



Degree Plan

Bachelor of Business Administration (BBA)

Student's Name

Student's ID No.

Student's Manual

Table of Contents

Topics	Page
Where to Go for Help	4-5
Grade Point Average Computation	6-12
Academic Regulations	
- Academic System	13
- Transfer Students/Credits	13
- Classification of Students	14
- Course Load	14
- Probationary Status	14
- Registration	14
- Adding Courses	15
- Dropping Courses	15
- Withdrawing Courses	15
- Refund Policy	16
- Time Limitation	16
- Class Attendance Policy	16
- Academic Evaluation	16
- Request for a Comprehensive 100% Final Examination	17
- Failure and Repetition	17
- Dismissal	18
- Academic Dishonesty	18
Plagiarism Policy	19
Readmission of Students	20
Readmission Requirements	21
Transfer of Major/Field of Study	21
Academic Leave	21
Graduation	22
Degree Pursuit	22
Requirements for Honors	
- First Class Honors	22
- Second Class Honors	22
Code of Conduct	23
BBA Curriculum	25-75

Where to Go for Help

Issue:	Contact Person:
Study Problems	Lecturers / Chairperson
GPA Lower than 1.75	Lecturers
Changing Free Elective/Withdraw All Courses	Associate Dean / Dean of Bangkok University International
Reserve Officer Training Corps (ROTC)	Center of Holistic Student Development
University's Rules and Regulations	The Dean of BU International / Chairperson / One-Stop-Service Office
Library Services	Surat Osathanugrah Library
Financial Problems Development	Center of Holistic Student Development
Sickness & Medical Emergency	University's Infirmary
Psychological Advice	Center of Holistic Student Development
Lost & Found Items	Center of Holistic Student Development
Recommendation Letter	International Affairs Office
Internship Opportunities	Internship Office
Academic Advising	Academic Advisor / Faculty Advisor
Housing Assistance	Student Affairs Office
Student Clubs	Student Activities Office
IT Support	IT Helpdesk
Language Support	Language Learning Center
Cultural Events and Activities	Student Affairs Office
Safety and Security Concerns	Campus Security Office
Quarrel or Fight	Chairperson / Associate Deans
Other Problems	Chairperson / Associate Deans

Location of Contact Person

- The Dean of BU International - Building C6, 5th Floor
- Associate Deans - Building C6, 5th Floor
- Chairperson - Building C6, 5th Floor
- International Center - Building C6, 1st Floor
- International Office - Building C6, 1st Floor
- BUI Faculty Office - Building C6, 5th Floor
- One-Stop-Service Office - Building A3, A6, 1st Floor
- Student Affairs Office - Building A6, 1st Floor
- IT Helpdesk - Building B4, 5th Floor

Grade Point Average Computation

There are two types of Grade Point Averages (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.

The letter grades awarded by the University are as follows.

Letter Grade Definition in English		Definition
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Very Fair	2.50
C	Fair	2.00
D+	Poor	1.50
D	Very Poor	1.00
F	Failed	0

Other letter symbols used include:

W	Withdrawal
I	Incomplete
S	Satisfactory
U	Unsatisfactory
NC	No Credit
CF	Credits from Formal Education
CS	Credits from Standardized Test
CE	Credits from Exam
CT	Credits from Trainings arranged by organizations other than institutions of higher education
CP	Credits from Portfolio

How to Calculate GPA and Cumulative Grade Point Average (Cum.GPA)

1. 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:

Courses	1 st Semester		Grade Points	
	Credits	Grades		
Communicative English	3	A	4 X 3	= 12
Fundamental Mathematics	3	C	2 X 3	= 6
Introduction to Business	3	B+	3.5 X 3	= 10.5
Thinking Skills for Learning	3	D+	1.5 X 3	= 4.5
Principles of Economics	3	B	3 X 3	= 9
Business Finance	<u>3</u>	B	3 X 3	= 9
	<u>18</u>			<u>51</u>

$$\text{Grade point average of the 1st semester} = \frac{51}{18} = 2.83$$

Example

Courses	2 nd Semester		Grade Points	
	Credits	Grades		
Principles of Marketing	3	A	4 X 3	= 12
Critical Reading	3	C	2 X 3	= 6
Financial Accounting	3	B	3 X 3	= 9
Principles of Management	3	D+	1.5 X 3	= 4.5
Citizenship and Social Dynamics	3	C	2 X 3	= 6
	<u>15</u>			<u>37.5</u>

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

$$\text{Cumulative grade point average of both 1st and 2nd semesters} = \frac{(51+37.5)}{(18+15)} = \frac{88.5}{33} = 2.68$$

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

Summer Semester

Course	Credits	Grade	Grade Points
Asia and Global Community	3	A	4 X 3 = 12
Art of Life	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

$$\text{Grade point average of the summer term} = \frac{18}{6} = 3.00$$

$$\text{Cumulative grade point average} = \frac{(51+37.5+18)}{(18+15+6)} = \frac{106.5}{39} = 2.73$$

2. GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn courses.

Example

1st Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Critical Reading	3	B+	3.5 X 3 = 10.5
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Marketing	3	B	3 X 3 = 9
Citizenship and Social Dynamics	<u>3</u>	W	0 X 3 = 0
	<u>15</u>		<u>42</u>

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

Example

2nd Semester

Courses	Credits	Grades	Grade Points
Principles of Economics	3	A	4 X 3 = 12
College Writing	3	C	2X 3 = 6
Financial Accounting	3	B	3X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
Business Finance	3	W	0 X 3 = 0
	<u>12</u>		<u>31.5</u>

$$\text{Grade point average of the 2nd semester} = \frac{31.5}{12} = 2.63$$

$$\text{Cumulative grade point average of both 1st and 2nd semesters} = \frac{(42 + 31.5)}{(15 + 12)} = \frac{73.5}{27} = 2.72$$

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

Summer Semester

Course	Credits	Grade	Grade Points
Principles of Marketing	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

$$\text{Grade point average of the summer term} = \frac{18}{6} = 3.00$$

$$\text{Cumulative grade point average} = \frac{(42 + 31.5 + 18)}{(15 + 12 + 6)} = \frac{91.5}{33} = 2.77$$

3. 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 of GPA Calculation for One Failed Course

