

สำนักงานคณะกรรมการการอุดมศึกษา  
รับทราบการให้ความเห็นชอบหลักสูตรนี้แล้ว  
11 ก.ย. 2558  
อธิการบดี



**Bachelor of Business Administration**  
**In International Business Management (International Program)**  
**New Curriculum 2015**

**Faculty of Business Administration**  
**Bangkokthonburi University**

**Curriculum's Information**  
**Bachelor of Business Administration**  
**In International Business Management**  
**(International Program)**  
**New Curriculum 2015**

Name of University Bangkokthonburi University



Faculty Faculty of Business Administration  
 Major in International Business Management (International Program)

**Section 1 General Information**

**1. Name of Curriculum**

Thai หลักสูตรบริหารธุรกิจบัณฑิต สาขาวิชาการจัดการธุรกิจระหว่างประเทศ  
 (หลักสูตรนานาชาติ)  
 English Bachelor of Business Administration in International  
 Business Management (International Program)

**2. Name of Degree**

Thai Full Name บริหารธุรกิจบัณฑิต (การจัดการธุรกิจระหว่างประเทศ)  
 Abbreviated Name บธ.บ. (การจัดการธุรกิจระหว่างประเทศ)  
 English Full Name Bachelor of Business Administration  
 (International Business Management)  
 Abbreviated Name B.B.A. (International Business Management)

**3. Major**

International Business Management

**4. Required credits**

132 credits

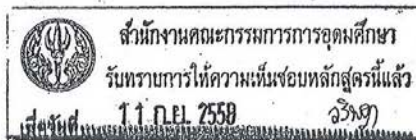
Bachelor of Business Administration in International Business Management (International Program)

### 2.7 Educational system

The learning situation is in the form of classroom teaching according to the rules and regulations of Bangkokthonburi University 2010.

### 2.8 Transfer of credits, courses and cross university registration (If any)

The transfer of credits/subjects is approved by the Ministry of Education and the regulations of Bangkokthonburi University 2010.



## 3. Curriculum and Lecturers

### 3.1 Curriculum

3.1.1 The number of credits throughout the curriculum is 132 credits.

#### 3.1.2 Course Structure

Bachelor of Business Administration in International Business Management (International Program) which is subjected to the standard of higher education is as follows:

	NC	Credits
1. Foundation Courses		
2. General Education Courses	30	Credits
2.1 Language Subjects	12	Credits
2.2 Humanities Subjects	6	Credits
2.3 Social Science Subjects	6	Credits
2.4 Science and Mathematics Subjects	6	Credits
3. Major Courses	96	Credits
3.1 Core Courses	51	Credits
3.2 Required Courses	27	Credits
3.3 Major Elective Courses	12	Credits
3.4 Internship	6	Credits
4. Free Electives	6	Credits

#### 3.1.3 Subjects in Curriculum

##### 1) The Definition of Course Coding

- General Course

## Coding Rule



The 4<sup>th</sup> and the 5<sup>th</sup> positions are subjects to begin with 01, 02, 03...99

The 3<sup>rd</sup> position is the year of student.

1	is	1 <sup>st</sup> year
2	"	2 <sup>nd</sup> year
3	"	3 <sup>rd</sup> year
4	"	4 <sup>th</sup> year

The 1<sup>st</sup> and 2<sup>nd</sup> positions are subjects and curriculum codes replaced by 2 number alphabets.

## - Major Courses

The course code for the Bachelor of Business Administration in International Business Management (International Program) contains 2 capital English letters and 3 number digits which has the following meaning:

The 1<sup>st</sup> and 2<sup>nd</sup> digits stand for International Business Management (MI)

The 3<sup>rd</sup> digit is the year.

The No.1 is the 1<sup>st</sup> year.

The No.2 is the 2<sup>nd</sup> year.

The No.3 is the 3<sup>rd</sup> year.

The No.4 is the 4<sup>th</sup> year.

The 4<sup>th</sup> and 5<sup>th</sup> digits are the subgroups of the course.

The numbers 01-20 are the fundamental course.

The numbers 21-40 are the core courses.

The numbers 41-60 are the required major courses.

The numbers 61-80 are the Elective major courses.

The numbers 81-100 are the other courses.



## 2. Description and Structure of Curriculum

The Bachelor of Business Administration in International Business Management (International Program) contains the following subjects:

### 1. Foundation Courses

EH 100	English Refreshment*	NC
NM 100	Mathematics Refreshment*	NC
NM 101	Introduction to Mathematics*	NC

**Note 1.** Based on their achievement on the entrance examination of BTU, some students may be required to successfully complete a non-credit course, before moving on to GE XXX.

**Note 2.** Based on their achievement on the Mathematics portion of the BTU entrance exam, some students may be required to successfully complete NM 100 Mathematics Refreshment and/or NM 101 Introduction to Mathematics, non-credit courses.

