

**Bachelor of Business Administration Program in
Business Management (Year 2017)**

CODE AND TITLE OF THE CURRICULUM

English Language: Bachelor of Business Administration Program in
Business Management

TITLE OF THE DEGREE AND DEPARTMENT

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

1. CURRICULUM

1.1 Total credits in the curriculum structure—a minimum of 129 credits

1.2 Curriculum structure

Courses	Regulation MOE	Bachelor Year 2017
1. General Education Courses--a minimum of 1.1 Language Courses 1.2 Humanities Courses 1.3 Social Science Courses 1.4 Science Courses	30	30
2. Specialized Education Courses--a minimum of 2.1 Core Courses Clusters of Business Courses 2.2 Specialization Courses 2.2.1 Major Required Courses 2.2.2 Major Required Courses Non Credit 2.2.3 Minor—a minimum of 2.2.4 Undergraduate Thesis 2.2.5 Co-operative Education International Academic or Professional Training 2.2.6 Work Integrated Learning: WIL 3. Free Elective Courses--a minimum of	72	93 27 66 39 2 15 6 6 6 6
Total credits in the curriculum structure— a minimum of	120	129

2. Courses

1. General Education Courses 30 Credits

Consisting of the following courses:

1. Language Courses 12 Credits

001201	Thai Language Skills	3(2-2-5)
001211	Fundamental English	3(2-2-5)
001212	Developmental English	3(2-2-5)
001213	English for Academic Purposes	3(2-2-5)

2. Humanities Courses 6 Credits

001221	Information Science for Study and Research	3(2-2-5)
001222	Language, Society and Culture	3(2-2-5)
001224	Arts in Daily Life	3(2-2-5)
001225	Life Privacy	3(2-2-5)
001226	Ways of Living in the Digital Age	3(2-2-5)
001227	Music Studies in Thai Culture	3(2-2-5)
001228	Happiness with Hobbies	3(2-2-5)
001229	Know Yourself, Understand Others, Meaningful Life	3(2-2-5)
001241	Western Music in Daily Life	3(2-2-5)
001242	Creative Thinking and Innovation	3(2-2-5)

3. Social Science Courses 6 Credits

001231	Philosophy of Life for Sufficient Living	3(2-2-5)
001232	Fundamental Laws for Quality of Life	3(2-2-5)
001233	Thai State and the World Community	3(2-2-5)
001234	Civilization and Local Wisdom	3(2-2-5)
001235	Politics, Economy and Society	3(2-2-5)
001236	Living Management	3(2-2-5)
001237	Life Skills	3(2-2-5)
001238	Media Literacy	3(2-2-5)
001239	Leadership and Compassion	3(2-2-5)
001251	Group Dynamics and Teamwork	3(2-2-5)
001252	Naresuan Studies	3(2-2-5)
001253	Entrepreneurship	3(2-2-5)

4. Science Courses	6	Credits
001271 Man and Environment		3(2-2-5)
001272 Introduction to Computer Information Science		3(2-2-5)
001273 Mathematics and Statistics in Everyday Life		3(2-2-5)
001274 Drugs and Chemicals in Daily Life		3(2-2-5)
001275 Food and Life Style		3(2-2-5)
001276 Energy and Technology Around Us		3(2-2-5)
001277 Human Behavior		3(2-2-5)
001278 Life and Health		3(2-2-5)
001279 Science in Everyday Life		3(2-2-5)

5. Personal Hygiene Courses	1	Credits
001281 Sports and Exercises		1(0-2-1)

2. Specialized Education Courses	93	Credits
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2.1 Core Courses	27	Credits
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213102 Principles of Management and Organizational Behavior		3(3-0-6)
213130 Principles of Marketing		3(3-0-6)
213260 Human Capital Management		3(3-0-6)
213270 Operations Management		3(2-2-5)
214114 Introduction to Microeconomics		3(3-0-6)
214115 Introduction to Macroeconomics		3(3-0-6)
222103 Financial Accounting		3(2-2-5)
222200 Managerial Accounting		3(2-2-5)
808101 Business Finance		3(3-0-6)