1st Semester

Courses	Credits	Grades	Grade Points	
Communicative English	3	A	4 X 3	= 12
Fundamental Mathematics	3	C	2 X 3	= 6
Critical Reading	3	B+	3.5 X 3	= 10.5
Thinking Skills for Learning	3	D+	1.5X 3	= 4.5
Principles of Marketing	3	B	3 X 3	= 9
Citizenship and Social Dynamics	<u>3</u>	F	0 X 3	= 0
	<u>18</u>			<u>42</u>

42

Grade point average of the 1st semester = $\frac{42}{18} = 2.33$

2nd Semester

Course	Credits	Grade	Grade Points	
Principles of Economics	3	A	4 X 3	= 12
Critical Reading	3	C	2X 3	= 6
Financial Accounting	3	B	3X 3	= 9
Principles of Management	3	D+	1.5 X 3	= 4.5
Business Finance	3	C	2 X 3	= 6
Citizenship and Social Dynamics	<u>3</u>	B*	3 X 3	= 9
	<u>18</u>			<u>46.5</u>

46.5

Grade point average of the 2nd semester = $\frac{46.5}{18} = 2.58$

Cumulative Grade point average of both 1st and 2nd semesters = $\frac{(42 + 46.5)}{(18 + 15)} = \frac{88.5}{33} = 2.68$

* 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 Semester

Course	Credits	Grade	Grade Points
Retailing Management	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

$$\frac{18}{6} = 3.00$$
 Grade point average of the summer term =

$$\frac{(42 + 46.5 + 18)}{(18 + 15 + 6)} = \frac{106.5}{39} = 2.73$$
 Cumulative grade point average =

* 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.

Caution:

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

Rules and Regulations
for Undergraduate Studies
2018 - 2026



<http://degreeplan.bu.ac.th/>

ACADEMIC REGULATIONS

Academic System

Bangkok University's Bachelor of Business Administration (BBA) 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, BBA 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, BBA 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. BBA'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.staffs.union.com/news/article/Plagiarism-know-the-rules/>

b. BBA's approach to plagiarism

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

* students should understand:

- what plagiarism is
- how to avoid it
- what BBA 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.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 BBA'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 of feed)

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

Bachelor of Business Administration (BBA)

Degree Plan
Bangkok University International
Bachelor of Business Administration

Total Number of Credits		129 credits
General Education		24 credits
English Courses	9 credits	
Integrated Professional Skills Courses	15 credits	
Professional Education		99 credits
Core Courses	36 credits	
Major Requirements	45 credits	
Major Elective	18 credits	
Free Electives		6 credits
Total		129 credits

Prerequisite

There are 2 kinds of prerequisite courses:

- a. A student has enrolled in that prerequisite course and passed it with a grade of at least D; or
- b. 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 any prerequisite requirements first will cause a registration cancellation.

List of Courses for Bachelor of Business Administration (BBA)

1. General Education: 24 credits

A minimum of 24 credit hours are required.

Code	Course	Credits	Credits Earned	Grade	Prerequisite
------	--------	---------	----------------	-------	--------------

English Language

(9 Credits)

IEN106	The Art of Writing	3			
IEN107	Critical Reading and Writing	3			
IEN108	Persuasive Presentation	3			

Integrated Professional Skills

(15 Credits)

IGE011	Thinking Skills for Lifelong Learning	3			
IGE012	Citizenship in Society and International Community	3			
IGE013	Technology and Innovation for the Future	3			
IGE014	Aesthetics and Well-being for Life	3			
IGE015	Entrepreneurial Spirit and Financial Literacy	3			

Total: 24 Credits

2. Professional Education: 99 credits

A minimum of 99 credit hours are required.

Code	Course	Credits	Credits Earned	Grade	Prerequisite
------	--------	---------	----------------	-------	--------------

Core Courses

(36 Credits)

IBA112	Business Fundamentals	3			
IBA113	Essentials of Marketing	3			
IBA114	Essentials of Management	3			

IBA115	Fundamental of Accounting	3			
IBA116	Fundamentals of Economics	3			
IBA117	Business Law and Taxation	3			
IBA210	Human Resource and Leadership Management	3			
IBA211	Organizational and Multicultural Adaption in Business	3			
IBA212	Business Finance	3			
IBA213	Managerial Accounting for Business Management	3			
IBA214	Business Technology	3			
IBA215	Operations Management	3			

Major Requirements

(45 Credits)

IBA221	Consumer Psychology and Behavior	3			
IBA222	Business Research	3			
IBA223	Data Analytics for Business	3			
IBA224	Intelligence Tools for Modern Management	3			
IBA225	Innovative Management for Business	3			
IBA226	Leadership and Team Management	3			
IBA227	Global Business Strategy	3			
IBA228	Strategic Management	3			
IBA321	Project Management	3			
IBA322	Business Ethics and Sustainability	3			
IBA323	Business Transformation Management	3			

IBA324	Services Marketing and Customer Experiences	3			
IBA325	Business Communication and Negotiation	3			
IBA326	Seminar in Business and Trends	3			
IBA327	Risk and Change Management	3			

Total: 45 Credits

**Major Elective: Digital Marketing
(18 Credits)**

IBA340	Product and Brand Management in Digital Platform	3			
IBA341	Data Management in Digital Marketing	3			
IBA342	Digital Marketing Content and Design	3			
IBA343	Modern Marketing Channel and E-Commerce	3			
IBA344	Essentials of Social Media & Digital Marketing	3			
IBA345	Modern Customer Engagement	3			
IBA346	Digital Marketing Tools and Techniques	3			
IBA347	Digital Marketing KPIs & Metrics	3			
IBA348	Current Issues for Data and Technologies for Marketing	3			
IBA349	Practical Training in Digital Marketing	3			

Total: 18 Credits

**Major Elective: Finance & Investment
(18 Credits)**

IBA350	Financial Risk Management	3			
IBA351	Financial Technology & Securities	3			
IBA352	Financial Analyst for Organizations	3			
IBA353	Investment for Business	3			
IBA354	Analysis and Planning of Investment Projects	3			
IBA355	Business and Financial Modelling	3			
IBA356	Financial Reporting Analysis	3			
IBA357	Securities Analysis and Portfolio Management	3			
IBA358	Current Issues in Financial and Investment Planning	3			
IBA359	Practical Training in Finance & Investment	3			

Total: 18 Credits

Major Elective: Data Science for Business (18 Credits)

IBA360	Data Structures and Algorithms	3			
IBA361	Fundamentals of Database Technologies	3			
IBA362	Machine Learning	3			
IBA363	Optimization and Decision Models	3			
IBA364	Data Visualization	3			
IBA365	Maths & Statistics Foundations for Analytics	3			
IBA366	Statistics and Econometrics	3			
IBA367	Data Management and Ethics	3			

IBA368	Current Issues in Data Science	3			
IBA369	Practical Training in Data Science	3			

Total: 18 Credits

Major Elective: International Business Management (18 Credits)

BA370	Consumer Behavior in Global Market	3			
IBA371	International Supply Chain and Logistics Management	3			
IBA372	International Economics and Trade Policies	3			
IBA373	International Strategic Management & Innovation	3			
IBA374	International Financial Management	3			
IBA375	Legal Issues in International Business	3			
IBA376	International Integrated Marketing Communication	3			
IBA377	Cross Cultural Organization Management	3			
IBA378	Current Issues in International Business	3			
IBA379	Practical Training in International Business	3			

Total: 18 Credits

3. Free Electives: 6 credits

A minimum of 6 credit hours are required.

