



**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 consultant
- 6. 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 Practicum courses	
(I) Pre-cooperative Education	1 credit
(II) Co-operative Education	6 credits
2.4 Elective Subjects course	6 credits
(3) Free Elective Course	6 credits



Year 1/ First Semester

Course code	Course Title	Credit
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	3(3-0-6)
Total		18(18-0-36)

Year 1/ Second Semester

Course code	Course Title	Credit
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	Credit
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	Credit
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	Credit
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	Credit
GBM-212	Information Systems for International Business	3 (2-3-6)
GBM-303	Shipping Management	3 (3-0-6)
GBM-467	Global Business Research	3 (3-0-6)
XXX-xxx	Elective course	3 (3-0-6)
XXX-xxx	Elective course	3 (3-0-6)
XXX-xxx	Language Elective course	3 (3-0-6)
GBM-491	Pre-cooperative Education	1 (1-0-2)
	Total	19(18-3-38)



Year 4/ First Semester

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

Year 4/ Second Semester

Course code	Course Title	Credit
GBM-492	Co-operative Education	6(0-40-10)
Total		6(0-40-10)



Thai-Nichi Institute of Technology
Estimated Fees for International Program
Bachelor of Business Administration International Business and Entrepreneurship

Non - Thai citizen

Total Credit Requirement 130 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	10,000	-	-	-	-	-	-	-
2) Education Fee	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000
3) Tuitions Fees								
- Lecture	50,400	50,400	50,400	50,400	50,400	50,400	42,000	
- Lab / Co-operative Education / Internship	-	-	-	-	-	5,000	-	30,000
Estimates / Semester	72,400	62,400	62,400	62,400	62,400	67,400	54,000	42,000
Estimates / Year	134,800		124,800		129,800		96,000	
Estimate / Total Fee	485,400							

Remarks 1. These are estimated fees which can be changed without advance notice.

2. Further details can be found in the student handbook.

3. The estimated fee is in Thai Baht.