



# BUSEM

SCHOOL OF ENTREPRENEURSHIP  
AND MANAGEMENT  
BANGKOK UNIVERSITY



School Of

Entrepreneurship and Management

Academic Year 2023

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## Where to Go for Help

Study Problems	<ul style="list-style-type: none"><li>- Chairperson</li><li>- Lecturers</li><li>- Counseling and Job Placement Division</li></ul>
GPA Lower than 1.75	<ul style="list-style-type: none"><li>- Counseling and Job Placement Division</li></ul>
Changing Free Elective Courses	<ul style="list-style-type: none"><li>- Director of Administrative Affairs</li></ul>
Course Contents and Names of Lecturers	<ul style="list-style-type: none"><li>- Program Coordinator</li></ul>
Reserve Officer Training Corps (ROTC)	<ul style="list-style-type: none"><li>- Educational Service and Student Welfare Office</li></ul>
GPA Computation	<ul style="list-style-type: none"><li>- Counseling and Job Placement Division</li></ul>
University's Rules and Regulations	<ul style="list-style-type: none"><li>- Director of Administrative Affairs</li><li>- Counseling and Job Placement Division</li></ul>
Library Services	<ul style="list-style-type: none"><li>- Central Library</li></ul>
Financial Problems	<ul style="list-style-type: none"><li>- Educational Service and Student Welfare Office</li></ul>
Sickness & Medical Emergency	<ul style="list-style-type: none"><li>- University's Infirmary</li></ul>
Psychological Advice	<ul style="list-style-type: none"><li>- Counseling and Job Placement Division</li></ul>
Lost & Found Items	<ul style="list-style-type: none"><li>- Educational Service and Student Welfare Office</li></ul>
Recommendation Letter	<ul style="list-style-type: none"><li>- International Affairs Office</li></ul>
Quarrel or Fight	<ul style="list-style-type: none"><li>- Student Development Division</li></ul>
Tutoring Session	<ul style="list-style-type: none"><li>- Student Services and International Exchange</li></ul>
Student's Incoming Mail / Package	<ul style="list-style-type: none"><li>- Educational Service and Student Welfare Office</li><li>- BUSEM Office</li></ul>
Other Problems	<ul style="list-style-type: none"><li>- Director of Administrative Affairs</li><li>- Counseling and Job Placement Division</li></ul>

### Locations of Helpers:

The Director of Administrative Affairs	- Building 9, 3 <sup>rd</sup> Floor
BUSEM Office	- Building 9, 3 <sup>rd</sup> Floor
BUSEM Faculty Office	- Building 9, 3 <sup>rd</sup> Floor
BU International Faculty Office	- Building 4, 4 <sup>th</sup> Floor
Student Services and International Exchange	- Building 8, 1 <sup>st</sup> Floor
Educational Service and Training, Student Welfare Office	- Building 7, 4 <sup>th</sup> Floor
Central Library	- Building 5, 2 <sup>nd</sup> Floor
Counseling and Job Placement Division	- Building 8, 1 <sup>st</sup> Floor
Student Development Division	- Building 8, 1 <sup>st</sup> Floor

## Grade Point Average Computation

There are two types of Grade Point Average (GPA):

1. Grade Point Average is an average of grade points for each semester.
2. Cumulative Grade Point Average is an average of grade points of all attended semesters.

### How to Calculate GPA

1. Replace grades with the quality points as shown below:

Grade	Achievement Rate	Quality Points
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Fairly Good	2.50
C	Fair	2.00
D+	Poor	1.50
D	Very Poor	1.00
F	Failed	0

### Other letter symbols used include:

“W” indicates withdrawal and its credits will not be calculated.

“S” indicates satisfactory work completed.

“I” indicates incomplete, used in case a student fails to complete an assignment within time limitation.

An “I” grade must be changed to completed grade within three weeks.

Otherwise, the grade will automatically become an “F”

“U” indicates unsatisfactory (some courses must be repeated to obtain grade “S”)

“AUD” indicates non-credit registration (Students must be granted permission from the Dean of BUSEM to audit a class.)

“CS” indicates credits obtained from a standardized test.

“CE” indicates credits obtained from Exams.

“CT” indicates credits obtained from Training.

2. Multiply each grade by its credits.
3. Add up all result from Step No.2.
4. Divide the total number of grade points (Step No.3) by the total number of credits.

## How to Calculate Cumulative Grade Point Average

The cumulative grade point average is calculated by dividing the total number of grade points by the total number of credits earned.

