

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

CODE AND TITLE OF THE CURRICULUM23

English Language: Bachelor of Business Administration Program in
Business Computer

TITLE OF THE DEGREE AND DEPARTMENT

Full Title: Bachelor of Business Administration (Business Computer)

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

1. CURRICULUM

1.1 Total credits in the curriculum structure—a minimum of 138 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 Professional Foundation Courses 2.3 Specialization Courses 2.3.1 Major Required Courses 1) Language 2) Organization and Information Systems 3) Technology and Applications 4) Technology and Software 5) Systems 6) Field Experience 1) Undergraduate Thesis 2) Co-operative Education International Academic or Professional Training 2.3.2 Major Elective Courses 3. Free Elective Courses—a minimum of	72	102 30 9 63 39 3 15 12 9 6 6 12
Total credits in the curriculum structure—a minimum of	120	138

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)
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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 1Credits

001281	Sports and Exercises	1(0-2-1)
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2. Specialization Courses 102 Credits

2.1 Core Courses Clusters of Business Courses 30 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	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)
231355	Business Analysis	3(2-2-5)
808101	Business Finance	3(3-0-6)

2.2 Professional Foundation Courses 9 Credits

231100	Statistics for Decision Making in Business	3(2-2-5)
231201	Business Research Methods	3(2-2-5)
231302	Computing Laws and Ethics	3(2-2-5)

2.3 Specialization Courses 63 Credits

2.3.1 Major Required Courses 51 Credits

1) Language

231410	Academic English in Business Computing	3(2-2-5)
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2) Organization and Information Systems	15	Credits
231120 Business Information System		3(2-2-5)
231221 Information Systems Analysis and Design		3(2-2-5)
231322 Information Systems Planning and Management		3(2-2-5)
231390 Project in Business Computing I		2(0-4-2)
231391 Project in Business Computing II		2(0-4-2)
231392 Project in Business Computing III		2(0-4-2)
3) Technology and Applications	12	Credits
231130 Business Computing Fundamentals		3(2-2-5)
231231 Database Development and Management		3(2-2-5)
231332 Data Science and Big Data		3(2-2-5)
231433 Enterprise Systems		3(2-2-5)
4) Technology and Software	9	Credits
231170 Software Programming Fundamentals		3(2-2-5)
231271 Data Structures and Algorithms		3(2-2-5)
231272 Web Design for Business		3(2-2-5)
5) Systems	6	Credits
231340 Information Systems Security		3(2-2-5)
231341 Digital Telecommunications and Networking		3(2-2-5)
6) Field Experience	6	Credits
1) Undergraduate Thesis		
2) Co-operative Education International Academic or Professional Training		
231491 International Academic or Professional Training	6 Credits	Or
231492 Co-operative Education	6 Credits	
2.3.2 Major Elective Courses	12 Credits	
Innovation Business		
231350 Corporate Knowledge Management		3(2-2-5)
231351 Electronic Business Management		3(2-2-5)

231352	Innovation Management	3(2-2-5)
231353	Digital Marketing	3(2-2-5)
231354	Professional Business Team Management	3(2-2-5)

Design and Multimedia

231360	Human Computer Interaction	3(2-2-5)
231361	Design for Communication	3(2-2-5)
231362	Infographics Design	3(2-2-5)
231363	Motion Graphics Design	3(2-2-5)
231364	Augmented Reality for Business	3(2-2-5)
231365	Introduction to 3D Animation	3(2-2-5)

Software Development

231370	Web Servers and Services	3(2-2-5)
231371	Mobile Application Development	3(2-2-5)
231372	Innovative Technology and Smart Device Development	3(2-2-5)
231373	Information Systems Development	3(2-2-5)
231374	Concurrent and Functional Programming	3(2-2-5)
231375	Software Product Teams	3(2-2-5)
231376	Software Testing	3(2-2-5)

Service and Technology

231380	Business Software Package	3(2-2-5)
231381	Business Software Package Expert	3(2-2-5)
231382	Database Administration	3(2-2-5)
231383	Information Governance	3(2-2-5)
231384	Software Quality Assurance	3(2-2-5)
231385	Enterprise Security	3(2-2-5)
231386	Information Technology Management	3(2-2-5)

3. Free Elective Courses--a minimum of

6

Credits

Choose only courses open on Naresuan University