



Bachelor of Arts (Japanese for International Business)
(New International Program) (Academic Year 2022)

Name of Program (Curriculum)

Japanese for International Business (International Program)

Name of Degree

Bachelor of Arts (Japanese for International Business)

B.A. (Japanese for International Business)

Program Objectives

Students, after graduation, will be equipped with good command of both Japanese and English as well as professional expertise in business administration to work in Japanese, Thai or international organizations.

Strengths of the Program

JIB is an outstanding Japanese language curriculum. Not only will students study Japanese intensively from basic to advanced level but they also explore specialized managerial Japanese as well as practical courses in business administration. The proportion of courses between Japanese and business administration as well as others is approximately 70:30.



In this program, students will engage in activities with university students in Japan, developing language skills with the native speakers throughout the 4 years of study. They can also participate in student exchange programs in Japan and choose between an internship or co-operative education in Japan for 6 months to 1 year.

Post-Graduation Career Opportunities

- (1) Jobs related to Japanese language or international business in both Japanese and multinational organizations
- (2) International Trade career
- (3) Entrepreneur
- (4) Japanese and/or Multinational Organizations Secretary
- (5) Interpreter in Japanese, English and/or Thai
- (6) Japanese, English and/or Thai translators
- (7) Freelance
- (8) Further studies in Japanese language or in business administration

Curriculum Structure

(1) General Education Course Minimum	33 Credits
1. Humanities and Social Sciences	6 Credits
2. Science and Mathematics	3 Credits



3. Languages	24 Credits
(2) Specific Course Minimum	88 Credits
2.1 Core Courses	33 Credits
(I) Business Course	12 Credits
(II) Japanese Language Course	21 Credits
2.2 Major Courses	39 Credits
(I) Business Course	15 Credits
(II) Japanese Language Course	24 Credits
2.3 Co-operative Education or Internship Program Option	
(I) Co-operative Education	7 Credits
(II) Internship Program	1 Credits
2.4 Elective Courses	
(I) Co-operative Education	9 Credits
(II) Internship Program	15 Credits
(3) Free Elective Course Minimum	6 Credits
Total	127 Credits



Study Plan

Study Plan for Co-operative Education

Year 1 / Semester 1

Course Number	Course Title	Credits
ENE-101	Listening & Speaking for Specific Purposes	3(3-0-6)
JIB-101	Japanese for International Business 1	3(3-0-6)
JIB-102	Japanese for International Business 2	3(3-0-6)
GBM-101	Fundamental Economics	3(3-0-6)
GBM-103	Principles of Marketing	3(3-0-6)
	Total	15(15-0-30)

Year 1 / Semester 2

Course Number	Course Title	Credits
HUE/SOE-xxx	General Education (Humanities and Social Sciences)	3(3-0-6)
ENE-102	Critical Reading	3(3-0-6)
JIB-103	Japanese for International Business 3	3(3-0-6)
JIB-104	Japanese for International Business 4	3(3-0-6)
GBM-109	Principle of Management	3(3-0-6)
GBM-201	Fundamental Accounting	3(3-0-6)
	Total	18(18-0-36)



Year 2 / Semester 1

Course Number	Course Title	Credits
HUE/SOE-xxx	General Education (Humanities and Social Sciences)	3(3-0-6)
ENE-201	Project Based Presentation	3(3-0-6)
JIB-201	Intermediate Japanese for International Business 1	3(3-0-6)
JIB-203	Japanese Reading	3(3-0-6)
JIB-205	Japanese Conversation 1	3(3-0-6)
GBM-304	Global Business Environment	3(3-0-6)
	Total	18(18-0-36)

Year 2 / Semester 2

Course Number	Course Title	Credits
GBM-xxx	General Education (Science and Mathematics)	3(3-0-6)
ENE-202	Business Writing	3(3-0-6)
JIB-202	Intermediate Japanese for International Business 2	3(3-0-6)
JIB-204	Japanese Writing	3(3-0-6)
JIB-206	Japanese Conversation 2	3(3-0-6)
JIB-207	Windows to Japan	3(3-0-6)
	Total	18(18-0-36)



Year 3 / Semester 1

Course Number	Course Title	Credits
JIB-301	Advanced Japanese 1	3(3-0-6)
JIB-305	Japanese Business Conversation	3(3-0-6)
JIB-402	Japanese Management and Working Culture	3(3-0-6)
GBM-363	Cross Cultural Management	3(3-0-6)
GBM-421	Global Marketing	3(3-0-6)
xxx-xxx	Free Electives (1)	3(3-0-6)
	Total	18(18-0-36)

Year 3 / Semester 2

Course Number	Course Title	Credits
JIB-302	Advanced Japanese 2	3(3-0-6)
JIB-303	Advanced Japanese Reading	3(3-0-6)
JIB-304	Japanese Business Writing	3(3-0-6)
JIB-306	Japanese Conversation for International Business	3(3-0-6)
JIB-404	Introduction to Translation in Japanese	3(3-0-6)
GBM-401	Strategic Management	3(3-0-6)
	Total	18(18-0-36)



Year 4 / Semester 1

Course Number	Course Title	Credits
GBM-407	Business Cases in Japan	3(3-0-6)
JIB-xxx	Approved Electives (1)	3(3-0-6)
JIB-xxx	Approved Electives (2)	3(3-0-6)
JIB-xxx	Approved Electives (3)	3(3-0-6)
xxx-xxx	Free Electives (2)	3(3-0-6)
JIB-491	Pre-Cooperative Education	1(1-0-2)
	Total	16(16-0-32)

