

## Course details 课程详情

### Bachelor of Business Administration Program 工商管理学士课程

Major: Beauty and Beauty Business Management 专业：美容及美容商业管理

New curriculum 2021 2021 年新课程

Name of higher education institution	Bangkok Thonburi University
高等教育机构名称	曼谷吞武里大学
Faculty/Subject Area	Faculty of Business Administration
教师/学科领域	工商管理学院
	Major: Beauty and Beauty Business Management
	专业：美容及美容商业管理

#### Section 1. General information

##### 第 1 节 一般信息

#### 1. Course code and name 课程代码和名称

中文	工商管理学士课程， 专业：美容商业管理与美容
English	Bachelor of Business Administration Program in Beauty Business Management Major: Beauty Business Management and beauty

#### 2. Degree name and field of study 课程代码和名称

中文全名：	工商管理学士（美容美容商业管理） 缩写：B.B.A.（美容美容企业管理）
English	Full name : Bachelor of Business Administration (Beauty Business Management) Abbreviation BBA (Beauty Business Management)

#### 3. Major 主要的

do not have 没有

#### 4. Number of credits studied throughout the program 整个课程学习的学分数

124 credits 学分

#### 5. Format of the course 课程形式

##### 5.1 Type 类型

It is a bachelor's degree level course. 这是学士学位课程。

Academic 学术的

Professional or operational 专业或操作性

### 3.1 Course 课程

**3.1.1 The total number of credits throughout the program is 124 credits.**

**整个课程的学分总数为 124 学分**

#### 3.1.2 Course structure 课程结构

1 . General Course 一般课程	30	credits 学分
1.1 Language subject group 语言学科组	12	
1.2 Humanities subject group 人文学科组	6	
1.3 Social Science Subject Group 社会科学学科组	6	
1.4 Science and Mathematics Subject Group 科学与数学学科组	6	
2 .Core Course 核心课程	88	credits 学分
2.1 Core subject group 核心学科组	39	
2.2 Major group 主要群体	49	
3 . Free elective courses 免费选修课	6	credit 学分

### **3. Free elective courses 免费选修课 6 credits 学分**

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 field of study.

选择学习曼谷吞武里大学课程中的任何课程，该课程不重复您以前学习过的课程，并且不得是该学习领域的课程完成标准中未包含学分的情况下要求修读的课程

### 3.1.4 Educational plan 教育计划

#### Year 1, Semester 1 第一学年第一学期

Code 代码	Course name 课程名	credit 学分 ( Theory - Practice - Self-study ) ( 理论-实践-自学 )
xx xxx	Language subject group 语言学科组	3(xxx)
xx xxx	Humanities subject group 人文学科组	3(xxx)
xx xxx	Science and Mathematics subject group 科学和数学 学科组	3(xxx)
xx xxx	Language subject group 语言学科组	3(xxx)
xx xxx	Social Science subject group 社会科学学科组	3(xxx)
BA 101	Business Administration 商业管理	3(3-0-6)
BA 103	Financial Accounting 财务会计	3(3-0-6)
<b>Total 全部的</b>		<b>21 ( x - x - x )</b>

#### Year 1, Semester 2 第一年第二学期

Code 代码	Course name 课程名	credit 学分 ( Theory - Practice - Self-study ) ( 理论-实践-自学 )
xx xxx	Humanities subject group 人文学科组	3(xxx)
xx xxx	Science and Mathematics subject group 科学和数学 学科组	3(xxx)
xx xxx	Language subject group 语言学科组	3 ( xxx )
xx xxx	Social Science subject group 社会科学学科组	3 ( xxx )
BA 102	Marketing principles 营销原则	3(3-0-6)
BY 101	Preparing for professional experience in managing beauty and beauty businesses. 为管理美容和美容业务的专业经验做好准备。	1 (45)
<b>Total 全部的</b>		<b>16 ( x - x - x )</b>

**1st year, summer semester 第一年, 夏季学期**

<b>Code 代码</b>	<b>Course name 课程名</b>	<b>credit 学分</b> <b>( Theory - Practice - Self-study )</b> <b>( 理论-实践-自学 )</b>
BY 102	Professional experience training in business management Beautification and beauty 1 企业管理 专业体验培训美容美容 1	3(450)
<b>Total 全部的</b>		<b>3(450)</b>

**Year 2, Semester 1 第二年, 第一学期**

<b>Code 代码</b>	<b>Course name 课程名</b>	<b>credit 学分</b> <b>( Theory - Practice - Self-study )</b> <b>( 理论-实践-自学 )</b>
xx xxx	Language subject group 语言学科组	3(xxx)
BA 201	Business Taxation 营业税	3(3-0-6)
BA 202	Business Law 商务法	3(3-0-6)
BA 203	Business Statistics 商业统计	3(2-2-5)
BA 204	Operations Management 运营管理	3(3-0-6)
BA 205	Application of Computers in Business 计算机在商业 中的应用	3(2-2-5)
BA 206	Business Economics 商业经济学	3(3-0-6)
<b>Total 全部的</b>		<b>21 ( x - x - x )</b>