### Example

#### 1<sup>st</sup> Semester

Course	Credits	Grades	Grade Points
Communicative English	3	A	$4 \times 3 = 12$
Ethics	3	C	$2 \times 3 = 6$
Critical Reading	3	B+	$3.5 \times 3 = 10.5$
Man and Environment	3	C	$2 \times 3 = 6$
Politics and Government	3	B	$3 \times 3 = 9$
Fundamental Mathematics	3	D+	$1.5 \times 3 = 4.5$
18			48
<hr/>			
Grade point average of the 1 <sup>st</sup> semester	=	$\frac{48}{18}$	= 2.66



### Example

#### 2<sup>nd</sup> Semester

Course	Credits	Grades	Grade Points
Intercultural Studies	3	D	$1 \times 3 = 3$
College Writing	3	C+	$2.5 \times 3 = 7.5$
Critical and Creative Thinking	3	C+	$2.5 \times 3 = 7.5$
Management	3	B	$3 \times 3 = 9$
General Psychology	3	A	$4 \times 3 = 12$
Introduction to Language	3	C	$2 \times 3 = 6$
18			45

$$\text{Grade point average of the 2<sup>nd</sup> semester} = \frac{45}{18} = 2.50$$

$$\begin{aligned} \text{Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters} &= \\ &= \frac{48}{18} + \frac{45}{18} = \frac{93}{36} \\ &= 2.58 \end{aligned}$$

Note: Only 2 decimal points will be used without rounding off.

### GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn course.

#### Example

##### 1<sup>st</sup> Semester

Course	Credits	Grades	Grade Points
Communicative English	3	A	$4 \times 3 = 12$
Ethics	3	C	$2 \times 3 = 6$
Critical Reading	3	B+	$3.5 \times 3 = 10.5$
Man and Environment	3	D+	$1.5 \times 3 = 4.5$
Marketing	3	B	$3 \times 3 = 9$
General Psychology	3	W	-
<b>18</b>			<b>42</b>

$$\text{Grade point average of the 1}^{\text{st}} \text{ semester} = \frac{42}{15} = 2.80$$

#### Example

##### 2<sup>nd</sup> Semester

Course	Credits	Grades	Grade Points
Intercultural Studies	3	A	$4 \times 3 = 12$
College Writing	3	C	$2 \times 3 = 6$
Critical and Creative Thinking	3	B	$3 \times 3 = 9$
Management	3	D+	$1.5 \times 3 = 4.50$
Computer and Information Technology	3	C	$2 \times 3 = 6$
Introduction to Language	3	W	-
<b>18</b>			<b>37.50</b>

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{37.5}{15} = 2.50$$

$$\begin{aligned} \text{Cumulative Grade point average of both 1}^{\text{st}} \text{ and 2}^{\text{nd}} \text{ semesters} &= \frac{42}{15} + \frac{37.5}{15} \\ &= \frac{79.5}{30} = 2.65 \end{aligned}$$

### Failed Courses and Repeated Courses

All courses given an “F” grade will be recorded on students’ transcripts and calculated for both GPA and cumulative GPA as below :

#### Example

##### 1<sup>st</sup> Semester

Course	Credits	Grades	Grade Points
Communicative English	3	A	$4 \times 3 = 12$
Ethics	3	C	$2 \times 3 = 6$
Critical Reading	3	B+	$3.5 \times 3 = 10.5$
Man and Environment	3	C	$2 \times 3 = 6$
Marketing	3	B+	$3.5 \times 3 = 10.5$
General Psychology	3	F*	$0 \times 3 = 0$
18			42

$$\text{Grade point average of the 1<sup>st</sup> semester} = \frac{42}{18} = 2.33$$

#### Example

##### 2<sup>nd</sup> Semester

Course	Credits	Grades	Grade Points
Intercultural Studies	3	D	$1 \times 3 = 3$
College Writing	3	C+	$2.5 \times 3 = 7.5$
Critical and Creative Thinking	3	C+	$2.5 \times 3 = 7.5$
Computer and Information Technology	3	B	$3 \times 3 = 9$
Introduction to Economics	3	A	$4 \times 3 = 12$
General Psychology	3	C*	$2 \times 3 = 6$
18			45

$$\text{Grade point average of the 2<sup>nd</sup> semester} = \frac{45}{18} = 2.50$$

$$\text{Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters} = \frac{\frac{42}{18} + \frac{45}{18}}{2} = \frac{87}{36} = 2.39$$

\* Students may repeat failed courses in later semesters.

