



**Bachelor of Business Administration
In International Business Management**

**Siam Technology College
International College**

Program structure

Total Credits	130
Credits	
Structure	
1. General Courses	30
Credits	
1.1 Social and Human Science	
6 Credits	
1.2 Languages (Thai 3 credits, English 9 Credits)	
12 Credits	
1.3 Science and Mathematics	
6 Credits	

1.4 Physical Educations Course

1 Credits

1.5 Integration Courses

5 Credits

2. Professional Courses

94 Credits

2.1 Core Courses 33

Credits

2.2 Major Courses 39

Credits

2.3 Electives 15

Credits

2.4 Professional Field Experience Course

7 Credits

3. Free Electives

6 Credits

Study Plan

Bachelor of Business Administration in International Business

Management

Year 1 Semester 1			Year 1 Semester 2		
Code	Subject	Credits	Code	Subject	Credits
901-103	Society Economics and Politics	3	902-104	English II	3
901-121	Ethics and Life	3	903-103	Information Technology in the Digital Age	3
902-103	English I	3	903-110	Introduction to Statistics	3
902-106	Thai for Communication	3	905-107	Roles of Thailand in ASEAN	3
904-105	Physical Education for Health Development	1	161-103	Principles of Management	3
161-101	Principles of Accounting	3	161-104	Principles of Marketing	3
161-102	(Economics)	3	161-105	Local and International	3

				Taxation	
Total		19	Total		21

Year 2 Semester 1			Year 2 Semester 2		
Code	Subject	Credits	Code	Subject	Credits
902-105	English III	3	161-209	Quantitative Analysis	3
905-102	Learning Skills for Success	2	161-210	Business Research	3
161-206	Business Law	3	162-203	Entrepreneurship & Innovation	3
161-207	Business Finance	3	162-204	Organizational Behavior	3
161-208	Business Statistics	3	162-205	Business Intelligence	3
162-201	International Business Management	3	162-206	Export – Import Management	3
162-202	Project Management	3			
Total		20	Total		18

Year 3 Semester 1			Year 3 Semester 2		
Code	Subject	Credits	Code	Subject	Credits

161-311	Production and Operation Management	3	162-310	International Logistics and Supply Chain Management	3
162-307	Total Quality Management	3	162-311	Seminar in International Business Policy & Strategy	3
162-308	International Banking and Finance	3	162-312	Strategic Management	3
162-309	Human Resource Management	3	163-xxx	Elective	3
163-xxx	Elective	3	163-xxx	Elective	3
xxx-xxx	Free Elective	3	xxx-xxx	Free Elective	3
Total		18	Total		18

Year 4 Semester 1			Year 4 Semester 2		
Code	Subject	Credits	Code	Subject	Credits
162-413	Cross-Cultural Management	3	164-402	Cooperative Education	6
164-	Prepare Students	1			

401	for Job Training				
163- xxx	Elective	3			
163- xxx	Elective	3			
Total		10	Total		6

Course Descriptions

1. General Courses

- **Social and Human Science**

901-101 (Development of Social and Life Quality)

3 (3-0-6)

Philosophy and ethical principles in living and working, self-perception and attitudes, Dharma and life quality development, individual roles and responsibility, self-administration and adjustment to social activities, development of interpersonal skills, efficiency and effectiveness in work.

901-102 (Social Science Research)

3(3-0-6)

The meaning and main idea, the objective of social

research, selection topic for research, theory and literary to convey with topic. Research writing for problem and community correction analysis, meaning presenting structural writing and research reporting.

901-103 (Society Economics and Politics)

3 (3-0-6)

The influence of social environment on the individual, scope and role of the individual in society, the influence of group and individual behavior, the interrelationship between society, economy and politics. Analyze problems and solutions.

901-106 (Sustainable Community Development)

3(3-0-6)

Philosophy and ethical principles in living and working, self perception and attitudes, Dharma and life quality development, individual roles and responsibility, self-administration and adjustment to social activities, development of interpersonal skills, efficiency and effectiveness in work

901-107 (Society Study in Asian) 3

(3-0-6)

Geography, history and communities living in 10 countries namely Indonesia, Singapore, Malaysia, Myanmar, Cambodia, Vietnam, Brunei, Laos and East –Timor by comparing and contrasting the economic, political, educational systems and religions.

