

Bachelor of Business Administration Program in Digital Business (2022)

1. CODE AND TITLE OF THE CURRICULUM

English Language : Bachelor of Business Administration Program in Digital Business

2.TITLE OF THE DEGREE AND DEPARTMENT

Full Title : Bachelor of Business Administration (Digital Business)

Abbreviation : B.B.A. (Digital Business)

3. Total credits in the curriculum structure : a minimum of 126 Credits

4. Curriculum structure

Courses	Regulation MOE 2015	Bachelor Year 2022
1. General Education Courses – a minimum of 1. Language Courses 1.1 Required Courses - English Courses - Thai Courses 1.2 Elective Courses Choose the Language Course but not identical the English Courses or Thai Courses 2. Humanities Courses 3. Social Science Courses 4. Science Courses 5. Personal Hygiene Courses (Non-Credits)	30	30 12 3 3 6 6 6 6 1
2. Specialization Education Courses – a minimum of 2.1 Major Required Courses 2.2 Foundation Courses 2.3 Specialized Courses 2.3.1 Required Courses 2.3.2 Elective Courses 2.3.3 Co-operative Education International Academic or Professional Training	72	90 30 - 60 42 12 6
3. Fee Elective Courses – a minimum of	6	6
Total credits in curriculum structure – a minimum of	120	126

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 st 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 st 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 90 Credits

2.1 Major Required Courses 30 Credits

Foundation Courses 27 Credits

231100	Digital Business Entrepreneurship	3(3-0-6)
231101	Human Capital in Digital Business	3(3-0-6)
231102	Digital Economics	3(3-0-6)
231203	Digital Marketing	3(2-2-5)
231204	Digital Accounting and Finance	3(3-0-6)
231205	Statistics for Digital Business	3(2-2-5)
231306	Digital Business Research	3(2-2-5)
231307	Operation Management in Digital Business	3(2-2-5)
231308	Strategy and Business Transformation	3(3-0-6)

Foreign Language Group 3 Credits

231310	English for Digital Business	3(3-0-6)
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2.2 Specialized Courses 60 Credits

2.2.1 Required Courses 42 Credits

Information System 12 Credits

231120	Digital Business Information Systems	3(2-2-5)
231221	Digital Business Systems Analysis and Design	3(2-2-5)

231390	Project in Digital Business 1	3(0-6-3)
231391	Project in Digital Business 2	3(0-6-3)
Applied Technology		15 Credits
231130	Computing Fundamentals for Digital Business	3(2-2-5)
231231	Databases and Data Management	3(2-2-5)
231332	Data Science and Big Data	3(2-2-5)
231333	Lean and Agile Project Management	3(2-2-5)
231434	Digital Enterprise Systems	3(2-2-5)
Technology and Software		12 Credits
231140	Programming Overview	3(2-2-5)
231141	Web Design for Business	3(2-2-5)
231242	User Interface and User Experience Design	3(2-2-5)
231343	Artificial Intelligence and Machine Learning	3(2-2-5)
System Infrastructure		3 Credits
231350	Digital Networks and Information Security	3(2-2-5)
2.2.2 Elective Courses		12 Credits
Consisting of the following courses		
Digital Business Innovation		
231360	Digital Business Knowledge Management	3(2-2-5)
231361	Digital Commerce	3(2-2-5)
231362	Digital Business Innovation	3(2-2-5)
231363	Business Model and Feasibility Study in Digital Business	3(2-2-5)
231364	Communication and Pitching Skills in Digital Era	3(2-2-5)
231365	Design Thinking	3(2-2-5)
Program design and Multimedia		
231370	Visual Communication	3(2-2-5)
231371	Digital Infographic Design	3(2-2-5)
231372	Computer Graphic Design	3(2-2-5)
231373	Motion Graphic Design	3(2-2-5)
231374	3D digital Products and Entertainment Design	3(2-2-5)
231375	Digital Business Multimedia Design	3(2-2-5)

Develops Software and Services

231380	Web Development for Business	3(2-2-5)
231381	Mobile Application Development	3(2-2-5)
231382	Internet of Things (IoT) Development	3(2-2-5)
231383	Object-Oriented Programming (OOP)	3(2-2-5)
231384	Functional Programming and Concurrency	3(2-2-5)
231385	Software Testing and DevOps	3(2-2-5)
231386	Information Technology Support and Service	3(2-2-5)

2.2.3 Co-operative Education International Academic or Professional Training 6 Credits

231490	International Academic or Professional Training	6 Credits
Or		
231491	Co-operative Education	6 Credits

3. Free Elective Credits 6 Credits

Choose the only close open on Naresuan University