The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

## Summer Term

Credits earned during a summer session will be calculated as follows :

### Example

#### 1<sup>st</sup> Semester

Course	Credits	Grades	Grade Points
Communicative English	3	A	$4 \times 3 = 12$
Ethics	3	D+	$1.5 \times 3 = 4.5$
General Psychology	3	B+	$3.5 \times 3 = 10.5$
Man and Environment	3	C+	$2.5 \times 3 = 7.5$
Politics and Government	3	B	$3 \times 3 = 9$
Critical Reading	3	F*	$0 \times 3 = 0$
18			43.5

$$\text{Grade point average of the 1}^{\text{st}} \text{ semester} = \frac{43.5}{18} = 2.41$$

### Example

#### 2<sup>nd</sup> Semester

Course	Credits	Grades	Grade Points
Intercultural Studies	3	C	$2 \times 3 = 6$
College Writing	3	B	$3 \times 3 = 9$
Critical and Creative Thinking	3	D+	$1.5 \times 3 = 4.5$
Management	3	A	$4 \times 3 = 12$
Introduction to Language	3	C	$2 \times 3 = 6$
15			37.5

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{37.5}{15} = 2.50$$

$$\text{Cumulative grade point average of both 1}^{\text{st}} \text{ and 2}^{\text{nd}} \text{ semesters} = \frac{43.5}{18} + \frac{37.5}{15} = \frac{81}{33} = 2.45$$

## Summer Term

Course	Credits	Grades	Grade Points
Marketing	3	A	4 x 3 = 12
Critical Reading	3	C*	2 x 3 = 6
	6		18

Grade point average of the summer term	=	$\frac{18}{6}$	= 3.00
Cumulative grade point average	$\frac{43.5}{15} + \frac{37.5}{15}$	=	$\frac{18}{6}$ = $\frac{99}{36}$ = 2.75

### Caution

Students are strongly encouraged to keep track of their GPAs attentively.

## ACADEMIC REGULATIONS

### Academic System

Bangkok University's School of Entrepreneurship and Management (BUSEM) offers classes with two compulsory fourteen-week semesters and an optional summer term in one academic year. The primary purposes of summer term are to offer courses to students who wish to repeat failed courses in mandatory semesters or to students who fail to register in particular courses in a semester as indicated in the degree plan.

### Transfer Students/Credits

Applicants seeking to transfer credits must meet the following requirements:

- collect at least 12 credits from previous institutions;
- have a cumulative GPA of 2.00 or higher;
- submit the following application documents to Bangkok University:
  - \* A transcript from previous college or university
  - \*A copy of English-translated high school transcript
  - \*Course descriptions of courses taken at previous college or university
  - \*A letter of recommendation
  - \*A copy of national ID card or passport
  - \*Three one - inch photos
  - \*TOEFL, IELTS, CU-TEP, TU-GET, SAT scores (optional)\*

Courses that are eligible for transfer must be given grade "C" or higher. Courses can be transferred up to maximum of 90 credits. Transfer students must register at least one academic year with BU international before graduation. Transfer students are NOT eligible for honor degrees.

\* TOEFL, CU-TEP or TU-GET score of 550 or IELTS score of 5.5 in each part can be transferred as IEN105 Communicative English. However, the grade will be recorded as "CS"(credits from a standardized test) on the transcript, and will not be calculated for GPA.

### Classification of Students

Students are classified on the basis of the following numbers of

Credits completed:

Classification	Credits attained
Freshmen	0 - 33
Sophomores	34 - 66
Juniors	67 - 99
Seniors	100 or above

### **Course Load**

Students must enroll for the minimum course load of 12 credits per semester. They can enroll for up to 22 credits in each semester.

### **Probationary Status**

Probationary students are those who achieve a cumulative grade point average (CUM. GPA) between 1.50 - 1.74. The probationary students are required to obtain a cumulative GPA of 1.75 or higher at the end of each semester, or they will be dismissed.

Probationary students must contact the Counseling Department for guidelines and assistance. Probationary students are not allowed to register for more than 16 credits in the first and second semesters and 10 credits in summer term.

### **Registration**

1. Students are obliged to register within the registration period and pay for tuition and fees before the deadline indicated on the registration receipt.
2. Registration in a course with prerequisite requirements must meet the requirements, otherwise the registration will be cancelled.
3. Students may register for up to 22 credits, but not less than 12 credits in the first and second semesters. For summer term, students may register for up to 9 credits.
4. Students who cannot register for courses within the registration periods by themselves are advised to authorize a guardian or a friend to register at the Records Office on their behalf during the registration period.
5. Students who fail to register during the registration periods can seek an approval from the Director of Administrative Affairs for late registration within the first week of each semester. However, late registration is subject to the availability of courses.
6. Probationary students must receive an approval from a counselor at the Counseling Department prior to the registration.
7. Students who do not want to register in the first or second semester must apply for an academic leave or their student status will be terminated.

### **Adding Courses**

1. Adding must be done within the Adding and Dropping period, which is scheduled in the first week of every semester.
2. Students who wish to add courses must fill out the Adding/ Dropping Form (RO. 021), which is available at the Records Office.
3. Students cannot add courses totaling more than 22 credits per semester in the first and second semesters, or 9 credits in summer term.



