



**Bachelor of Business Administration Program
in International Business and Entrepreneurship
(Improved International Program) (Academic Year 2023)**

Curriculum Name

English Bachelor of Business Administration Program in International Business and Entrepreneurship (International Program)

Name of Degree

Full Title in English Bachelor of Business Administration (International Business and Entrepreneurship)

Abbreviated in English B.B.A. (International Business and Entrepreneurship)

Objectives

1. To produce graduates in Business Administration who have knowledge and competence in both theory and practice in the fields of International Business, Financial management, Marketing, Human Resource Management, and Cross Cultural Management that can apply knowledge to be used in the workplace or to pursue a career as an entrepreneur.

2. Nurture graduates to be motivated as entrepreneurs and able to apply knowledge in terms of disruptive technology in business. Data management from different sources for writing a business plan and designing business innovation ideas.

3. Enable graduates to have a proven communication in English, and Japanese languages with a competing business proficiency.



Program Highlights

International Business and Entrepreneurship (IBN) is aware of the need of developing successful business leaders and entrepreneurs. IBN seeks to create graduates with knowledge and expertise in a range of management-related topics, such as managing in global company, entrepreneurship, cross-cultural management, logistics and supply chain, finance and accounting, digital marketing, technology and innovation, among many others. With opportunities in a wide range of sectors and industries, this degree equips you for a career that is both global and broad. The "Beta Project," which is based on the monozukuri philosophy, is a project given to the students to allow them to learn via experience. Students will use their skills on Beta Projects over the course of four years to test their business concepts. In addition to gaining new skills, they may also develop new revenue streams.

Additionally, IBN provides exchange programs in Japan and double degrees at Southern New Hampshire University in the United States. Participants in these programs will get a deeper understanding of many facets of both eastern and western cultures.

Post-Graduation Career Opportunities

With opportunities in a wide range of sectors and industries, this degree equips you for a career that is both global and broad.

- Business Development and Consultants
- Logistics and Supply Chain management
- Digital Marketing and E-Commerce
- Business Entrepreneur
- Startup
- Global Sales Executive



- Financial Investor and Trader
- Marketing Manager
- Media planner
- Influencer and Content Creator
- Recruitment consultant6. Biomedical industries

Curriculum structure total 130 credits

Curriculum Structure

(1) General Education Course	39 Credits
1. Humanities course and Social Science course	3 credits
2. Natural Science and Mathematics course	6 credits
3. Language course	30 credits
(2) Specific Course	85 Credits
2.1 Core Business course	36 credits
2.2 Required Major course	36 credits
2.3 Internship option	
(I) Internship program option	1 credits
2.4 Elective Subjects Course	
(I) Internship program option	12 credits
(3) Free Elective Course	6 credits



Year 1/ First Semester

Course code	Course Title	Credits
ENE-101	Listening & Speaking for Specific Purposes	3(3-0-6)
JPE-101	Communicative Japanese 1	3(3-0-6)
GBM-111	Science and Technology for Business	3(3-0-6)
GBM-101	Fundamental Economics	3(3-0-6)
GBM-103	Principles of Marketing	3(3-0-6)
GBM-106	Business Mathematics 1	3(3-0-6)
	Total	18(18-0-36)

Year 1/ Second Semester

Course code	Course Title	Credits
ENE-102	Critical Reading	3(3-0-6)
JPE-102	Communicative Japanese 2	3(3-0-6)
GBM-201	Fundamental Accounting	3(3-0-6)
GBM-109	Principles of Management	3(3-0-6)
GBM-204	Business Finance	3(3-0-6)
GBM-112	Digital Technology and Design	3(3-0-6)
	Total	18(18-0-36)



Year 2/ First Semester

Course code	Course Title	Credits
ENE-201	Professional Project Based Presentation	3(3-0-6)
JPE-201	Communicative Japanese 3	3(3-0-6)
GBM-107	Business Statistics	3(3-0-6)
IBN-201	Fundamentals of Entrepreneurship	3(3-0-6)
GBM-209	International Business Law and Taxation	3(3-0-6)
GBM-207	Digital Marketing	3(3-0-6)
	Total	18(18-0-36)