Students are required to select additional courses offered at Bangkok University, totaling no fewer than 6 credits.

Note: Each course follows a 3 (3-0-6) format, consisting of 3 hours of lectures per week, accompanied by 6 hours of combined student-instructor practical sessions and self-study.

Regular/Cooperative: Tracks

Program of Study
 Bangkok University International
 Bachelor of Business Administration (International Program)
 (Concentration track: International Business Management)

First Year

First Semester

Academic Year 2026

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE011	Thinking Skills for Lifelong Learning	3			
IGE014	Aesthetics and Well-being for Life	3			
IGE012	Citizenship in Society and International Community	3			
IEN106	The Art of Writing	3			
IBA112	Business Fundamentals	3			
IBA113	Essentials of Marketing	3			
IBA114	Essentials of Management	3			
		21			

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE013	Technology and Innovation for the Future	3		3	
IGE015	Entrepreneurial Spirit and Financial Literacy	3		3	
IEN107	Critical Reading and Writing	3		3	
IEN108	Persuasive Presentation	3		3	
IBA115	Fundamental of Accounting	3		3	
IBA116	Fundamentals of Economics	3		3	
IBA117	Business Law and Taxation	3		3	
		21		21	

Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA112	Business Fundamentals			3	
IBA113	Essentials of Marketing			3	
IBA114	Essentials of Management			3	
				9	

Program of Study
 Bangkok University International
 Bachelor of Business Administration (International Program)
 (Concentration track: International Business Management)

Second Year

First Semester

Academic Year 2027

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA210	Human Resource and Leadership Management	3		3	
IBA211	Organizational and Multicultural Adaption in Business	3		3	
IBA212	Corporate Finance	3		3	
IBA213	Managerial Accounting for Business Management	3		3	
IBA214	Business Technology	3		3	
IBA215	Operations Management	3		3	
IBA221	Consumer Psychology and Behavior	3		3	
		21		21	

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA222	Business Research	3		3	
IBA223	Data Analytics for Business	3		3	
IBA224	Intelligence Tools for Modern Management	3		3	
IBA225	Innovative Management for Business	3		3	
IBA226	Leadership and Team Management	3		3	
IBA227	Global Business Strategy	3		3	
IBA228	Strategic Management	3		3	
		21		21	

Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN106	The Art of Writing			3	
IGE011	Thinking Skills for Lifelong Learning			3	
				6	

Program of Study
 Bangkok University International
 Bachelor of Business Administration (International Program)
 (Concentration track: International Business Management)

Third Year

First Semester

Academic Year 2028

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA321	Project Management	3		3	
IBA322	Business Ethics and Sustainability	3		3	
IBA323	Business Transformation Management	3		3	
IBA324	Services Marketing and Customer Experiences	3		3	
IBA325	Business Communication and Negotiation	3		3	
IBA370	Major Elective 1 (Consumer Behavior in Global Market)	3		3	
XXXXXX	Free Elective 1	3		3	
		21		21	

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA326	Seminar in Business and Trends	3		3	
IBA327	Risk and Change Management	3		3	
IBA371	Major Elective 2 (International Supply Chain and Logistics Management)	3		3	
IBA372	Major Elective 3 (International Economics and Trade Policies)	3		3	
IBA373	Major Elective 4 (International Strategic Management & Innovation)	3		3	
IBA374	Major Elective 5 (International Financial Management)	3		3	
XXXXXX	Free Elective 2	3		3	
		21		21	

Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA379	Major Elective 6 (Practical Training in International Business)	3			
IGE014	Aesthetics and Well-being for Life			3	
IGE012	Citizenship in Society and International Community			3	
		3		9	

Program of Study
 Bangkok University International
 Bachelor of Business Administration (International Program)
 (Concentration track: International Business Management)

Fourth Year

First Semester
2029

Academic Year

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA379	Major Elective 6 (Practical Training in International Business)			3	
				3	

Program of Study
 Bangkok University International
 Bachelor of Business Administration (International Program)
 (Concentration track: Finance & Investment)

First Year

First Semester

Academic Year 2026

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE011	Thinking Skills for Lifelong Learning	3			
IGE014	Aesthetics and Well-being for Life	3			
IGE012	Citizenship in Society and International Community	3			
IEN106	The Art of Writing	3			
IBA112	Business Fundamentals	3			
IBA113	Essentials of Marketing	3			
IBA114	Essentials of Management	3			
		21			

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE013	Technology and Innovation for the Future	3		3	
IGE015	Entrepreneurial Spirit and Financial Literacy	3		3	
IEN107	Critical Reading and Writing	3		3	
IEN108	Persuasive Presentation	3		3	
IBA115	Fundamental of Accounting	3		3	
IBA116	Fundamentals of Economics	3		3	
IBA117	Business Law and Taxation	3		3	
		21		21	

Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA112	Business Fundamentals			3	
IBA113	Essentials of Marketing			3	
IBA114	Essentials of Management			3	
				9	

Program of Study
 Bangkok University International
 Bachelor of Business Administration (International Program)
 (Concentration track: Finance & Investment)

Second Year

First Semester

Academic Year 2027

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA210	Human Resource and Leadership Management	3		3	
IBA211	Organizational and Multicultural Adaption in Business	3		3	
IBA212	Corporate Finance	3		3	
IBA213	Managerial Accounting for Business Management	3		3	
IBA214	Business Technology	3		3	
IBA215	Operations Management	3		3	
IBA221	Consumer Psychology and Behavior	3		3	
		21		21	

