



Course Equivalency 2017-2018

No.	Universiti Kuala Lumpur, Federation of Malaysia, Bachelor of Business Administration in International Business	The Institute of International Studies, Ramkhamhaeng University (IIS-RU), Thailand
1	EIB10203 - Principles of Economics	ECO1003 General Economics
2	EIB10303 - Principles of Management	MGT2101 Principles of Management
3	EIB11003 – Business Communication	APR2101 Business Information and Communication
4	EIB11303 – Principles of Marketing	MKT2101 Principles of Marketing
5	EIB11803 – Financial Management	FIN3208 Financial Management 1
6	EEB10203 – International Management	INB3101 Introduction to International Business
7	EIB20303 – Business Law	LAW2015 Business Law



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8	EIB20503 – Business Research Methods	MGT3205 Business Research
9	EIB20403 – Organisational Behaviour	MGT4209 Organizational Behavior
10	EIB11103 – Business Statistics	STA2016 Business Statistics and Quantitative Analysis
11	EIB20103 – Business Ethics and Corporate Governance	MGT2201 Business Ethics and Social Responsibility
12	EIB20203 – Management Information System	<i>Non-transferrable</i>
13	EEB20103 – International Marketing	MKT4207 Global Marketing
14	EIB30503 – Management Accounting	ACC2134 Management Accounting
15	EEB20203 – International Human Resource Management	HRM 2101 Human Resource Management
16	EEB20503 – International Finance	FIN4325 International Finance and Banking
17	EEB20603 – Pricing Strategy and Tactics	MKT3210 Price policies and strategies



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18	EEB20703 – Managerial Economics	ECO4107 Managerial Economics
19	EEB20803 – International Advertising & Promotions	MKT3312 Advertising and Sales Promotion
20	WBB10202 – Innovation Management	MGT3304 Innovation Management
21	EEB20903 - International Business Environment and Institutions	INB3107 International Business Management
22	EEB21003 – International Economics and Trade	ECO3501 International Economics
23	EEB30103 – International Business Strategy	<i>Non-transferrable</i>
24	EIB20603 – Supply Chain Management	INB3111 International Supply Chain Management
25	EEB30203 – Money, Banking and Capital Markets	FIN4325 International Finance and Banking
26	EEB30303 – Innovation and New Product Development	MKT3321 Product and Packaging Innovation
27	EEB20303 – Cross-Cultural Management	MGT3405 Cross-Cultural Management



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28	EEB21103 – International Political Economics	<i>Non-transferrable</i>
29	ECB20403 – E-Marketing	MKT3209 Integrated Marketing Communication
30	ECB30403 – International Entrepreneurship	MGT4004 Entrepreneurship
31	EEB30403 – Managing Business Risk	MGT3407 Risk Management for Organization
32	EEB30503 – International Contemporary Issues	INB4112 Current Topics in International Business
33	EEB30603 – Economic Reporting	ECO4106 Economic Analysis
34	EIB10103 – Writing for Academic Purposes	ENG3401 English Essay and Summary Writing
35	MPU3343 – Culture and Lifestyle in Malaysia	MAL4302 Malay Culture and Society
36	WFD10101 – French 1	FRE1001 Fundamental French 1
37	WFD10201 – French 2	FRE1002 Fundamental French 2



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38	EIB10203 - Principles of Economics	ECO1003 General Economics
39	EIB10303 - Principles of Management	MGT2101 Principles of Management
40	EIB10503 – Business Mathematics	MTH1003 Basic Mathematics
41	EIB11003 – Business Communication	APR2101 Business Information and Communication
42	EIB10403 – Financial Accounting	ACC1101 Principles of Accounting 1
43	EIB10603 – Finance 1	FIN2101 Business Finance
44	EIB20403 – Organisational Behaviour	MGT4209 Organizational Behavior
45	EIB11103 – Business Statistics	STA2016 Business Statistics and Quantitative Analysis
46	EIB30503 – Management Accounting	ACC2134 Management Accounting
47	EIB20103 – Business Ethics and Corporate Governance	MGT2201 Business Ethics and Social Responsibility
48	EIB20203 – Management Information System	<i>Non-transferrable</i>



