



Bachelor of Business Administration
Program in Business Computer
Curriculum Revised 2024.

Program Name

Bachelor of Business Administration Program in Business Computer

Degree Title and Major

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

Program Philosophy

This program aims to develop graduates with knowledge and skills in business management, technology, information systems, and business computer applications. It emphasizes the integration of technical expertise and business knowledge to effectively support organizational operations and promote the sustainable growth of businesses. Graduates will possess critical thinking, problem-solving abilities, and creativity, enabling them to effectively use modern technology in business operations. They will be prepared to communicate efficiently, collaborate with teams, and adapt to changes, ensuring their readiness to become competent leaders or entrepreneurs.

Bachelor of Business Administration Program in Business Computer

The Bachelor of Business Administration Program in Business Computer at Rajamangala University of Technology Thanyaburi is designed to meet the needs of businesses in the digital era. The program focuses on integrating knowledge in business administration with information technology and computer, equipping graduates with both theoretical and practical skills. This enables them to effectively apply their knowledge in various organizations, including both public and private sectors.

The Philosophy of the Program

This program focuses on developing graduates with expertise in business administration combined with skills in computer technology and information systems. Students will be trained to manage data systems and apply technology in business operations effectively. They will also

gain the ability to communicate and collaborate efficiently with others in an organization, preparing them to become entrepreneurs or pursue independent careers.

Program Highlights

The program emphasizes learning in both business and information technology, which are essential skills in today's world. Students will gain knowledge in data management, website development, and the use of various systems for business administration. They will also gain hands-on experience by working with leading organizations through the cooperative education program, enhancing their skills in real-world environments. This program prepares students to adapt and apply technology effectively in their professions in a rapidly changing world.

Program Learning Outcomes

PLOs	Expected Learning Outcomes of the Business Computer Program	
PLOs1	Integrate professional knowledge and technology to develop characteristics of an innovator.	
	Sub PLO 1.1	Demonstrate skills as an innovator (The Innovator's DNA), including analytical thinking and problem-solving, data access and analysis, creativity, and design.
	Sub PLO 1.2	Integrate professional knowledge and technology to foster the characteristics of an innovator.
PLOs2	Integrate business administration knowledge to develop entrepreneurial characteristics.	
	Sub PLO 2.1	Apply knowledge of business administration, accounting, and economics to business operations.
	Sub PLO 2.2	Integrate business administration knowledge to create business model simulations
PLO3	Explain the operational processes of a business.	
PLO4	Utilize business information to support decision-making in business operations.	
PLO5	Develop computer systems to support business operations.	
PLO6	Present the process of creating your own business to become an entrepreneur in information systems.	
PLO7	Apply technology for digital communication.	

PLOs	Expected Learning Outcomes of the Business Computer Program
PLO8	Utilize digital technology to support the operational infrastructure of business organizations.
PLO9	Explain the laws related to the computer profession.
PLO10	Collaborate with others by driving individual tasks and teamwork to achieve goals.
PLO11	Perform information system communication using Thai and/or English.
PLO12	Demonstrate discipline, punctuality, and adherence to rules and regulations.

Program Structure

This program spans 3.5 to 4 years, requiring students to complete 124 credits, which include the following courses:

- **General Education Courses (24 credits):**
Such as designed to develop social skills, analytical thinking, and life skills.
- **Business Administration Courses (33 credits):**
Such as enhance knowledge in management, accounting, marketing, finance, and international business administration.
- **Computer and Information Technology Courses (51 credits):**
Cover topics such as website development, database management, systems analysis and design, business data analysis, and the application of artificial intelligence in information systems.
- **Professional Experience Courses (10 credits):**
Focus on preparation and internships in professional workplaces.

Career Opportunities

Graduates of this program will possess comprehensive skills to pursue careers in various fields, including:

- **System Developers and Programmers:**
Develop software and applications to meet business needs.
- **System Analysts:**
Analyze and design information systems to enhance organizational efficiency.
- **Data Managers:**
Manage and analyze data to support business decision-making.
- **Entrepreneurs and Business Managers:**
Apply business management knowledge to run their own enterprises.

Collaboration and Support

The program collaborates with both domestic and international organizations to provide students with practical work experience and valuable business networking opportunities.