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA222	Business Research	3		3	
IBA223	Data Analytics for Business	3		3	
IBA224	Intelligence Tools for Modern Management	3		3	
IBA225	Innovative Management for Business	3		3	
IBA226	Leadership and Team Management	3		3	
IBA227	Global Business Strategy	3		3	
IBA228	Strategic Management	3		3	
		21		21	

Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN106	The Art of Writing			3	
IGE011	Thinking Skills for Lifelong Learning			3	
				6	

Program of Study
 Bangkok University International
 Bachelor of Business Administration (International Program)
 (Concentration track: Finance & Investment)

Third Year

First Semester

Academic Year 2028

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA321	Project Management	3		3	
IBA322	Business Ethics and Sustainability	3		3	
IBA323	Business Transformation Management	3		3	
IBA324	Services Marketing and Customer Experiences	3		3	
IBA325	Business Communication and Negotiation	3		3	
IBA350	Major Elective 1 (Financial Risk Management)	3		3	
XXXXXX	Free Elective 1	3		3	
		21		21	

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA326	Seminar in Business and Trends	3		3	
IBA327	Risk and Change Management	3		3	
IBA351	Major Elective 2 (Financial Technology & Securities)	3		3	
IBA352	Major Elective 3 (Financial Analyst for Organizations)	3		3	
IBA353	Major Elective 4 (Investment for Business)	3		3	
IBA354	Major Elective 5 (Analysis and Planning of Investment Projects)	3		3	
XXXXXX	Free Elective 2	3		3	
		21		21	

Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA359	Major Elective 6 (Practical Training in Finance & Investment)	3			
IGE014	Aesthetics and Well-being for Life			3	
IGE012	Citizenship in Society and International Community			3	
		3		9	

Program of Study
 Bangkok University International
 Bachelor of Business Administration (International Program)
 (Concentration track: Finance & Investment)

Fourth Year

First Semester

Academic Year 2029

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA359	Major Elective 6 (Practical Training in Finance & Investment)			3	
				3	

Program of Study
 Bangkok University International
 Bachelor of Business Administration (International Program)
 (Concentration track: Digital Marketing)

First Year

First Semester

Academic Year 2026

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE011	Thinking Skills for Lifelong Learning	3			
IGE014	Aesthetics and Well-being for Life	3			
IGE012	Citizenship in Society and International Community	3			
IEN106	The Art of Writing	3			
IBA112	Business Fundamentals	3			
IBA113	Essentials of Marketing	3			
IBA114	Essentials of Management	3			
		21			

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE013	Technology and Innovation for the Future	3		3	
IGE015	Entrepreneurial Spirit and Financial Literacy	3		3	
IEN107	Critical Reading and Writing	3		3	
IEN108	Persuasive Presentation	3		3	
IBA115	Fundamental of Accounting	3		3	
IBA116	Fundamentals of Economics	3		3	
IBA117	Business Law and Taxation	3		3	
		21		21	

Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA112	Business Fundamentals			3	
IBA113	Essentials of Marketing			3	
IBA114	Essentials of Management			3	
				9	

Program of Study
 Bangkok University International
 Bachelor of Business Administration (International Program)
 (Concentration track: Digital Marketing)

Second Year

First Semester

Academic Year 2027

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA210	Human Resource and Leadership Management	3		3	
IBA211	Organizational and Multicultural Adaption in Business	3		3	
IBA212	Corporate Finance	3		3	
IBA213	Managerial Accounting for Business Management	3		3	
IBA214	Business Technology	3		3	
IBA215	Operations Management	3		3	
IBA221	Consumer Psychology and Behavior	3		3	
		21		21	

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA222	Business Research	3		3	
IBA223	Data Analytics for Business	3		3	
IBA224	Intelligence Tools for Modern Management	3		3	
IBA225	Innovative Management for Business	3		3	
IBA226	Leadership and Team Management	3		3	
IBA227	Global Business Strategy	3		3	
IBA228	Strategic Management	3		3	
		21		21	

Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN106	The Art of Writing			3	
IGE011	Thinking Skills for Lifelong Learning			3	
				6	

Program of Study
 Bangkok University International
 Bachelor of Business Administration (International Program)
 (Concentration track: Digital Marketing)

Third Year

First Semester

Academic Year 2028

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA321	Project Management	3		3	
IBA322	Business Ethics and Sustainability	3		3	
IBA323	Business Transformation Management	3		3	
IBA324	Services Marketing and Customer Experiences	3		3	
IBA325	Business Communication and Negotiation	3		3	
IBA340	Major Elective 1 (Product and Brand Management in Digital Platform)	3		3	
XXXXXX	Free Elective 1	3		3	
		21		21	

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA326	Seminar in Business and Trends	3		3	
IBA327	Risk and Change Management	3		3	
IBA341	Major Elective 2 (Data Management in Digital Marketing)	3		3	
IBA342	Major Elective 3 (Digital Marketing Content and Design)	3		3	
IBA343	Major Elective 4 (Modern Marketing Channel and E-Commerce)	3		3	
IBA344	Major Elective 5 (Essential of Social Media & Digital Marketing)	3		3	
XXXXXX	Free Elective 2	3		3	
		21		21	

Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA349	Major Elective 6 (Practical Training in Digital Marketing)	3			
IGE014	Aesthetics and Well-being for Life			3	
IGE012	Citizenship in Society and International Community			3	
		3		9	

Program of Study
 Bangkok University International
 Bachelor of Business Administration (International Program)
 (Concentration track: Digital Marketing)

Fourth Year

First Semester

Academic Year 2029

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA349	Major Elective 6 (Practical Training in Digital Marketing)			3	
				3	

Program of Study
 Bangkok University International
 Bachelor of Business Administration (International Program)
 (Concentration track: Data Science for Business)

First Year

First Semester

Academic Year 2026

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE011	Thinking Skills for Lifelong Learning	3			
IGE014	Aesthetics and Well-being for Life	3			
IGE012	Citizenship in Society and International Community	3			
IEN106	The Art of Writing	3			
IBA112	Business Fundamentals	3			
IBA113	Essentials of Marketing	3			
IBA114	Essentials of Management	3			
		21			

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE013	Technology and Innovation for the Future	3		3	
IGE015	Entrepreneurial Spirit and Financial Literacy	3		3	
IEN107	Critical Reading and Writing	3		3	
IEN108	Persuasive Presentation	3		3	
IBA115	Fundamental of Accounting	3		3	
IBA116	Fundamentals of Economics	3		3	
IBA117	Business Law and Taxation	3		3	
		21		21	

Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA112	Business Fundamentals			3	
IBA113	Essentials of Marketing			3	
IBA114	Essentials of Management			3	
				9	

Program of Study

Bangkok University International
Bachelor of Business Administration (International Program)
(Concentration track: Data Science for Business)

Second Year

First Semester

Academic Year 2027

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA210	Human Resource and Leadership Management	3		3	
IBA211	Organizational and Multicultural Adaption in Business	3		3	
IBA212	Corporate Finance	3		3	
IBA213	Managerial Accounting for Business Management	3		3	
IBA214	Business Technology	3		3	
IBA215	Operations Management	3		3	
IBA221	Consumer Psychology and Behavior	3		3	
		21		21	

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA222	Business Research	3		3	
IBA223	Data Analytics for Business	3		3	
IBA224	Intelligence Tools for Modern Management	3		3	
IBA225	Innovative Management for Business	3		3	
IBA226	Leadership and Team Management	3		3	
IBA227	Global Business Strategy	3		3	
IBA228	Strategic Management	3		3	
		21		21	

Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN106	The Art of Writing			3	
IGE011	Thinking Skills for Lifelong Learning			3	
				6	

Bangkok University International
Bachelor of Business Administration (International Program)
(Concentration track: Data Science for Business)

Third Year

First Semester

Academic Year 2028

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA321	Project Management	3		3	
IBA322	Business Ethics and Sustainability	3		3	
IBA323	Business Transformation Management	3		3	
IBA324	Services Marketing and Customer Experiences	3		3	
IBA325	Business Communication and Negotiation	3		3	
IBA360	Major Elective 1 (Data Structures and Algorithms)	3		3	
XXXXXX	Free Elective 1	3		3	
		21		21	

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA326	Seminar in Business and Trends	3		3	
IBA327	Risk and Change Management	3		3	
IBA361	Major Elective 2 (Fundamentals of Database Technologies)	3		3	
IBA362	Major Elective 3 (Machine Learning)	3		3	
IBA363	Major Elective 4 (Optimization and Decision Models)	3		3	
IBA364	Major Elective 5 (Data Visualization)	3		3	
XXXXXX	Free Elective 2	3		3	
		21		21	

Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA369	Major Elective 6 (Practical Training in Data Science)	3			
IGE014	Aesthetics and Well-being for Life			3	
IGE012	Citizenship in Society and International Community			3	
		3		9	

Bangkok University International
Bachelor of Business Administration (International Program)
(Concentration track: Data Science for Business)

Fourth Year

First Semester

Academic Year 2029

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA369	Major Elective 6 (Practical Training in Data Science)			3	
				3	

Course Description

Business Administration

1. General Education (24 credits)

English Courses (9 credits)

IEN106 The Art of Writing 3 (2 – 2 – 6)

Paragraph and essay writing through planning, drafting, and revising narrative, descriptive, and expository writing.

IEN107 Critical Reading and Writing 3 (2 – 2 – 6)

Critiquing any reading materials: identifying main ideas and summarizing texts; analyzing the intent, tone, bias, and intended audience of the author; and recognizing propaganda, fake news and disinformation.

IEN108 Persuasive Presentation 3 (2 – 2 – 6)

Planning, organizing, designing, and delivering persuasive presentations, with an emphasis on using persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as innovative audio-visual media.

Integrated Professional Skills Courses (15 credits)

IGE011 Thinking Skills for Lifelong Learning 3 (3 – 0 – 6)

Theories and practical thinking tools, practice critical thinking, creative and innovative thinking, analytical thinking, synthesis thinking and problem- solving thinking, including how to link and select appropriate thinking tools and effectively adapt to daily life, professional undertakings and lifelong learning.

IGE012 Citizenship in Society and International Community 3 (3 – 0 – 6)

Concepts, traits, rights, duties and responsibilities of citizenship in Thai society, global society, and digital society, with ability to adjust and live happily with others while keeping abreast of and adapting themselves to societal changes which may affect livelihood and working life; awareness and cooperation at different levels among people of diverse cultures.

IGE013 Technology and Innovation for the Future 3 (3 – 0 – 6)

Concepts, roles, awareness, and adjustment to changes of the future and applications of various types of technology and innovation in knowledge acquisition and improvement of quality of life in a new normal society including ways to solve life complexity and challenges, and to enhance creative working life; impacts of technology and innovation

on our livelihood, society and economics, and how to optimize and to protect the intellectual property arising from technology and innovation.

IGE014 Aesthetics and Well-being for Life 3 (3 – 0 – 6)

How to live a meaningful life through various types of arts, recreational activities and sports; new perspectives for aesthetics of life that influence one's mind and how one may plan a path to success from one's passion.

IGE015 Entrepreneurial Spirit and Financial Literacy 3 (3 – 0 – 6)

The development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur, opportunities to start and run a business with on the basis of ethics and moral grounds, how to effectively manage and make financial decisions, personal financial management and investment, including sustainable development, effective leadership skills development, teamwork, bold, prompt and well-informed decisions-making.

2. Professional Education 99 credits

Core Courses (36 credits)

IBA112 Business Fundamentals 3 (3 – 0 – 6)

Scope of operations management, business competitiveness, internal and external environmental conditions, national and international factors, marketing management monetary and fiscal policies, components of product and service production, roles and responsibilities in marketing, consumer behavior, market segmentation, target market selection, product positioning, marketing mix decisions corporate social responsibility and sustainability in business.

IBA113 Essentials of Marketing 3 (3 – 0 – 6)

Fundamental marketing theories, market analysis, consumer behavior, target customer group analysis, customer value-driven strategies, the 4Ps marketing mix integrated marketing communications, and social and environmental marketing.

IBA114 Essentials of Management 3 (3 – 0 – 6)

Basic principles and theories of management: planning, leadership, modern and contemporary organizational management theories, organizational structure, internal organizational conflict management, internal organizational communication, and organizational development.

