

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

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## 1. CODE AND TITLE OF THE CURRICULUM

**English Language :** Bachelor of Business Administration, Program in Business  
Administration

## 2.TITLE OF THE DEGREE AND DEPARTMENT

**Full Title :** Bachelor of Business Administration (Business Administration)

**Abbreviation :** B.B.A. (Business Administration)

## 3. Total credits in the curriculum structure : a minimum of 130 Credits

#### 4. Curriculum structure

Courses	Regulation on MOE 2015	Bachelor Year 2022
<b>1. General Education Courses – a minimum of</b> <b>1.1 Language Courses</b> Required Courses - English Courses - Thai Courses - Elective Courses Choose Language Courses but not identical Thai Courses and English Courses <b>1.2 Humanities Courses</b> <b>1.3 Social Science Courses</b> <b>1.4 Science Courses</b> <b>1.5 Personal Hygiene Courses (Non-Credits)</b>	30	30 12 3 3 6 6 6 6 1
<b>2. Specialization Education Courses – a minimum of</b> <b>2.1 Business Foundation Courses</b> <b>2.2 Specialized Courses</b> 2.2.1 Required Courses 2.2.2 Required Courses (Non-Credits) 2.2.3 Major Elective Courses 2.2.4 Undergraduate Thesis 2.2.5 Co-operative Education International Academic or Professional Training	72	94 21 73 49 2 15 3 6
<b>3. free Elective Courses – a minimum of</b>	6	6
<b>Total in Curriculum structure – a minimum of</b>	120	130

## **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 6 Credits**

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

## **Courses**

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

**94 Credits**

### 2.1) Business Foundation Courses

**21 Credits**

213101	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)
214165	Fundamental Economics for Business	3(3-0-6)
222109	Accounting for Business Decision Making	3(2-2-5)
808101	Business Finance	3(3-0-6)

### 2.2) Specialized Courses

**73 Credits**

#### 2.2.1) Required Courses

**46 Credits**

#### Business Language Courses

**9 Credits**

213310	Business English for Speaking and Listening	3(2-2-5)
213311	Business English for Reading and Writing	3(2-2-5)
213410	Communicative English for Research Presentation	3(2-2-5)

#### Business Administration Courses

**40 Credits**

213131	Consumer Behavior and Market Survey	3(3-0-6)
213200	Business Ethics and Stakeholder Management	3(2-2-5)
213201	Digital Business Management	3(2-2-5)

213202	Creative Design Thinking for Business Innovation	3(2-2-5)
213203	Fundamental Taxation and Business Law	3(3-0-6)
213240	Quantitative Analysis and Statistical Data Analysis in Business	3(2-2-5)
213250	International Business Management	3(3-0-6)
213301	Contemporary Business Strategies	3(3-0-6)
213302	Project Management in Business 1	3(2-2-5)
213303	Business Game and Negotiation	3(2-2-5)
213341	Business Research	3(2-2-5)
213401	Business Pitching Technique	1(0-2-1)
213402	Project Management in Business 2	3(2-2-5)
213403	Business Computer Skills for Program and Application Software	3(2-2-5)

#### **2.2.2) Required Courses (Non-Credits) 2 Credits**

213304	Regional Studies	1(0-2-1)
213480	Seminar in Contemporary Business	1(0-2-1)

#### **2.2.3) Elective Courses 15 Credits**

##### **A. General Management and Entrepreneurship**

213321	Family Business Management	3(2-2-5)
213322	Small Business Management	3(2-2-5)
213323	Comparative International Business Management	3(3-0-6)
213324	Import and Export Management	3(3-0-6)
213325	Training and Human Capital Development	3(2-2-5)
213326	Community Enterprise Management	3(3-0-6)
213327	Principles of Investment for Entrepreneur	3(2-2-5)

##### **B. Marketing**

213331	Service Marketing Management and Modern Service Innovation	3(3-0-6)
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213332	Product and Branding Strategy	3(3-0-6)
213333	Retailing Management	3(3-0-6)
213334	Digital Marketing	3(2-2-5)
213335	International Marketing	3(3-0-6)
213336	Professional Selling and Sale Management	3(2-2-5)
213337	New Product Planning and Development	3(2-2-5)

#### **C. Operations Management and Supply Chain**

213371	Total Quality Management	3(3-0-6)
213372	Logistics and Supply Chain Management	3(3-0-6)
213373	Procurement Management and Inventory Management	3(3-0-6)
213374	Warehouse Management	3(3-0-6)
213375	Occupational Safety and Health Management	3(3-0-6)
213376	Sustainable Management in Industry	3(3-0-6)
213377	Digital Manufacturing & IoT Program (DMP)	3(2-2-5)

#### **2.2.4) Undergraduate Thesis**

**3 Credits**

213381	Independent Study
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**3 Credits**

#### **2.2.5) Co-operative Education International Academic or Professional Training**

**6 Credits**

213491	International Academic or Professional Training
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6 Credits

**Or**

213492	Co-operative Education
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6 Credits

**Or**

213493	Professional Training
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6 Credits

### **3. Free Elective Courses**

**6 Credits**

Choose the only close open on Naresuan University