

Bachelor of Business Administration Program in General Management

General Information

Degree Designation : Bachelor of Business Administration Program in General Management

Total Credits : 127 credits

Graduate : 4 years

Academic Year

The academic calendar mostly consists of two semesters (Two-semester system). Each semester is not less than 15 weeks. The summer session is scheduled to meet the requirements of each

- 1 st semester : June - September
- 2 nd semester : November – February
- Summer semester : March – May

Course Structure

- A : General Education Course
- B : Major Course
- C : Free Elective Course

A : General Education (30 credits)

1. Language and Communication (9 credits)

- Fundamental Course (6 credits) :

Course ID	Course name	Credits
1551001	Fundamental English	3(3-0-6)
1551002	English for Communication	3(3-0-6)

- Free Elective (3 credits) :

1541001	Thai Language Usage Skills	3(3-0-6)
1541002	Language and Communication for Specific Purposes	3(3-0-6)
1561001	Japanese for Communication	3(3-0-6)
1571001	Chinese for Communication	3(3-0-6)
1571002	Fundamental Chinese for Tourism	3(3-0-6)
1661001	Korean for Communication	3(3-0-6)
1691001	Fundamental Burmese	3(3-0-6)
1691002	Burmese for Communication	3(3-0-6)

2. Humanities (6 credits)

Course ID	Course name	Credits
1001003	Human Behavior and Self-Development	3(3-0-6)
1001005	Thinking and Decision Making Skill	3(3-0-6)
1511001	Ethics and Human Beings	3(3-0-6)
1511002	Facts of Life	3(3-0-6)
1521001	Buddhism	3(3-0-6)
1631001	Information for Study and Research	3(3-0-6)
2011001	Aesthetics of Visual Arts	3(3-0-6)
2051001	Aesthetics of Performing Arts	3(3-0-6)
2061001	Music Appreciation	3(3-0-6)
3501001	Leadership Development	3(3-0-6)
3501003	Personality Development and the Arts of Socializing	3(3-0-6)

3. Social Sciences (6 credits)

Course ID	Course name	Credits
2501001	History of Thai Society and Culture	3(3-0-6)
2501003	Public Mind and Civic Social Engagement	3(3-0-6)
2501004	Interdisciplinary Social Science for Development	3(3-0-6)
2501005	Kamphaeng Phet Studies	3(2-2-5)
2521001	Globalization and Localization	3(3-0-6)
2521002	ASEAN Studies	3(3-0-6)
2541001	Human Beings, Community, and Environment	3(3-0-6)
2541002	Local Resource Management	3(3-0-6)
2551002	Fundamental Knowledge on Thai Politics and Government	3(3-0-6)
2561001	Introduction to Laws	3(3-0-6)
3501004	Business Initiation	3(3-0-6)
3531001	Finance in Daily Life	3(3-0-6)
3541001	Entrepreneurship	3(3-0-6)
3591002	Sufficiency Economy	3(3-0-6)

4. Mathematics, Science, and Technology (6 credits)

Select courses in subjects 1. - 4. (3 credits)

Course ID	Course name	Credits
1161001	Sports and Recreation for Quality of Life	3(2-2-5)
1161002	Exercise for Health	3(2-2-5)
4001002	Science and Technology for Daily Life	3(3-0-6)
4001003	Environments and Natural Resources Conservation	3(3-0-6)
4071001	Health and Health Care	3(3-0-6)
4091001	Mathematics in Daily Life	3(3-0-6)
4091003	Mathematics and Decision Making	3(3-0-6)
4121001	Computer and Information Technology	3(2-2-5)
4121005	Website Design and Development	3(2-2-5)
4121006	Package Software for Application	3(2-2-5)
5001001	Agriculture in Daily Life	3(3-0-6)
5071001	Food for Health	3(3-0-6)
5501001	Technology in Daily Life	3(3-0-6)

B : Major Course (91 credits)

Core subjects (24 credits)

Course ID	Course name	Credits
1551402	Business English 1	3(3-0-6)
1551403	Business English 2	3(3-0-6)
3531101	Business Finance	3(3-0-6)
3532102	Taxation and Business Laws	3(3-0-6)
3541101	Principles of Marketing	3(3-0-6)
3561101	Organization and Management	3(3-0-6)
3564201	Strategic Management	3(3-0-6)
3591101	Principles of Economics	3(3-0-6)

Major Requirement (48 credits)

Course ID	Course name	Credits
3521103	Principle of Accounting	3(2-2-5)
3561501	Office and Documentary Management	3(2-2-5)
3562102	Business Ethics and Social Responsibilities	3(3-0-6)
3562503	Organizational Behavior Management	3(3-0-6)

Course ID	Course name	Credits
3562507	Business Management with Information Technology	3(2-2-5)
3562601	Human Resource Management	3(3-0-6)
3563101	Business Psychology	3(3-0-6)
3563204	Innovation and Change Management	3(3-0-6)
3563206	Planning and Project Management	3(3-0-6)
3563514	International Business	3(3-0-6)
3563515	Statistics for Management	3(2-2-5)
3563811	Logistics and Supply Chain Management	3(3-0-6)
3563901	Principle of Business Research	3(2-2-5)
3564516	Operation Management	3(2-2-5)
3564902	Seminar in Management	3(2-2-5)
3564905	Management Research	3(2-2-5)

Major Elective Course (12 credits)

Course ID	Course name	Credits
3563202	Business Plan	3(3-0-6)
3563202	Business Plan	3(3-0-6)
3563508	Office Information Technology	3(2-2-5)
3563513	Integrative Organization Development	3(3-0-6)
3563517	Business Negotiation	3(3-0-6)
3563518	Business Forecasting	3(3-0-6)
3563604	Personality and Social Roles	3(3-0-6)
3563608	Staff Relation	3(3-0-6)
3563609	Seminar and Training Techniques	3(2-2-5)
3563610	Staff Efficiency Development	3(3-0-6)
3563612	Compensation and Evaluation Management	3(3-0-6)
3563614	Organization Leadership and Teamwork Development	3(3-0-6)
3563801	Quality Management	3(3-0-6)
3564301	Management Accounting	3(2-2-5)
3564501	Community Business Management	3(3-0-6)

Professional Experience or Cooperative Education (7 credits)

Select a plan

Course ID	Course name	Credits
3564906	Preparation for on-the-job Training in Management	2(90)
3564907	Job Training in Management	5(450)
or		
3503801	Preparation to Cooperative Education	1(45)
3503802	Cooperative Education	6(540)

C: Free Elective Course (6 credits)

Freely choose any courses provided by the university. The courses chosen must not have been taken before by the student and must not be the compulsory non-credit courses.