

## B.B.A. (International Programs)

### Title of the Curriculum

Bachelor of Business Administration Programs (International Programs)

### Title of the Degree

Bachelor of Business Administration

B.B.A.

### Rationale

Business management in the context of globalization has become increasingly competitive. The new generation business managers must be knowledgeable about regional and international business environment and practices. Thailand, as a member of the globalized business community, needs a large number of well-trained managers whose qualifications must meet international standards.

Huachiew Chalermprakiet University has placed high priority on its current business administration program and is well prepared to launch the international program on this field of study. Its mission is to produce highly qualified and effective managers. To fulfill this ambitious goal, the program will be implemented in a close cooperation with its foreign counterparts.

The objectives of this program are to produce young managers who

- 4.1 have the knowledge and skills in global business management,
- 4.2 are able to apply the knowledge and skills to perform effective task and thus achieve advancement in global management career,
- 4.3 can continue higher education and advancement of business management knowledge and education.

### 1. Code of the Courses

The code composes of 3 Roman letters follows by numeric of 3 digits

#### Letter code

- IAC - Courses in Accounting
- IBA - Courses in General Business
- IBC - Courses in Business Computer
- ICB - Courses in Chinese Business
- ICN - Courses in Chinese Language
- IDB - Courses in Indonesian
- IEC - Courses in Economics
- IEG - Courses in English Language
- IEP - Courses in Business and Social Entrepreneurial
- IFN - Courses in Finance
- IGE - Courses in General Education
- IIB - Courses in International Business
- IMA - Courses in Mathematics
- IMB - Courses in Malaysian

- IMG - Courses in Management
- IMK - Courses in Marketing
- IST - Courses in Statistics
- IVB - Courses in Vietnamese
- TH - Courses in Thai Language

## 2. Numeric Code

The first digit refers to student year and the other two digits refer to order of subjects.

### Meaning of Credit hour

A (B1/B2 - C1/C2 - D1/D2)

- A : Total credit hour
- B1 : Lecture credit
- B2 : Lecture hour per week
- C1 : Laboratory credit
- C2 : Laboratory hour per week
- D1 : Practice or intern credit
- D2 : Practice or intern hour per week

## 3. Credit Structure

Structure	Credit
General Education	36
- Social Sciences	6
- Humanities	6
- Science & Mathematics	12
- Language	12
Professional Education	96
- Business Core Courses	45
- Major Requirements	36
- Cooperative Education / Field Work	6 or 3
- Major Electives	12 or 9
Free Electives	6
Total	138

## 4. Curriculum Structure

To complete the degree, students are required to study at least 138 credits.

### 4.1 Foundation Adjustment Courses

(Non-credit)

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
4.1.1	IGE 001 Foundation English	3(2/2-1/2-0)	-	-
4.1.2	IGE 002 Foundation Chinese	3(2/2-1/2-0)	-	-
4.1.3	IGE 003 Basic Mathematics	3(2/2-1/2-0)	-	-

Students with English Test or Aptitude Test below standard are required to take foundation adjustment courses.

**4.2 General Education****36 credits****4.2.1 Social Sciences****6 credits**

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
IGE 101	Man and Society	3(3/3-0-0)	-	-
IGE 111	ASEAN Community and China Study	3(3/3-0-0)	-	-

**4.2.2 Humanities****6 credits**

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
IGE 102	World View and Way of Life	3(3/3-0-0)	-	-
IGE 103	Academic Report Writing	3(2/2-1/2-0)	-	-

**4.2.3 Sciences and Mathematics****12 credits**

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
IBC 101	Information Technology	3(3/3-0-0)	-	-
IGE 104	Man and Environment	3(3/3-0-0)	-	-
IMA 101	Mathematics for Business	3(3/3-0-0)	-	-
IST 201	Basic Statistics	3(3/3-0-0)	-	-

**4.2.4 Languages****12 credits****(Select English, Chinese or Thai Languages Group)****English** (Students who have completed a degree in a majority English speaking country\* are not allowed to study)

