

Bachelor of Business Administration

Program in Management

Curriculum Revised 2024.

Program Name

Bachelor of Business Administration Program in Management

Degree Title and Major

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

Program Philosophy

Create graduates who are committed to learning about management from practice, focusing on developing professional skills to create opportunities for becoming practitioners and entrepreneurs in the future.

Program Highlights

The curriculum is divided into two branches that meet the needs of the labor market, which include the Business Management Innovation branch focusing on the development of ideas for applying innovation to business, using technology in management, and becoming a modern entrepreneur. The second branch is Human Resource Management, which focuses on managing people in organizations, developing employee potential, and creating a strong organizational culture. The curriculum uses Active Learning and Project-Based Learning methods to enable students to practice analytical thinking and problem-solving, develop strategic management skills, business planning, and innovative thinking, while supporting students in creating their own business ideas, with faculty members always available for guidance. Additionally, students will receive advice from industry experts directly. Students will also gain hands-on experience in recruitment, selection, training, development, and performance evaluation processes through simulated companies and case studies from real organizations. The learning focuses on human resource management in the digital era. The curriculum also

supports students in preparing for professional certification exams in human resources and provides opportunities for students to participate in exchange programs or study visits at partner universities abroad. The program is also designed to offer cooperative education both in national and international organizations, with opportunities for students to participate in internships abroad to gain real work experience that is beneficial to their careers. The curriculum enhances English language skills and knowledge of international cultures, focusing on the development of Soft Skills such as intercultural communication, critical thinking, leadership, and teamwork, along with instilling virtues, ethics, and social responsibility.

Program Learning Outcomes

PLOs	Expected learning outcomes of the management program.	
PLOs1	Integrating disciplines in the professional field and technology to have the characteristics of an innovator.	
	Sub PLO 1.1	Demonstrates skills in innovation (The Innovator's DNA), analytical thinking and problem-solving, data access and data analysis, initiative, and design.
	Sub PLO 1.2	Integrate professional knowledge and technology to promote innovative characteristics.
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 knowledge in business administration to create a simulated business model.
PLO3	Choose to use key concepts and basic theories of management for business administration.	

PLOs	Expected learning outcomes of the management program.	
	Sub PLO 3.1	State the reasons for choosing the concepts and basic theories of management for business administration.
	Sub PLO 3.2	Classify knowledge and management tools for analysis, planning, and business decision-making.
	Sub PLO 3.3	Choose to use basic management concepts and theories to explain situations and solve problems related to business.
PLO4	Have skills in communication, presentation, and working with others effectively.	
	Sub PLO 4.1	Choose communication methods both speaking, writing, and choose presentation formats effectively.
	Sub PLO 4.2	Plan teamwork, be responsible for one's own work, and work collaboratively with others.
	Sub PLO 4.3	Has leadership and followership qualities, able to resolve conflicts in teamwork.
PLO5	Prioritize professional ethics, discipline, punctuality, respect for rules and regulations, and responsibility to oneself and society.	
	Sub PLO 5.1	State the importance of professional ethics.
	Sub PLO 5.2	Demonstrate discipline, punctuality, respect for rules and regulations, responsibility towards oneself and society.

Program Structure

This curriculum takes 3.5 – 4 years to complete, and students must earn a total of 124 credits, which consist of the following courses:

- General Education Courses: 24 credits to develop social skills, life skills, analytical thinking skills, English language skills, etc.
- Basic Business Administration Courses: 33 credits to enhance knowledge in management, accounting, marketing, finance, international business management, business law and ethics, the use of various technologies in business management processes, and the enhancement of business English skills.
 - 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
- Required Courses for Both Majors: 21 credits, to build theoretical and practical skills that promote professionalism in the modern era
 - Communication Management and Presentation
 - Small and Medium Business Entrepreneurs in New Age
 - Modern Organizational Behavior
 - Design Thinking and Enhancing Innovative Management
 - Production and Operation Management
 - Human Resource Management
 - Data Analytics for Entrepreneurship
- Required Courses for the Innovation Business Management Major: 15 credits, designed to enhance innovative work skills.
 - Information Systems for Enterprise Management

- Business Innovation, Technology and Change management
- Innovative Leadership Development
- Project Administration for Innovative Business Management
- Organizational Development and Change
- Required Courses for the Human Resource Management Major: 15 credits, aimed at building skills for human resource management.
 - Workforce Planning, Recruitment and Selection
 - Managing Employee Relations and Employee Engagement
 - Innovative Human Resource Development
 - Performance Appraisal
 - Information System for Human Resource Management
- Elective Courses: 15 credits, allowing students to choose courses related to business administration skills they wish to develop.
- Professional Experience Enhancement Courses: 10 credits to prepare students before entering real-world work through internships at leading national and international organizations.
- Free Elective Courses: 6 credits, allowing students to choose additional courses of interest

Career Opportunities

Students who graduate from the Bachelor of Business Administration program in Management will have knowledge and skills in business management and human resource management, enabling them to pursue various careers depending on their chosen major. Examples include department manager, corporate strategy planner, business developer, entrepreneur, human resources manager, human resources developer, recruiter and personnel selector, trainer, and human resources developer, executive assistant, etc.