- IBA115 Fundamental of Accounting 3 (2 – 2 – 6)
 Definitions, concepts, assumptions, and benefits of accounting, business forms, principles and methods of recording accounting transactions in general ledger, financial reporting, inventory accounting, reconciliation accounts, categorized accounting, basic value added tax (vat) accounting, professional ethics in accounting, and audit of accounting fraud.
- IBA116 Fundamentals of Economics 3 (3 – 0 – 6)
 Basic concepts in micro and macroeconomic analysis, consumer behavior, factor allocation in production, price policy analysis, trade, economic aggregation, general international economics, basic economics for business, international finance, and both national and international macroeconomic factors.
- IBA117 Business Law and Taxation 3 (3 – 0 – 6)
 General business law, business types, financial documentation, guarantees and pledges, legal regulations, the nature of contracts and agreements, corporate law, regulations governing financial institutions, sector-specific regulations, principles of taxation under revenue code, methods of assessing and collecting income tax and corporate tax, value added tax, customs duties, and sector-specific taxation.
- IBA210 Human Resource and Leadership Management 3 (3 – 0 – 6)
 Human resource management, recruitment, selection, and placement, motivation and support, business personnel management, personnel development, organizational development, organizational behavior, organizational conflicts, group influence, relationship building, rewarding teamwork, organizational behavior theory, leadership and organizational management.
- IBA211 Organizational and Multicultural Adaption in Business 3 (3 – 0 – 6)
 Prerequisite: IBA112 or Dean's Approval
 Organizational characteristics, individual behaviors within the organization, motivating and training staff, managing personnel conflicts within the organization, organizational management, diverse culture organizations, managerial conduct in various nations.
- IBA212 Business Finance 3 (3 – 0 – 6)
 Capital acquisition and use, financial cost analysis, basic financial ratio analysis, financial policy, cash budgeting, basic financial statements, financial analysis and forecasting, working capital management, long-term asset investment, resource allocation, dividend policy, corporate and financial institution financial structures.

IBA213 Managerial Accounting for Business Management 3 (2 – 2 – 6)

Prerequisite: IBA115 or Dean's Approval

Analyzing accounting concepts, assumptions, and benefits, business models, financial reporting, inventory accounting, balance sheet, analysis and interpretation of financial statements, capital acquiring and utilization, financial policy, financial cost analysis, working capital management, earnings distribution, equity and capital, and accounting applications for investment decisions, long-term asset allocation.

IBA214 Business Technology 3 (2 – 2 – 6)

Technology management, technology pursuing, decision-making to select and evaluate the value of technology for business operations, e-commerce, online business channels, technology and adjusting to alterations in the operating environment of a business.

IBA215 Operations Management 3 (3 – 0 – 6)

Components of product and service production, site selection, process layout, product design, process planning, task design, work analysis, setting production standards, production forecasting, production planning, and control in quantity and quality, quality management principles, inventory control, and decision-making to resolve production issues.

Major Requirements (45 credits)

IBA221 Consumer Psychology and Behavior 3 (3 – 0 – 6)

Influences on consumer behavior and psychology from both internal and external factors, analysis and classification of various consumer behaviors, identification of factors that influence the purchase of products or the making of diverse decisions, identification of strategies to attract and retain customers.

IBA222 Business Research 3 (2 – 2 – 6)

Multiple dimensions of data analytics, data interpretation and data visualization of business with a focus on real-world applications, infrastructure management and development strategies, implementation, marketing-level data mining techniques, and solutions to business-related problems.

IBA223 Data Analytics for Business 3 (2 – 2 – 6)

Marketing technology, data collection, processing, and analysis from a multitude of business domains, presenting findings in a variety of formats, assessing and forecasting business and marketing conditions.

- IBA224 Intelligence Tools for Modern Management 3 (3 – 0 – 6)
 The role of intelligent tools in collecting, analyzing, and interpreting data. The use of Artificial Intelligence (AI) in prediction of risk management, decisions-making for strategic planning and success of the organization. Different types of intelligence tools and artificial intelligence for data analysis, strategic decisions, visualization. Benefits of intelligence tools for competitive analysis and marketing research. Latest trend of intelligence tools for modern management.
- IBA225 Innovation Management for Business 3 (3 – 0 – 6)
 Components of innovation, innovation management for business, defining, planning, executing, and systematically monitoring strategies in a highly competitive context.
- IBA226 Leadership and Team Management 3 (3 – 0 – 6)
 Leadership styles, team building, setting clear goals, communication, delegation, team management, conflict resolution, feedback and acceptance, empathy, decision-making, time management, motivation and adaptability, building a positive work environment and continuous improvement.
- IBA227 Global Business Strategy 3 (3 – 0 – 6)
 Prerequisite: IBA113 or Dean's Approval
 Strategic planning for global market, making decisions and taking actions that enable a company to expand its operations and achieve its business goals on a global scale, market selection, market entry, adaptation vs. Standardization, supply chain and logistics, legal and regulatory compliance, cultural sensitivity, risk management, global marketing and branding, technology and information management, human resources, competitive analysis, sustainability, corporate social responsibility, and organization success measurement.
- IBA228 Strategic Management 3 (3 – 0 – 6)
 Prerequisite: IBA113 or Dean's Approval
 Mission, vision and value, environmental analysis, setting objectives, strategic planning tools, strategic formulation, strategic implementation, monitoring and control, strategic leadership, organizational culture and ethical considerations.
- IBA321 Project Management 3 (2 – 2 – 6)
 Organizing, planning, and executing projects to achieve specific goals and objectives within a predetermined budget and timeframe, scheduling, resource management, risk management, communication, execution, quality management and monitoring, stakeholder management and documentation.

IBA322 Business Ethics and Sustainability 3 (3 – 0 – 6)

A framework for ethical decision-making in business, compliance with laws, regulations, and industry standards, respect for stakeholders, environmental stewardship, social responsibility, and business sustainability.

IBA323 Business Transformation Management 3 (2 – 2 – 6)

The process of organizing and determining a company's directions, operations, and strategy, the capacity to adapt to change and maintain a business's competitiveness, strategic alignment, process optimization, organizational restructuring, technology integration, innovation and agility and performance metrics.

IBA324 Service Marketing and Customer Experiences 3 (3 – 0 – 6)

Prerequisite: IBA113 or Dean's Approval

Marketing and delivery of services that exceed customer expectations, service marketing components, customer journey, customer experience, customer first impression, personalization, employee engagement, measurement and feedback.

IBA325 Business Communication and Negotiation 3 (3 – 0 – 6)

Clear and concise communication, active listening and written communication, negotiation tactics, conflict resolution, cultural sensitivity, and post-negotiation follow-up.

IBA326 Seminar on Business and Trends 3 (3 – 0 – 6)

Business seminar addressing significant business issues and circumstances.

IBA327 Risk and Change Management 3 (3 – 0 – 6)

Risk identification, risk assessment, risk mitigation that could impact the achievement of the organization's goals and the success of the project, change planning, change management, change communication, and change evaluation.

