

PROGRAM STRUCTURE

LEVEL	: Undergraduate
SCHOOL	: School of Management
PROGRAM	: 623120300 : Bachelor of Business Administration Program in Business Administration
PROGRAM YEAR	: 2562

1 General Education Course MINIMUM CREDIT : 30

1.1 Language Course MINIMUM CREDIT : 15

Course Code	COURSE	CREDIT
1005120	Thai for Communication E2: 1001105 Thai Language Skills 3 (3-0-6) OR E1: 1005121 Thai Language Conversation in Daily Life 3 (2-2-5)	3 (3-0-6)
1006134	English for Communication 1 P: 1006002 Intensive English 0 (3-0-6) OR P: 1006003 Intensive English for English Majors 0 (3-0-6)	3 (3-0-6)
1006135	English for Communication 2 P: 1006134 English for Communication 1 3 (3-0-6)	3 (3-0-6)
2408101	Chinese 1 E2: 2408001 Chinese 1 3 (3-0-6) OR E2: 1007101 Chinese 1 3 (3-0-6)	3 (3-0-6)
2408102	Chinese 2 P: 2408101 Chinese 1 3 (3-0-6) OR P: 2408001 Chinese 1 3 (3-0-6) OR P: 1007101 Chinese 1 3 (3-0-6) ----- E2: 2408002 Chinese 2 3 (3-0-6)	3 (3-0-6)

1.2 Social Science Course MINIMUM CREDIT : 6

Course Code	COURSE	CREDIT
1203102	Managing Organization and Entrepreneurship	3 (3-0-6)
1601104	Global Citizenship E1: 1601103 Know Your Laws 3 (3-0-6) AND E1: 2302102 Man and Society 3 (3-0-6) OR	3 (3-0-6)

E1: 1601103 Know Your Laws 3 (3-0-6) AND
 E1: 2302101 ASEAN Studies 3 (3-0-6)

1.3 Science and Mathematics Course MINIMUM CREDIT : 6

Course Code	COURSE	CREDIT
1101105	Sciences and Mathematics All Around E1: 1101100 Science for Life 3 (3-0-6) AND E1: 1106100 Mathematics for Life 3 (3-0-6)	3 (3-0-6)
1301110	Introduction to Information Technology and Data Science E1: 1301104 Introduction to Information Technology 3 (2-2-5) OR E1: 1301107 Basic Information Technology 3 (2-2-5)	3 (2-2-5)

1.4 Humanities Course MINIMUM CREDIT : 3

Course Code	COURSE	CREDIT
1001127	Psychology in Daily Life E2: 1001141 General Psychology 3 (3-0-6)	3 (3-0-6)

1.5 Integrative Course (non-credit) MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
MFU333	MFU Character	0 (0-6-2)

2 Specific Required Course MINIMUM CREDIT : 99

2.1 Core Course MINIMUM CREDIT : 36

Course Code	COURSE	CREDIT
1001203	Creative Thinking and Inquiry Skills for Everyday Use	3 (3-0-6)
1201117	Fundamentals of Accounting E2: 1201111 Principles of Accounting 3 (3-0-6) OR E1: 1201101 Foundations of Accounting 3 (2-2-5) OR E1: 1201115 Elementary Accounting 1 3 (2-2-5) AND E1: 1201116 Elementary Accounting 2 3 (2-2-5)	3 (2-2-5)
1201217	Taxation E2: 1203201 Taxation 3 (3-0-6) OR E1: 1602402 Taxation Law 3 (3-0-6)	3 (3-0-6)
1202115	Principles of Microeconomics E1: 1202112 Microeconomics 3 (3-0-6)	3 (3-0-6)
1202116	Principles of Macroeconomics E1: 1202113 Macroeconomics 3 (3-0-6)	3 (3-0-6)

1203105	Business Statistics E2: 1203104 Statistics for Business Research 3 (3-0-6) OR E1: 1202212 Economic Statistics 3 (2-2-5)	3 (3-0-6)
1203121	Principles of Marketing	3 (3-0-6)
1203212	Business Finance P: 1201114 Elementary Accounting 2 3 (3-0-6) OR P: 1201211 Principles of Accounting 2 2 (2-0-4) OR P: 1201116 Elementary Accounting 2 3 (2-2-5) OR P: 1201117 Fundamentals of Accounting 3 (2-2-5) OR P: 1201101 Foundations of Accounting 3 (2-2-5) OR P: 1201111 Principles of Accounting 3 (3-0-6)	3 (3-0-6)
1203242	Human Resources Management	3 (3-0-6)
1203248	Organizational Behavior E2: 1203243 Organizational Behavior 3 (3-0-6) OR E2: 1203241 Organizational Behavior 3 (3-0-6)	3 (3-0-6)
1209203	Quantitative Analysis for Business Management P: 1203104 Statistics for Business Research 3 (3-0-6) OR P: 1203105 Business Statistics 3 (3-0-6) OR P: 1202212 Economic Statistics 3 (2-2-5) ----- E2: 1203252 Quantitative Analysis 3 (3-0-6)	3 (3-0-6)
1600101	Business Laws E2: 1203202 Business Laws 3 (3-0-6) OR E1: 1606414 Business Law for Non Thai Student 3 (3-0-6)	3 (3-0-6)

