

**Curriculum's Information**  
**Bachelor of Business Administration**  
**In International Business Management**  
**(International Program)**  
**Revised Curriculum Academic Year 2020**

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<b>Name of University</b>	Bangkokthonburi University
<b>Faculty</b>	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 Program 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**

None

**4. Required credits**

132 credits

## **5. Curriculum Characteristics**

### **5.1 Form of Degree**

Undergraduate degree

Academic

Professional or Operational

### **5.2 Language of Instruction**

English

### **5.3 Qualification Requirements**

Thai and International students, completed M.6 or Grade 12 or its equivalent. Students must have fair level of literacy of the English Language.

### **5.4 Cooperation with other universities**

This program is BTU's program

### **5.5 Degrees offered to the graduates**

One degree of one major

## **6. Curriculum Status and Approval Process**

6.1 It is a Revised Curriculum Academic Year 2020 Revised from Bachelor of Business Administration Program in International Business Management (International Program) new curriculum 2015 that is Standard criteria for Bachelor degree programs 2015.

6.2 Start from the first semester of academic year 2020.

6.3 The Bachelor of Business Administration in International Business Management was approved by the sub-committee during the meeting 4/2019 on January 13th , 2020.

6.4 The Committee of Academic Council agreed to the proposal at the meeting 6/2019 on April 1st , 2020.

6.5 The curriculum was approved by the university council at the meeting 5/2019 on April 7th , 2020.

## **7. The Ability to implement/promote the curriculum**

The curriculum will be published as a quality and standardized program in accordance with higher education qualifications framework 2009 in the academic year 2022.

## **8. Career Opportunities of the graduates:**

After graduated from this field, the graduates will have following career opportunities:

- 8.1 Global Entrepreneurship.
- 8.2 Import & Export agency.
- 8.3 Freight forwarder/ Shipping agent.
- 8.4 Customs officer.
- 8.5 Commercial bank staff.
- 8.6 Export-Import Bank of Thailand (EXIM Bank)

Furthermore, Governor, State-enterprise or private sector.

## **10. Venue to conduct the study**

Bangkokthonburi University

## **11. External factors to be considered in curriculum planning**

### **11.1 Situation or Economics development**

1. This curriculum is designed in response to the country's development strategy, according to the National Economic and Society Development Article 12 (B.C 2017-2021). It said about the changes in society, economy, trade and investment focusing on free trade and educational services. These are necessary turning points in the education system. It will not only help students in the continuous learning process but also will improve education system as a whole. This will lead to the implementation of the system called Knowledge Economy.

2. In order to cope with the rapid changes in the world and to the policy of Ministry of Education which encourages universities to open international programs in order to accommodate the integration of ASEAN in 2015 (B.E 2558).

### **11.2 Social and Cultural situation/development**

1. In the process of planning the curriculum and the development of the learning process, it is aimed to balance society and cultural factors, keeping in mind the acceptable norms and etiquettes of the society. This will also help the integration of other internationally accepted cultures, norms and etiquettes.

2. In addition, it supports the continuous learning process in order to be updated with the current events and changes in these rapid changing environments.

**12. The effects mentioned in no.11 on curriculum development and its relevance to the missions of the university.**

**12.1 Curriculum development**

1. The curriculum has invited external lecturers to support Proactive course and prepare for business competition, global trade and investment.

2. To produce efficiency personnel to reach with academic field and career that related with international business management, and business operations of international entrepreneurs with ethics, moral conscience.

3. Building knowledge and understanding about the impact that may be occur in the future under policy and vision of university.

**12.2 Its relevance to the missions of the university/institute**

1. To be a leader in language excellence and business skills and to evoke educational focus breeding awareness and pride in national and local culture.

2. To provide educational service to society and promote local knowledge and intelligence for sustainable social development.

3. To develop social values, quality and to sustain the utilization of natural resources.

**13. Cooperation with other curricula of the university (if any). For example, students from other departments enroll in some courses of this curriculum and vice versa.**

**13.1 Course(s) offered by other faculties**

None

**13.2 Course(s) offered to other programs**

None

**13.3 Coordination**

The curriculum will be managed by the Curriculum Management Committee, led by the Head of the curriculum reporting to the Dean of Faculty of Business Administration and operates under the rules and regulations of the university's Academic Affairs Department.

The Head of the Curriculum has to cooperate with other professors or representatives from other faculties to make sure that the contents of the courses offered, course management and standard of lecturing are parallel to the requirements of Bachelor's Degree in International Business Management. (International Program).