Major Elective (18 credits)

● Digital Marketing

IBA340 Product and Brand Management on Digital Platforms 3 (3 – 0 – 6)

Product and brand management, valuable brand management strategies, product line management, product positioning, new product and brand development, product and brand management at each stage of the product life cycle on media and digital marketing channels, causes and avoidance of product and brand management failures, defining other marketing mix strategies consistent with product and brand strategies, developing globally

competitive brands, the function of the government in product and brand management, and ethical product and brand management.

IBA341 Data Management in Digital Marketing 3 (2 – 2 – 6)

Prerequisite: IBA223 or Dean's Approval

Data management in marketing through digital channels and media, design of data collection methods, data classification, data analysis and application using a variety of tools and data available on a single platform and quality evaluation of existing data, levels of reliability and consistency to develop effective marketing and planning strategies and digital marketing decisions.

IBA342 Digital Marketing Content and Design 3 (2 – 2 – 6)

Creating marketing strategies utilizing digital content and measuring its success, content development and compilation to produce viral content, utilizing online social media advertising to be distributed across social media channels and websites, and creating techniques.

IBA343 Modern Marketing Channel and E-Commerce 3 (2 – 2 – 6)

Modern marketing, social media marketing, content marketing, email marketing, influencer marketing, effective website enhancement to support Google rankings with video marketing, chatbots and AI assistance, mobile merchandising, Augmented Reality and Virtual Reality Technology, logistics and compliance, and customer experience.

IBA344 Essentials of Social Media & Digital Marketing 3 (3 – 0 – 6)

Two-way digital marketing communications on all platforms, websites, PCs, mobile sites and applications accessed through via personal communications devices, analysis of the behaviour of senders and recipients of digital communications, consumer-specific content presented via digital marketing communications.

IBA345 Modern Customer Engagement 3 (3 – 0 – 6)

Strategies and technologies employed to engage with and gratify consumers in the digital era, multi-channel communication, customer insights, social media engagement, content creation for online communities, customer relationship management, sustainability and social responsibility, predictive analytics and security and privacy.

IBA346 Digital Marketing Tools and Techniques 3 (2 – 2 – 6)

Digital marketing tools and techniques use to promote products and services online. Search engine optimization, social media marketing, email marketing, content management system, data analysis, influencer marketing, video marketing and mobile marketing.

IBA347 Digital Marketing KPIs & Metrics

3 (3 – 0 – 6)

Understanding the foundation of key performance indicators (KPIs) and metrics for digital marketing. Defining KPIs and metrics for various digital marketing channels, social media, search engine optimization, email marketing paid advertising. Data visualization and reporting, continuous optimization and improvement.

IBA348 Current Issues for Data and Technologies for Marketing

3 (2 – 2 – 6)

Topics, concepts, methods, and modern digital marketing strategies, specialized instruments for developing new marketing, or are of current interest, or are essential future trends.

IBA349 Practical Training in Digital Marketing

3 (0 – 40 – 0)

Training in the practical aspects of digital marketing, market data analysis, online marketing techniques and strategies, networking, customer account creation, customer communication, and the creation of an online customer portfolio.

● **Finance and Investment**

IBA350 Financial Risk Management

3 (3 – 0 – 6)

Principles and concepts in financial risk management, credit risk, business operations, risk measurement and analysis tools, risk reduction strategies, credit and market risk management, regulatory framework, financial decision-making, risk management in corporations and financial institutions.

IBA351 Financial Technology & Securities

3 (2 – 2 – 6)

Principles and concepts of financial technology, basic information of stock markets, impact of financial technology, blockchain technology, digital currencies, financial market, algorithmic trading strategies, scope of legal frameworks applicable to FinTech startups, innovation trends, security and privacy in financial technology, application of theories to case studies, financial regulatory compliance in industry.

IBA352 Financial Analysis for Organizations

3 (2 – 2 – 6)

Theoretical foundations of finance, financial statements, budgeting and financial ratios, financial data interpretation, organizational decision-making, financial modeling and sensitivity analysis, investment principles, risk assessment, portfolio management, preparation of financial reports, financial communication, ethics, professionalism.

- IBA353 Investment for Business 3 (3 – 0 – 6)
 Business investment strategies, evaluation of investment opportunities, risk and return, portfolio management techniques, asset allocation strategies, investment tools in stocks, bonds, real estate and alternatives, simulations of portfolio management and planning based on diversification.
- IBA354 Analysis and Planning of Investment Projects 3 (2 – 2 – 6)
 Analysis, planning, and evaluation of investment opportunities capital budgeting techniques, decision-making frameworks, investment strategy that aligns with organization's long-term goals, evaluation and analysis of investment opportunities, request for presentation and communication of a proposal.
- IBA355 Business and Financial Modelling 3 (2 – 2 – 6)
 Principles and concepts of financial modeling, future outcome prediction, investment project risk assessment, business feasibility analysis, company valuation, historical financial data analysis, designing investment tools in various formats, simulating real-world scenarios from income statements, balance sheets, cash flows of companies in stock market data.
- IBA356 Financial Reporting Analysis 3 (3 – 0 – 6)
 Fundamental financial reporting and analysis, evaluating financial statements, analyzing financial ratios and metrics, financial statement modifications, revenue recognition, expenditure analysis, financial statement consolidation, evaluating the quality of financial reporting, corporate governance, forecasting and valuation, financial reporting analysis tools.
- IBA357 Securities Analysis and Portfolio Management 3 (3 – 0 – 6)
 The principles of investment, the analysis of securities, the types of securities, the risk and return measurement of securities, the theory of modern securities management, market efficiency, valuation of securities, factors influenced the investment decisions, and diversification for minimizing risk.
- IBA358 Current Issues in Financial and Investment Planning 3 (3 – 0 – 6)
 Interesting topics in financial and investment planning cover environment, trends, and mechanisms for dealing with current financial changes, financial strategy, digital transformation advances regulatory compliance, FinTech, tax law changes, estate planning, asset transfer techniques world economic trends, ethical issues in financial planning and investment.

IBA359 Practical Training in Finance and Investment 3 (0 – 40 – 0)

Training in real-world simulations, case studies, investment scenarios, investment decisions, risk-return trade-offs, financial statements analysis, ratio analysis, financial risks, capital budget techniques, diversification and risk reduction, portfolio performance evaluation, and communication strategies for investment.