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
IEG 101	Effective English	3(2/2-1/2-0)	-	-
IEG 102	Academic Listening - Speaking in English	3(2/2-1/2-0)	IEG 101	-
IEG 201	Communicative Business English I	3(2/2-1/2-0)	IEG 102	-
IEG 202	Communicative Business English II	3(3/3-0-0)	IEG 201	-

\* List of majority English speaking countries as defined by the UKBA Australia, New Zealand, USA, Canada, UK, Ireland, Antigua and Barbuda, The Bahamas, Barbados, Dominica, Grenada, Jamaica, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Trinidad and Tobago, Belize, Guyana

**Chinese** (Chinese students are not allowed to study)

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
ICN 101	Listening and Speaking in Chinese I	3(2/2-1/2-0)	-	-
ICN 102	Listening and Speaking in Chinese II	3(2/2-1/2-0)	ICN 101	-
ICN 201	Reading and Writing in Chinese I	3(3/3-0-0)	-	-
ICN 202	Reading and Writing in Chinese II	3(3/3-0-0)	ICN 201	-

**Thai** (Thai students are not allowed to study)

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
GE 1043	Thai Language and Communication	3(3/3-0-0)	-	-
TH 2113	Listening and Reading	3(3/3-0-0)	-	-
TH 2223	Communicative Speaking	3(3/3-0-0)	-	-
TH 2333	Communicative Writing	3(3/3-0-0)	-	-

#### 4.3 Professional Education

96 credits

##### 4.3.1 Business Core Courses

45 credits

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
IAC 103	Principles of Accounting	3(3/3-0-0)	-	-
IAC 201	Managerial Accounting	3(3/3-0-0)	IAC 103	-
IBA 201	Quantitative Business Analysis	3(3/3-0-0)	IMA 101	-
IBA 202	Production and Operations Management	3(3/3-0-0)	IBA 201	-
IBA 203	Business Law and Taxation	3(3/3-0-0)	-	-
IBA 401	Business Research Methodology	3(3/3-0-0)	IST 202	-
IBC 302	Management of Information System	3(3/3-0-0)	IBC 101	-
IEC 201	Micro Economics	3(3/3-0-0)	-	-
IEC 202	Macro Economics	3(3/3-0-0)	-	-
IFN 201	Business Finance	3(3/3-0-0)	IAC 103	-
IIB 201	Principles of International Business Management	3(3/3-0-0)	-	-
IMG 101	Organization and Management	3(3/3-0-0)	-	-
IMG 301	Human Resource Management	3(3/3-0-0)	IMG 101	-
IMK 101	Principles of Marketing	3(3/3-0-0)	-	-
IST 202	Business Statistics	3(3/3-0-0)	IST 201	-

##### 4.3.2 Major Requirements

36 credits

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
IBA 402	Seminar in Business Management	3(3/3-0-0)	Senior standing	-
IEP 303	Business and Social Entrepreneurial	3(3/3-0-0)	IMG 101	-
IEP 305	Cross-Cultural Management in the ASEAN Community and China	3(3/3-0-0)	-	-
IEP 402	Small and Medium Enterprises in ASEAN Community and China	3(3/3-0-0)	Senior Standing	-
IIB 301	Export and Import Management	3(3/3-0-0)	-	-
IMG 302	Organizational Behavior	3(3/3-0-0)	-	-
IMG 303	Business Ethics and Corporate Social Responsibility	3(3/3-0-0)	-	-
IMG 401	Leadership	3(3/3-0-0)	IMG 101	-
IMG 402	Strategic Management	3(3/3-0-0)	Senior Standing	-
IMG 408	Entrepreneurship and Innovation	3(3/3-0-0)	IMG 101	-
IMG 411	Project Management	3(3/3-0-0)	Senior Standing	-
IMK 303	Logistics and Supply Chain Management	3(3/3-0-0)	IMK 101	-

**4.3.3 Cooperative Education / Field Work 6 or 3 credits****Group 1**

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
IMG 444	Co-operative Education	6(0-0-6/40)	-	-

**Terms and conditions for students who select the group 1 (Cooperative Education) as follows:**

- 1) Pass the examination in all subjects for students who select cooperative education in 1<sup>st</sup> - 3<sup>rd</sup> years (Except subjects in the Major and Free Elective Groups);
- 2) That the average grade, until current semester in which the students are studying, is not less than 2.5;
- 3) To be accepted by the lecturer who teaches students for Cooperative Education subject; and
- 4) The students have to study the subject in the Major Electives Group for 9 credits.

