

**Bachelor of Business Administration Curriculum  
International Business Management Program  
(International Program)**

**University Name**    Hatyai University  
**Campus/ Faculty/ Department**                  Didyasarin International College

**General Information**

**1. Name of Curriculum**

Bachelor of Business Administration Program in International Business Management:  
An International Business Management Undergraduate International Program

**2. Name of Degree**

Bachelor of Business Administration (International Business Management)  
B.B.A. (International Business Management)

**3. Major Categories**

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**4. Total number of credits which must be earned in the curriculum**

135 credits

**5. Program**

<b>5.1 Academic Program</b>	Bachelor degree according to the qualification standard of national higher education
<b>5.2 Language</b>	English
<b>5.3 Applicant</b>	Thai and Foreigner students
<b>5.4 Collaboration</b>	It is a university's specific program
<b>5.5 Degree Achievement</b>	Single Degree

## **6. Curriculum status and approval**

- Revised program year 2019, revises from Bachelor of Business Administration Program in International Business Management year 2009
- Applying in the first semester of the year 2019
- Academic council approved the program in the conference 1/2019, 18<sup>th</sup> March, 2019
- University council approved the program in the conference 24<sup>th</sup> June, 2019

## **7. Readiness for quality and standard dissemination**

The curriculum will be ready to disseminate in the year 2019, according to the Bachelor degree's qualification standard in International Business Management.

## **8. Related careers after graduation**

- (1) Business owner
- (2) International trade
- (3) Border trade
- (4) Government Officer
- (5) Organization management
- (6) Human resource management
- (7) Economist
- (8) Marketing
- (9) Accounting
- (10) Other businesses

## IBM Study Plan

Year 1	Semester 1	Credits	Lectures	works	Self-study
700-000	Intensive English	0	0	0	0
700-181	Introduction to Business	3	3	0	6
700-400	Computational Thinking	3	2	2	5
700-401	Thinking Design for life and Career Planning	3	2	2	5
700-403	Systematic Thinking	3	2	2	5
700-447*	Remedial English	3	2	2	5
700-444	Digital Literacy	3	2	2	4
	<b>Total</b>	<b>18</b>	<b>13</b>	<b>10</b>	<b>30</b>

**Hour/Week =53**

Remark: \* 700-000 Intensive Course for the students who get the A1 level of CEFR on placement test

\*700-447 Remedial English for the students who get the A2 level of CEFR on placement test

Year 1	Semester 2	Credits	Lectures	Works	Self-Study
700-201	Principles of Accounting 1	3	2	2	5
700-205	Principle of Marketing	3	3	0	6
700-214	Principles of Management	3	3	0	6
700-420	Development of Sustainable, Society and Environment	3	3	0	6
700-421	Digital and Global Citizen	3	3	0	6
700-440	English for Communication	3	2	2	5
xxx-xxx	Free Elective				
	<b>Total</b>	<b>18</b>	<b>16</b>	<b>4</b>	<b>34</b>

**Hour/Week =54**

Year 1	Semester 3	Credits	Lectures	Works	Self-Study
xxx-xxx	Know how to uphold moral value	3	3	0	6
xxx-xxx	Free Elective	3	3	0	6
	<b>Total</b>	<b>6</b>	<b>6</b>	<b>0</b>	<b>12</b>

**Hour/Week = 18**

<b>Year 2</b>	<b>Semester 1</b>	<b>Credits</b>	<b>Lectures</b>	<b>Works</b>	<b>Self-Study</b>
700-200	Principles of Economics	3	2	2	4
700-202	Computer Applications in Business	3	2	2	4
700-213	Business Laws	3	3	0	6
700-217	Business Statistics	3	3	0	6
700-219	Managerial Accounting	3	3	0	6
700-441	English for Work	3	2	2	5
	<b>Total</b>	<b>18</b>	<b>16</b>	<b>6</b>	<b>31</b>

**Hour/Week =53**

<b>Year 2</b>	<b>Semester 2</b>	<b>Credits</b>	<b>Lectures</b>	<b>Works</b>	<b>Self-Study</b>
700-204	Business Finance	3	3	0	6
700-208	Human Resource Management	3	3	0	6
704-203	International Marketing	3	3	0	6
700-218	Operations Management	3	3	0	6
700-227	Logistics Management	3	3	0	6
700-442	Self-adjustment	3	3	0	6
	<b>Total</b>	<b>18</b>	<b>18</b>	<b>0</b>	<b>36</b>

**Hour/Week =54**

<b>Year 2</b>	<b>Semester 3</b>	<b>Credits</b>	<b>Lectures</b>	<b>Works</b>	<b>Self-Study</b>
703-499	Internship	2	0	40	0
	<b>Total</b>	<b>2</b>	<b>0</b>	<b>40</b>	<b>0</b>

**Hour/Week = 40**

<b>*Year 3</b>	<b>Semester 1 Exchange student</b>	<b>Credits</b>	<b>Lectures</b>	<b>Works</b>	<b>Self- Study</b>
704-207	International Business Management	3	3	0	6
704-301	International Finance	3	3	0	6
704-408	ASEAN and International Trading Blocs	3	3	0	6
704-409	Negotiation for International Business	3	3	0	6
704-411	International Logistics Management	3	3	0	6
	<b>Total</b>	<b>15</b>	<b>15</b>	<b>0</b>	<b>30</b>

**Hour/Week =45 \*Exchange Student (Studying aboard)**

<b>Year 3</b>	<b>Semester 2</b>	<b>Credits</b>	<b>Lectures</b>	<b>Works</b>	<b>Self- Study</b>
700-223	Seminar in Morals and Ethics	3	3	0	6
700-228	Consumer Behavior in International Market	3	3	0	6
704-201	International Trade	3	3	0	6
704-207	International Business Management	3	3	0	6
704-401	Export and Import Management	3	3	0	6
xxx-xxx	Free Elective				
	<b>Total</b>	<b>15</b>	<b>15</b>	<b>0</b>	<b>30</b>

**Hour/Week =45**

<b>Year4</b>	<b>Semester 1</b>	<b>Credits</b>	<b>Lectures</b>	<b>Works</b>	<b>Self-Study</b>
700-221	Strategic Management	3	3	0	6
700-226	Entrepreneurship and Small Business Management	3	3	0	6
704-310	Border Trade Strategies	3	3	0	6
704-402	International Accounting and Taxation	3	3	0	6
701-403	Research Methodology in Business	3	2	2	5
704-405	Seminar in International Business Management	3	3	0	6
	<b>Total</b>	<b>15</b>	<b>15</b>	<b>0</b>	<b>30</b>

**Hour/Week = 45**

<b>Year 4</b>	<b>Semester 2</b>	<b>Credits</b>	<b>Lectures</b>	<b>Works</b>	<b>Self-Study</b>
704-406	Cooperative Education	9	0	40	9
	<b>Total</b>	<b>9</b>	<b>0</b>	<b>40</b>	<b>9</b>

**Hour/Week =49**