### **Dropping Courses**

1. Dropping courses must be done within the Adding and Dropping period, which is scheduled during the first week of every semester.
2. Students who wish to drop courses must fill out the Adding/ Dropping Form (RO. 021), which is available at the Records Office.
3. After dropping courses, students must still maintain the minimum of 12 credits for the first and second semesters. If a student registers for less than 12 credits in the first and second semesters, the dropping will be forfeited.
4. After dropping is finalized, 40% of tuition and fees will be refunded to a student's account. Dropped courses will not be listed in a student's transcript.

### **Withdrawing Courses**

1. The withdrawal period starts from the third week after the midterm examination until the last Saturday of the semester before the final examination in the first and second semesters.
2. The letter symbol "W" will appear on the transcript for withdrawn courses.
3. After withdrawal, students must maintain the minimum course load of 12 credits for the first and second semesters.
4. Special withdrawal must be approved by the Director of Administrative Affairs.

### **Refund Policy**

1. 100% of tuition and fees will be refunded to students who register in a course which is later cancelled by the University.
2. 40% of tuition and fees will be refunded to students who drop a course within the Adding and Dropping period, which is scheduled in the first week of every semester.

### **Time Limitation**

Students must complete the degree programs within eight academic years, but not less than three academic years, from the date of initial enrollment.

### **Class Attendance Policy**

Students are expected to attend classes regularly and attendance will be considered as part of the participation for grading purposes. In case of illness, students are required to submit a doctor's certificate to lecturers for verification.

## **Academic Evaluation**

The academic evaluation of students is normally undertaken at the end of each semester, except for the first-year students whose assessment will be done at the end of their full second semester. Summer terms are included in semester calculation for first-year students whether concluding or intervening semesters.

Students in good standing are expected to attain a GPA of not less than 1.75

Probationary students are those who obtain a GPA of less than 1.75 from the total credits attempted.

## **Request for a Comprehensive 100% Final Examination**

Students who fail to take the midterm examination are eligible to take a comprehensive 100% final examination for the following reasons:

1. Severe sickness that requires urgent medical attention or an admission to hospital services. In such case, medical certification is required;
2. Accident that causes severe injury or requires the student's presence at the place where the accident occurs in order to solve the problem;
3. Severe illness, grave accident, or death of the student's parents or guardians who give financial support to the student;
4. Students' financial catastrophe

Students who are absent due to one of these reasons are eligible to have a comprehensive 100% final examination by reporting the absence for the midterm examination together with credible evidence within 5 days after the absence. However, postponement for the submission of evidence may be acceptable. The Director of Administrative Affairs will determine the student's request within 5 working days after the midterm examination.

5. National athletes who have to take a leave to attend a competition, or students who are granted a scholarship to study abroad and have to depart during the midterm examination, must notify the Director of sports and Students Activities Office or the Director of Administrative Affairs for approval by the Director of Administrative Affairs, BUSEM for the absence.

Students who miss the final examination are not allowed to have a make-up final examination. Students must instead request a special withdrawal from the Director of Administrative Affairs, BUSEM within 5 days after their absence from the final examination.

## **Failure and Repetition**

Students who fail in General Education and Professional Foundation, including Major Requirement courses must repeat the courses until grade “D” or higher is given. Students who fail in Major Elective, and Free Elective courses may repeat the same courses or select other new courses.

Students may also repeat courses previously given “D” in order to improve their GPA. Nevertheless, the grades from previous semesters will appear on the transcript. Students are eligible for course repetition after a minimum of 12 credits are earned.

## **Dismissal**

The following students are subject to dismissal:

1. Students with a cumulative grade point average of less than 1.50 assessed at the end of each semester (with the exception of the first semester of the first year)
2. Probationary students with a cumulative grade point average of less than 1.75 evaluated at the end of each academic year
3. Students with a cumulative grade point average of less than 2.00 calculated at the end of the 8th academic year
4. Students’ death
5. Voluntary resignation
6. Expulsion

## **Academic Dishonesty**

Academic dishonesty includes such practices as cheating on examinations, plagiarism, or committing any act proved to be dishonest. The student’s acts considered as “cheating on the exam” include:

1. bringing any notes, written paper or technology which has a content related to the content of that course into the examination room;
2. passing examination papers to other students, or copying answers from other students’ examination papers, or attempting to copy answers from other students’ examination papers;
3. taking the examination on behalf of somebody else.

Any student proved dishonest will receive an “F” grade for that course. He/She is also liable to be suspended for one academic year. This period of suspension includes the summer session. In a serious case, the student will be dismissed.

## Plagiarism Policy

Guidelines for education about, and management of, plagiarism

- a. Suggested definition of plagiarism
- b. BUSEM's and BU International approach to plagiarism
- c. Levels of plagiarism and action to be taken

### a. Suggested definition of plagiarism

For the purposes of this policy, plagiarism could be defined as:

“The representation of another person's work, without acknowledgement of the source, as the student's own for the purposes of satisfying formal assessment requirements.”

