

## **Bachelor of Business Administration Program in International Business Curriculum Revised 2024.**

### **Program Name**

Bachelor of Business Administration Program in International Business

### **Degree Title and Major**

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

### **Program Philosophy**

This program focuses on providing specialized courses in international business, emphasizing research-driven education, the application of technology, and the development of skills for creating or implementing business management innovations. Students will gain proficiency in using essential tools and software while enhancing their ability to communicate and collaborate effectively with international business partners.

### **Program Highlights**

The International Business Administration Program is designed to develop professionals with global business knowledge and skills, integrating innovation, digital technology, and corporate governance into its curriculum. The program aligns with global economic trends, international trade, and investment, catering to the rapidly evolving job market. Students will enhance their capabilities in strategic planning, marketing, human resource management, and international logistics through experiential learning, with a strong emphasis on practical training and IT applications such as SAP software for real-world implementation. Additionally, the program fosters communication skills and cross-cultural understanding, which are crucial for international business operations. The curriculum is developed based on input from stakeholders, including entrepreneurs, import-export companies, and business organizations, ensuring that graduates possess the competencies required by the industry.

## Program Learning Outcomes

PLOs	Expected learning outcomes of the International Business Administration program.	
PLOs1	Integrating professional disciplines and technology to cultivate innovative qualities.	
	Sub PLO 1.1	Demonstrates innovative skills (The Innovator's DNA), including analytical thinking and problem-solving, data access and analysis, creativity, and design.
	Sub PLO 1.2	Integrating professional knowledge and technology to foster innovative qualities.
PLOs2	Integrating business administration knowledge to develop entrepreneurial qualities.	
	Sub PLO 2.1	Applying knowledge of business administration, accounting, and economics to business operations.
	Sub PLO 2.2	Integrating business administration knowledge to develop business model simulations.
PLO3	Integrating international business knowledge for comparison, decision-making, and export-import processes.	
PLO4	Applying relevant technology in international business management for planning, decision-making, research, verification, analysis, report preparation, and presentation.	
PLO5	Analyzing situations that impact ethics and/or professional codes of conduct.	
PLO6	Demonstrates responsibility in work, the ability to work as a team, compliance with rules and social responsibilities, effective communication skills, and the ability to select appropriate presentation formats.	

## Program Structure

This program has a duration of 3.5 to 4 years, requiring students to complete a total of 124 credits, which include the following course categories:

- **General Education Courses (24 credits):** Designed to develop social skills, analytical thinking, and life skills.
- **Core Professional Courses (33 credits):** Providing fundamental knowledge in management, accounting, marketing, finance, and international business administration.
  - 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
- Microeconomics 1
- **Compulsory Courses (36 credits)**
  - Global Management Concept
  - Intercultural Communication and Negotiation
  - International Trade and Investment
  - International Human Resource administration
  - Export-Import Administration
  - International Marketing Administration
  - Freight Forwarder Business and Customs Broker
  - International Business Research
  - Global Business Strategy
  - Multinational Enterprises and Sustainability Development
  - Special Topics in International Business
  - Data Analytics for Entrepreneurship
- **Elective Courses (15 credits)**
- **Professional Experience Courses (1 credit) and Cooperative Education Courses (9 credits):** Preparing students for real-world professional experience and internships.
- **Free Elective Courses (6 credits):** Allowing students to choose additional subjects based on their interests.

### Career Opportunities

After completing this program, graduates will have comprehensive capabilities to work in various fields, such as personnel in export-import companies, personnel in multinational corporations, personnel in government and private sector agencies related to international business operations, entrepreneurs, international marketing specialists, international business developers, and other related careers.

### Collaboration and Support

This program also coordinates with businesses both domestically and internationally to provide students with real-world work experience and valuable business networking opportunities.

