



*Bachelor of
Business
Administration
(B.B.A) in*

Global Entrepreneurship

**Total 123 credits
to complete the degree**

General Education 30 credits
Major courses 87 credits
Free electives 6 credits



1,550 USD/semester
(12,400 USD for the entire program)

**** 50,000 baht/semester
(400,000 baht for the entire program)**

Evolving business trends and technological advancements have shifted the business paradigms to explore opportunities of being disruptive considering as essential need and objective of business champions. In the recent trends, Industries have also witnessed, businesses which are unable to adapt innovation and technology have been replaced by the tech-startup companies and disruptive business companies, turning disruption as means of business survival.

Business Disruption is one of our Top Priorities and attracted the world's best talent to educate and train our prospective students for solving the industry problems and complex challenges using disruptive business ideas and strategies.



Global Entrepreneurship



○ study plan

YEAR 1

Semester 1

- English for management
- English for professional presentation
 - English for Marketing
 - Principle of Economics
- Cross Cultural Management
- International Human Capital Management

Semester 2

- English for Academic Purpose
- Development of Reading and Writing Skills in English
 - English for Business
 - Principle of Accounting
- International Marketing Management
- Global Citizenship in the 21st Century



YEAR 2

- Computer in Daily Life
- English for Communication
 - Thai Society and Culture
 - Business Finance
- Management Information System
- International Organizational Management and Behavior

- Knowledge Management
- Operations Management
- International Business Management
 - Elective Business Core 1
 - Elective Business Core 2
 - Free Elective Course 1



YEAR 3

- Business Ideation and Product Development for Entrepreneurs
- Global Business Law & Intellectual Property for Entrepreneurs
- Cost Analysis & Decision Making for Entrepreneurs
- Business Plan & Feasibility Study for Entrepreneurs
 - New Venture Creation
 - Free Elective Course 2

- Entrepreneurial Finance
 - Personal Finance for Entrepreneurs
- Pitching, Sales, and Presentation Skills for Entrepreneurs
 - E-commerce and E-CRM for Entrepreneurs
- Digital Marketing and Social Media for Entrepreneurs

Global Entrepreneurship

○ study plan

Semester 1

- Entrepreneurial Leadership and Strategy
- Creative Teamwork, Collaboration, and Networking For Entrepreneurs
- Performance Measurement For Entrepreneurial Firms
- Family Business and Transgeneration
- Sustainability For Social Entrepreneurs

Semester 2

- Alternative Education

YEAR

4

