

## **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

1. Must have completed upper secondary school (Grade 12) in any program or its equivalent.
2. Must meet the qualifications specified by Rajamangala University of Technology under the 2007 and 2013 revised undergraduate education standards, as determined by the curriculum committee or university administration committee.

**Total Credit Requirements for the Program:** 124 credits

#### Curriculum Structure

1. General Education Courses: 24 credits
2. Specialized Courses: 94 credits
  - Core Courses: 33 credits
  - Advanced Courses: 39 credits
  - Elective Courses: 12 credits
  - 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

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