901-108 (Culture of Asian)

3(3-0-6)

Multicultural concepts, the basic of ASEAN, cultures of ASEAN countries, multicultural impacts and cultural dissemination of ASEAN in global society

901-121 (Ethics and Life) 3

(3-0-6)

Meaning and importance of morality. Value of morality from various philosophers. For example; Buddhist morality as guidance for life and solving current social problems. Study of morality from past

to present and the way to develop morality in oneself for living a happy life.

- **Languages**

902-106 (Thai for Communication)

3(3-0-6)

Overview of the principles of communication and the skills required for reading, listening, speaking and writing Thai efficiently. Students will also look at the principle of ideas, conversations and discussions. This also includes the analysis and understanding of ideas in Thai communication, which can lead students to improve their Thai-Language skills. Students will be guided to use proper Thai in different situations.

902-118 (Thai Language in Globalization)

3 (3-0-6)

Characteristics of and change in Thai language in present society, guidelines for effective use of Thai language in various contexts.

902-120 (Art of Speaking) 3
(3-0-6)

Principle and art of speaking, conversation, negotiation and oral presentation, public speaking in various situations and on various occasions.

902-103 (English I) 3
(3-0-6)

Core language skills (Listening, Speaking, Reading and Writing) using variety of texts (traditional textbook lessons, online material, contemporary newspaper and magazine articles, films, and documentaries) with particular emphasis on grammar, vocabulary, and spoken fluency. Students will learn how to compose basic sentence, and how to identify main idea from reading and listening.

902-104 (English II) 3
(3-0-6)

Prerequisite: 902-103 English I

Core language skills (Listening, Speaking, Reading and Writing) from English I. The course uses variety

of texts (traditional textbook lessons, online material, contemporary newspaper and magazine articles, films, and documentaries) with particular emphasis on grammar, vocabulary, and spoken fluency in appropriate contexts (academic, social, personal, professional). Emphasis is on using English in academic practice, as well as writing report in APA (*American Psychological Association*) style, which is the standard format of essay and research paper for the program.

902-105 (English III)

3(3-0-6)

Prerequisite: 902-104 English II

More of the four skills in the same areas as those in English II. Writing review using information from the Internet and journals; writing research proposal;

thesis abstracts and executive summary; practice of seminar/ conference presentation and discussion.

902-107 (English IV)

3(3-0-6)

Listening, speaking, reading and writing English with skill practice through listening and conversation, debate, article reading, English idioms, short writing practice using technical words.

902-108 (Business English)

3(3-0-6)

Skills reading English text, English report writing, include English vocabularies in business and reply letter for business and economies.

- **Science and Mathematics**

903-101 (Science and Technology in the Digital Age)

3(3-0-6)

The definition of science and the scientific process. Learn about science concepts. To be applied in the

daily life of a man of science and technology in the digital age. Nanotechnology Alternative energy, space technology, machinery used instead of human.

903-102 (Science and Environment issues)

3(3-0-6)

The effects of global warming science, environmental disasters, and advances in science and technology. To help solve the disaster. Analyze problems between humans and the environment. And solutions to various problems.

903-103 (Information Technology in the Digital Age)

3(3-0-6)

Introduction to fundamental facts and concepts of information technology. The course aims to cover computer hardware, operating systems, software

solutions, computer networking, implications of E-commerce and search engines.

903-107 (Fundamental Mathematics)

3(3-0-6)

Sets, System of real number, techniques of counting, sequences and series, linear equation, metric, inequality, graph of an absolute function, logic and applications.

903-109 (Mathematical skills to developed quality of life)

3(3-0-6)

Basic mathematical calculations such as addition, subtraction, multiplication and division of integers, decimals, and fractions ratio and percentage, measurements, mathematics for consumers and financial management such as basic calculations of interests, progressive rates, investments and debt payments in daily life

903-110 (Introduction to Statistics)

3(3-0-6)

Data analysis; correlation and regression; sampling and experimental design; basic probability (random variables, expected values, normal and binomial

distributions); hypothesis testing and confidence intervals for means, proportions, and regression parameters.

- **Physical Educations**

904-101 (Badminton)

1(0-2-1)

History, basic skill of practice, single and double playing methods of badminton, the rules of competition, the referee, the physical fitness about badminton and apply all skills to the competition and recreation in the daily life.

904-102 (Table Tennis)

1(0-2-

1)

History, basic skill of practice, single and double playing methods of table tennis, the rules of competition, the referee, the physical fitness about table tennis and apply all skills to the competition and recreation in the daily life.