<http://www.staffsunion.com/news/article/Plagiarism-know-the-rules/>

### b. BUSEM's approach to plagiarism

BUSEM's approach to managing plagiarism is educative rather than punitive.

\* students should understand:

- what plagiarism is
- how to avoid it
- what BUSEM and BU International's policy is and the penalties that apply

### c. Levels of plagiarism and action to be taken

(derived from:

[http://www.lc.unsw.edu.au/plagiarism/plagiarism\\_STUDENTBOOK.pdf](http://www.lc.unsw.edu.au/plagiarism/plagiarism_STUDENTBOOK.pdf)

<http://www.newcastle.edu.au/policylibrary/000608.html>)

Suggested levels of plagiarism and action to be taken are:

#### Level 1

Where the plagiarism is significant (i.e. meets BUSEM's and BU International definition) and a first occurrence and the student is at first or second year level:

#### Response:

1. counsel the student and
2. require the student to revise the item and resubmit

## **Level 2**

Where a second instance of plagiarism occurs or the student is in the third or fourth year:

### **Response:**

1. issue a verbal warning and
2. return the item unmarked to the student for rewrite and resubmit or
3. deduct marks or award no marks for the assignment (with no rewrite offered)

## **Level 3**

Where the plagiarism is extensive and the student is in the third or fourth year or a third instance of plagiarism has occurred irrespective of the level of the student:

### **Response:**

1. return the item unmarked to the student with written explanation of the plagiarism and
2. deduct marks or award no marks for the assignment (no rewrite)

## **Readmission of Students**

Any student who withdraws or leaves before the completion of the course of studies may be readmitted by notifying the Records Office before the opening of the new academic year. Students have to give their grounds for readmission to the Director of Administrative Affairs for approval.

Readmitted students must complete the university's current curriculum. Relevant credits from a previous major are transferable to the same or a new major. Further readjustment to the present curriculum will be considered by the Director of Administrative Affairs or the Vice President for BU International.

## **Readmission Requirements**

Former students seeking readmission to Bangkok University must have good behavior and academic records and contact the university one month before the oncoming academic year. They must not have left the university for a period longer than five years.

## **Transfer of Major/Field of Study**

Students who wish to transfer from their current major to a new major within BU must have completed a minimum of two semesters in their former major.

Approval of a transfer requires a student to submit a request form. Additionally, the Dean's approval is required for a transfer to Computer Graphics and Multimedia major. The student has to make sure that all the procedures have been followed to ensure registration in the next semester. Completed courses in which credits can be transferred must have a course content equivalent to that required in the curriculum of the new school.

## **Academic Leave**

Students may be eligible to take academic leave for one of the following reasons:

- Severe illness supported by a doctor's letter indicating instant medical care is required;
- Participation in the university exchange programs or receiving overseas scholarships;
- Failure to register in a particular semester within the registration period;
- A family or personal crisis.

Students who want to take academic leave must file an academic leave request along with the required document at the Records Office within the scheduled period in each semester. For more information, check with the Academic Calendar for BU International at <http://recordsoffice.bu.ac.th/>.

## **Graduation**

All students eligible to apply for graduation must maintain a minimum GPA of 2.00 within eight years after the enrollment. Once they complete all academic requirements, students must apply to the Records Office for graduation, and make a formal request for degree conferment.

## **Degree Pursuit**

Students who are qualified for a diploma can earn a bachelor's degree by repeating the same courses and obtaining a grade of "C". Alternatively they may register in other courses with prior approval of the Dean of the particular school. They must earn a GPA of not less than 2.00 within eight years after the enrollment.

Students who have completed the program; however, earned a GPA of between 1.50 - 1.99 can only apply for a certificate of course completion.

## **Requirements for Honors**

### **- First Class Honors**

Students who fulfill all the requirements for graduation within eight academic semesters, and have obtained a GPA of 3.50 or above, will be awarded First Class Honors. Those with the grade of D, D+, F, U or if they repeat a course for any reason will not be eligible for the First Class Honors. Transferred students are also not eligible for First Class Honors.

### **- Second Class Honors**

Students who complete all the requirements for graduation within eight academic semesters, and obtain a GPA of 3.25 or above, will be awarded Second Class Honors. Those with the grade of F, U or if they

repeat a course for any reason are not eligible for Second Class Honors.

Transfer students, students studying for a second degree, continuing program students, and students who concurrently enroll at other universities are not eligible for honors.

