

Bachelor of Business Administration Program in Management

- 1. For those who have completed upper secondary school or its equivalent or possess a vocational certificate or its equivalent.**

(1) Program Structure

The program requires at least 22 courses or 132 credits comprising the following:

A. General Education Courses	5	courses	(30 credits)
B. Area-specific Courses Core Courses	16	courses	(96 credits)
C. Open Elective Courses	1	course	(6 credits)

(2) Program Details

A. General Education Courses 5 courses (30 credits)

Required 3 courses

- 10111 English for Communication
- 10141 Science, Technology and Environment for Life
- 10151 Thai Studies

And elective courses choose the following:

Human Group

- 10103 Life Skills
- 10121 Human Civilization
- 10164 Society and Culture in the ASEAN Community

And elective courses choose the following:

Social Group

- 10131 Human Society
- 10152 Thailand and the World Community

B. Area-specific Courses 16 courses (96 credits)

Core Courses 8 courses

- 11301 English for Business
- 30205 Mathematics and Statistics
- 30208 Financial Accounting and Managerial Accounting
- 30209 Business Finance and Business Law
- 30210 Production and Operation Management and Principle of Marketing
- 30211 Organization and Management and Human Resource Management
- 32206 Business Statistics and Quantitative analysis
- 60120 Principles of Economics

Area-specific Courses 8 courses

Required 6 courses

- 32326 Strategic Management and Competency-based Management
- 32341 Management Information Systems and e-Business
- 32342 Leadership and Organizational Behaviour
- 32452 Human Resource Strategy and Learning Organization
- 32482 Professional Experience in Management*
- 32493 Innovation Management and Sustainable Management

And choose 2 courses from the following:

General management and human resources Group

- 32343 International Business and Supply Chain Management
- 32408 Small Business Management and Retailing
- 32453 Employee Relations and Compensation Management

Entrepreneurship Group

- 32449 Business Building and Entrepreneurship
- 32494 Business Plan and Business Research

Financial Group

- 32332 Risk Management and Principles of Insurance
- 32340 Personal Finance and Taxation

Marketing Group

- 32432 Product and Price Management
- 32474 Marketing Communication and Promotion

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

- 2. For those who have completed a higher Technical Vocational Certificate or its equivalent in the field of Commerce/ Business Administration, a Diploma or its equivalent in the field Business Administration, Economics majoring in Finance and Banking, or Business Economics.**

(1) Program Structure

The program requires at least 14 courses or 84 credits comprising the following:

- | | | | |
|------------------------------|----|---------|--------------|
| A. General Education Courses | 3 | courses | (18 credits) |
| B. Area-specific Courses | 10 | courses | (60 credits) |
| C. Open Elective Courses | 1 | course | (6 credits) |

Note: * Students must register when no more than the last 3 courses remain.

(2) Program Details

A. General Education Courses 3 courses (18 credits)

- 10121 Human Civilization
- 10141 Science, Technology and Environment for Life
- 10151 Thai Studies

B. Area-specific Courses 10 courses (60 credits)

Core Courses 3 courses

- 30208 Financial Accounting and Managerial Accounting
- 30210 Production and Operation Management and Principle of Marketing
- 32206 Business Statistics and Quantitative analysis

Area-specific Courses 7 courses

Required 6 courses

- 32326 Strategic Management and Competency-based Management
- 32341 Management Information Systems and e-Business
- 32342 Leadership and Organizational Behaviour
- 32452 Human Resource Strategy and Learning Organization
- 32482 Professional Experience in Management*
- 32493 Innovation Management and Sustainable Management

And choose 1 course from the following:

General management and human resources Group

- 32343 International Business and Supply Chain Management
- 32408 Small Business Management and Retailing
- 32453 Employee Relations and Compensation Management

Entrepreneurship Group

- 32449 Business Building and Entrepreneurship
- 32494 Business Plan and Business Research

Financial Group

- 32332 Risk Management and Principles of Insurance
- 32340 Personal Finance and Taxation

Marketing Group

- 32432 Product and Price Management
- 32474 Marketing Communication and Promotion

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

Note: * Students must register when no more than the last 3 courses remain.

- 3. For those who have completed a Higher Technical Vocational Certificate or its equivalent in any field other than Commerce/ Business Administration, a Diploma or its equivalent in any field other than Business Administration, Economics majoring in Finance and Banking or Business Economics.**

(1) Program Structure

The program requires at least 20 courses or 120 credits comprising the following:

A. General Education Courses	3	courses	(18 credits)
B. Area-specific Courses	16	courses	(96 credits)
C. Open Elective Courses	1	course	(6 credits)

(2) Program Details

A. General Education Courses 3 courses (18 credits)

- 10121 Human Civilization
- 10141 Science, Technology and Environment for Life
- 10151 Thai Studies