904-103 (Futsal)

1(0-2-

1)

History, basic skill of practice, offensive and defensives playing methods of futsal, the rules of competition, the referee, the physical fitness about futsal and apply all skills to the competition and recreation in the daily life.

904-104 (Basketball)

1(0-2-1)

History, basic skill of practice, offensive and defensives playing methods of basketball, the rules of competition, the referee, the physical fitness about basketball and apply all skills to the competition and recreation in the daily life.

904-105 (Physical Education for Health Development)

1 (0-2-1)

General knowledge of physical education, sport science and building up of health, practice sports skills for exercise, choosing the physical education activities to increase health

904-106 (Health for Life)

1

(0-2-1)

Human development, adolescence adjustment and personality development, sex education, nutrition for health, advance of health science and physical capability of good health

- **Integration Courses**

905-101 (Man and Ethics of Living)

3(3-0-6)

The concept of living and working based on principles of religion, philosophy, and psychology by fostering students' morality and ethics through the use of knowledge and integrative learning approaches. Students will be able to gain desirable characteristics such as faithfulness, social responsibility, respect of others, tolerance, acceptance of differences, self-discipline, respect for

democracy, public awareness, and harmonious co-existence.

905-102 (Learning Skills for Success)

2 (1-2-3)

Self-perception and self-efficacy; self-control; skill development for success: development of information technology and communication skills.

905-103 (Personality Development)

3 (3-0-6)

Concepts and importance of personality development, psychological theories of personality development and personality assessment, mental health and adjustment, personality development in clothing, language for communication, creativity, social etiquette, emotional quotient, human relations, Leadership and followership.

905-105 (Application for work)

3(3-0-6)

Study and practice an application for work by computer. Document and data management data analysis. Presentation with computer mixed media and using computer for producing media computer investigation for computer occupation development.

905-106 (Social Cultural Cooperation in ASEAN)

3(3-0-6)

Social culture cooperation in ASEAN with trying setting social and ASEAN Culture by mean of focus the important to convey for harmony group of membership with different and challenge changing

905-107 (Roles of Thailand in ASEAN)

3

(3-0-6)

Thai and ASEAN establish in role of Thailand in ASEAN development since C.E. 1967 – up to now. Debating for several idea as Thai present to ASEAN

905-108 (Multiculturalism in ASEAN)

3(3-0-6)

Living and setting to multiculturalism in ASEAN organization without leaving identity in different culture. Though Focus the important in difference

culture in Socialism, EX. Race, religious, gender, case study for small group, custom as some for art ex, Literature, song, and architecture.

905-109 (Seminar on Contemporary Issues in ASEAN)

3(3-0-6)

Research and exchange some opinions to interesting case or during determine or ASEAN manage to keep pace with the changes in the situation as well as trends.

905-112 (Contemporary ASEAN)

3(3-0-6)

Concept of countries unity in ASEAN communities, collaboration of ASEAN communities in social, cultural, tourism, trade and investments, environments, political and stability emphasizing flow of present changing and future trends.

905-113 (Public Mind)

3

(1-2-3)

Meaning, importance, philosophy, concepts and levels of public mind; relationship between public

mind and society, process of creation public mind,
and practice working public mind.

161-101 (Principles of Accounting)

3(3-0-6)

Fundamental concepts of accounting; analyzing and recording financial transactions; preparation of income statements, the balance sheet and interpretation of financial income statements; analysis of assets, liabilities and equity; partnership and corporation; fund flow analysis. Introduction to software applications in accounting.

161-102 (Economics)

3(3-0-6)

The basic theory of economics. Microeconomics and Macroeconomics, Demand and supply, Consumer behavior, Production Costs, profit and loss. Basic marketing principles, Perfect competition and monopoly market. Pricing equilibrium, Performance of the economy and future economic trends including the principles of economics in everyday life.

2. Professional Courses

- **Core Courses**

161-103 (Principles of Management)

3(3-0-6)

Development and functions of management: planning, organizing, staffing, directing and controlling, and applying of modern techniques for management.

161-104 (Principles of Marketing)

3(3-0-6)

Marketing concepts, marketing functions, marketing processes, consumer behavior, market segmentation, the marketing mix and the environment affecting marketing.

161-105 (Local and International Taxation)

3(3-0-6)

Principles of taxation and methods of tax collection in accordance with the government's tax laws and other laws related to business: personal income tax, corporate income tax, value added tax (VAT), excise

tax, import duties cross border issues on Indirect taxation and International Tax avoidance..