Collaboration and Support

This curriculum also coordinates with organizations both domestically and internationally to provide students with real work experience and create valuable business networks.

This Program is Suitable for the Following Individuals

The Bachelor of Business Administration program, with majors in Business Management (including Business Innovation Management and Human Resource Management), is suitable for individuals with the following characteristics:

- 1. Those who wish to become entrepreneurs (Entrepreneurial Mindset)**

For those who want to start their own business, the curriculum is designed to help students learn the steps of creating a business, from planning, finding funding, developing products/services, to marketing. Students will practice creating a Business Model and start a real business while studying. They will have the opportunity to join Startup Incubation or Business Pitching programs to develop ideas into real businesses, with guidance from real entrepreneurs and investors (Mentorship & Networking). Students will learn how to use technology and innovation to improve business processes, such as AI, Big Data, E-commerce, Digital Marketing, etc.

- 2. Those interested in corporate and business management (Corporate & Business Management Enthusiasts)**

For those who enjoy planning, controlling, and developing organizational work systems, or those aiming for management positions, or those interested in learning about strategic management in organizations. The program is designed to suit those interested in corporate management, with course content covering key knowledge for managing modern organizations, while developing essential skills for becoming an effective future manager or executive.

- 3. Those interested in human resource management and development (Human Resource Enthusiasts)**

The program is designed to focus on developing skills necessary in the human resources field and emphasizes in-depth understanding of people management in

organizations. It is ideal for those who wish to work in human resource management in both public and private sectors. Students will learn both theory and practice through Active Learning and Case Studies, and study new trends in human resource management, such as Digital HR, AI for HR, and People Analytics. The curriculum also prepares students for certification exams in human resources to enhance job market opportunities.

4. Those who wish to apply technology or various tools in organizations

For those who want to use technology to develop organizations (Technology-Driven Business & Management) to improve operational efficiency, develop business processes, and use data for decision-making. This program is designed to help students develop technology and management skills by integrating business knowledge with technology. Students will learn how to effectively use digital tools through both theoretical and practical lessons, using case studies and real industry tools. The program also links management knowledge with emerging technologies like AI, IoT, and Cloud Computing, while promoting Data-driven Decision Making to support competitive advantage in the digital era.

5. Those who wish to work in national and international organizations

For those aiming to work in large organizations, whether multinational corporations (MNCs), national public or private organizations, or international organizations (International Organizations). The program is designed to help students develop the necessary skills and knowledge for working in national and international organizations with confidence. Students will learn about international business management and global market trends, develop cross-cultural work skills, improve foreign language proficiency, and enhance multinational management skills through Case Studies. The program also prepares students to become global leaders with strategic business management knowledge.

Qualifications of Applicants for the Bachelor of Business Administration Program in Management

For those interested in applying to the Bachelor of Business Administration program in Management at the Faculty of Business Administration, Rajamangala University of Technology Thanyaburi, applicants should meet the following qualifications:

1. Basic Educational Qualifications

Graduated from upper secondary school (Grade 12) or its equivalent from a Ministry of Education recognized school. Graduated with a vocational certificate (V.C.) or its equivalent in a related field from an institution recognized by the Ministry of Education. Graduated with a higher vocational certificate (H.V.C.) or its equivalent in a related field (for credit transfer purposes).

2. Language Proficiency

Thai: Must have good skills in using the Thai language since the main medium of instruction in this program is Thai.

English: Should have a basic knowledge of English to use in academic materials written in English and to communicate in cases where English is used in teaching or activities.

3. Mathematics and Analytical Skills

Basic Mathematics: Should have knowledge and understanding of basic mathematics, as management studies require data analysis that involves mathematical knowledge.

Analytical Thinking: Should have the ability to analyze and solve problems, which is a fundamental skill for business management data analysis.

4. Positive Attitude and Commitment to Career Success

Should be willing to learn and develop professionally in management. Should have clear career goals in business administration and understand the career path they wish to pursue, with a development plan to reach those goals.

Should be motivated to develop necessary skills in the profession, responsible, able to manage themselves well, enthusiastic, and always ready to improve.

5. Other Qualifications

Good Health: Should be in good physical and mental health to fully engage in the program and related activities.

Financial Readiness: Should be able to manage tuition fees and related expenses during the course of study.

Tuition Fee

Business Administration Curriculum	Semester 1	Semester 2	Semester 3	Estimated expenses	
				Transfer	4-year curriculum
				2 year	3.5 - 4 year
- Business Management Innovation	14,000 Thai baht	14,000 Thai baht	7,000 Thai baht	56,000 Thai baht	112,000 Thai baht
- Human resource management	14,000 Thai baht	14,000 Thai baht	7,000 Thai baht	56,000 Thai baht	112,000 Thai baht
- Business Management Innovation (Special Program)	20,000 Thai baht	20,000 Thai baht	10,000 Thai baht	90,000 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.



Faculty Of Business Administration
Rajamangala University of Technology Thanyaburi



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 Department of Management

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