B. Area-specific Courses 16 courses (96 credits)

Core Courses 8 courses

- 11301 English for Business
- 30205 Mathematics and Statistics
- 30208 Financial Accounting and Managerial Accounting
- 30209 Business Finance and Business Law
- 30210 Production and Operation Management and Principle of Marketing
- 30211 Organization and Management and Human Resource Management
- 32206 Business Statistics and Quantitative analysis
- 60120 Principles of Economics

Area-specific Courses 8 courses

Required 6 courses

- 32326 Strategic Management and Competency-based Management
- 32341 Management Information Systems and e-Business
- 32342 Leadership and Organizational Behaviour
- 32452 Human Resource Strategy and Learning Organization
- 32482 Professional Experience in Management*
- 32493 Innovation Management and Sustainable Management

Note: * Students must register when no more than the last 3 courses remain.

And choose 2 courses from the following:

General management and human resources Group

32343 International Business and Supply Chain Management

32408 Small Business Management and Retailing

32453 Employee Relations and Compensation Management

Entrepreneurship Group

32449 Business Building and Entrepreneurship

32494 Business Plan and Business Research

Financial Group

32332 Risk Management and Principles of Insurance

32340 Personal Finance and Taxation

Marketing Group

32432 Product and Price Management

32474 Marketing Communication and Promotion

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

4. For those who have a Bachelor's Degree in the field of Business Administration, Economics majoring in Finance and Banking or Business Economics.

(1) Program Structure

The program requires at least 12 courses or 72 credits comprising the following:

A. General Education Courses	1	course	(6 credits)
B. Area-specific Courses Core Courses	10	courses	(60 credits)
C. Open Elective Courses	1	course	(6 credits)

(2) Program Details

A. General Education Courses 1 course (6 credits)

10151 Thai Studies

B. Area-specific Courses 10 courses (60 credits)

Core Courses 3 courses

30208 Financial Accounting and Managerial Accounting

30210 Production and Operation Management and Principle of Marketing

32206 Business Statistics and Quantitative analysis

Area-specific Courses 7 courses

Required 6 courses

32326 Strategic Management and Competency-based Management

32341 Management Information Systems and e-Business

32342 Leadership and Organizational Behaviour

- 32452 Human Resource Strategy and Learning Organization
- 32482 Professional Experience in Management*
- 32493 Innovation Management and Sustainable Management

And choose 1 course from the following:

General management and human resources Group

- 32343 International Business and Supply Chain Management
- 32408 Small Business Management and Retailing
- 32453 Employee Relations and Compensation Management

Entrepreneurship Group

- 32449 Business Building and Entrepreneurship
- 32494 Business Plan and Business Research

Financial Group

- 32332 Risk Management and Principles of Insurance
- 32340 Personal Finance and Taxation

Marketing Group

- 32432 Product and Price Management
- 32474 Marketing Communication and Promotion

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

5. For those who have a Bachelor's Degree in any field other than Business Administration, Economics majoring in Banking and Finance and Business or Economics.

(1) Program Structure

The program requires at least 18 courses or 108 credits comprising the following:

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|---------------------------------------|----|---------|--------------|
| A. General Education Courses | 1 | course | (6 credits) |
| B. Area-specific Courses Core Courses | 16 | courses | (96 credits) |
| C. Open Elective Courses | 1 | course | (6 credits) |

(2) Program Details

A. General Education Courses 1 course (6 credits)

- 10151 Thai Studies

B. Area-specific Courses 16 courses (96 credits)

Core Courses 8 courses

- 11301 English for Business
- 30205 Mathematics and Statistics
- 30208 Financial Accounting and Managerial Accounting
- 30209 Business Finance and Business Law

Note: * Students must register when no more than the last 3 courses remain.

- 30210 Production and Operation Management and Principle of Marketing
- 30211 Organization and Management and Human Resource Management
- 32206 Business Statistics and Quantitative analysis
- 60120 Principles of Economics

Area-specific Courses 8 courses

Required 6 courses

- 32326 Strategic Management and Competency-based Management
- 32341 Management Information Systems and e-Business
- 32342 Leadership and Organizational Behaviour
- 32452 Human Resource Strategy and Learning Organization
- 32482 Professional Experience in Management*
- 32493 Innovation Management and Sustainable Management

And choose 2 courses from the following:

General management and human resources Group

- 32343 International Business and Supply Chain Management
- 32408 Small Business Management and Retailing
- 32453 Employee Relations and Compensation Management

Entrepreneurship Group

- 32449 Business Building and Entrepreneurship
- 32494 Business Plan and Business Research

Financial Group

- 32332 Risk Management and Principles of Insurance
- 32340 Personal Finance and Taxation

Marketing Group

- 32432 Product and Price Management
- 32474 Marketing Communication and Promotion

C. Open Elective Courses 1 course (6 credits)

Choose a course from courses offered in the certificate of achievement or certificate programs, undergraduate programs or equivalents.

Note: * Students must register when no more than the last 3 courses remain.

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