

STUDY PLAN

Bachelor of Business Administration (International Program) 126 credits

Year 1					
Semester 1 (18 credits)			Semester 2 (21 credits)		
Code	Subject	credits	Code	Subject	credits
GE190	Thai Society and Economy in Thailand 4.0	3	MA154	Mathematics and Statistics	3
GE191	Creative Thinking and Innovation	3		Elective course in Sciences and Mathematics	3
SC156	Sciences and Technology	3			
BN101	English Use 1	3	BN102	English Use 2	3
MG250	Principles of Marketing and Marketing Innovation	3	AT250	Accounting in Business	3
			BA250	Business Law	3
MS250	Organization and Strategic Management in Digital Era	3	BN316	International Business and Multinational Enterprises	3
				Minor course (1)	3
Year 2					
Semester 1 (18 credits)			Semester 2 (18 credits)		
	Elective course in Social Sciences	3		Elective course in Language	3
	Elective course in Humanities	3	BN318	Business Analysis and Planning	3
BN320	Business Communication	3	BN321	Advance Business Communication	3
BN363	Value-Based Business Management	3	BN305	Sustainable Business Management	3
BN351	Consumer Behavior in Digital Era	3	FI250	Business Finance and Financial Technology	3
	Minor course (2)	3		Minor Course (3)	3
Year 3					
Semester 1 (18 credits)			Semester 2 (15 credits)		
BA251	Quantitative Analysis and Business Statistics	3	BN452	Capstone Business Project 2	3
LS250	Innovation in Operations, Logistics and Supply Chain Management	3	BN453	Capstone Business Project 3	3
			BN450	Seminar in Business	3
EO250	Business Economics	3		Minor Course (5)	3
BN319	Research Methods in Business	3		Free Elective Course (1)	3
BN451	Capstone Business Project 1	3			
	Minor Course (4)	3			
Year 4					
Semester 1 (9 credits)			Semester 2 (9 credits)		
BN317	Cross-cultural Communication and Management	3	BN411	Operational Co-operative Education	9
BN309	Business Management Strategy	3			
	Free Elective Course (2)	3			