## Code of Conduct

Students must adhere to the following University Code of Conduct:

1. Students must abide by the university rules and regulations, and official announcements made by university officers or lecturers.
2. Students must dress in the school uniform when attending class, using university's facilities, and taking examinations, and they must carry their student ID card at all times and must be ready to show it when asked.
3. Students must treat all lecturers and university officers with respect.
4. Students must not gamble or be involved in any gambling activities.
5. Students must not carry weapons or dangerous items of any kind.
6. Students must not bring or drink any alcoholic beverage on university premises.
7. Students must not bring or use any illegal drug on campus.
8. Students must not commit any crime or be with a person or persons who have committed crime which could bring the university into disrepute.
9. Students must not be infected with deadly contagious diseases or diseases that are socially unacceptable. In case of suspected infection, the university's executives, or the Director of Student Services and Activities or Student Advisors, can require a thorough medical examination.
10. Students must not be present in a place that is recognized as morally inappropriate.
11. Students must not be involved in any activities considered violent, including bullying, intimidation, taunting, verbal abuse or the use of threat of violence towards any person.
12. Students must behave in a socially acceptable manner in public, and must not act in a way that is considered sexually offensive or which is offensive to those with learning and/ or physical disabilities.
13. Students are required to seek approval from the university before they stage a performance of any kind.
14. Students are required to seek approval from the university before they hold a large gathering on campus.
15. Students are required to seek approval from the university before they publish any materials.



Students who are found to have violated the code of conduct in any way are subject to the following penalties:

1. Reprimand or a notification to parents or guardians;
2. Probation;
3. Deduction of grade;
4. Suspension;
5. Exclusion from final examination;
6. Withholding of degree;
7. Dismissal.

Curriculum

Entrepreneurship Major

Degree Plan  
Bangkok University School of Entrepreneurship and  
Management  
B.B.A. in Entrepreneurship Program

**Total Number of Credits**

General Education	30 credits
Professional Education	96 credits
Core Courses	54 credits
Major Requirements	30 credits
Major Electives	12 credits
Free Electives	6 credits
Total	132 credits

## **Prerequisite**

There are 2 kinds of prerequisite courses:

A student has enrolled in that prerequisite course and passed it with a grade of at least D;

A student has enrolled in that course and obtained at least a grade of "F" ("W" is unacceptable.)

Consult your degree plan regarding prerequisite courses. Having registered in a course without fulfilling prerequisite requirement first will cause a registration cancellation.

## List of Courses for Bachelor of Business Administration Program in Entrepreneurship

### 1. General Education: 30 credits

Code	Course	Credits	Grade	Prerequisite
IEN 106	The Art of Writing	3		
IEN 107	Critical Reading and Writing	3		
IEN 108	Persuasive Presentation	3		
IGE 101	Thinking Skills for Lifelong Learning	3		
IGE 102	Citizenship and Social Transformation	3		
IGE 103	Technology and Innovation	3		
IGE 104	Aesthetics and Well-being for Life	3		
IGE 105	Global Alliance and Emerging Issues	3		
IGE 106	Financial Literacy and Sustainable Development	3		
IGE 107	Entrepreneurial Spirit and Leadership Skills	3		
Total		30	Credits	

## 2. Professional Education: 96 credits

### 2.1 Core Course 54: credits

Code	Course	Credits	Grade	Prerequisite
EPI 103	Understanding Accounting for Entrepreneurs	3		
EPI 201	Entrepreneurial Finance	3		
EPI 205	Advance Financial and Accounting for Entrepreneurs	3		EPI201 or Dean's Approval
EPI 301	Fundamental of Economics	3		
EPI 404	Legal Aspects in Entrepreneurship	3		
EPI 202	Basic Research Methods in Entrepreneurship	3		
EPI204	Business Research for Entrepreneurs	3		
EPI101	Creative Thinking and Developing Entrepreneurial Opportunities	3		
EPI 102	Foundations of Entrepreneurship	3		
EPI 104	New Product and Service Development	3		
EPI 203	Business Planning	3		EPI206 or Dean's Approval
EPI 206	Entrepreneurial Marketing	3		EPI102 or Dean's Approval
EPI 207	Production and Operations Management	3		EPI102 or Dean's Approval
EPI 302	Innovation and Technologies for Entrepreneurs	3		EPI101 or Dean's Approval
EPI 303	Social Entrepreneurship	3		
EPI 401	Business Strategy and Sustainable Growth	3		EPI203 or Dean's Approval
EPI 402	Entrepreneurship and Global Opportunities	3		
EPI 403	Human Capital Management for Entrepreneurs	3		
Total		54	Credits	