## **Section 2 Information of the Curriculum**

### **1. Philosophy, justification and objectives of the curriculum**

#### **1.1 Philosophy**

Manage the study of International Business Management so that the students can utilize their knowledge in a competitive business world.

#### **1.2 Justification**

To cope with the driven business world, prepare graduates to get ready to face business world and develop skills through learning through real International environment.

#### **1.3 Objectives:**

To produce graduates who have the characteristics, knowledge and skills as follows:

1.3.1 To have morality, ethics and professional ethics, students adhere to morals and ethics, discipline, honesty, punctuality, professional ethics, good conscience and responsible for duty. Able to adjust creative lifestyle and base on moral principles both personal and social.

1.3.2 To have basic knowledge in any related field; theoretical section and practical section. To be able to act accordingly and appropriately in working and studying at a high level.

1.3.3 To have intellectual; the ability to analyze situations and knowledge supply, understanding of concepts, principles, theories and processes for problem solving with creative and suitable at that time.

1.3.4 To have interpersonal relationship and responsibility; the ability to work with others effectively, responsibility to personal and social, adapt to situations and organization culture that good performance.

1.3.5 To have mathematical analytical thinking, communication skills, and information technology skills.

1.3.6 To have professional skills; apply International Business Management concept for domestic and global business, including of living and trading for development and useful for personal and social.

## 2. Plan for development and Improvement

Plan for development/revision	Strategies	Indexes
<p>- Evaluation of quality assurance according to the curriculum International Business Management. (International Program)</p>	<p>- Evaluate the quality of education according to international business management curriculum.            - Follow up, and evaluate quality regularly.            - Evaluate courses regularly.</p>	<p>- Quality assurance according to curriculum's objectives            - Report quality evaluation</p>
<p>- Improvement of the curriculum to conform to business requirements, languages and social requirements.</p>	<p>- Follow up and update on the changes in Entrepreneurship of the International Business world.</p>	<p>- Report satisfaction evaluations by entrepreneur in students' internships            - Follow the number of students who have successful careers</p>
<p>- Professional development for lecturers and improvement of academic services so that students will be able to gain knowledge from experienced lecturers in the field of International business management.</p>	<p>- Arrange for professional development programs for lecturers to have more experience in academic service outside of the organization.            - Develop lecturers' teaching skills by attending the academic seminars or meetings in related fields.            - Develop students' skills by participating in internships off-campus in leading organizations.</p>	<p>- The number of academic community services of in-course lecturers.            - The number of internship participation            - The number of conferences.</p>

## **Section 3 Educational Management System, Curriculum Implementation and Structure**

### **1. Educational Management System**

#### **1.1 System**

One academic year have two semesters with 1 academic year divided into 2 regular semesters and 1 regular semester. Have a study duration of not less than 15 weeks and following the undergraduate education requirement of Bangkokthonburi University 2018.

#### **1.2 Summer session**

None.

#### **1.3 Credit equivalent to semester system**

According to announcement of the Ministry of Education and regulations of Bangkokthonburi university for undergraduate education management B.C. 2018.

### **2. Curriculum Implementation**

#### **2.1 Date and time of course operation.**

- The First semester is from June to September
- The Second semester is from November to February

#### **2.2 Qualifications of prospective students**

2.2.1 High school graduates from Basic Education Curriculum or high school equivalent from any schools which are certified by the Ministry of Education.

2.2.2 Is a graduate of a vocational certificate or equivalent Or diploma

2.2.3 Through the selection of people to study at the university (TCAS) of the Ministry of Higher Education, Science and Innovation and accordance regulations of Bangkokthonburi University 2018.

2.2.4 TOEFL  $\geq$  500 or IELTS  $\geq$  5.5, if applicant don't have TOEFL or IELTS result they can apply for BTU-GET Examination.

2.2.5 Passed the BTU-GET Entrance Examination.

#### **2.3 Problems that new student encounter when they start program (predictions)**

This curriculum accepts students who have fair skills of English communication or have

a result of English tests as per the university’s policy. There might be some students who don’t have English language background but want to improve and learn in our curriculum. To counter the possible problems the strategies will be discussed in No. 2.4.

**2.4 Strategies to solve problems in No. 2.3**

Strategies to problems solving for student who do not pass the English language basis, university therefore requires English language training in parallel with the enrollment in regular courses in first semester or organize an examination of basic English language knowledge in every semester. The students who failed the English Test will have to attend a Non-Credit Course provided by the University. The course will be called “English Refreshment” (ER).