Year 2/ Second Semester

Course code	Course Title	Credits
ENE-202	Business Writing	3(3-0-6)
JPE-202	Communicative Japanese 4	3(3-0-6)
GBM-421	Global Marketing	3(3-0-6)
GBM-360	Managerial Accounting	3(3-0-6)
IBN-202	Startup Entrepreneurship	3(3-0-6)
GBM-104	Operations Management	3(3-0-6)
	Total	18(18-0-36)



Year 3/ First Semester

Course code	Course Title	Credits
XXX-xxx	Humanities and Social Science	3(3-0-6)
IBN-301	Business Ideation and Model for Entrepreneur	3(3-0-6)
GBM-363	Cross Cultural Management	3(3-0-6)
GBM-414	Global Finance Management	3(3-0-6)
GBM-465	Global Human Resource Management	3(3-0-6)
GBM-304	Global Business Environment	3(3-0-6)
	Total	18(18-0-36)

Year 3/ Second Semester

Course code	Course Title	Credits
XXX-xxx	Elective Language	3(3-0-6)
GBM-212	Information Systems for International Business	3(2-3-6)
GBM-467	Global Business Research	3(3-0-6)
GBM-303	Shipping Management	3(3-0-6)
XXX-xxx	Elective IBN Course	3(3-0-6)
XXX-xxx	Elective IBN Course	3(3-0-6)
	Total	18(17-3-36)



Year 3/ Third Semester

Course code	Course Title	Credits
GBM-493	Business Administration Practice	1(0-40-0)
	Total	1(0-40-0)

Year 4/ First Semester

Course code	Course Title	Credits
XXX-xxx	Elective Language	3(3-0-6)
GBM-401	Strategic Management	3(3-0-6)
GBM-464	Global Logistics Management	3(3-0-6)
XXX-xxx	Elective IBN Course	3(3-0-6)
XXX-xxx	Elective IBN Course	3(3-0-6)
	Total	15 (15-0-30)



Year 4/ Second Semester

Course code	Course Title	Credits
XXX-xxx	Free Elective Course	3(3-0-6)
XXX-xxx	Free Elective Course	3(3-0-6)
	Total	6 (6-0-12)



สถาบันเทคโนโลยีไทย-ญี่ปุ่น
ประมาณการค่าธรรมเนียมการศึกษาหลักสูตรนานาชาติ
หลักสูตรบริหารธุรกิจบัณฑิต สาขาวิชาธุรกิจระหว่างประเทศและการเป็นผู้ประกอบการ

สำหรับนักศึกษาที่มีสัญชาติไทย

โครงสร้างหลักสูตร รวม 130 หน่วยกิต

รายการ	ชั้นปีที่ 1		ชั้นปีที่ 2		ชั้นปีที่ 3		ชั้นปีที่ 4	
	เทอม 1	เทอม 2	เทอม 1	เทอม 2	เทอม 1	เทอม 2	เทอม 1	เทอม 2
1) ค่าขึ้นทะเบียนนักศึกษา	10,000	-	-	-	-	-	-	-
2) ค่าบำรุงการศึกษา	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000
3) ค่าหน่วยกิตลงทะเบียน								
รายวิชาทฤษฎี	50,400	50,400	50,400	50,400	50,400	50,400	42,000	
วิชาปฏิบัติการ/สหกิจศึกษา/ฝึกงาน	-	-	-	-	-	5,000	-	30,000
ค่าธรรมเนียม / เทอม	67,400	57,400	57,400	57,400	57,400	62,400	49,000	37,000
ค่าธรรมเนียม / ปี	124,800		114,800		119,800		86,000	
ค่าธรรมเนียมทั้งหมดโดยประมาณ	445,400							

- หมายเหตุ**
- ข้อมูลดังกล่าว เป็นเพียงการประมาณค่าใช้จ่ายเท่านั้น ทั้งนี้ขอสงวนสิทธิ์ในการเปลี่ยนแปลงข้อมูลตามประกาศและนโยบายของสถาบัน
 - รายละเอียดวิชาการลงทะเบียน แผนการศึกษา ค่าใช้จ่ายต่างๆ สามารถตรวจสอบจากคู่มือนักศึกษา ของปีการศึกษาที่เข้าศึกษา
 - ค่าใช้จ่ายนี้จะต้องชำระเป็นสกุลเงินบาท