### 2. General Education Courses

	Minimum	30	credits
2.1 Language Subjects		12	credits
GT 101	Thai Structure		3(3-0-6)
GT 102	Thai Critique		3(3-0-6)
GT 103	Thai for Communication		3(3-0-6)
GT 104	Thai Language and Culture		3(3-0-6)
GT 105	Thai Language for Career		3(3-0-6)
GE 101	English in Daily Life		3(2-2-5)
GE 102	English for Communication		3(2-2-5)
GE 201	English Reading for Comprehension		3(2-2-5)
GE 202	English for Career		3(2-2-5)

2.2 Humanities Subjects		6	credits
GH 101	Ethics and Life Skills		3(3-0-6)
GH 102	Introduction to Philosophy		3(3-0-6)
GH 103	Introduction to Logic		3(3-0-6)
GH 104	Information for Retrieval		1(1-0-2)
GH 105	World Civilization		3(3-0-6)
GH 106	Medical Ethics		3(3-0-6)
GH 107	Leadership and Modern Management		3(3-0-6)

2.3 Social Science Subjects		6	credits
GS 101	General Psychology		3(3-0-6)
GS 102	Psychology for Quality Life and Social Development		3(3-0-6)
GS 103	Psychology in relation to life		3(3-0-6)
GS 104	Psychology of Leadership Development		3(3-0-6)
GS 105	Society, Economy, Politics and Global Community		3(3-0-6)
GS 106	Social Psychology		3(3-0-6)
GS 107	General Economics		3(3-0-6)
GS 108	Political and Economic Globalization		3(3-0-6)
GS 109	Citizenship in Democratic Regime		3(3-0-6)
GS 110	Laws in Daily Life		3(3-0-6)

2.4 Science and Mathematics Subjects		6	credits
GC 101	Sciences in Daily Life		3(3-0-6)
GC 102	Science, Technology and Environmental for Life		3(3-0-6)
GC 103	Information Technology for Learning		3(3-0-6)
GC 104	Sports for Health		3(2-2-5)
GC 105	Man and Environment in a Changing World		3(3-0-6)
GC 106	Life and Physical Science		3(3-0-6)
GC 107	Introduction to Computer		3(2-2-5)
GC 108	Program Computer for Data Analysis		3(3-0-6)
GA 101	Mathematics in Daily Life		3(3-0-6)
GA 102	Principles of Statistics		3(3-0-6)

3. Major Courses		Minimum	96	credits
3.1 Core Courses			51	credits
CB 101	Fundamental Mathematics			3(3-0-6)
CB 102	Fundamental Statistics			3(3-0-6)
CB 103	Human Resources Management			3(3-0-6)
CB 104	Principles of Economics			3(3-0-6)
CB 211	Fundamental Accounting			3(3-0-6)
CB 212	Accounting for Manager			3(3-0-6)
CB 221	Principles of Marketing			3(3-0-6)
CB 231	Business Communication			3(3-0-6)
CB 234	Management of Organizational Behavior			3(3-0-6)
CB 282	Computer in Management			3(3-0-6)
CB 283	Business Law			3(3-0-6)
CB 351	International Business Management			3(3-0-6)
CB 362	Quantitative Methods Management			3(3-0-6)
CB 364	Operations Management			3(3-0-6)
CB 371	Business Ethics			3(3-0-6)
CB 372	Business Finance			3(3-0-6)
CB 373	Strategic Management			3(3-0-6)
3.2 Required Courses			27	credits
MI 352	Legal Issues in International Business			3(3-0-6)
MI 359	International Marketing Management			3(3-0-6)
MI 361	Global Leadership Development			3(3-0-6)
MI 424	Global Marketing Strategy			3(3-0-6)
MI 449	International Trade and Finance			3(3-0-6)
MI 454	International Logistics Management			3(3-0-6)
MI 456	Export-Import Management			3(3-0-6)
MI 457	International Business Negotiations			3(3-0-6)
MI 458	Seminar in International Business			3(3-0-6)

<b>3.3 Major Elective Courses</b>	<b>12</b>	<b>credits</b>
MI 301 Managing Cultural Diversity		3(3-0-6)
MI 302 New Product Management		3(3-0-6)
MI 303 Integrated Marketing Communication		3(3-0-6)
MI 304 International Brand Management		3(3-0-6)
MI 444 Industrial Organization		3(3-0-6)
MI 445 International Advertising and Public Relations		3(3-0-6)
MI 446 International Quality Management		3(3-0-6)

<b>3.4 Internship</b>	<b>6</b>	<b>credits</b>
IN 380 Internship in International Business		6(6-250-0)

**4. Free Electives** **6 credits**

Students may choose to study any of the language subjects below offered by Bangkokthonburi University. The chosen subjects must not be repeated with the subjects that the students have already taken, and it must not be a required subject.

LN 101 German I**	3(3-0-6)
LN 201 German II**	3(3-0-6)
LN 102 Chinese I**	3(3-0-6)
LN 202 Chinese II**	3(3-0-6)
LN 103 Japanese I**	3(3-0-6)
LN 203 Japanese II**	3(3-0-6)
LN 104 Thai I**	3(3-0-6)
LN 204 Thai II**	3(3-0-6)
LN 105 Korean I**	3(3-0-6)
LN 205 Korean II**	3(3-0-6)
LN 106 French I**	3(3-0-6)
LN 206 French II**	3(3-0-6)

**Note.** Students are not allowed to take their mother tongue's language. For example, Thai students must not enroll in Thai I and Thai II. Chinese students must not take Chinese I and Chinese II.