**Group 2**

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
IMG 445	Field Work Practice	3(0-0-3/15)	-	-

**Terms and conditions for students who selects the group 2 (Field Work Practice) as follows:**

- 1) The students have to study the subject in the Major Requirements Group and accumulate more than 18 credits or be accepted by the lecturer; and
- 2) The students have to study the subject in the Major Electives Group and obtain 12 credits or more.

**4.3.4 Major Electives 12 or 9 credits**

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
ICB 401	Doing Business in China	3(3/3-0-0)	-	-
ICB 402	Chinese Trade Policy	3(3/3-0-0)	-	-
ICB 404	Current Issues in Chinese International Business	3(3/3-0-0)	-	-
IDB 301	Indonesian for Business I	3(2/2-1/2-0)	-	-
IEC 203	Economy in ASEAN Community and China	3(3/3-0-0)	IEC 201, IEC 202	-
IEP 302	Entrepreneurial Marketing Strategy	3(3/3-0-0)	IMK 101	-
IEP 407	ASEAN Community and China Entrepreneurs and Their Businesses	3(3/3-0-0)	-	-
IIB 302	Negotiation for International Business	3(3/3-0-0)	IMG 101	-
IMB 301	Malaysian for Business I	3(2/2-1/2-0)	-	-
IMG 403	Team Management	3(3/3-0-0)	IMG 101	-
IMG 404	Multinational Corporation Management	3(3/3-0-0)	IMG 101	-
IMG 406	Managerial Skill Development	3(3/3-0-0)	IMG 101	-
IMG 407	International Human Resource Management	3(3/3-0-0)	IMG 101	-
IVB 301	Vietnamese for Business I	3(2/2-1/2-0)	-	-

**4.4 Free Electives****6 credits**

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
IBA 403	Business and Social Etiquette	3(3/3-0-0)	-	-
IBA 405	Sustainable Enterprise Management	3(3/3-0-0)	-	-
ICB 405	Thai - Chinese Business Relations	3(3/3-0-0)	-	-
ICB 406	Chinese Business Organization	3(3/3-0-0)	-	-
ICN 101	Listening and Speaking in Chinese I*	3(2/2-1/2-0)	-	-
ICN 102	Listening and Speaking in Chinese II*	3(2/2-1/2-0)	ICN 101	-
IMG 410	Hospitality Management	3(3/3-0-0)	-	-

