



Course Equivalency 2016

No.	Ecoles d' Arts et Culture, France, Fall Semester (1 st Semester): October – February	The Institute of International Studies, Ramkhamhaeng University (IIS-RU), Thailand (1 st Semester): July – November
1	Fundamental of Marketing and Digital Marketing	MKT2101 Principles of Marketing
2	Principles of Financial Accounting	ACC1101 Principles of Accounting
3	Legal Environment of the Art Market	Pending
4	Culture Law (Intellectual Property, Creations and Authors Protection, Image Right, Responsibility on Internet)	LAW4009 Law on Intellectual Property 1
5	Communication Techniques for Artistic and Cultural Organisations	INB3112 International Business Communication
6	Digital Museum Communication	Pending
7	Marketing for Cultural and Artistic Organizations	MKT4325 Current Issues in Marketing
8	Cross-Cultural Management	MGT3405 Cross-Cultural Management
9	In Search of Financing: Patronage and Sponsorship	FIN2202 Financial Institutions and Financial Markets
10	History of Modernism	HIS4005 Contemporary World



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11	History of Extra-European Arts: Africa and Oceania	HIS3901 History of Africa I
12	The Real Art World: Understanding and Analyzing the Art Market	Pending
13	International and Cross-Cultural Dimension of the Contemporary Art Market	Pending
14	National and International Art Exhibition: Organization, Display and Mobility of Works	Pending
15	Exhibition Design and Management-Scenography	INB4102 Participation in International Trade Fair and Exhibition <u>or</u> TOM4103 Business Convention and Exhibition Management
16	The Auction World in Steps	Pending



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17	The Japanese Contemporary Art Market	Pending
18	Interior Design	Pending
19	Contemporary Design and Rating	Pending
20	Organisation and Management of International Tours	TOM2102 Services for Tourism Management
21	Artist' Career Management	Non-transferable
22	Principles of Luxury Marketing	Non-transferable
23	Luxury Brand Management	MKT2206 Product and Brand Management
24	Luxury Consumer Behaviour	MKT3204 Consumer Behavior
25	Financial Brand Management and Strategy	Non-transferable
26	French Language Classes: General French and French for Arts and Culture	FRE2701 Readings in French Civilization 1


 (Mr. Satin Soonthornpan)
 Director





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No.	Ecoles d' Arts et Culture, France, Spring Semester (2 nd Semester): February - June	The Institute of International Studies, Ramkhamhaeng University (IIS-RU), Thailand (2 nd Semester): February - June
1	E4CC8 Presentation Skills-Public Speaking	MCS1350 Speech Communication
2	E4CC9 Cultural Policies and Institutions	Pending
3	E4CC10 Developing New Audiences	MCS2361 Audience Analysis
4	L6F5 International Marketing	MKT4207 Global Marketing
5	E5CC9 International Business Development and Strategy	INB3105 International Trade Strategies
6	E5CC10 Human Resources Management (Team Management, Conflict Management, Career Management...)	HRM2101 Human Resources Management
7	E4AM9 Modern and Contemporary National and International Arts Market Dynamics	Pending
8	E4AM10 Galleries and Their Relationship to the Contemporary Artist	Pending



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9	E4AM11 Art and New Technologies	Pending
10	E4AM12 Scientific Principles of Examination of Works of Art	Pending
11	E4AM13 Creating a Catalogue	MCS3290 Layout and Illustration
12	E5AM10 Organisation and Economy of International Fairs	INB4102 Participation in International Trade Fair and Exhibition
13	E5AM5 The Chinese Contemporary Art Market	Pending
14	E5AM6 The Brazilian Contemporary Art Market	Pending
15	E5AM7 The Korean Contemporary Art Market	Pending
16	E5AM8 The Indian Contemporary Art Market	Pending
17	E5AM11 Collections: Management, Improvement and Display	Pending
18	E4CM1 Typology and Enhancement of Cultural Heritage	Pending



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19	E5CM9 Disc Industry and Marketing	Pending
20	E5CM10 Economy of Cinema and Financial Engineering of Production	MCS3470 Short Film Production
21	E5CM11 Creative and Cultural Industries	Pending
22	E4CM5 Opera and Classical Music: Environment and Economy	Pending
23	E4LX3 Haute-Couture: Environment and Economy	FRE2703 Readings in Current Situations in France
24	E4LX4 Introduction to Luxury Tourism and Leisure	<i>Non-transferable</i>
25	E4LX5 Discovering and Exploring Gemstones	Pending
26	E5LX8 Second-Hand, Counterfeit and Insurances in the Luxury Industry	SBM2301 Risk Management and Insurance
27	French Language Classes: General French and French for Arts and Culture	FRE2701 Readings in French Civilization 1