161-206 (Business Law)

3(3-0-6)

Civil and commercial law, partnerships, corporations, and the law of contracts, sales, warranties and agencies, legal frame works governing global commerce, international trade relations among countries and covering a broad range of international regulatory legal issues.

161-207 (Business Finance)

3(3-0-6)

Prerequisite: 161-201 Principles of Accounting

Introduction to corporate financial management, focus on financial policy, analysis and valuation in global environment. Topics include capital markets, risk and return, cost of capital, capital budgeting, financial planning, and working capital management.

161-208 (Business Statistics)

3(3-0-6)

Prerequisite: 903-110 Introduction to Statistics

The application of statistics in business, test of statistical hypotheses, chi-square test, index number, regression and correlation, analysis of time series and forecasting.

161-209 (Quantitative Analysis)

3(3-0-6)

Data description and presentation; summary measures; probability; decision analysis; sampling distributions; applications of sampling and risk analysis; statistical estimation and an introduction to linear programming.

161-210 (Business Research)

3(3-0-6)

Prerequisite: 161-208 Business Statistics

An analysis of business problems and the use of scientific research as a problem-solving tool; the understanding and application of appropriate research designs, research statistics, the use of the computer software SPSS for data analysis, and report writing and presentation.

161-311 (Production & Operations Management)

3(3-0-6)

Production and operations system and problems in manufacturing and service organizations; product development and process selection; facility location and design; operations planning and control; materials handling; inventory control; just – in – time philosophy

- **Major Courses**

162-201 (International Business Management)

3(3-0-6)

A global business environments, international business entry, knowledge and understanding of how businesses work in different regions of the world, practical techniques to support international management, such as country evaluation, methods of international market entry, market development planning and strategic analysis, knowledge of the role of the internet and e-commerce as tools for international managers.

162-202 (Project Management)

3(3-0-6)

Basic principles of Project Management: theories and practices through lecture and discussion. Learn how to improve scheduling and manage work assignments.

162-203 (Entrepreneurship & Innovation)

3(3-0-6)

Entrepreneurial thinking, innovation management, opportunity spotting and evaluation, industry and market research, business strategy, business models and business plans, financial forecasting and entrepreneurial finance, pitching to resource providers and negotiating deals, and launching new venture.

162-204 (Organizational Behavior)

3(3-0-6)

An understanding of the vital roles of employee satisfaction, commitment and performance; the role that individual personality plays in job performance; develop effective decision-making frameworks to understand how to handle harness emotions;

effective team-building techniques and the methods of motivating others.

162-205 (Business Intelligence)

3(3-0-6)

Roles of information systems that affect the decision making processes and the overall organizational performance. It focuses on the characteristics and structures of Business Intelligence, management techniques and the decision-making styles. It also covers the information systems and their relations with the organizational structures and other managerial aspects of information systems.

162-206 (Export- Import Management)

3(3-0-6)

Examines the fundamentals of export-import management, procedures and documentation of export and import, understanding of the management of global alliances, supply chains management, the development of international trade and investment policies in various countries.

162-307 (Total Quality Management)

3(3-0-6)

The concepts, tools and techniques used in the management and measurement of quality, productivity and competitiveness in an international environment. Topics include total quality control and management, employee involvement in quality, team building for quality, quality circles, relationship between quality, productivity, competitiveness and statistical process control.

162-308 (International Banking and Finance)

3(3-0-6)

An understanding of international monetary systems; focus on the effects of financial markets and trade balances on international trade. Students are encouraged to analyze international financial information for management decision making; learn various tools and methodologies to employ as global managers to mitigate risk and take advantage of opportunities in the marketplace.

162-309 (Human Resource Management)

3(3-0-6)

Basic human resource functions such as employment, compensation, benefits, employee relations, manpower planning, training and development; health and safety; comparisons between human resources management practices across cultures; and insight into how to manage human resources from various perspectives.

162-310 (International Logistics and Supply Chain Management) 3(3-0-6)

An understanding of physical distribution systems; material management; global procurement and purchasing; handling of products and services from producers to end users; international transportation; warehousing inventory management; information technology for international logistics.

162-311 (Seminar in International Business Policy & Strategy) 3(3-0-6)

All area of management functions will be brought to play on the problems encountered. The approach will be case study analysis, lectures by experts from the business field, and others.