\* Chinese students are not allowed to study

## Study Plan

รหัสวิชา	รายวิชา	หน่วยกิต	Pre	Co	รหัสวิชา	รายวิชา	หน่วยกิต	Pre	Co
<b>Summer Session</b>									
IGE 001	Foundation English	(Non-credit)	-	-					
or									
IGE 002	Foundation Chinese	(Non-credit)	-	-					
IGE 003	Basic Mathematics	(Non-credit)	-	-					
<b>Total</b>		<b>0 credit</b>							
<b>First Year / First Semester</b>					<b>Second Year / First Semester</b>				
IAC 103	Principles of Accounting	3(3/3-0-0)	-	-	IAC 201	Managerial Accounting	3(3/3-0-0)	IAC 103	-
IBC 101	Information Technology	3(3/3-0-0)	-	-	IBA 201	Quantitative Business Analysis	3(3/3-0-0)	IMA 101	-
IGE 101	Man and Society	3(3/3-0-0)	-	-	IEC 201	Micro Economics	3(3/3-0-0)	-	-
IGE 102	World View and Way of Life	3(3/3-0-0)	-	-	IMG 301	Human Resource Management	3(3/3-0-0)	IMG 101	-
IGE 103	Academic Report Writing	3(2/2-1/2-0)	-	-	IST 201	Basic Statistics	3(3/3-0-0)	-	-
.....	..... Languages 1 (select English, Chinese or Thai Languages Group)	3(2/2-1/2-0) / 3(3/3-0-0)	-	-	.....	..... Languages 3 (Select the same Languages Group)	3(2/2-1/2-0) / 3(3/3-0-0)	-	-
<b>Total</b>		<b>18(16/16-2/4-0) / 18(17/17-1/2-0)</b>			<b>Total</b>		<b>18(17/17-1/2-0) / 18(18/18-0-0)</b>		
<b>First Year / Second Semester</b>					<b>Second Year / Second Semester</b>				
IGE 111	ASEAN Community and China Study	3(3/3-0-0)	-	-	IBA 202	Product and Operations Management	3(3/3-0-0)	IBA 201	-
IGE 104	Man and Environment	3(3/3-0-0)	-	-	IBA 203	Business Law and Taxation	3(3/3-0-0)	-	-
IMA 101	Mathematics for Business	3(3/3-0-0)	-	-	IEC 202	Macro Economics	3(3/3-0-0)	-	-
IMG 101	Organization and Management	3(3/3-0-0)	-	-	IIB 201	Principles of International Business Management	3(3/3-0-0)	-	-
IMK 101	Principles of Marketing	3(3/3-0-0)	-	-	IST 202	Business Statistics	3(3/3-0-0)	IST 201	-
.....	..... Languages 2 (Select the same Languages Group)	3(2/2-1/2-0) / 3(3/3-0-0)	-	-	.....	..... Languages 4 (Select the same Languages Group)	3(2/2-1/2-0) / 3(3/3-0-0)	-	-
<b>Total</b>		<b>18(17/17-1/2-0) / 18(18/18-0-0)</b>			<b>Total</b>		<b>18(17/17-1/2-0) / 18(18/18-0-0)</b>		

Study Plan of 3<sup>rd</sup> - 4<sup>th</sup> Year for Cooperative Education Group

รหัสวิชา	รายวิชา	หน่วยกิต	Pre	Co	รหัสวิชา	รายวิชา	หน่วยกิต	Pre	Co
<b>Third Year / First Semester</b>					<b>Fourth Year / First Semester</b>				
IEP 303	Business and Social Entrepreneurial	3(3/3-0-0)	IMG 101	-	IMG 444	Co-operative Education	6(0-0-6/40)	-	-
IEP 305	Cross Cultural Management in the ASEAN Community and China	3(3/3-0-0)	-	-	<b>Total</b>		<b>6(0-0-6/40)</b>		
IFN 201	Business Finance	3(3/3-0-0)	IAC 103	-					
IMG 302	Organizational Behavior	3(3/3-0-0)	-	-					
IMG 303	Business Ethics and Corporate Social Responsibility	3(3/3-0-0)	-	-					
IMK 303	Logistics and Supply Chain Management	3(3/3-0-0)	IMK 101	-					
.....	Free Electives (1)	3(3/3-0-0) / 3(2/2-1/2-0)	-	-					
<b>Total</b>		<b>21(21/21-0-0) / 21(20/20-1/2-0)</b>							
<b>Third Year / Second Semester</b>					<b>Fourth Year / Second Semester</b>				
IBA 401	Business Research Methodology	3(3/3-0-0)	IST 202	-	IBA 402	Seminar in Business Management	3(3/3-0-0)	Senior Standing	-
IBC 302	Management of Information Systems	3(3/3-0-0)	IBC 101	-	IEP 402	Small and Medium Enterprise in ASEAN Community and China	3(3/3-0-0)	Senior Standing	-
IIB 301	Export and Import Management	3(3/3-0-0)	-	-	IMG 402	Strategic Management	3(3/3-0-0)	Senior Standing	-
IMG 401	Leadership	3(3/3-0-0)	IMG 101	-	IMG 411	Project Management	3(3/3-0-0)	Senior Standing	-
IMG 408	Entrepreneurship and Innovation	3(3/3-0-0)	IMG 101	-	.....	Major Electives (1)	3(3/3-0-0) / 3(2/2-1/2-0)	Senior Standing	-
.....	Major Electives (1)	3(3/3-0-0) / 3(2/2-1/2-0)	-	-	.....	Free Electives (2)	3(3/3-0-0) / 3(2/2-1/2-0)	Senior Standing	-
.....	Free Electives (2)	3(3/3-0-0) / 3(2/2-1/2-0)	-	-	.....	Free Electives (3)	3(3/3-0-0) / 3(2/2-1/2-0)	-	-
<b>Total</b>		<b>21(21/21-0-0) / 21(19/19-2/4-0) / 21(20/20-1/2-0)</b>			<b>Total</b>		<b>18(18/18-0-0) / 18(16/16-2/4-0) / 18(17/17-1/2-0)</b>		



