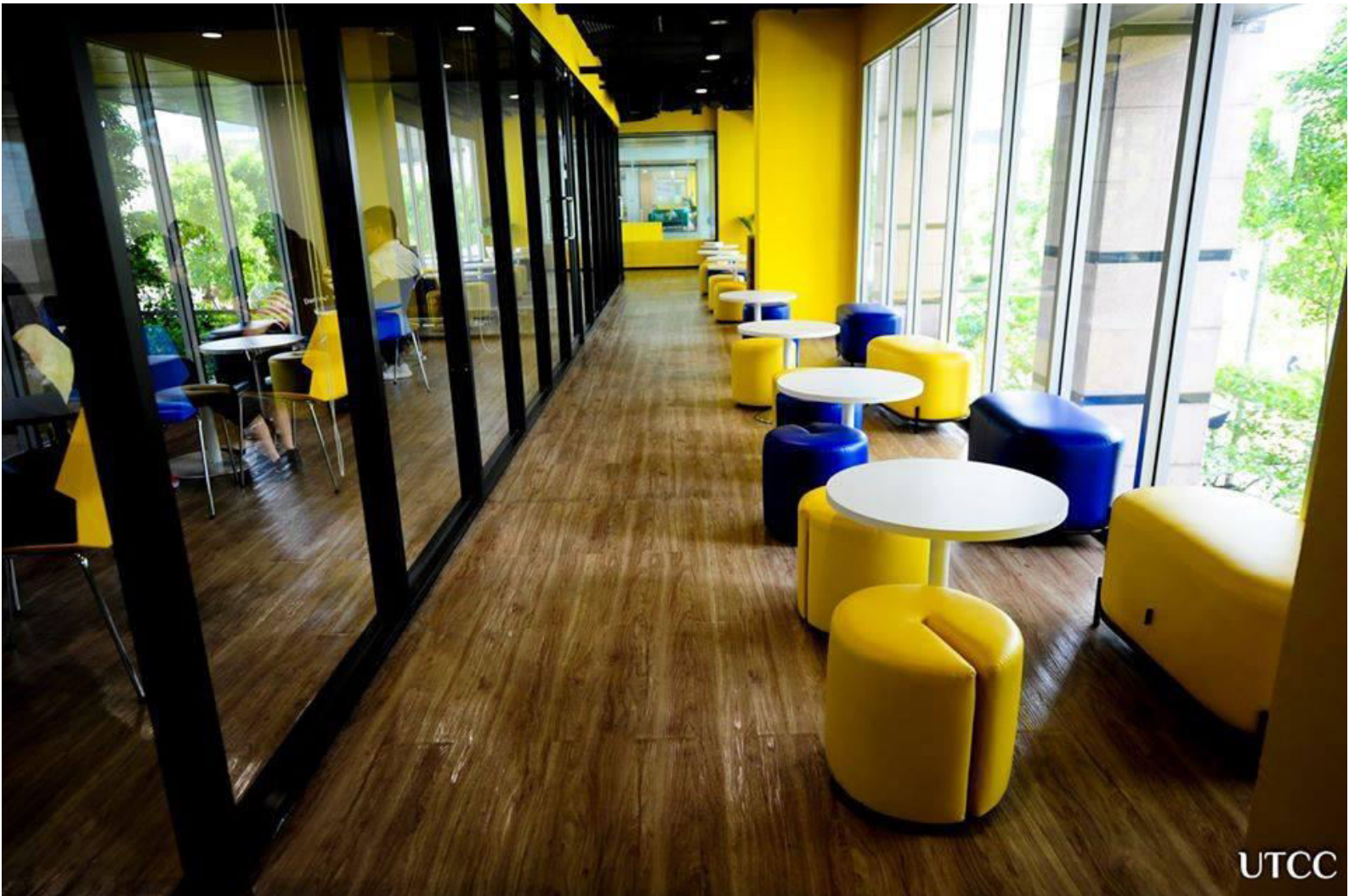




UTCC University of
the Thai Chamber
of Commerce

มหาวิทยาลัยหอการค้าไทย



BACHELOR OF BUSINESS ADMINISTRATION

INTERNATIONAL SCHOOL OF MANAGEMENT

The University of Thai Chamber of Commerce

CURRICULUM STRUCTURE

Program structure consist of 138 credits as follows:

