

business

Bachelor of Business Administration (B.B.A)

Our BBA program

provides a fundamental education in business and management principles. The BBA program is designed to offer practical management training that prepares students to successfully work with leading organisations.

Fundamentals in global and international business functions including accounting, finance, marketing, organisation and human resource management, operations and production management, information technology, economics and statistics among other subjects

4-year

(8 semesters) full-time undergraduate program



Class size:
30-40 students

Concentration in three areas: entrepreneurship and innovation, international business management, and industrial business management

Learn from professional lecturers who specialise in various business fields.

Overseas training, internship in MNC's & international organisations.

Total 132 credits to complete the degree

General Education 30 credits
Major courses 96 credits
Free electives 6 credits

1,200 USD/semester
(10,000 USD for the entire program)

** 40,000 baht/semester
(320,000 baht for the entire program)

tuition fee



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study plan

Semester 1

Semester 2

Semester 3

Year 1

GENED Courses (Science and Mathematics Subjects)

GENED Courses (Social Subjects)
GENED Course (Humanity Subjects)
GENED Courses (Language Subjects)
Principles of Economics
Fundamentals of Managing Technology

GENED Courses (Science and Mathematics Subjects)

GENED Courses (Social Subjects)
GENED Courses (Language Subjects)
International Marketing Management
Principles of Management
Managerial Economics

Year 2

GENED Courses (Humanity Subjects)
GENED Courses (Language Subjects)
Principles of Accounting
Quantitative Analysis for Business
International Management of Organisations
Global Business Law And Ethics

GENED Courses (Language Subjects)
Managerial Accounting
Production and Operations Management
International Human Capital Management
Business Statistics
Management Information System

Year 3

Business Finance
International Supply Chain and Logistics Management

Business Research
Major Courses 1
Major Courses 2
Major Courses 3

Cross Cultural Management
Global Citizenship in The 21st Century
Global Strategic Management
Seminar in Business Administration

Major Courses 4
Major Courses 5

Industrial Training

Year 4

Co-operative Education
or
Independent Study
or
Special Project
Practical Training in Business Administration
(Case: Internships in The Country)
or
Oversea Training
(Case: Internships Abroad)

Major Courses 6
Major Courses 7
Major Courses 8
Major Courses 9
Free Elective Courses 1
Free Elective Courses 2



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study plan
Major Courses

Entrepreneurship and Innovation

- 14036201 Entrepreneurship and Venture Creation
- 14036202 Small Business Management
- 14036203 Managing Business Growth
- 14036204 Family Business Management
- 14036205 Social Entrepreneurship
- 14036206 Digital Business Innovation
- 14036207 Management of Innovation
- 14036208 Organisational Innovation and Change Management
- 14036209 Innovation Marketing
- 14036210 High-Tech Entrepreneurship and Innovation
- 14036211 Selected Topics in Entrepreneurship and Innovation 1
- 14036212 Selected Topics in Entrepreneurship and Innovation 2

Industrial Business Management

- 14036401 Green Manufacturing, Supply Chain and Logistic
- 14036402 Lean and Six Sigma Operational Excellent Mgt
- 14036403 Production and Operation Strategy
- 14036404 Decision Modelling for Operation Management
- 14036405 Industrial Production System and Process Mgt
- 14036406 Productivity Improvement Technical
- 14036407 Quality Management System
- 14036408 Operation Research
- 14036409 Industrial Safety and Environmental Mgt
- 14036410 Service Business Management
- 14036411 Industrial Psychology
- 14036412 Industrial Laws
- 14036413 Selected Topics in Industrial Business 1
- 14036414 Selected Topics in Industrial Business 2

International Business Management

- 14036301 International Trade and Global Legal Environment
- 14036302 International Business Management
- 14036303 Global Business Strategy
- 14036304 Organisation Development and Change Management
- 14036305 International Financial Management
- 14036306 International Economic Integration
- 14036307 International Operations Management
- 14036308 Mice, Trade show and Exhibition
- 14036309 International Business Negotiation
- 14036310 Selected Topics In International Business Management
- 14036311 Selected Topics In International Business Management2

