

Bachelor of Economic Curriculum Revised 2024.

The Bachelor of Economics program is revised to be up-to-date with the rapidly changing situation of the country and the world. The outbreak of COVID-19, technology disruption, and changes in consumer behavior. In the past, communication was through newspapers, radio, and television, but at present, the influence of social media makes news and information spread rapidly. Applications used by the elderly may differ from those used by teenagers. Big data is utilized in decision-making and policy formulation in both the public and private sectors.

The Philosophy of the Program

University Philosophy : Innovation Builds the Nation, Rajamangala Thanyaburi Creates Innovation

Curriculum Philosophy : Developing manpower by integrating knowledge of economics, business, and technology, creating innovation to enhance the development of society and the country's economy based on moral principles

Program Highlights

The Bachelor of Economics program emphasizes learning outcomes that enable graduates to analytically think using statistical programs, creatively develop organizations, businesses, and products based on innovative principles toward entrepreneurship, and create motion media for online dissemination. The curriculum has been developed through integration with the Faculty of Mass Communication Technology, reducing the intensity of computational science while enhancing analytical thinking skills for business creativity.

Program Learning Outcomes

PLOs	Expected Learning Outcomes
PLOs1	Integrate professional knowledge and technology to develop characteristics of an innovator.

PLOs	Expected Learning Outcomes	
	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	able to explain basic economic theories.	
PLO4	able to explain mathematical and statistical methods for problem-solving, analyzing situations, and identifying trends in economics, business, finance, investment, and society	
PLO5	able to use information analysis programs for both quantitative and/or qualitative data in economics, business, and society.	
PLO6	able to use English for reading documents and making presentations.	
PLO7	able to present analytical results and trends through charts, visuals, business plans, or created works to the audience in a creative and engaging manner within a limited time, using motion media, technology, and information.	
PLO8	able to prepare business plan reports or investment project reports.	
PLO9	Demonstrate leadership, active listening, task delegation based on abilities, guidance for group members, cooperation promotion, decisiveness, and the ability to follow and manage assigned tasks to their full potential, submitting work within deadlines while working as a team.	
PLO10	Demonstrate good interpersonal relationships with colleagues and adaptability to organizational culture.	

PLOs	Expected Learning Outcomes
PLO11	Demonstrate honesty and integrity by not altering data, claiming others' work as one's own, or violating others' rights in assigned tasks.
PLO12	Demonstrate responsibility for assigned work by being punctual, determined, focused, persistent, and committed to achieving the assigned tasks' objectives.

Program Structure

This program has a study duration of 3.5 – 4 years, during which students must complete a total of 124 credits. These credits are divided into the following categories:

- **General Education Courses: 24 credits**, aimed at developing social skills, analytical thinking, and life skills.
- **Foundation Courses: 36 credits**, covering fundamental theoretical knowledge in economics.
 - Principles of Accounting
 - Microeconomics 1
 - Macroeconomics 1
 - Mathematics for Economists
 - Microeconomics 2
 - Macroeconomics 2
 - Statistics for Economists
 - Modern International trade Economics
 - Public Finance
 - Contemporary industrial economics
 - Introduction to Econometrics
 - Research Method in Economics
- **Required Courses: 36 credits**, focusing on business economics.
 - Principles of Marketing
 - Digital Marketing Tool for Modern Entrepreneurs
 - Principles of Management
 - Applying SAP Business One in Business Process
 - Business Spreadsheet Application

- Business Finance
 - English for Economists
 - Operations Research in Economics
 - Applied Big Data Analytics in Digital Economics
 - Managerial Economics for Decision Making in the Digital Age
 - Economics of Money and Banking
 - Project Analysis and Appraisal
- **Elective Courses: 12 credits**, offering subjects related to economics and business administration that students can choose based on their interests.
 - **Professional Experience Courses: 10 credits**, designed to provide hands-on practical experience.

Free Elective Courses: 6 credits, allowing students to select courses from various programs available at the university based on their interests.

Career Opportunities

After completing this program, learners will have analytical thinking, planning, development, and strategic business formulation skills at both the macro and micro levels. They will be qualified for various careers, such as (1) economist, (2) analyst, planner, or academic in private, government, and state enterprise sectors, (3) financial consultant or analyst in financial institutions and stock markets, and (4) economic and business researcher and forecaster. Additionally, the program's structure promotes entrepreneurial skills, enabling learners to apply their knowledge to establish their own businesses.

Collaboration and Support

The curriculum coordinates with AI-related businesses to enable students to use AI to assist in their future work, as well as to provide students with experience from real work.

This Program is Suitable for the Following Individuals

1. Individuals interested in pursuing a profession related to analytical thinking, planning, and development.
2. Individuals who want to become entrepreneurs.

This program not only emphasizes integrated knowledge between economics and business administration but also includes courses and activities that enhance entrepreneurial skills in the digital era. It covers business planning, the use of technology, and technology-driven communication in the digital age to improve business efficiency and keep up with global changes. Additionally, students will utilize statistical software for data analysis. Therefore, for entrepreneurs seeking a workforce capable of analyzing data and using it for designing, planning, and supporting executive decision-making to gain a competitive advantage, as well as for those who aim to develop their business to keep pace with the future.

Qualifications for Applicants

For those interested in applying for the Bachelor of Economics program at Rajamangala University of Technology Thanyaburi, applicants should meet the following qualifications:

1. Basic Educational Qualifications

Applicants must have completed upper secondary education (Mathayom 6) or an equivalent qualification from a school recognized by the Ministry of Education. Alternatively, applicants may have completed a vocational certificate (Por Wor Chor) or an equivalent qualification in a related field from an institution recognized by the Ministry of Education. Equivalent qualifications in a related field are also acceptable for credit transfer.

2. Language Proficiency

- **Thai Language:** Applicants must have good proficiency in Thai, as the primary language of instruction in this program is Thai.
- **English Language:** Applicants should have a basic knowledge of English to comprehend academic documents in English and communicate effectively when English is used in teaching or activities.

3. Mathematical and Analytical Skills

Applicants should have fundamental knowledge and understanding of basic mathematics. Since accounting involves numerical calculations, mathematical skills are crucial. Commonly used mathematical skills in accounting include percentages, ratios, solving equations, and proportional reasoning.

4. Responsibility

Success in accounting studies requires regular practice. Applicants must be committed to attending classes and completing assignments consistently. Responsibility for one's tasks is an essential quality.

5. Other Qualifications

- **Good Health:** Applicants should be in good physical and mental health to fully engage in their studies and related activities.
- **Financial Readiness:** Applicants should be financially prepared to manage tuition fees and other expenses related to their studies.

Tuition Fee

Program	Semester 1	Semester 2	Summer	Estimated Expenses
				4 Years
				3.5 - 4 Years
Economic	14,000 Thai baht	14,000 Thai baht	7,000 Thai baht	112,000 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.

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



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