**2.5 Five-Year-Plan for recruitment and graduation of students**

Academic Year	Number of Students for Each Academic Year				
	2020	2021	2022	2023	2024
1 <sup>st</sup> Year	30	30	30	30	30
2 <sup>nd</sup> Year	-	30	30	30	30
3 <sup>rd</sup> Year	-	-	30	30	30
4 <sup>th</sup> Year				30	30
<b>The number of students enrolled</b>	<b>30</b>	<b>60</b>	<b>90</b>	<b>120</b>	<b>120</b>
<b>The number of graduate students</b>	-	-	-	<b>30</b>	<b>30</b>





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
<b>3. Major Courses</b>	<b>96</b>	<b>Credits</b>
3.1 Core Courses	51	Credits
3.2 Required Courses	27	Credits
3.3 Major Elective Courses	12	Credits
3.4 Internship	6	Credits
<b>4. Free Electives</b>	<b>6</b>	<b>Credits</b>

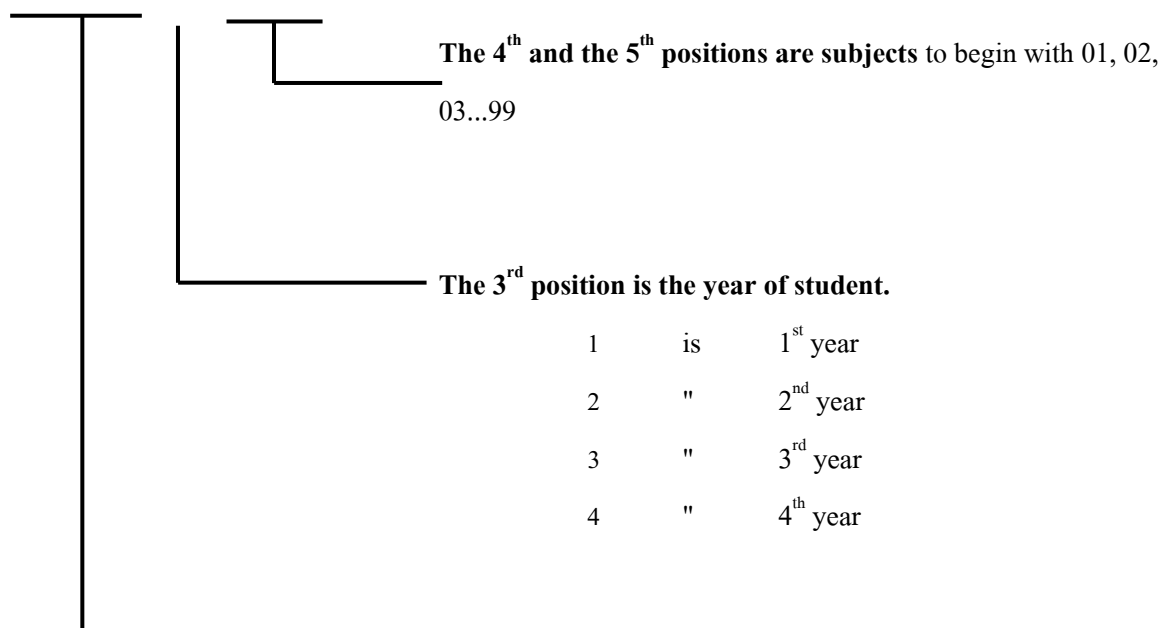
### 3.1.3 Subjects in Curriculum

#### 1) The Definition of Course Coding

##### - General Course

The Undergraduate Education Management follows the standard of the Higher Education Commission and other regulations of the university. The coding rule uses 5 digits for the former university subjects and 2 alphabets and 3 digits for the new curriculum.

#### Coding Rule



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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.

**2. Description and Structure of Curriculum**

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

**1. Foundation Courses**

IB 100 Fundamental of International Business Management NC

**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)

<b>2.2 Humanities Subjects</b>	<b>6</b>	<b>credits</b>
GH 101 Ethics and Life Skills		3(3-0-6)
GH 102 Introduction to Philosophy		3(3-0-6)
GH 103 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)
<b>2.3 Social Science Subjects</b>	<b>6</b>	<b>credits</b>
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)
<b>2.4 Science and Mathematics Subjects</b>	<b>6</b>	<b>credits</b>
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)