**Year 2, Semester 2 第二年第二学期**

<b>Code 代码</b>	<b>Course name 课程名</b>	<b>credit 学分</b> <b>( Theory - Practice - Self-study )</b> <b>( 理论-实践-自学 )</b>
BA 207	Business Finance 商业金融	3(3-0-6)
BY 201	Management of Beauty Salon and Beauty Businesses 美容院及美容事业的管理	3(2-2-5)
BY 202	Hairdressing Practice 美发实践	3(0-6-4)
BA 301	Management Accounting 管理会计	3(3-0-6)
BA 302	Human Resource Management 人力资源管理	3(3-0-6)
<b>Total 全部的</b>		<b>15(11-8-27)</b>

**Year 2, summer semester 第二年, 夏季学期**

<b>Code 代码</b>	<b>Course name 课程名</b>	<b>credit 学分</b> <b>( Theory - Practice - Self-study )</b> <b>( 理论-实践-自学 )</b>
BY 203	Professional experience training in beauty and beauty business management 2 美容美容企业管理专业经验培训 2	3(450)
<b>Total 全部的</b>		<b>3(450)</b>

**Year 3, Semester 1 第三年, 第一学期**

<b>Code 代码</b>	<b>Course name 课程名</b>	<b>credit 学分</b> <b>( Theory - Practice - Self-study )</b> <b>( 理论-实践-自学 )</b>
BA 303	Strategic Management 战略管理	3(3-0-6)
BY 301	Make-up Practice 化妆练习	3(0-6-4)
BY 302	Manicure Operation 美甲操作	3(0-6-4)
BY 303	Eyelash extension operation 睫毛延长手术	3(0-6-4)
BY 304	Eyebrow tattooing operation 纹眉手术	3(0-6-4)
<b>Total 全部的</b>		<b>15(3-24-22)</b>

**Year 3, Semester 2 第三年第二学期**

<b>Code 代码</b>	<b>Course name 课程名</b>	<b>credit 学分</b> <b>( Theory - Practice - Self-study )</b> <b>( 理论-实践-自学 )</b>
BY 401	Chemicals and technology in beauty and cosmetics 美容和化妆品中的化学品和技术	3(3-0-6)
BY 402	Practice using chemicals to care for hair and nails. 练习使用化学品护理头发和指甲。	3(0-6-4)
BY 403	Practice using makeup chemicals 练习使用化妆化学品	3(0-6-4)
BY 404	Innovation in beauty and beauty 美容与美的创新	3(3-0-6)
<b>Total 全部的</b>		<b>12(6-12-20)</b>

**Year 3, Summer Semester 第三年, 夏季学期**

<b>Code 代码</b>	<b>Course name 课程名</b>	<b>credit 学分</b> <b>( Theory - Practice - Self-study )</b> <b>( 理论-实践-自学 )</b>
BY 305	Professional experience training in beauty and beauty business management 3 美容美容企业管理专业经验培训 3	3(450)
<b>Total 全部的</b>		<b>3(450)</b>

**Year 4 , Semester 1 第四年, 第一学期**

<b>Code 代码</b>	<b>Course name 课程名</b>	<b>credit 学分</b> <b>( Theory - Practice - Self-study )</b> <b>( 理论-实践-自学 )</b>
BY 405	Seminar on beauty and beauty treatments 美容及美容治疗研讨会	3(2-2-5)
xx xxx	Free electives 免费选修课	3(xxx)
xx xxx	Free electives 免费选修课	3(xxx)
<b>Total 全部的</b>		<b>9 ( x - x - x )</b>

**Year 4 , Semester 2 第四年, 第二学期**

<b>Code 代码</b>	<b>Course name 课程名</b>	<b>credit 学分</b> <b>( Theory - Practice - Self-study )</b> <b>( 理论-实践-自学 )</b>
BY 306	Professional experience training in beauty and beauty business management 4 美容美容企业管理专业经验培训 4	3(450)
<b>Total 全部的</b>		<b>3(450)</b>

Year 4 , Summer Semester 第四年, 夏季学期

<b>Code 代码</b>	<b>Course name 课程名</b>	<b>credit 学分</b> <b>( Theory - Practice - Self-study )</b> <b>( 理论-实践-自学 )</b>
BY 406	Professional experience training in beauty and beauty business management 5 美容美容企业管理专业经 验培训 5	3(450)
<b>Total 全部的</b>		<b>3(450)</b>