communication</p> <p>Principles and practices of interpersonal communication in various settings.</p>	3 (3-0-6)

161-105	<p data-bbox="411 255 775 293">International Trade</p> <p data-bbox="411 353 1257 1211">This is a one semester course in international trade, theory and policy. The course will aim to explain patterns of world production and trade and ask if international trade is beneficial. This will be done with the help of models from international trade theory that are important components of the toolkit of contemporary trade economists. The course will also explore the phenomena of outsourcing and international mobility of labor (immigration) and capital (Foreign Direct Investment (FDI)). The course will analyze and compare instruments of trade policy and evaluate their impact on domestic and international welfare. Finally, the course will study the world trading system, including the World Trade Organization (WTO) and international trade agreements.</p>	3 (3-0-6)
161-208	<p data-bbox="411 1332 1078 1422">Probability Statistics and Statistical Modeling</p> <p data-bbox="411 1478 1214 1659">Includes principles and applications of probability and statistics with an emphasis on using real-world data collected, organizes, and analyzed by the students.</p>	3 (3-0-6)
161-xxx	<p data-bbox="411 1742 834 1780">Consumer Economics</p> <p data-bbox="411 1836 1225 1973">Consumer principles and rational decision-making skills for coping with consumer issues affecting families and individuals.</p>	3 (3-0-6)

162-xxx	<p>Web Design</p> <p>Web design with XHTML. The course emphasizes coding at the XHTML level rather than using a WYS/WYG editor. The course also covers information related to WEB design, intellectual property, and the internet.</p>	3 (3-0-6)
162-203	<p>Intercultural Communication</p> <p>An examination of communication exchange between individuals from different cultures.</p>	3 (3-0-6)
902-122	<p>Interviewing</p> <p>This training course is designed to introduce and develop effective interviewing skills within participants within a number of real applied settings. Through the trainer's expertise and practical knowledge, you will be able to define the key concepts associated with interviewing skills.</p>	3 (3-0-6)
162-307	<p>Organizational Communication</p> <p>An in-depth study of the dominant theories, principles and practices of communication within the organization through an examination of recent qualitative and quantitative research.</p>	3 (3-0-6)

902-xxx	<p>Non-Verbal Communication</p> <p>To introduce students to the dynamics of nonverbal behavior through exploration of scholarly research, application of practical theory, and analysis of sociocultural variables to foster a deeper appreciation and greater understanding of nonverbal messages across social contexts.</p>	3 (3-0-6)
901-103	<p>Social Psychology and Social Interaction</p> <p>The objective of this course is to provide theory and research to the student to examine human interaction within social relationships at the advanced level. Topics include socialization, communication, group dynamics, altruism.</p>	3 (3-0-6)
901-xxx	<p>Sociology of Culture</p> <p>This course will discuss a wide range of topics from theoretical questions of what is culture and examinations of postmodern culture to specific examples.</p>	3 (3-0-6)
163-306	<p>Change and Social Movement</p> <p>This course is a Social-Psychological examination of the causes and consequences of conformity, and loss of individuality in society. The objective is to bridge the micro-macro aspects of society, showing that choices, no matter how individual they appear to be, have social implications</p>	3 (3-0-6)

901-xxx	<p data-bbox="411 255 807 300">Social Data Analysis</p> <p data-bbox="411 351 1259 589">Basic concepts and statistical techniques for applied social research. Introduction to use of SPSS statistical software to data entry and statistical analysis, including correlation, bivariate analysis, and multivariate analysis</p>	3 (3-0-6)
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