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49	EIB20303 – Business Law	LAW2015 Business Law
50	ECB30403 – International Entrepreneurship	INB4105 Doing Business in ASIA <i>or</i> INB4109 Doing Business with ASEAN
51	WBB10202 – Innovation Management	MGT3304 Innovation Management
52	ECB30103 – Strategic Management	MGT3101 Strategic Management
53	ECB20403 – E-Marketing	MKT3209 Integrated Marketing Communication
54	EIB20603 – Supply Chain Management	INB3111 International Supply Chain Management
55	ECB20103 – Human Resource Management	HRM 2101 Human Resource Management
56	EIB10803 – Marketing Management	MKT2101 Principles of Marketing
57	ECB30303 – Franchise Business Management	MGT4206 Small Business Management
58	EIB20503 – Business Research Methods	MGT3205 Business Research



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59	ECB30203 – Leadership	MGT3404 Business Leadership
60	ECB10103 – Entrepreneurship	MGT4004 Entrepreneurship
61	EIB10903 – Finance 2	FIN3211 Financial Management 2
62	ECB20203 – Social Entrepreneurship	MGT4004 Entrepreneurship
63	ECB20303 – Business Plans	<i>Non-transferrable</i>
64	ECB20603 – Small Business Management	MGT4206 Small Business Management
65	ECB20503 – Sales Management	MKT3202 Sales Management
66	ECB20503 – Aligning Business and Information Technology	MGT3408 Information Technology for Management
67	ECB30703 – Company Law	LAW2015 Business Law
68	ECB30603 – Economics of Innovation and Entrepreneurship	<i>Non-transferrable</i>
69	ECB30903 – Enabling Technologies for Competitive Success	MGT3408 Information Technology for Management



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70	ECB30803 – Entrepreneurship and Digital Commerce	INB3104 Introduction to Electronic Commerce and Information in International Business
71	ECB20703 – Technological Innovation in Entrepreneurial Ventures	<i>Non-transferrable</i>
72	EIB10103 – Writing for Academic Purposes	ENG3401 English Essay and Summary Writing
73	MPU3343 – Culture and Lifestyle in Malaysia	MAL4302 Malay Culture and Society
74	WMD10101 – Mandarin 1	CHI1001 Chinese 1
75	WMD10201 – Mandarin 2	CHI1002 Chinese 2
76	ICB10103 Introduction to Computing and Information Systems	INT1005 Introduction to Computer Systems
77	IMB11703 Introduction to Multimedia	MCS1251 Evolution of Multimedia Journalism
78	IMB11803 Visual Communication	<i>Non-transferrable</i>
79	IMB11903 Creative Advertising	<i>Non-transferrable</i>



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No.	Universiti Kuala Lumpur, Federation of Malaysia, Bachelor of Multimedia Technology in Interactive Multimedia Design	The Institute of International Studies, Ramkhamhaeng University (IIS-RU), Thailand
80	IAB20403 Storyboard Design	MCS2462 Film Script Writing and Story Board
81	IAB11103 Digital Graphic Design	MCS3253 Digital Imaging for Journalism
82	IMB22603 Typography Design	MCS3283 Printed Media Editing
83	IMB20503 Multimedia Instructional Design	<i>Non-transferrable</i>
84	IAB10903 Digital Photography	MCS3250 Photo of Multimedia Journalism
85	IMB20803 Web Based Authoring	MCS2272 Introduction for Web Design
86	IMB20403 Digital Audio and Video Production	MCS3472 Technique Film and Video
87	IDB30102 Research Methodology	MCS4170 Introduction to Mass Communication Research
88	IMB32703 Multimedia Authoring 1	MCS3260 Principle for Multimedia Journalism Writing
89	IMB32803 Multimedia Authoring 2	MCS3251 Multimedia Technology for Journalism



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90	IGB30303 Cyber Law	MCS3284 Law and Ethics in Multimedia Journalism
91	IMB42903 New Media	MCS2390 New Media and Mass Communication Technology
92	IAB40903 Digital Image Editing	MCS2471 Recording and Editing
93	IAB21303 Illustration	MCS3290 Layout and Illustration
94	IAB30303 Film Principles and Communication	MCS1460 Introduction to Film
95	WEB10302 Fundamental English	ENG1001 Basic English Sentences and Essential Vocabulary in Daily Life
96	WEB20202 Professional English 1	ENG4401 Feature and Letter Writing in English
97	WEB20302 Professional English 2	ENG4101 Formal Discussion and Speech in English
98	WMD10101 Mandarin 1	CHI1001 Chinese 1
99	WMD10201 Mandarin 2	CHI1002 Chinese 2