

Bachelor of Business Administration Program

Program: Digital Business Computing

Revised curriculum 2023

Name of higher education institution Bangkok Thonburi University
Campus/ /Faculty Subject Subject Faculty of Business Administration
:Field of Study Business in digital Computer

Part Name of degree and field of study 1

1. Course code and name

1.1 Course code

25511131106482

Course name 1.2

Thai Language หลักสูตรบริหารธุรกิจบัณฑิต สาขาวิชาคอมพิวเตอร์ธุรกิจดิจิทัล
English Bachelor of Business Administration Program in Business
Computer Digital

Degree name and .2program

Thai language: ชื่อเต็ม บริหารธุรกิจบัณฑิต (คอมพิวเตอร์ธุรกิจดิจิทัล)
ชื่อย่อ บช.บ.(คอมพิวเตอร์ธุรกิจดิจิทัล)
English Full name : Bachelor Business Administration
(Business Computer Digital)
Abbreviation: BBA (Business Computer Digital)

3. Major

None

4. Type of the course

4.1 Type

It is a bachelor's degree

- academic
 professional or operational

Part 3 Structure of the course

3 Courses and credits

1. Structure of the course

1.1 Course

1.1.1 Total credits throughout the program 126 credit

1.1.2 Course structure

1 . General education subjects 24 credit

2 . Special subjects 96 credit

2.1 Core subject group 39

2.2 Required major subjects 42

2.3 Selected major subjects 15

3 . Free elective subjects 6 credit

1.1.3 Courses in the curriculum

1 (The meaning of the course and the course code

General education subjects -

Providing undergraduate education to be in accordance with the 2022 Bachelor's Degree Curriculum Standards and other university regulations. As for the criteria for granting course codes, the university previously set them as 5 -digit numbers. For the revised courses, they were set to 2 -digit letters and 3 -digit letters.

.3 Free elective courses

6 credits

Choose to study any course in the Bangkok Thonburi University curriculum that does not repeat the course you have studied before, and must not be a course that is required to be taken without credits included in the curriculum completion criteria for this program.

1 .1.4 Table shows the study plan

Code	Course name	Credit (Theory- Practice- study-Self)
xx xxx	General education subjects	3(2-2-5)
xx xxx	General education subjects	3(2-2-5)
xx xxx	General education subjects	3(2-2-5)
BA 101	Business administration	3(3-0-6)
BA 103	Financial accounting	3(3-0-6)
Total		15 (12 - 6 - 27)

Year1 2 Semester ,

code	Course name	credit (Theory- Practice- study-Self)
xx xxx	General education subjects	3(2-2-5)
xx xxx	General education subjects	3(2-2-5)
xx xxx	General education subjects	3(2-2-5)
xx xxx	General education subjects	3(2-2-5)
BA 102	Marketing principles	3(3-0-6)
Total		15 (11 - 8 - 26)

1st summer ,yearcourse

Code	Course name	Credit (Theory- Practice- study-Self)
xx xxx	General education subjects	3(2-2-5)
Total		3(2-2-5)

2 Year Semester1

code	Course name	credit (Theory- Practice- study-Self)
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BA 201	Business taxation	3(3-0-6)
BA 203	Business statistics	3(2- 2- 5)
BA 205	Using business applications in the digital age	3(2-2-5)
BA 206	Business economics	3(3-0-6)
Total		12 (10 - 4 - 22)

Year 2 2 Semester

Code	Course name	Credit (Theory- Practice- study-Self)
BA 202	Business law	3(3-0-6)
BA 204	Production and operations systems	3(3-0-6)
BA 207	Business finance	3(3-0-6)
BC 231	Computer programming)32 -2 -5 (
BC 232	Data Structures and Algorithms	(6-0-3)3
Total		15 (1 4- 2-29)

Year2 ,S ummercourse

Code	Course name	Credit (Theory- Practice- study-Self)
BC 241	Computer and maintenance	3(2-2-5)
BC 24 2	Database management system and database technology	3(3-0-6)
Total		6(5-2-11)

3 Year Semester1

Code	Course name	Credit (Theory- Practice- study-Self)
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BA 302	Human resource management	3(3-0-6)
BC 311	work systems Analysis and design of	3(3-0-6)
BC 321	Digital business website development	3(2-2-5)
BC 322	Electronic commerce	3(2-2-5)
xx xxx	Group of selected majorsubjects	3(xxx)
Total		15(xxx)

3 Year 2 Semester

Code	Course name	Credit (Theory- Practice- study-Self)
BA 301	Management accounting	3(3-0-6)
BA 303	Strategic management	3(3-0-6)
BC 312	Prepare to practice professional experience in digital business computers.	1(45)
BC 3 23	Computer graphics and animation	3(2-2-5)
BC 324	Multimedia technology and applicationsin digital business	3(2-2-5)
BC 3 33	oriented technology-Object	3(2-2-5)
Total		1 6(12 - 51 - 27)

3 Year Summercourse

Code	Course name	Credit (Theory- Practice- study-Self)
BC 313	Professional experience training in digital business computers	5(450)
Total		5(450)

4 Year Semester1

code	Course name	credit (Theory- Practice- study-Self)
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BC 414	Digital business computer project	3(0-6-3)
xx xxx	Group of selected majorsubjects	3(xxx)
xx xxx	Group of selected majorsubjects	3(xxx)
xx xxx	Group of selected majorsubjects	3(xxx)
xx xxx	Category Free elective :subjects	3(xxx)
Total		15 (x - x - x)

4 Year 2 Semester

Code	Course name	Credit (Theory- Practice- study-Self)
BC 415	Digital Business Computer Seminar	3(2-2-5)
xx xxx	Group of selected majorsubjects	3(xxx)
xx xxx	Category Free elective :subjects	3(xxx)
Total		9 (x - x - x)