162-312 (Strategic Management)

3(3-0-6)

Introduction theoretical concepts and frameworks useful for analyzing the external and internal environment of the firm, and guiding the formulation execution of different types of strategies. Strategic issues are examined from the perspective of the chief executive or general manager, focusing on how can formulate effective strategies and develop the necessary resources and capabilities to achieve sustainable competitive advantage in a global and volatile competitive environment.

162-413 (Cross-Cultural Management)

3(3-0-6)

Cultures and intercultural communication competence; development of intercultural awareness of cultural patterns of behavior as well as values and standards; verbal and non – verbal communication; communication management in multi – cultural organization.

- **Elective Courses**

163-301 (Managerial Accounting)

3(3-0-6)

Prerequisite: 161-101 Principle of Accounting

Financial statement, managerial uses of accounting data in decision making; cost analysis; systems to accumulate, summarize, and distribute financial information; impact of taxes on the firm; emphasis on planning and control techniques through accounting data and information.

163-302 (Profit planning and Control)

3(3-0-6)

Various types of budgets for managerial planning and control such as cash budgeting, capital budgeting, production budgets etc. Interrelationship among budgets, cost volume profit analysis and other related topics.

163-303 (Digital Marketing)

3(3-0-6)

The different functions and applications of the Digital Technologies, how these technologies have changed business and consumer practices and how they have impacted the process of business management, emphasis on the effect of the use of digital

technology in a company's existing market mix and current and potential uses of these technologies for marketing tactics and strategies.

163-304 (Conflict Management)

3(3-0-6)

Recognizing and understanding conflict in the workplace and why it happens, understanding individual reactions to conflict, managing reactions to conflict, making interventions appropriate to the situation, knowing when to get involved, getting to the heart of a conflict, dealing with emotion, enhanced communication skills, finding the common ground between oppositional positions, creating a future focus, joint problem solving, following a structured process for resolving conflict and other conflict management techniques.

163-305 (International Marketing)

3(3-0-6)

An understanding of the external issues affecting international marketing activities including the economic, social/cultural and political/legal environments; to identify and assess global

marketing opportunities in the international marketplace; to gain experience in developing international marketing strategies; to understand the process of implementing global marketing strategies and adapting marketing activities to specific market needs.

163-306 (Managing Change)

3(3-0-6)

The dynamics of leadership and management of change in environment serving organizations. Topics include the nature and characteristics of transactional and transformational leadership: relationships of power, authority and responsibility, leadership effectiveness, leadership style and change strategies as well as the roles of the change agent and the change manager.

163-307 (Business Negotiation)

3(3-0-6)

The principles and practices of both domestic and international negotiation in the fields of business and trade. Topics include the bilateral multilateral and negotiation process; the development of skills in

conflict resolution within the organization, and the use of each students.

163-308 (Financial Reporting and Statement Analysis)

3(3-0-6)

Methods and techniques of financial statements analysis for users' decision making, corporate financial statements are used to prepare both short-term and long-term financial plans; the management of working capital are also examined; discounted cash flow techniques are used in developing capital budgeting concepts and as tools for making investment decision; methods for deciding how assets are to be financed and factors influencing capital structure decisions

- **Professional Field Experience Course**

164-401 (Preparation for the Job Training)

1(0-2-1)

Prepares the student before entering to the workplace by providing a holistic knowledge of the main ideas about the rules and regulations,

procedures, techniques in job application and working, communication and human relations, personality development, quality management system in work place, presentations techniques and report writing. It also enhances the skills maintaining in professional disciplines and the unique opportunity to meet international standards regarding the safety standards in the workplace.

164-402 (Cooperative Education)

6(0-40-0)

Prerequisite: 1 6 4 -4 0 1 Preparation for the Job Training

Provides opportunity to students to work in the workplace as a temporary employee with the job positions, descriptions and project assigned under supervisory of job supervisor and faculty advisor.

164-403 (Preparation Project)

1(0-2-1)

To prepare students for specific projects. Researching about the details of the project, scope of the project. Using Knowledge Management to international applications or from the experience of practical training by having the advisor offer advices.

164-404 (Project)

3(0-6-

6)

Prerequisite: 164-403 Preparation Project

To give students the opportunity to develop a project and perform their work which will be approved by Faculty advisor from the department of International Business Administration. They will analyze the relevant material, the progress of the project presentation, making recommendations and drawing conclusions.

164-405 (Practicum)

3(0-40-0)

Students practice professional experience in the organization or in agency or in business. Students will have an opportunity to practice their skills gained throughout the coursework and get experience in a career.

3. Free Elective Courses

Student can choose any subject that is available