Year 4 / Semester 2

Course Number	Course Title	Credits
JIB-492	Cooperative Education	6(0-40-10)
	Total	6(0-40-10)



Study Plan for Internship Program

Year 1 / Semester 1

Course Number	Course Title	Credits
ENE-101	Listening & Speaking for Specific Purposes	3(3-0-6)
JIB-101	Japanese for International Business 1	3(3-0-6)
JIB-102	Japanese for International Business 2	3(3-0-6)
GBM-101	Fundamental Economics	3(3-0-6)
GBM-103	Principles of Marketing	3(3-0-6)
	Total	15(15-0-30)

Year 1 / Semester 2

Course Number	Course Title	Credits
HUE/SOE-xxx	General Education (Humanities and Social Sciences)	3(3-0-6)
ENE-102	Critical Reading	3(3-0-6)
JIB-103	Japanese for International Business 3	3(3-0-6)
JIB-104	Japanese for International Business 4	3(3-0-6)
GBM-109	Principle of Management	3(3-0-6)
GBM-201	Fundamental Accounting	3(3-0-6)
	Total	18(18-0-36)



Year 2 / Semester 1

Course Number	Course Title	Credits
HUE/SOE-xxx	General Education (Humanities and Social Sciences)	3(3-0-6)
ENE-201	Project Based Presentation	3(3-0-6)
JIB-201	Intermediate Japanese for International Business 1	3(3-0-6)
JIB-203	Japanese Reading	3(3-0-6)
JIB-205	Japanese Conversation 1	3(3-0-6)
GBM-304	Global Business Environment	3(3-0-6)
	Total	18(18-0-36)

Year 2 / Semester 2

Course Number	Course Title	Credits
GBM-xxx	General Education (Science and Mathematics)	3(3-0-6)
ENE-202	Business Writing	3(3-0-6)
JIB-202	Intermediate Japanese for International Business 2	3(3-0-6)
JIB-204	Japanese Writing	3(3-0-6)
JIB-206	Japanese Conversation 2	3(3-0-6)
JIB-207	Windows to Japan	3(3-0-6)
	Total	18(18-0-36)



Year 3 / Semester 1

Course Number	Course Title	Credits
JIB-301	Advanced Japanese 1	3(3-0-6)
JIB-305	Japanese Business Conversation	3(3-0-6)
JIB-402	Japanese Management and Working Culture	3(3-0-6)
GBM-363	Cross Cultural Management	3(3-0-6)
GBM-421	Global Marketing	3(3-0-6)
xxx-xxx	Free Electives (1)	3(3-0-6)
	Total	18(18-0-36)

Year 3 / Semester 2

Course Number	Course Title	Credits
JIB-302	Advanced Japanese 2	3(3-0-6)
JIB-303	Advanced Japanese Reading	3(3-0-6)
JIB-304	Japanese Business Writing	3(3-0-6)
JIB-306	Japanese Conversation for International Business	3(3-0-6)
JIB-404	Introduction to Translation in Japanese	3(3-0-6)
GBM-401	Strategic Management	3(3-0-6)
	Total	18(18-0-36)



Year 3/ Semester 3

Course Number	Course Title	Credits
JIB-493	Cooperative Education	1(0-40-0)
	Total	1(0-40-0)

Year 4 / Semester 1

Course Number	Course Title	Credits
GBM-407	Business Cases in Japan	3(3-0-6)
JIB-xxx	Approved Electives (1)	3(3-0-6)
JIB-xxx	Approved Electives (2)	3(3-0-6)
JIB-xxx	Approved Electives (3)	3(3-0-6)
	Total	12(12-0-24)



Year 4 / Semester 2

Course Number	Course Title	Credits
JIB-xxx	Approved Electives (4)	3(3-0-6)
JIB-xxx	Approved Electives (5)	3(3-0-6)
xxx-xxx	Free Electives (2)	3(3-0-6)
	Total	9(9-0-18)



Tuition Fees for Bachelor's Degree (International Program)

Bachelor of Arts

Japanese for International Business (JIB)

Total Credit Requirement 127 Credits

List	First Year		Second Year		Third Year		Fourth Year	
	Semester I	Semester II	Semester I	Semester II	Semester I	Semester II	Semester I	Semester II
1) Matriculation Fee / ค่าขึ้นทะเบียนนักศึกษา	10,000	-	-	-	-	-	-	-
2) Education Fee / ค่าบำรุงการศึกษา	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000
3) Registration Fee / ค่าธรรมเนียมกิตลงทะเบียน								
- Lectures / รายวิชาทฤษฎี	42,000	50,400	50,400	50,400	50,400	50,400	47,000	-
- Lab / Co-operative Education / Internship	-	-	-	-	-	-	-	30,000
Tuition / Semester (Baht)	59,000	57,400	57,400	57,400	57,400	57,400	54,000	37,000
Tuition / Year (Baht)	116,400		114,800		114,800		91,000	
Estimates / Total Tuition Fee	437,000							

Remark 1. These estimates are subjected to be changed without prior notice. / ข้อมูลดังกล่าวเป็นเพียงการประมาณการค่าใช้จ่ายเท่านั้น ทั้งนี้ขอสงวนสิทธิ์ในการเปลี่ยนแปลงข้อมูลตามประกาศและนโยบายของสถาบัน โดยไม่แจ้งให้ทราบล่วงหน้า

2. Further details can be found in the student manual. / รายละเอียดวิชาการลงทะเบียน แผนการศึกษา ค่าใช้จ่ายต่างๆ สามารถตรวจสอบจากคู่มือนักศึกษา ของปีการศึกษาที่เข้าศึกษา