2.2 MINIMUM CREDIT : 45

Course Code	COURSE	CREDIT
1201212	Managerial Accounting P: 1201211 Principles of Accounting 2 2 (2-0-4) OR P: 1201114 Elementary Accounting 2 3 (3-0-6) OR P: 1201116 Elementary Accounting 2 3 (2-2-5) OR P: 1201117 Fundamentals of Accounting 3 (2-2-5) OR P: 1201111 Principles of Accounting 3 (3-0-6) OR P: 1201101 Foundations of Accounting 3 (2-2-5)	3 (3-0-6)
1203135	Introduction to Business and Organization Management	3 (3-0-6)

1203203	Business Ethics and Good Governance	3 (3-0-6)
1203315	E-Business Models P: 1203134 Introduction to Business Management 3 (3-0-6) OR P: 1203135 Introduction to Business and Organization Management 3 (3-0-6)	3 (3-0-6)
1203331	Business Research P: 1203103 Statistics and Research Method for Business 3 (3-0-6) OR P: 1203104 Statistics for Business Research 3 (3-0-6) OR P: 1203105 Business Statistics 3 (3-0-6)	3 (3-0-6)
1203370	Business Diversity Management P: 1203242 Human Resources Management 3 (3-0-6)	3 (3-0-6)
1203374	Innovation and Technology Management	3 (3-0-6)
1203375	International Business Management P: 1203134 Introduction to Business Management 3 (3-0-6) OR P: 1203135 Introduction to Business and Organization Management 3 (3-0-6)	3 (3-0-6)
1203434	Strategic Management for Business P: 1203134 Introduction to Business Management 3 (3-0-6) OR P: 1203135 Introduction to Business and Organization Management 3 (3-0-6)	3 (3-0-6)
	----- E2: 1203432 Strategic Management 3 (3-0-6)	
1203465	Business Management in ASEAN Countries P: 1203134 Introduction to Business Management 3 (3-0-6) AND P: 2302101 ASEAN Studies 3 (3-0-6) OR P: 1203135 Introduction to Business and Organization Management 3 (3-0-6)	3 (3-0-6)
1203491	Co-operative Education E1: 1203492 Overseas Training 9 (0-40-9) OR E1: 1203493 Research Project in Business Administration 9 (0-40-9)	9 (0-40-18)
1203496	Entrepreneurship P: 1203134 Introduction to Business Management 3 (3-0-6) AND P: 1203212 Business Finance 3 (3-0-6) OR P: 1203135 Introduction to Business and Organization Management 3 (3-0-6) AND P: 1203212 Business Finance 3 (3-0-6)	3 (3-0-6)
1209312	Business Operations and Production Development P: 1209203 Quantitative Analysis for Business Management 3 (3-0-6) OR P: 1210215 Quantitative Model for Aviation Business 3 (2-2-5) OR P: 1210219 Quantitative Analysis for Flight Operation 3 (3-0-6) OR P: 1209209 Quantitative Analysis for Logistics Management 3 (3-0-6) OR P: 1203252 Quantitative Analysis 3 (3-0-6) OR P: 1210206 Quantitative Analysis in Flight Operation 1 3 (3-0-6) AND	3 (3-0-6)

P: 1210207 Quantitative Analysis in Flight Operation 2 3 (3-0-6)

E2: 1203253 Production and Operations Management 3 (3-0-6)

2.3 MINIMUM CREDIT : 18

2.3.1 MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
1203317	Financial Management in Digital Era P: 1203212 Business Finance 3 (3-0-6)	3 (3-0-6)
1301342	Management Information Systems E2: 1301317 Management Information Systems 3 (3-0-6)	3 (3-0-6)
1301410	Digital Marketing E2: 1301383 Electronic Commerce 3 (3-0-6)	3 (3-0-6)
1301412	Information Technology for Investment	3 (3-0-6)

