

Bachelor of Business Administration Program (International Program) Curriculum Revised 2024

Program Name

Bachelor of Business Administration Program (International Program)

Degree Title and Major

- Full Name : Bachelor of Business Administration (International Program)
- Abbreviation : B.B.A. (International Program)

Major Fields

- International Business and Logistics
- Digital Marketing and Media Creation
- Innovative Business Management
- Finance and Economics

Program Philosophy

"Developing global business leaders for national and international levels."

Program Learning Outcomes (PLOs):

PLO 1

Mastery of knowledge in business administration, accounting, economics, and technology

to foster innovation and entrepreneurship.

- Sub PLO 1.1: Demonstrate key characteristics of innovation (The Innovator's DNA), including critical thinking, problem-solving, accessing information, data analysis, creativity, and design thinking.
- Sub PLO 1.2: Apply knowledge in business administration, accounting, and economics for business decision-making.
- Sub PLO 1.3: Utilize knowledge in business administration for creating and managing businesses.

PLO 2

Apply knowledge of cultural diversity to conduct international business and develop communication skills for international trade.

- Sub PLO 2.1: Apply cultural knowledge to international business practices.
- Sub PLO 2.2: Demonstrate communication skills for international trade and business interactions.

PLO 3

Use information technology to perform business operations for analysis and decision-making.

- Sub PLO 3.1: Use information technology in business operations for analyzing, planning, organizing, and decision-making.
- Sub PLO 3.2: Utilize information technology for financial data collection and analysis for business decision-making.

PLO 4

Analyze business ethics and demonstrate professional and moral responsibility.

- Sub PLO 4.1: Identify and uphold ethical standards and professional responsibility in business practices.
- Sub PLO 4.2: Evaluate and present solutions for business practices while adhering to ethical standards and professional responsibility.

Qualifications of Applicants

To be eligible for admission to the Bachelor of Business Administration (International Program) at Rajamangala University of Technology Thanyaburi, applicants must meet the following requirements:

1. Applicants must have successfully completed upper secondary education (Grade 12) or its equivalent from an accredited institution.
2. Applicants must fulfill the qualifications set forth by Rajamangala University of Technology Thanyaburi in accordance with the Undergraduate Education Standards (Revised 2007 and 2013), as determined by the Curriculum Committee or University Administration Committee.
3. Applicants must demonstrate English language proficiency through one of the following:
 - TOEIC score of at least 550, or
 - RMUTT English Proficiency Test (RTTEP) score meeting the university's standard, or
 - Other equivalent English proficiency test scores recognized by the university.

Remark:

If applicants do not meet the required English proficiency standards, they are required to enroll in an Intensive English Course with an additional cost of approximately 5,000 Thai Baht.

Total Credit Requirements for the Program: 124 credits

Curriculum Structure

1. General Education Courses: 24 credits
2. Specialized Courses: 94 credits
 - o Core Courses: 33 credits
 - o Advanced Courses: 39 credits
 - o Elective Courses: 12 credits
 - o Professional Experience Courses: 10 credits
3. Free Elective Courses: 6 credits

Career Opportunities After Graduation

Major: International Business and Logistics

1. Entrepreneur in international business, such as import-export service providers, international shipping companies, and logistics service providers.
2. Entrepreneur in logistics, such as warehouse management, transportation, and procurement.
3. Business owner, consultant, or specialist in international business and logistics.
4. Other related careers.

Major Digital Marketing and Media Creation

1. Marketing professionals in advertising agencies or international trade, such as marketing strategists, digital marketing specialists, advertising executives, designers, and creative directors.
2. Professionals in media and communications, such as corporate communication specialists, public relations officers, or content creators in business or public sectors.
3. Entrepreneurs or freelancers in media creation, providing services such as video production, graphic design, and content creation for various platforms.
4. Other related careers.

Major: Innovative Business Management

1. Entrepreneur
2. Start-up business owner
3. Organizational developer
4. Consultant
5. Administrator in government and private organizations
6. Other related careers

Major: Finance and Economics

1. Financial management in business organizations, financial institutions, and public or private sectors.
2. Investment market professions, working in areas related to financial markets and investment sectors.
3. Business analysts, such as business consultants, corporate development officers, and venture capital specialists.
4. Entrepreneurs and self-employed professionals in finance.
5. Other related careers

Tuition Fee

Bachelor of Business Administration Program (International Program)

Curriculum	Semester 1	Semester 2	Semester 3	Estimated Expenses (Years 1-3)	Estimated Expenses (Year 4 - Cooperative Education)
Business Administration (International Program)	40,000 Thai Baht	40,000 Thai Baht	-	240,000 Thai Baht (for 3 years)	8,000 Thai Baht

Application and Selection Process Application

Interested applicants can apply through Rajamangala University of Technology Thanyaburi's online admission system at www.oreg.rmutt.ac.th or through other channels as announced by the university.

Applicants are required to complete the online application form and submit the following documents:

- Official high school transcript
- Certificate of graduation or equivalent qualification
- English proficiency test scores (if applicable)
- Other supporting documents as specified by the program

Selection Process

Applicants will be evaluated through one or more of the following processes:

- Written examination
- Interview
- Evaluation of academic records and extracurricular achievements

The university reserves the right to determine the appropriate selection method based on the number of applicants and program requirements.

Announcement of Results

The list of successful applicants who are eligible for enrollment will be announced on the university's official website within the specified period.

International Student Admission Process

Application for International Students

International applicants must apply through the university's international admission system at www.oreg.rmutt.ac.th or other specified channels.

Required documents include:

- Official high school transcript (translated into English and certified)
- Certificate of graduation (translated into English and certified)
- Copy of passport
- English proficiency test score (TOEIC 550 or equivalent)
- Recent passport-sized photographs
- Other documents as specified by the university or the Faculty of Business Administration

All submitted documents must be certified true copies. Non-English documents must be officially translated into English.

Selection Process for International Students

International applicants will undergo evaluation based on the following criteria:

- Review of academic qualifications



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- English proficiency assessment
- Online interview or video interview (if required)
- Evaluation of extracurricular achievements or relevant experience (if applicable)

The university may waive certain examination requirements for applicants who meet specific academic or professional criteria.

Visa and Enrollment Process

Once admitted, international students must:

- Request an acceptance letter from the university for visa application purposes
- Apply for a Non-Immigrant Education Visa (ED Visa) at the Royal Thai Embassy or Consulate in their home country
- Complete the enrollment process and attend the university's international student orientation

International students are responsible for complying with all immigration requirements and maintaining valid visa status throughout their study period.

Application Deadline

All applications and required documents must be submitted by the end of July each year.

Head of the International Program

Dr. Akarawat Jatuphatwarodom

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