

## Bachelor of Business Administration Program in Finance (2022)

### 1. CODE AND TITLE OF THE CURRICULUM

English Language : Bachelor of Business Administration Program in Finance

### 2. TITLE OF THE DEGREE AND DEPARTMENT

Full Title : Bachelor of Business Administration (Finance)

Abbreviation : B.B.A. (Finance)

3. Total credits in the curriculum structure : a minimum of 132 Credits

### 4. Curriculum structure

No	Courses	Regulation MOE 2015	Bachelor Year 2017	Bachelor Year 2022
1.	General Education Courses – a minimum of	30	30	30
	1.1 Required Courses		30	30
	1.2 Required Courses (Non-Credits)		1	1
2.	Specialization Education Courses - a minimum of	72	96	96
	2.1 Required Courses of Finance	-	27	27
	2.2 Foundation Courses	-	14	14
	2.3 Specialized Courses	-	55	55
	2.3.1 Required Courses		31	31
	2.3.2 Elective Courses – a minimum of	-	12	12
	2.3.3 Undergraduate Thesis		6	6
	2.3.4 Co-operative Education International Academic or Professional Training		6	6
3.	Free Elective Courses – a minimum of	6	6	6
Total credits in the curriculum structure – a minimum of		120	132	132

## Courses

### 1. General Education Courses 30 Credits

Consisting of the following courses

#### 1. Language Courses 12 Credits

##### 1.1 Required Courses

##### 1.1.1 English Courses 3 Credits

001211	English Listening and Speaking for Communication	3(2-2-5)
001212	English Critical Reading for Effective Communication	3(2-2-5)
001213	English Writing for Effective Communication	3(2-2-5)

##### 1.1.2 Thai Courses 3 Credits

001301	Thai Language for Academic Communication	3(2-2-5)
001302	Thai Language for Communication in the 21 <sup>st</sup> Century	3(2-2-5)
001303	Reading in the Digital Age Century	3(2-2-5)

##### 1.2 Elective Courses

Choose the Language Course but not identical the English Courses or Thai

#### Courses 6 Credits

001311	Korean for Communication	3(2-2-5)
001312	Japanese for Communication	3(2-2-5)
001313	Chinese for Communication	3(2-2-5)
001314	Myanmar for Communication	3(2-2-5)
001315	French for Communication	3(2-2-5)
001316	Spanish for Communication	3(2-2-5)
001317	Lao for Communication	3(2-2-5)
001318	Indonesian for Communication	3(2-2-5)
001319	Vietnamese for Communication	3(2-2-5)
001320	Hindi for Communication	3(2-2-5)
001321	Khmer for Communication	3(2-2-5)

### 2. Humanities Courses 6 Credits

Consisting of the following courses

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)
001226	Ways of Living in the Digital Age	3(2-2-5)
001227	Music Studies in Thai way of life	3(2-2-5)
001228	Happiness with Hobbies	3(2-2-5)
001238	Media Literacy	3(2-2-5)
001241	Western Music in Daily Life	3 (2-2-5)
001242	Creative Thinking and Innovation	3 (2-2-5)
001253	Entrepreneurship for Small Business Start-up	3 (2-2-5)
001276	Energy and Technology around Us	3(2-2-5)
001331	Social Innovation	3(2-2-5)
001332	Introduction to Data Management in Digital Era	3(2-2-5)

### 3. Social Science Courses

**6 Credits**

Consisting of the following courses

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)
001239	Leadership and Compassion	3(2-2-5)
001251	Group Dynamics and Teamwork	3(2-2-5)
001252	Naresuan Studie	3(2-2-5)
001254	The King's Philosophy for Living	3 (2-2-5)
001281	From Sufficiency Economy Philosophy (SEP) to Practice	3-(2-2-5)
001282	Peace and Religion for Human Kinds	3(2-2-5)
001283	Principles of Accounting for Entrepreneur	3(2-2-5)

### 4. Science Courses

**6 Credits**

Consisting of the following courses

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)
001277	Human Behavior	3(2-2-5)
001278	Life and Health	3(2-2-5)
001279	Science in Everyday Life	3(2-2-5)
001291	Consumption in Daily Life	3(2-2-5)
001292	Circular Economic Lifestyle for 21 <sup>st</sup> Century	3(2-2-5)

## **5. Personal Hygiene Courses**

**1 Credits**

001281	Sports and Exercises	1(0-2-1)
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## **2. Specialization Education Courses**

**96 Credits**

Consisting of the following courses

### **2.1) Required Courses of Finance**

**27 Credits**

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	Microeconomics	3(3-0-6)
214115	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 Foundation Courses**

**14 Credits**

205111	Basic Reading	3(3-0-6)
205361	English for Business	3(3-0-6)
213303	Business Law	3(3-0-6)
808301	Business English for Finance I	1(0-2-1)
808302	Corporate Governance, Law, and Professional Ethics for Finance	3(3-0-6)
808401	Business English for Finance II	1(0-2-1)

## 2.3 Specialization Courses

55 Credits

### 2.3.1 Required Courses

31 Credits

808201	Computer Applications for Finance	3(2-2-5)
808202	Quantitative Finance I	3(3-0-6)
808203	Quantitative Finance II	3(3-0-6)
808204	Financial Markets and Financial Institutions	3(3-0-6)
808303	Principles of Investment	3(2-2-5)
808304	Research Methodology for Finance	3(2-2-5)
808305	Wealth Management	3(3-0-6)
808306	Financial Derivatives	3(3-0-6)
808307	Innovations in Fintech	3(2-2-5)
808402	International Financial Markets	3(3-0-6)
808491	Seminar in Finance	1(0-2-1)

### 2.3.2 Elective Courses

12 Credits

#### 1) Financial Management

808311	Financial Planning and Control	3(3-0-6)
808312	Project Analysis	3(3-0-6)
808313	Credit Management	3(3-0-6)
808314	Behavioral Finance	3(3-0-6)
808315	Enterprise Risk Management	3(3-0-6)
808316	Finance for Startups	3(3-0-6)
808317	Financial Statement Analysis	3(3-0-6)

#### 2) Wealth Management

808314	Behavioral Finance	3(3-0-6)
808321	Value Investing	3(3-0-6)
808322	Portfolio Management	3(3-0-6)
808323	Investment Banking	3(3-0-6)
808324	Fixed-Income Securities Analysis	3(3-0-6)
808325	Equity Analysis and Valuation	3(2-2-5)

#### 3) Risk Management and Insurance

808314	Behavioral Finance	3(3-0-6)
808331	Fundamental Principles of Insurance	3(3-0-6)
808332	Life Insurance	(3-0-6)
808333	Non-Life Insurance	3(3-0-6)
808334	Financial Risk Management	3(3-0-6)
808335	Financial Engineering	3(3-0-6)

#### **4) Technology and Analytics in Finance**

808341	Basic Programming for Finance	3(2-2-5)
808342	Machine Learning and Big Data in Finance	3(2-2-5)
808343	Algorithm Trading	3(3-0-6)
808344	Financial Econometrics and Modelling	3(3-0-6)

#### **2.3.3) Undergraduate Thesis 6 Credits**

808496	Undergraduate Project I	3 Credits
808497	Undergraduate Project II	3 Credits
Or		
808498	Undergraduate Thesis I	3 Credits
808499	Undergraduate Thesis II	3 Credits

#### **2.3.4) Co-operative Education International Academic or Professional Training 6 Credits**

808493	Co-operative Education	6 Credits
Or		
808494	International Academic or Professional Training	6 Credits

#### **3.Free Elective Courses 6 Credits**

Choose the only close open on Naresuan University