2.3.2 MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
1203305	Integrated Marketing Communications P: 1203121 Principles of Marketing 3 (3-0-6)	3 (3-0-6)
1203316	Marketing Strategy for Greater Mekong Sub-Region P: 1203121 Principles of Marketing 3 (3-0-6)	3 (3-0-6)
1203321	Marketing Management P: 1203121 Principles of Marketing 3 (3-0-6)	3 (3-0-6)
1203322	Consumer Behavior P: 1203121 Principles of Marketing 3 (3-0-6)	3 (3-0-6)
1203323	Service Marketing P: 1203121 Principles of Marketing 3 (3-0-6)	3 (3-0-6)
1203325	Agricultural Product Marketing P: 1203121 Principles of Marketing 3 (3-0-6)	3 (3-0-6)
1203421	Marketing Research P: 1203103 Statistics and Research Method for Business 3 (3-0-6) AND P: 1203322 Consumer Behavior 3 (3-0-6) OR P: 1203331 Business Research 3 (3-0-6) OR P: 1203121 Principles of Marketing 3 (3-0-6) AND P: 1203333 Business Research 3 (3-0-6) OR P: 1203105 Business Statistics 3 (3-0-6) AND P: 1203322 Consumer Behavior 3 (3-0-6)	3 (2-2-5)
1203422	Strategic Brand Management P: 1203321 Marketing Management 3 (3-0-6) OR P: 1203121 Principles of Marketing 3 (3-0-6)	3 (3-0-6)

2.3.3 MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
1203365	International Trade	3 (3-0-6)
1203372	Export-Import Management P: 1203375 International Business Management 3 (3-0-6)	3 (3-0-6)
1203373	International Finance P: 1202116 Principles of Macroeconomics 3 (3-0-6) AND P: 1203212 Business Finance 3 (3-0-6)	3 (3-0-6)
1203461	International Marketing P: 1203121 Principles of Marketing 3 (3-0-6)	3 (3-0-6)
1203466	Special Topics in International Business P: 1203375 International Business Management 3 (3-0-6)	3 (3-0-6)
1209100	Introduction to Logistics and Supply Chain Management E2: 1203351 Business Logistics Management 3 (3-0-6) OR E2: 1209101 Introduction to Logistics and Supply Chain Management 3 (3-0-6)	3 (3-0-6)
1209423	International Business and Border Trade Management	3 (2-2-5)
1600102	International Business Laws P: 1600101 Business Laws 3 (3-0-6)	3 (3-0-6)
	----- E2: 1203401 International Business Laws 3 (3-0-6)	

2.3.4 MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
1203302	Project Feasibility Study and Evaluation P: 1203212 Business Finance 3 (3-0-6)	3 (3-0-6)
1203307	Business Negotiation and Conflict Management	3 (3-0-6)
1203309	Business Competitive Strategies	3 (3-0-6)
1203310	Business Competency Development	3 (3-0-6)
1203330	Retail Management P: 1203134 Introduction to Business Management 3 (3-0-6) OR P: 1203135 Introduction to Business and Organization Management 3 (3-0-6)	3 (3-0-6)
1203347	Work Motivation and Productivity	3 (3-0-6)
1203348	Organization Development E2: 1203343 Organization Development 3 (3-0-6)	3 (3-0-6)
1203349	Dimension of Leadership E2: 1203345 Dimension of Leadership 3 (3-0-6)	3 (3-0-6)
1203405	Investment and Portfolio Management P: 1203212 Business Finance 3 (3-0-6)	3 (3-0-6)
1203495	Social Enterprise P: 1203134 Introduction to Business Management 3 (3-0-6) OR P: 1203203 Business Ethics and Good Governance 3 (3-0-6)	3 (3-0-6)

OR

P: 1203135 Introduction to Business and Organization Management 3 (3-0-6) AND

P: 1203203 Business Ethics and Good Governance 3 (3-0-6)

3 MINIMUM CREDIT : 6

REMARKS

P : Prerequisite Course

E1 : One-way Equivalent

E2 : Two-way Equivalent

รายวิชา 1006393 Principles of Translation 3(3-0-6) ในกรณีที่นักศึกษาไม่สามารถใช้ภาษาไทยได้ ให้เรียนรายวิชา 1006382

Directed Studies แทน

รายวิชา 1006397 Comparative Study of English and Thai 3(3-0-6) ในกรณีที่นักศึกษาไม่สามารถใช้ภาษาไทยได้ ให้เรียน

รายวิชา 1006381 Selected Reading แทน