2.2 Specialization Courses	66	Credits
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2.2.1) Major Required Courses	39	Credits
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Leanguage	3	Credits
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205200 Communicative English for Specific Purposes		1(0-2-1)
205201 Communicative English for Academic Analysis		1(0-2-1)
205202 Communicative English for Research Presentation		1(0-2-1)

Business		36	Credits
213200	Business Ethics		3(2-2-5)
213201	Digital Business Management		3(2-2-5)
213202	Business Law		3(3-0-6)
213203	Systematic and Creative Thinking in Business		3(2-2-5)
213204	Taxation		3(2-2-5)
213350	International Business		3(3-0-6)
213305	Business Strategies		3(3-0-6)
213306	Feasibility Study and Project Evaluation		3(2-2-5)
213342	Business Research		3(2-2-5)
213408	Intelligence Office Management and Business Communication in Organization		3(2-2-5)
231260	Business Information System		3(2-2-5)
231351	Electronic Business Management		3(2-2-5)
2.2.2) Major Required Courses Non Credit		2	Credits
213307	Business Management in Sufficiency Economy		1(0-2-1)
213480	Seminar in Business Management		1(0-3-1)
2.2.3) Minor—a minimum of		15	Credits
A. Management and Entrepreneurship		15	Credits
213300	Knowledge Management for 21 st century		3(3-0-6)
213301	Innovation Management and Learning Organization		3(3-0-6)
213302	Negotiation and Conflict Management Community Enterprise Management		3(3-0-6)
213320	Community Enterprise Management		3(2-2-5)
213321	Family Business Management		3(2-2-5)
213322	Small Business Management		3(2-2-5)
213322	International Entrepreneurship		3(2-2-5)
213351	Comparative International Business Management		3(2-2-5)
213352	Import and Export Management		3(3-0-6)
213353	Economic Integration		3(3-0-6)
213361	Training and Human Capital Development		3(2-2-5)

B. Marketing		15 Credits
213330	Consumer Behavior	3(3-0-6)
213331	Service Marketing Management	3(3-0-6)
213332	Product and Branding Strategy	3(3-0-6)
213333	Retailing Management	3(3-0-6)
213334	New Product Planning and Development	3(2-2-5)
213335	Professional Selling and Sale Management	3(2-2-5)
213336	Digital Marketing	3(2-2-5)
213337	Sustainability Marketing	3(2-2-5)
213338	Health Service Marketing	3(3-0-6)
C. Operations Management and Supply Chain		15 Credits
213371	Total Quality Management	3(3-0-6)
213372	Logistics and Supply Chain Management	3(3-0-6)
213373	Inventory Management	3(3-0-6)
213374	Warehouse Management	3(3-0-6)
213375	Lean Enterprise	3(3-0-6)
213376	Transportation Management in Supply Chain	3(3-0-6)
213377	Procurement Management and Global Sourcing	3(3-0-6)
213378	Occupational Safety and Health Management	3(3-0-6)
213379	Sustainable Management in Industry	3(3-0-6)
2.2.4) Undergraduated Thesis		6 Credits
213481	Undergraduate Thesis I	2 Credits
213482	Undergraduate Thesis II	4 Credits
2.2.5) Co-operative Education International Academic or Professional Training		6 Credits
213491	International Academic or Professional Training	6 Credits Or
213492	Co-operative Education	6 Credits Or
213493	Professional Training	6 Credits

2.2.6) Work Integrated Learning : WIL--Non Credit	6 Credits
213494* Work Integrated Learning I	3 Credits
213495* Work Integrated Learning II	3 Credits
3. Free Elective Courses--a minimum of	6 Credits
Choose only courses open in Naresuan University	