Study Plan of 3<sup>rd</sup> - 4<sup>th</sup> Year for Work Field Group

รหัสวิชา	รายวิชา	หน่วยกิต	Pre	Co	รหัสวิชา	รายวิชา	หน่วยกิต	Pre	Co
<b>Third Year / First Semester</b>					<b>Fourth Year / First Semester</b>				
IEP 303	Business and Social Entrepreneurial	3(3/3-0-0)	IMG 101	-	IMG 411	Project Management	3(3/3-0-0)	Senior Standing	-
IEP 305	Cross Cultural Management in the ASEAN Community and China	3(3/3-0-0)	-	-	.....	Major Electives (2)	3(3/3-0-0)	-	-
IFN 201	Business Finance	3(3/3-0-0)	IAC 103	-	.....	Major Electives (3)	3(3/3-0-0)	-	-
IMG 302	Organizational Behavior	3(3/3-0-0)	-	-	.....	Major Electives (4)	3(3/3-0-0)	-	-
IMG 303	Business Ethics and Corporate Social Responsibility	3(3/3-0-0)	-	-	.....	Free Elective (1)	3(3/3-0-0)	-	-
IMK 303	Logistics and Supply Chain Management	3(3/3-0-0)	IMK 101	-	<b>Total</b>		<b>15(15/15-0-0)</b>		
<b>Total</b>		<b>18(18/18-0-0)</b>							
<b>Third Year / Second Semester</b>					<b>Fourth Year / Second Semester</b>				
IBA 401	Business Research Methodology	3(3/3-0-0)	IST 202	-	IBA 402	Seminar in Business Management	3(3/3-0-0)	Senior Standing	-
IBC 302	Management of Information Systems	3(3/3-0-0)	IBC 101	-	IMG 402	Strategic Management	3(3/3-0-0)	Senior Standing	-
IIB 301	Export and Import Management	3(3/3-0-0)	-	-	IEP 402	Small and Medium Enterprise in ASEAN Community and China	3(3/3-0-0)	Senior Standing	-
IMG 401	Leadership	3(3/3-0-0)	IMG 101	-	.....	Free Electives (2)	3(3/3-0-0) / 3(2/2-1/2-0)	-	-
IMG 408	Entrepreneurship and Innovation	3(3/3-0-0)	IMG 101	-	<b>Total</b>		<b>12(12/12-0-0) / 12(11/11-1/2-0)</b>		
.....	Major Electives (1)	3(3/3-0-0) / 3(2/2-1/2-0)	-	-					
<b>Total</b>		<b>18(18/18-0-0) / 18(17/17-1/2-0)</b>							
<b>Third Year / Summer Semester</b>									
IMG 445	Field Work Practice	3(0-0-3/15)	-	-					
<b>Total</b>		<b>3(0-0-3/15)</b>							