This Program is Suitable for the Following Individuals

1. Those Interested in Business and Management

If you aspire to work in the business sector, such as management, marketing, or finance, and wish to enhance your skills in utilizing technology to improve work efficiency, this program is ideal for you. It will equip you with both theoretical and practical knowledge in business administration, along with the ability to apply information technology in business management.

2. Those Passionate About Information Technology

For individuals who are enthusiastic about technology, website development, programming, and data management, this program offers an excellent opportunity to enhance your skills in information technology while gaining knowledge in business. This combination of expertise is highly sought after in today's job market.

3. Those Aspiring to Build Careers in the Digital World

In an era where digital technology plays a crucial role in work and business operations, this program prepares you to effectively apply technology in various tasks, such as developing and managing websites, managing cloud-based data systems, and leveraging technology in digital business operations.

4. Those Who Aspire to Be Entrepreneurs

If you dream of owning your own business, this program equips you with knowledge in both business administration and the application of technology to support business operations. You will learn how to create and manage online businesses, plan and execute digital marketing strategies, and utilize technology to enhance business efficiency.

5. Those Seeking Careers in Computer and Information Technology Fields
For individuals aiming to work in roles such as software developer, system analyst, data manager, or information technology specialist, this program provides the knowledge and skills necessary to excel in these positions effectively.
6. Those Wishing to Develop Communication and Teamwork Skills
This program emphasizes training in communication, presentation, and teamwork skills, which are essential for all professions, particularly in organizations that require effective collaboration.

Qualifications for Applicants to the Bachelor of Business Administration Program in Business Computer

For those interested in applying to the Bachelor of Business Administration Program in Business Computer at Rajamangala University of Technology Thanyaburi, applicants should possess the following qualifications:

1. Basic Educational Qualifications
 - Completion of upper secondary education (Grade 12) or its equivalent from a school accredited by the Ministry of Education.
 - Completion of a Vocational Certificate (Vocational Education Diploma) or its equivalent in a related field from an institution accredited by the Ministry of Education.
 - Completion of a Higher Vocational Certificate (High Vocational Education Diploma) or its equivalent in a related field (for credit transfer purposes).
2. Language Proficiency
 - Thai: Must have good proficiency in Thai, as the primary language of instruction in this program is Thai.
 - English: Should have a basic knowledge of English to understand academic materials in English and communicate effectively when English is used in teaching or activities.

3. Mathematical and Analytical Skills

- Basic Mathematics Skills: Should have fundamental knowledge and understanding of basic mathematics, as computer studies and data analysis require mathematical proficiency.
- Analytical Thinking Skills: Must possess the ability to analyze and solve problems, which is a crucial foundation for learning technology and business administration.

4. Interest and Commitment

- Interest in Information Technology and Business Administration: Applicants should demonstrate an interest and dedication to learning and self-development in the fields of information technology and business administration.
- Determination and Responsibility: Must show a commitment to learning and responsibility in both academic studies and group work.

5. Other Qualifications

- Good Health: Should have good physical and mental health to fully participate in the academic and extracurricular activities related to the program.
- Financial Preparedness: Must be financially capable of managing tuition fees and other expenses during the course of study.

Tuition Fee

Program	Semester 1	Semester 2	Summer	Estimated Expenses	
				Credit Transfer	4 Years
				2 Years	3.5 - 4 Years
Business Computer	16,000 Thai baht	16,000 Thai baht	8,000 Thai baht	96,000 Thai baht	128,000 Thai baht

Application and Selection Process

Application: Interested applicants can apply through the university's online system at www.oreg.rmutt.ac.th or other designated application channels. Applicants are required to fill out their personal information and submit supporting documents, such as academic transcripts and certificates of graduation.

Selection: Applicants may need to undergo a written examination, an interview, or an evaluation based on their academic achievements and past activities. These steps will be used to assess and select candidates who meet the program's qualifications.



Faculty Of Business Administration
Rajamangala University of Technology Thanyaburi



Announcement of Results: The university will announce the list of selected candidates eligible to enroll in the program according to the specified schedule.

Contact:

Head of the Information Systems Program

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Contact Information

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