## 2.2 Major Requirement: 30 Credits

Code	Course	Credits	Grade	Prerequisite
EPI 151	Business Workshop and Consulting for Entrepreneurs I	0		
EPI 152	Business Workshop and Consulting for Entrepreneurs II	0		EPI151 or Dean's Approval
EPI 153	New Business Venture Creation	3		EPI102 or Dean's Approval
EPI 251	Business Workshop and Consulting for Entrepreneurs III	0		EPI151 and EPI152 or Dean's Approval
EPI 252	Business Workshop and Consulting for Entrepreneurs IIII	0		EPI151, EPI152, and EPI251 or Dean's Approval
EPI 253	Brand Management	3		
EPI 351	Business Workshop and Consulting for Entrepreneurs V	0		EPI151, EPI152, EPI251, and EPI252 or Dean's Approval
EPI 352	Business Workshop and Consulting for Entrepreneurs VI	0		EPI151, EPI152, EPI251, EPI252, and EPI351 or Dean's Approval
EPI 353	Art of Selling and Negotiation	3		
EPI 354	Digital Economy Strategies for Entrepreneurs	3		EPI206 or Dean's Approval
EPI 355	Entrepreneurial Business Experience I	3		EPI203 and EPI205 or Dean's Approval
EPI 356	Entrepreneurial Business Experience II	3		EPI355 or Dean's Approval
EPI 357	Strategic Marketing Management for Entrepreneurs	3		EPI206 or Dean's Approval

EPI 451	Business Workshop and Consulting for Entrepreneurs VII	0		EPI151, EPI152, EPI251, EPI252, EPI351, and EPI352 or Dean's Approval
EPI 452	Business Workshop and Consulting for Entrepreneurs VIII	0		EPI151, EPI152, EPI251, EPI252, EPI351, EPI352, and EPI451 or Dean's Approval
EPI 453	Entrepreneurial Venture Funding	3		
EPI 454	Family Business	3		
EPI 455	Risk, Crisis Management and Business Continuity Planning	3		
Total		30	Credits	



### 2.3 Major Elective 12 Credits

Code	Course	Credits	Grade	Prerequisite
EPI 501	Asia Countries and New Emerging Market Countries Study for Entrepreneurs	3		
EPI 502	Digital Transformation	3		
EPI 503	Corporate Entrepreneurship	3		
EPI 504	Customer Relationship Management	3		
EPI 505	Data Science and Business Analysis	3		
EPI 506	Digital Marketing for Entrepreneurs	3		
EPI 507	Entrepreneurial Diagnosis and Business Consulting	3		
EPI 508	Entrepreneurial Internship	3		
EPI 509	Entrepreneurship in the Global Economy	3		
EPI 510	Environmental Sustainability and Social Responsibility	3		
EPI 511	Foundations of Management	3		
EPI 512	Independent Study	3		
EPI 513	Innovation and Intrapreneurship	3		
EPI 514	Leadership and Organization Behavior	3		
EPI 515	Managing a Growing Business	3		
EPI 516	Networking, Relationships and Cluster Management	3		
EPI 517	Personal Finance Management	3		
EPI 518	Research in Entrepreneurship	3		
EPI 519	Seminar in Entrepreneurship	3		
EPI 520	Special Topics in Entrepreneurship	3		
EPI 521	Supply Chain and Logistics Management	3		

EPI 522	Wealth Management	3		
EPI 523	Pitching and Presentation Skills	3		
EPI 525	Marketing Channel and Retail Business for Entrepreneurs	3		
EPI 526	Creative Packaging Design for Entrepreneurs	3		
Total		12	Credits	

### 3. Free Electives 6 Credits

Code	Course	Credits	Grade	Prerequisite
EPI 571	Building Social Network in Digital World	3		
EPI 572	Business Professional Skills	3		
EPI 573	Enneagram for Entrepreneurs	3		
EPI 574	Gemology for Life and Business	3		
EPI 575	Health and Wellness Management	3		
EPI 576	Physiognomy and Fengshui	3		
EPI 577	Real Estate Management	3		
EPI 578	Social Interaction and Personality Development	3		
Total		6	Credits	

Regular Track

Regular Track  
Program of Study  
School of Entrepreneurship and Management (International Program)  
2023 Entrants  
First Year  
First Semester

Course Number	Course Title	1 <sup>st</sup> Batch		2 <sup>nd</sup> Batch	
		General	Intern	General	Intern
EPI 102	Foundations of Entrepreneurship	3			
EPI 151	Business Workshop and Consulting for Entrepreneurs I	0			
IEN 106	The Art of Writing	3			
IEN 107	Critical Reading and Writing	3			
IEN 108	Persuasive Presentation	3			
IGE 101	Thinking Skills for Lifelong Learning	3			
		15			

Second Semester

Course Number	Course Title	1 <sup>st</sup> Batch		2 <sup>nd</sup> Batch	
		General	Intern	General	Intern
EPI 101	Creative Thinking and Developing Entrepreneurial Opportunities	3		3	
EPI 102	Foundations of Entrepreneurship			3	
EPI 103	Understanding Accounting for Entrepreneurs	3		3	
EPI 104	New Product and Service Development	3		3	
EPI 151	Business Workshop and Consulting for Entrepreneurs I			0	
EPI 152	Business Workshop and Consulting for Entrepreneurs II	0		0	
EPI 153	New Business Venture Creation	3			
IGE 102	Citizenship and Social Transformation	3		3	
IGE 103	Technology and Innovation	3		3	
IGE 104	Aesthetics and Well-being for Life	3		3	
		21		21	