A. General Education Courses 30 Credits, which consists of

1) Required General Education Courses 21 credits

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
GE001	Thai for Careers	3 (3-0-6)	
GE002	English for Communication 1	3 (3-0-6)	
GE003	English for Communication 2	3 (3-0-6)	GE002
GE004	English for Communication in Careers 1	3 (3-0-6)	GE003
GE005	English for Communication in Careers 2	3 (3-0-6)	GE004
IH014	Thai Language and Culture	3 (3-0-6)	* for foreigners
GE101	Innovation – Driven Entrepreneurship	3(3-0-6)	
GE201	Digital Innovative Thinking and Coding	3(3-0-6)	

2) Elective General Education Courses 9 credits from following course groups:

- Language and Communication Skills Courses
- Business and Entrepreneurship Course
- Science and Technology Course
- Aesthetics and Culture Courses
- Quality of Life and Sustainable Society Courses

B. Specialization Courses 99 Credits, which consists of

1) Core Courses 51 Credits

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
IB102	Organization and Management	3 (3-0-6)	-
IB201	Principles of Marketing	3 (3-0-6)	-
IB203	Organizational Behaviour	3 (3-0-6)	-
IB208	Management Information System	3 (3-0-6)	-
IB209	Taxation	3 (3-0-6)	-
IB210	Business Finance and Risk Management	3 (3-0-6)	-
IB212	Data Analytics for Business	3 (3-0-6)	IS923

IB311	Innovation, Creativity and Entrepreneurship	3 (3-0-6)	-
IB305	Operations Management	3 (3-0-6)	-
IB310	Digital and Social Media Marketing	3 (3-0-6)	IB202
IB403	Strategic Business Management	3 (3-0-6)	-
IA913	Principles of Accounting	3 (3-0-6)	-
IA931	Managerial Accounting	3 (3-0-6)	IA914
IE923	Macroeconomics	3 (3-0-6)	-
IE924	Microeconomics	3 (3-0-6)	-
IL921	Business Law	3 (3-0-6)	-
IS922	Business Statistics	3 (3-0-6)	-

2) Major Required Courses 33 Credits

COURS E CODE	COURSE TITLE	CREDITS	PRE- REQUISIT E
II201	International Business Management	3 (3-0-6)	-
II313	International Logistics and Supply Chain Management	3 (3-0-6)	-
II315	Legal Environment in International Business	3 (3-0-6)	-
II316	Entrepreneurs in International Business	3 (3-0-6)	-
II317	International Business Policy and Trade Theory	3 (3-0-6)	-
II320	International Brand Management	3 (3-0-6)	-
II411	International Business Finance	3 (3-0-6)	-
II412	International Human Resource Management	3 (3-0-6)	-
II413	International Business Research	3 (3-0-6)	-
II421	Contemporary Issues in International Business Management	3 (3-0-6)	-
II300	Internship in International Business	3 (300 hours)	-

3) Major Elective Courses 15 Credits

(or 9 credits + 6 credits of Co-operative education)

COURSE CODE	COURSE TITLE	CREDITS	PRE- REQUISITE
<i>Marketing Courses</i>			
IM301	Consumer Behaviour	3 (3-0-6)	-
IM316	Marketing Research for Decision Making	3 (3-0-6)	-
IM303	Product and Service Management	3 (3-0-6)	-
IM304	Pricing and Marketing Profitability	3 (3-0-6)	-
IM305	Retailing and E-Tailing Management	3 (3-0-6)	-

