

Bachelor of Business Administration International Program (IBA)

International Program (126 credits)

General Education Course (30 credits)	Specific Courses (90 credits)			Free Elective Course (6 credits)
	Core Course (24 credits)	Major Course (51 credits)	Concentration (Minor) Course (15 credits)	
<u>Humanities 6 credits</u>	AT250 Accounting for Business (3)	BN305 Sustainable Business Management (3)	Choose minor subjects from international program that is approved from the curriculum committees Streams of minor course are as follows: 1. International Business BN303 International Business Entry Strategy (3) BN307 Global Marketing (3) LS352 Regulations for International Logistics (3) MS355 International Entrepreneurship (3) BN315 Import and Export Management (3) 2. Tourism Entrepreneur BB302 Hotel and Lodging Management (3) BB305 Travel Business Management (3) BB316 Introduction to Tourism Industry (3) BB319 Tourism Information System (3) BB360 Alternative Tourism Management (3) 3. Business English Communication BN318 General Conversation (3) BN319 Basic Reading Skills (3) BN320 Reading in Business (3) BN321 Fundamentals of Writing (3) BN322 Business Writing (3) 4. Marketing in Digital Era MG350 Consumer Behavior in Digital Era (3) MG351 Innovative Marketing Ideas for Product Management and Branding in Digital Era (3) MG352 Integrated Marketing Communication and Content Marketing (3)	Select 2 courses 6 credits from courses offered by Dhurakij Pundit University (International program) or any international programs in other universities with approval from the program committee
GE191 Creative Thinking and Innovation (3)	BA251 Quantitative Analysis (3) and Business Statistics	BN309 Business Management Strategy (3)		
Choose 1 course 3 credits	EO250 Business Economics (3)	BN316 International Business (3) and Multinational Enterprises		
GE152 Philosophy and Life (3)	FI250 Business Finance and Financial Technology (3)	BN317 Cross-cultural Communication and Management (3)		
GE153 Thai Studies (3)	MS251 Organization and Strategic Management in the Digital Era (3)	BN318 Business Analysis and Planning (3)		
GE192 New Economy and Cultures in AEC Countries and China (3)	LS250 Innovation in Operations, Logistics, and Supply Chain Management (3)	BN319 Research Methods in Business (3)		
GE193 Life and Digital Culture (3)	BA250 Business Law (3)	BN351 Consumer Behavior in Digital Era (3)		
<u>Social Sciences 6 credits</u>	MG250 Principles of Marketing and Marketing Innovation (3)	BN363 Value-Based Business Management (3)		
GE190 Thai Society and Economy in Thailand 4.0 (3)		BN320 Business Communication (3)		
Choose 1 course 3 credits		BN321 Advance Business Communication (3)		
GE166 Positive Psychology for Quality of Life (3)		BN450 Seminar in Business (3)		
GE167 Public Mind for Community (3)		BN451 Capstone Business Project 1 (3)		
GE168 Civic Education (3)		BN452 Capstone Business Project 2 (3)		
LW153 Laws in Everyday Life (3)		BN453 Capstone Business Project 3 (3)		
PA151 Quality of Life Through Sufficiency Economy Philosophy (3)		BN411 Operational Co-operative Education (9)		
BA173 Digital Entrepreneurship (3)				
BA174 High Value Services (3)				
EO150 Digital Economy (3)				
<u>Sciences and Mathematics 9 credits</u>				
MA154 Mathematics and Statistics (3)				
SC156 Science and Technology (3)				
Choose 1 course 3 credits				
CE150 Introduction to Robotics (3)				
CT151 Artificial Intelligent World and IoTs (3)				

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CT152 Introduction to (3) Virtual Reality and Augmented Reality			MG357 Digital Marketing (3)	
<u>Language 9 credits</u>			MG358 Marketing Strategy (3) and Planning in Digital Era	
BN101 English Use 1 (3)			5. Management and Entrepreneurships	
BN102 English Use 2 (3)			MS351 Discovery and (3) Exploitation of Entrepreneurial Opportunities and Innovation	
Choose 1 course 3 credits			MS353 Unique and Creative (3) Marketing Management for New Entrepreneurs	
TL150 Communication (3) Skills in Thai			MS354 Money and Wealth (3) Management for Small and Medium Businesses	
TL160 Communication (3) Skills in Thai for Non Native Speakers			MS355 International (3) Entrepreneurship	
ZH150 Chinese for (3) Communication			MS357 E-Commerce for (3) Innovative Entrepreneur	
			6. Logistics and Supply Chain Management	
			LS351 Procurement (3) Management and Global Sourcing	
			LS352 Logistics and Supply (3) Chain Strategy in Digital Era	
			LS353 Regulations for (3) International Logistics	
			LS354 Global Network (3) Transportation and Distribution Management	
			LS355 Security and Risk (3) Management in Supply Chain	
			7. Thai for Foreigners	
			TL351 Communicative (3) Thai 1	
			TL352 Communicative (3) Thai 2	
			TL353 Communicative (3) Thai 3	
			TL354 Thai for specific (3) Purposes 1	
			TL355 Thai for specific (3) Purposes 2	