### **This Program is Suitable for the Following Individuals**

**1. Individuals Interested in International Business and Management**

This program focuses on developing both theoretical and practical knowledge, understanding global trade trends, and utilizing technology to expand businesses across borders efficiently. It also enhances information technology skills to improve business management and strategic decision-making in an international context.

**2. Those Seeking Careers in Multinational Organizations**

Suitable for individuals who aspire to work in multinational corporations, import-export companies, international financial institutions, or government agencies involved in international trade. The program strengthens skills in logistics, negotiation, and global business relationship management.

**3. Individuals Interested in Working for Multinational Companies**

Ideal for those aiming to work in globally connected organizations. This program enhances skills in multinational business management, business negotiations, and strategic planning in an international context.

**4. Those Seeking Careers in Import-Export Companies**

Designed for individuals who wish to pursue careers in logistics and international trade. The program provides in-depth knowledge of trade regulations, import-export procedures, and effective supply chain management.

**5. Individuals Aspiring to Work in Government and Private Sector Agencies Related to International Business**

Suitable for those interested in working in organizations that promote international trade, such as the Ministry of Commerce, Customs Department, or International Chambers of Commerce. This program develops skills in economic policy analysis, international project management, and trade agreement comprehension.

**6. Aspiring International Entrepreneurs**

Ideal for individuals aiming to establish their own businesses and expand into international markets. This program provides knowledge in business management, digital marketing, and the use of technology to develop globally competitive business models.

#### 7. **Those Interested in International Marketing and Business Analytics**

Perfect for individuals looking to specialize in global marketing, international brand development, and consumer behavior analysis using digital tools. The program also focuses on formulating marketing strategies that align with global market demands.

#### 8. **Individuals Seeking to Work in Culturally Diverse Environments**

Suitable for those who wish to develop communication skills, collaborate with international teams, and adapt to different cultural settings. The program enhances understanding of global business cultures and strengthens international negotiation skills.

### **Qualifications for Applicants to the Bachelor of Business Administration Program in International Business**

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

#### 1. **Educational Qualifications**

Completion of upper secondary education (Grade 12) or an equivalent qualification from a school recognized by the Ministry of Education.

#### 2. **Language Proficiency**

Thai: Proficiency in Thai is required, as the primary language of instruction in this program is Thai.

English: A basic understanding of English is recommended for studying academic materials in English and for communication in cases where English is used in instruction or activities.

#### 3. **Mathematical and Analytical Skills**

Basic Mathematics: A fundamental understanding of mathematics is necessary, as computer studies and data analysis require mathematical knowledge.

Analytical Thinking: The ability to analyze and solve problems is essential for learning technology and business management.

#### 4. **Interest and Commitment**

Applicants should have a strong interest and dedication to learning and developing their skills in international business, including global trade, cross-border investment, and business management in international markets. Understanding economic trends and trade regulations that impact businesses is essential. The program is designed for those

who aim to develop expertise in strategic planning, marketing, finance, and human resource management, particularly within multinational corporations and international companies. It is also suitable for individuals aspiring to work in multinational firms, import-export businesses, or organizations related to international trade, as well as those interested in global business structures and working in multicultural environments.

#### 5. Other Qualifications

Good physical and mental health to fully participate in coursework and related activities.  
 Financial readiness to manage tuition fees and other educational expenses throughout the program.

#### Tuition Fee

Program	Semester 1	Semester 2	Summer	Estimated Expenses Credit Transfer 4 Years 3.5 - 4 Years
Accounting	14,000 Thai baht	14,000 Thai baht	7,000 Thai baht	98,000 - 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](http://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.



Faculty Of Business Administration  
Rajamangala University of Technology Thanyaburi



Head of International Business and Logistics Department

Name: Dr. Wasana Sinrungrutham

Contact Location: Building 4, 4th Floor

Phone Number: 086-605-9675

E-mail: [wasanasin@rmutt.ac.th](mailto:wasanasin@rmutt.ac.th)

Updated as of March 1, 2025.