## Second Year

### First Semester

Course Number	Course Title	1 <sup>st</sup> Batch		2 <sup>nd</sup> Batch	
		General	Intern	General	Intern
EPI 201	Entrepreneurial Finance	3		3	
EPI 202	Basic Research Methods in Entrepreneurship	3		3	
EPI 206	Entrepreneurial Marketing	3		3	
EPI 251	Business Workshop and Consulting for Entrepreneurs III	0		0	
IGE 101	Thinking Skills for Lifelong Learning			3	
IGE 105	Global Alliance and Emerging Issues	3		3	
IGE 106	Financial Literacy and Sustainable Development	3		3	
IGE 107	Entrepreneurial Spirit and Leadership Skills	3		3	
		<b>18</b>		<b>21</b>	

### Second Semester

Course Number	Course Title	1 <sup>st</sup> Batch		2 <sup>nd</sup> Batch	
		General	Intern	General	Intern
EPI 153	New Business Venture Creation			3	
EPI 203	Business Planning	3		3	
EPI 204	Business Research for Entrepreneurs	3		3	
EPI 205	Advance Finance and Accounting for Entrepreneurs	3		3	
EPI 207	Production and Operations Management	3		3	
EPI 252	Business Workshop and Consulting for Entrepreneurs IV	0		0	
EPI 253	Brand Management	3		3	
		<b>15</b>		<b>18</b>	

**Third Year**  
First Semester

Course Number	Course Title	1 <sup>st</sup> Batch		2 <sup>nd</sup> Batch	
		General	Intern	General	Intern
EPI 301	Fundamental of Economics	3		3	
EPI 302	Innovation and Technologies for Entrepreneurs	3		3	
EPI 303	Social Entrepreneurship	3		3	
EPI 351	Business Workshop and Consulting for Entrepreneurs V	0		0	
EPI 355	Entrepreneurial Business Experience I	3		3	
XXX XX1	Free Elective 1	3		3	
IEN 106	The Art of Writing			3	
IEN 107	Critical Reading and Writing			3	
		<b>15</b>		<b>21</b>	

Second Semester

Course Number	Course Title	1 <sup>st</sup> Batch		2 <sup>nd</sup> Batch	
		General	Intern	General	Intern
EPI 352	Business Workshop and Consulting for Entrepreneurs VI	0		0	
EPI 353	Art of Selling and Negotiation	3		3	
EPI 354	Digital Economy Strategies for Entrepreneurs	3		3	
EPI 356	Entrepreneurial Business Experience II	3		3	
EPI 357	Strategic Marketing Management for Entrepreneurs	3		3	
EPI XX1	Major Elective 1	3		3	
XXX XX2	Free Elective 2	3		3	
		<b>18</b>		<b>18</b>	



**Fourth Year**  
First Semester

Course Number	Course Title	1st Batch		2nd Batch	
		General	Intern	General	Intern
EPI 401	Business Strategy and Sustainable Growth	3		3	
EPI 402	Entrepreneurship and Global Opportunities	3		3	
EPI 404	Legal Aspects in Entrepreneurship	3		3	
EPI 451	Business Workshop and Consulting for Entrepreneurs VII	0		0	
EPI 453	Entrepreneurial Venture Funding	3		3	
IEN 108	Persuasive Presentation			3	
EPI XX2	Major Elective 2	3		3	
EPI XX3	Major Elective 3	3		3	
		<b>18</b>		<b>21</b>	

Second Semester

Course Number	Course Title	1 <sup>st</sup> Batch		2 <sup>nd</sup> Batch	
		General	Intern	General	Intern
EPI 403	Human Capital Management for Entrepreneurs	3		3	
EPI 452	Business Workshop and Consulting for Entrepreneurs VIII	0		0	
EPI 454	Family Business	3		3	
EPI 455	Risk, Crisis Management and Business Continuity Planning	3		3	
EPI XX4	Major Elective 4	3		3	
		<b>12</b>		<b>12</b>	

**Remark** - Special project maintenance

Period	Fee (Baht)
First Year First Semester	-
First Year Second Semester	7,500
Second Year First Semester	6,500
Second Year Second Semester	9,500
Third Year First Semester	12,500
Third Year Second Semester	17,000
Fourth Year First Semester	17,000
Fourth Year Second Semester	10,000

The students who attend the university in the first batch will have to pay for it on the second semester of the first year and the students who attend the university in the second batch (the second semester) will have to pay on their first semester.

Course	Per Credit (Baht)	Laboratory (Baht)
EPI203, EPI355, EPI356	2,100	5,000
EPI151, EPI152, EPI251, EPI252, EPI351, EPI352, EPI451, EPI452	-	4,000
EPIxxx	2,100	-
General Education	2,000	-

## Student's Academic Record

[illegible]