

Bachelor of Business Administration

Program in Finance

Curriculum Revised 2024.

Program Name

Bachelor of Business Administration Program in Finance

Degree Title and Major

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

Program Philosophy

Aim to create 'financial professionals with potential' who can work in business organizations and government agencies, and can become entrepreneurs, as well as keep up with technological changes, have lifelong learning skills, and uphold professional ethics.

Program Highlights

The Bachelor of Business Administration program in Finance and Investment focuses on developing students' knowledge and skills in finance and investment to enable them to adapt and compete in the rapidly changing labor market. The curriculum covers topics such as financial management, investment in various asset types, securities analysis, risk management, insurance, and financial planning, which are essential foundations for careers in finance and investment. Additionally, it enhances students' entrepreneurial skills in the digital age, providing another career option upon graduation.

Program Learning Outcomes

PLOs	Expected learning outcomes of the curriculum	
PLOs1	Integrating knowledge in the professional field and technology to have the characteristics of an innovator.	
	Sub PLO 1.1	Demonstrate skills of an innovator (The Innovator's DNA), analytical thinking and problem-solving, data access and data analysis, initiative and design.

PLOs	Expected learning outcomes of the curriculum	
	Sub PLO 1.2	Integrate professional knowledge and technology to promote the characteristics of being an innovator.
PLOs2	Integrate knowledge in business administration to have entrepreneurial characteristics.	
	Sub PLO 2.1	Apply knowledge in business administration, accounting, and economics to be used in business operations.
	Sub PLO 2.2	Integrate business administration knowledge to create a business model simulation.
PLOs3	Apply knowledge about financial market structure, financial assets, securities groups, alternative assets, and digital assets for decision-making.	
	Sub PLO 3.1	Apply knowledge about the structure of the financial market for business operations and investment in financial assets, securities, alternative assets, and digital assets.
	Sub PLO 3.2	Apply knowledge about the returns and risks of financial assets, securities, alternative assets, and digital assets for decision-making.
	Sub PLO 3.3	Apply knowledge of professional ethics in finance.
PLOs4	Integrating financial knowledge for business operations under the context of changes in modern financial technology in the world.	
	Sub PLO 4.1	Apply the concept of time value of money to make business decisions and investments in securities using modern technology.
	Sub PLO 4.2	Apply knowledge and financial tools for analysis, planning, and business decision-making, and for formulating financial policies under the context of global changes.
	Sub PLO 4.3	Integrate knowledge to create a business plan and manage financial information using modern financial technology.
PLOs5	Integrate knowledge to plan investment in financial instruments.	
	Sub PLO 5.1	Analysis of fundamental factors and technical factors, and analysis of value, return, and risk of complex financial instruments.

PLOs	Expected learning outcomes of the curriculum	
	Sub PLO 5.2	Design investment in securities and securities groups using strategies that align with the needs of investors.
PLOs6	Can plan personal finance and insurance.	
	Sub PLO 6.1	Can create a personal financial plan.
	Sub PLO 6.2	Analyze insurance options to make decisions under the law regarding insurance.
PLOs7	Skills in using technology and information systems for searching and presenting according to the objectives.	
	Sub PLO 7.1	Choose reliable sources of information as well as use technology to search and analyze information.
	Sub PLO 7.2	Use technology in presentation design and to present according to the objectives.
PLOs8	Skills in creative thinking, systematic thinking, responsibility, communication, and compliance with regulations.	
	Sub PLO 8.1	Have creativity and think systematically, including planning, operation, and decision-making.
	Sub PLO 8.2	Has responsibility for assigned tasks, accepts feedback, and can work with others.
	Sub PLO 8.3	Can communicate both in writing and speaking.
	Sub PLO 8.4	Comply with social agreements and regulations and be ready to adapt to changes in the environment.

Program Structure

This curriculum takes 4 years to complete, and students must earn a total of 124 credits, which consist of the following categories:

- General Education Courses: 24 credits to develop social skills, analytical thinking, and life skills.
- Major-Specific Courses: 94 credits

- Basic Business Administration Courses: 33 credits
 - Principles of International Business Administration
 - English for Global Business
 - Principles of Marketing
 - Principles of Management
 - Business Law and Ethics
 - Statistical Business Analysis
 - Principles of Accounting
 - Applying SAP Business One in Business Process
 - Technology for Electronic Business
 - Business Finance
 - Macroeconomics 1
- Finance and investment courses: 36 credits
 - Financial Markets and Financial Institutions
 - Mathematics and Application for Finance
 - Principles of Investment
 - Financial Management
 - Personal Finance Management
 - Financial Technology and Data Analytics
 - Principles of Insurance
 - Financial Information Analysis
 - Security Analysis and Portfolio Management
 - Fixed Income Security Analysis
 - Risk Management and Financial Derivatives
 - Feasibility Study in Business Project
- Elective courses: 15 credits of in business administration that students can choose based on their interests. Additionally, there are 10 credits of professional experience-enhancing courses, which focus on creating experience through practical application.