● **Data Science for Business**

IBA360 Data Structures and Algorithms 3 (2 – 2 – 6)

Introduction to data structure and algorithms, fundamental knowledge of computer science, program building blocks for designing software to address complex problems, data sorting and processing, presentation of graph algorithms.

IBA361 Fundamentals of Database Technologies 3 (2 – 2 – 6)

Databases are a fundamental component of modern information systems. They are used to store, manage, and retrieve data efficiently. Database design patterns, data model, database management system, data integrity, data security and access control, backup and recovery.

IBA362 Machine Learning 3 (2 – 2 – 6)

Machine learning as the brain of artificial intelligence, the development of algorithms and models that enable computers to learn and make predictions or decisions without being explicitly programmed, language processing and detection that enables informed decisions.

IBA363 Optimisation and Decision Models 3 (2 – 2 – 6)

Models to enhance the effectiveness of solutions for individuals and organizations seeking to maximize benefits or minimize expenses, optimization model, models to aid decision-making in supply chain management, resource allocation, energy management and environmental policy planning.

IBA364 Data Visualization 3 (2 – 2 – 6)

Data and graphics visualization to facilitate comprehension and interpretation of data, and analysis, communication, decision-making, storytelling, presentation in diverse chart formats.

IBA365 Maths & Statistics Foundations for Analytics 3 (2 – 2 – 6)

Tools and techniques necessary to collect, analyze, and interpret data for decision-making, Algebra, calculus, probability theory, descriptive statistics, inferential statistics, sampling techniques regression analysis, experimental design and statistical software.

IBA366 Statistics and Econometrics 3 (3 – 0 – 6)

Statistics and econometrics typically cover a range of topics related to statistical methods and their application in economics. Prediction and hypotheses testing, data comprehension of complex relationships, economic forecasting and application in economics.

IBA367 Data Management and Ethics 3 (3 – 0 – 6)

Data collection, data storage, data management, data quality, data governance, data security and privacy, data transparency, fairness and reliability of data, ownership of data AI ethics, use of data responsibly and ethically to protect individual rights and promote trust and integrity.

IBA368 Current Issues in Data Science 3 (2 – 2 – 6)

Current issues and news stories of interest in data science management, as well as analysis, evaluation, application of new technologies and methods. Ethics and challenges related to data use of machine learning and artificial intelligence. Law and regulation, security applicable to the current use of data in accordance with current business.

IBA369 Practical Training in Data Science 3 (0 – 40 – 0)

Practical training in data science, skills in data analysis, statistics, machine learning, programming, data management, visualization, portfolio development and build a networking.

● International Business Management

IBA370 Consumer Behavior in Global Market 3 (2 – 2 – 6)

Definitions of consumer behavior, awareness of the roles of cultural, economic, political, legal contexts and other marketing-related environmental conditions contributing to differences in the learning, awareness, attitudes, beliefs, and purchasing behavior of various consumer groups around the world which influence market segmentation, target group identification, market positioning, and marketing strategy.

IBA371 International Supply Chain and Logistics Management 3 (3 – 0 – 6)

Definition, role and importance of international supply chain and logistics management including situational trends and use of major routes, planning, design, forecasting and order management, procurement, production, delivery, shipping, insurance, warehouse inventory management, warehousing, packaging, management of materials, returning goods, control and limitations of supply chain systems, other services supporting international shipping and border trade, and stration planning.

IBA372 International Economics and Trade Policies 3 (3 – 0 – 6)

Concepts and methods in international trade, Basic factors leading to international trade and various effects that followed from doing international trade, Production results, Product price, Using the resources of the country, Price of production factors, International trade policies, Trade balance, balance of payments, Tax system, International exchange system, International trade restrictions, International investment integration, Economic integration, The role and importance of international financial institutions.

IBA373 International Strategic Management & Innovation 3 (2 – 2 – 6)

International strategic management, the formulation and implementation of strategy by an organization to achieve its goals in the context of the global market, organizational structure market entry strategy, global competitive advantage, risk management, culture and ethics in business, technology transfer, innovation that transcends regulations and laws, global supply chains.

IBA374 International Financial Management 3 (3 – 0 – 6)

Financial planning for international business, foreign exchange market, International portfolio diversification, evaluation and selection of projects in a global context, risk analysis in international investment decisions. Models, methods of operation of financial institutions providing financial services and financing for import and export, including methods of risk mitigation and financial planning in international business operations. Analysis of real-world cases involving international financial management and application of theoretical concepts to practical business scenarios.

IBA375 Legal Issues in International Business 3 (3 – 0 – 6)

Business operations law and regulations, specifically the laws, regulations, agreements, and business framework of the World Trade Organization (WTO), international investment laws pertaining to international financial institutions, product insurance, enforcement of international trade contracts, and intellectual property protection.

IBA376 International Integrated Marketing Communication 3 (3 – 0 – 6)

The definition, function, and significance of marketing promotion for international businesses, the planning, management and design elements of a marketing campaign advertising, public relations, sales promotions, selling with sales staff, direct marketing, and online marketing that are consistent with consumers under the cultural, political, legal and other constraints faced by international businesses managing marketing campaigns in different countries.

- IBA377 Cross Cultural Organization Management 3 (3 – 0 – 6)
 Definition, importance and influence of culture, cultural evolution and integration, and theories of management of organizations in environments with cultural differences, beliefs, thinking and attitudes of management, subordinates and multicultural teams, including management of conflicts arising from cultural differences, analysis of strategic organization management, analysis of management behavior in international business organizations and fundamental cultural differences in consumer behavior.
- IBA378 Current Issues in International Business 3 (3 – 0 – 6)
 Current issues and news stories in international business management, as well as changes in the business environments of foreign countries, new concepts and management techniques applicable to current international business conditions.
- IBA379 Practical Training in International Business 3 (0 – 40 – 0)
 Practical training in international business, exchange of goods, global supply chain management, multinational culture, import and export, market research, international trade and finance, international law, global business strategy and networking.
- ICO301 Pre-Cooperative Education 3 (3 – 0 – 6)
 Preparation for cooperative education, system knowledge, communication and presentation skills, report writing skills, teamwork skills, entrepreneurship skills, personality, corporate culture, techniques for creative thinking and interviewing, and workplace etiquette.
- IBA380 Cooperative Education 6 (0 – 35 – 0)
 Actual working as a full-time employee in a real-world organization for a minimum of one academic term or sixteen weeks, offering pertinent work-integrated learning or project-based learning and contributing to the entity's success.