<b>3. Major Courses</b>	<b>Minimum</b>	<b>96</b>	<b>credits</b>
<b>3.1 Core Courses</b>		<b>51</b>	<b>credits</b>
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	Macroeconomics		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	Business Information 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)
<b>3.2 Required Courses</b>		<b>27</b>	<b>credits</b>
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	Digital business and E-commerce 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	Preparation for Internship in International Business	1(45)
IN 381	Internship in International Business	5(450)
<b>4. Free Electives</b>	<b>6</b>	<b>credits</b>
IM 301	Business Innovation and Entrepreneurship	3(3-0-6)
IM 302	Essentials of Entrepreneurship	3(3-0-6)
IM 303	Systematic Thinking and Decision Making	3(3-0-6)
IM 304	Special Topics in International Business	3(3-0-6)

### 3.1.4 Course Schedule

#### First Year (1st Semester)

Subject Code	Subject Name	Credits (Theory-Practical-Self Study)
IB 100	Fundamental of International Business Management	Non-Credit
GE xxx	Language Subjects	3(x-x-x)
GH xxx	Humanities Subjects	3(3-0-6)
CB 101	Fundamental Mathematics	3(3-0-6)
GC xxx	Science and Mathematics Subjects	3(3-0-6)
GC xxx	Science and Mathematics Subjects	3(3-0-6)
GS xxx	Social Science Subjects	3(3-0-6)
<b>Total</b>		<b>18(x-x-x)</b>

#### First Year (2<sup>nd</sup> Semester)

Subject Code	Subject Name	Credits (Theory-Practical-Self Study)
GE xxx	Language Subjects	3(x-x-x)
IM xxx	Free Elective	3(3-0-6)
GH xxx	Humanities Subjects	3(3-0-6)
CB 102	Fundamental Statistics	3(3-0-6)
GS xxx	Social Science Subjects	3(3-0-6)
CB 103	Human Resource Management	3(3-0-6)
CB 104	Macroeconomics	3(3-0-6)
<b>Total</b>		<b>21(x-x-x)</b>

**Second Year (1<sup>st</sup> Semester)**

<b>Subject Code</b>	<b>Subject Name</b>	<b>Credits (Theory-Practical-Self Study)</b>
GE xxx	Language Subjects	3(x-x-x)
IM xxx	Free Elective	3(3-0-6)
CB 211	Fundamental Accounting	3(3-0-6)
CB 221	Principles of Marketing	3(3-0-6)
CB 231	Business Communication	3(3-0-6)
MI xxx	Major Elective Course	3(3-0-6)
<b>Total</b>		<b>18(x-x-x)</b>

**Second Year (2<sup>nd</sup> Semester)**

<b>Subject Code</b>	<b>Subject Name</b>	<b>credits (Theory-Practical-Self Study)</b>
GE xxx	Language Subjects	3(x-x-x)
CB 234	Management of Organizational Behavior	3(3-0-6)
CB 282	Business Information Management	3(3-0-6)
CB 283	Business Law	3(3-0-6)
CB 212	Accounting for Manager	3(3-0-6)
MI xxx	Major Elective Course	3(3-0-6)
<b>Total</b>		<b>18(x-x-x)</b>



**Third Year (1<sup>st</sup> Semester)**

<b>Subject Code</b>	<b>Subject Name</b>	<b>Credits (Theory-Practical-Self Study)</b>
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)
MI xxx	Major Elective Course	3(3-0-6)
MI 361	Global Leadership Development	3(3-0-6)
<b>Total</b>		<b>18(18-0-36)</b>

**Third Year (2<sup>nd</sup> Semester)**

<b>Subject Code</b>	<b>Subject Name</b>	<b>Credits (Theory-Practical-Self Study)</b>
CB 372	Business Finance	3(3-0-6)
CB 373	Strategic Management	3(3-0-6)
MI 352	Legal Issues in International Business	3(3-0-6)
MI 359	International Marketing Management	3(3-0-6)
MI xxx	Major Elective Course	3(3-0-6)
IN 380	Preparation for Internship in International Business	1(45)
<b>Total</b>		<b>16(15-45-30)</b>

**Fourth Year (1<sup>st</sup> Semester)**

<b>Subject Code</b>	<b>Subject Name</b>	<b>Credits (Theory-Practical-Self Study)</b>
IN 381	Internship in International Business	5(450)
<b>Total</b>		<b>5(450)</b>

**Fourth Year (2<sup>nd</sup> Semester)**

<b>Subject Code</b>	<b>Subject Name</b>	<b>Credits (Theory-Practical-Self-study)</b>
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>Total</b>		<b>18(18-0-36)</b>