- Free Elective Courses: 6 credits, where students can choose courses based on their interests from various programs offered at the university.

Career Opportunities

1. Professional work in the capital market, performing tasks related to the capital market in financial organizations, such as investment advisors, financial planners, securities analysts in securities companies, and asset management companies, etc.
2. Work in financial institutions, performing tasks in financial organizations that are commercial banks and non-commercial financial institutions, such as financial product advisors in commercial banks, credit analysts in leasing companies, and insurance brokers in insurance companies, etc.
3. Work in financial management, performing financial tasks in business organizations, government agencies, and state enterprises, such as financial and accounting staff, etc.
4. Work in business analysis, such as business analysts, business developers in general business organizations and venture capital businesses.
5. Entrepreneurs/self-employed professionals.
6. Other related professions.

Collaboration and Support

"The curriculum coordinates with business organizations, including financial institutions such as commercial banks, securities companies, insurance companies, and loan companies, as well as various private companies, to provide students with real work experience. 3. Financial management jobs, working in financial departments of business organizations, government agencies, and state enterprises, such as financial and accounting staff. 4. Business analysis jobs, such as business analysts, business developers in general businesses and joint ventures (Venture Capital). 5. Entrepreneurs/Self-employed professions. 6. Other related professions.

This Program is Suitable for the Following Individuals

1. Those interested in a profession in finance and investment. This curriculum is suitable for individuals who want to work in professions related to finance and investment, such as securities analysts, financial planners, investment advisors, and risk managers, as well as those who wish to work in financial institutions like commercial banks, securities firms, asset management companies, and insurance companies. Studying this curriculum will help students build a strong foundation in financial management, investment analysis, and the use of financial technology (FinTech) to improve work efficiency and create advancement opportunities in the finance profession."
2. "Those who want to be entrepreneurs. This curriculum not only focuses on knowledge in finance and investment but also develops essential skills for entrepreneurs in the digital age through courses and activities that promote entrepreneurship, such as business planning, the application of technology to enhance business efficiency, and financial management, which are key factors for business success. Having knowledge in finance and investment will enable entrepreneurs to analyze and manage financial costs and cash flow effectively, as well as evaluate investment opportunities and risks carefully, providing a competitive advantage.

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

For those interested in applying for the Bachelor of Business Administration program in Finance and Investment at Rajamangala University of Technology Thanyaburi, applicants should meet the following qualifications:

1. **Basic Educational Qualifications**

Must have completed the upper secondary level (Grade 12) or its equivalent from a school recognized by the Ministry of Education, or must have completed a vocational

certificate (Vocational Certificate) or its equivalent in a related field from an institution recognized by the Ministry of Education.

2. Language Proficiency

Thai Language: Must have good skills in using the Thai language, as the primary language of instruction in this curriculum is Thai.

English: Should have a basic knowledge of English to understand academic documents in English and communicate when English is used for teaching or activities.

3. Mathematical and Analytical Skills

The study of finance and investment requires strong calculation and numerical analysis skills. Therefore, a basic understanding of mathematics is important. Mathematical skills such as calculating percentages, compound interest, present value, future value, and basic statistics will help in accurately and precisely analyzing financial data.

4. Responsibility

To succeed in studying finance and investment, regular practice is essential, not only by attending classes but also by self-study and continuous completion of exercises or homework. Responsibility for one's own duties is crucial. Students should be disciplined in managing their time appropriately, keeping up with the learning materials, and reviewing lessons regularly to effectively apply knowledge in the future.

5. Other Qualifications

Good Health: Should have good physical and mental health to fully engage in learning and activities related to the curriculum.

Financial Preparedness: Should be financially prepared to manage educational expenses and related costs during their studies.

Tuition Fee

Program	Semester 1	Semester 2	Summer	Estimated Expenses Credit Transfer 4 Years 3.5 - 4 Years
Accounting	16,000 Thai baht	16,000 Thai baht	8,000 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 admission channels specified by the university. Applicants must fill in their personal information and submit required documents, such as a transcript and a certificate of graduation.

Selection Process

Applicants must pass a written exam, an interview, or an evaluation based on their academic achievements and past activities. These processes will be used to assess and select qualified candidates.

Announcement of Results

The university will announce the list of selected candidates who are eligible to enroll in the program within the specified timeframe.

Head of the Finance and Investment Department

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Information updated as of February 10, 2025.