

Bachelor of Business Administration (Management)

B.B.A. (Management)

Total Credits 138 credits

3.1 Course

3. Total Credits 138

3. Course Structure

1 General 36

- Languages 15 credits
- Humanities 6 credits
- Social sciences 6 credits
- Sciences and Mathematics 9 credits

Specialize

- Core Course 54 credits
- Major 30 credits
- Elective 12 credits

Free elective 6 credits

General

36 credits

(1.1) Languages 12 credits

011101	(Listening and Speaking English for Daily-life Communication)	3(3-0-6)
011102	(Reading and Writing English for Daily-life Communication)	3(3-0-6)
011203	(English for Communication in the Workplace)	3(3-0-6)
011204	(English for Career Presentation)	3(3-0-6)
012101	(Thai for Communication)	3(3-0-6)
012102	(Presentation and Report Writing)	3(3-0-6)
012203	(Public Speaking)	3(3-0-6)
020101	(Psychology for Life and Work)	3(3-0-6)
020102	(Introduction to Philosophy)	3(3-0-6)
020103	(Ethics and Modern Society)	3(3-0-6)
020104	(Aesthetics of Music)	3(1-4-4)
020105	(Modern Dance and Performance Management)	3(1-4-4)
020106	(Aesthetics of Life)	3(3-0-6)
030101	(College Study)	3(3-0-6)

030102	(Man and Society)	3(3-0-6)
030103	(Thai Society and Culture)	3(3-0-6)
030105	(Physical Education for Quality of Life)	3(1-4-4)
030306	(Thai Ideal Graduates)	3(3-0-6)
040101	(Science for Life)	3(3-0-6)
040102	(Man and Environment)	3(3-0-6)
040103	(Information Technology for Daily-life)	3(2-3-5)
040104	(Fundamentals of Mathematics)	3(3-0-6)
040105	(Mathematics for Daily-life)	3(3-0-6)
040106	(Elementary Statistics)	3(3-0-6)

Specialize **96 credits**

1 Core course 54 credits

202102	(Information Systems)	3 (3-0-6)
500151	(Principles of Management and Introduction to Business)	3 (3-0-6)
500153	(Sustainable Business Management and Development)	3 (3-0-6)
500102	(Principles of Marketing)	3 (3-0-6)
500103	(Principles of Accounting)	3 (3-0-6)
500201	(Business Ethics)	3 (3-0-6)
500202	(General Economics)	3 (3-0-6)
500203	(Production and Operation Management)	3 (3-0-6)

500204	(Business Finance)	3 (3-0-6)
500301	(Business Statistics)	3 (3-0-6)
500302	(Business Law)	3 (3-0-6)
500303	(Human Resource Management)	3 (3-0-6)
500305	(International Business Management)	3 (3-0-6)
500306	(Managerial Accounting)	3 (3-0-6)
500401	(Business English)	3 (3-0-6)
500402	(Entrepreneurship)	3 (3-0-6)
500403	(Taxation)	3 (3-0-6)
500404	(Strategic Management)	3 (3-0-6)

2 Major Course 30 credits

502101	(Business Quality Management)	3 (3-0-6)
502201	(Organization Behavior in Business)	3 (3-0-6)
502202	(Creativity and Innovation Management)	3 (3-0-6)
502203	(Management Planning and Controlling)	3 (3-0-6)
502204	(Office Intelligence Management)	3 (3-0-6)
502205	(Quantitative Management)	3 (3-0-6)

502301	(Communication Management and Business Leadership)	3 (3-0-6)
502304	(Risk and Change Management)	3 (3-0-6)
	(Business Research)	3 (3-0-6)
502401	Seminar in Modern Management	3(3-0-6)

(3) Electives 12 credits

502305	(Professional Internship)	3 (0-18-0)
502306	(Supply Chain Management)	3 (3-0-6)
502402	(Business Independent Study)	3 (3-0-6)
502403	(Export-Import Management)	3 (3-0-6)
502404	(Knowledge and Technology Management)	3 (3-0-6)
502405	(Small and Medium Enterprises Management)	3 (3-0-6)
502406	(Managing Human Capital in Organization)	3 (3-0-6)
502408	(Co-operative Education)	9 (0-40-0)
502409	(Negotiation Management)	3 (3-0-6)
502410	(Value Based Management)	3(3-0-0)

Free Elective **6 credits**