IM306	Integrated Marketing Communication Management	3 (3-0-6)	-
IM307	Global Marketing	3 (3-0-6)	-
IM309	Marketing Strategy	3 (3-0-6)	-
IM310	Mobile Marketing	3 (3-0-6)	-
IM311	Omni-Channel Management	3 (3-0-6)	-
IM312	Customer Relationship Management	3 (3-0-6)	-
IM313	Special Topics in Marketing 1 (Experimental Design and Analysis)	3 (3-0-6)	-
IM314	Special Topics in Marketing 2 (Introduction to Brain Science for Business)	3 (3-0-6)	-
IM315	Special Topics in Marketing 3 (CMO Business Experience)	3 (3-0-6)	-
<i>Logistics Management Courses</i>			
IN201	Fundamentals of Supply Chain and Logistics	3 (3-0-6)	-
IN301	Inventory Management	3 (3-0-6)	-
IN302	Procurement and Global Sourcing	3 (3-0-6)	-
IN304	Freight Transport and Distribution	3 (3-0-6)	-
<i>Accounting Courses</i>			
IA110	Intermediate Accounting 1	3 (3-0-6)	-
IA210	Corporate Governance, Internal Control and Risk Management	3 (3-0-6)	-
IA211	Intermediate Accounting 2	3 (3-0-6)	IA111
IA212	Accounting Information Systems	3 (3-0-6)	-
IA430	International Accounting	3 (3-0-6)	-
<i>Hospitality Business Management</i>			
IR101	(Tourism and Hospitality Industry)	3(3-0-6)	-
IR102	Tourist Behaviour and Cross-Cultural Communication	3(3-0-6)	-
IR201	Service Psychology	3(3-0-6)	-
IR202	Information Technology in Tourism and Hospitality Industry	3(3-0-6)	-
IR203	Tour Operator and Travel Agency Management	3(3-0-6)	-
IR204	Accommodation Business Management	3(3-0-6)	-
IR206	Restaurant Business Management	3(3-0-6)	-
IR207	Airline Business Management	3(3-0-6)	-
IR208	Cruise Business Management	3(3-0-6)	-
IR209	Meeting, Incentive, Convention and Exhibition Business Management	3(3-0-6)	-
IR304	Marketing in Tourism and Hospitality Industry	3(3-0-6)	-
IR305	Sustainable Tourism planning and	3(3-0-6)	-

	Development		
IR307	Cultural Tourism Management	3(3-0-6)	-
IR308	Gastronomic Tourism Management	3(3-0-6)	-
IR309	Wellness Tourism Management	3(3-0-6)	-
IR311	Community-Based Tourism Management	3(3-0-6)	-
IR401	Research Methodology in Tourism and Hospitality Industry	3(3-0-6)	-
IR402	Seminar on Current Issues in Tourism and Hospitality Industry	3(3-0-6)	-
IR403	Crisis Management in Tourism and Hospitality Industry	3(3-0-6)	-
IR404	Strategic Management and Innovation in Tourism and Hospitality Industry	3(3-0-6)	-
IR405	Entrepreneurship in Tourism and Hospitality Industry	3(3-0-6)	-
<i>Entrepreneurship and Innovation Courses</i>			
IV307	Business and Commerce in Australia	3 (3-0-6)	-
IV308	Research in Entrepreneurship and Innovation	3 (3-0-6)	-
<i>Co-operative Education Courses</i>			
II800	Co-operative Education	6 (0-40-20)	-

C. Free Elective Courses 9 Credits

Students must take at least 9 credits (3 courses) from the general education courses, or any international undergraduate courses offered in University of the Thai Chamber of Commerce or other universities, both domestic and international, that have agreements / partnerships with the university or those certified by the Office of the Civil Service Commission. For students who possess a High Vocational Certificate or the equivalent, they are exempt from learning Free Elective Courses.

STUDY PLAN, REGULAR CURRICULUM

1ST YEAR, SEMESTER 1 (Autumn)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
GExxx	General Education	3 (3-0-6)	-
GExxx	General Education	3 (3-0-6)	-
GExxx	General Education	3 (3-0-6)	-
GExxx	General Education	3 (3-0-6)	-
IB102	Organization and Management	3 (3-0-6)	-
IS922	Business Statistics	3 (3-0-6)	-
TOTAL 18 CREDITS			

1ST YEAR, SEMESTER 2 (Spring)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
GExxx	General Education	3 (3-0-6)	-
GExxx	General Education	3 (3-0-6)	-
GExxx	General Education	3 (3-0-6)	-
GExxx	General Education	3 (3-0-6)	-
IE923	Macroeconomics	3 (3-0-6)	-
IA913	Principles of Accounting	3 (3-0-6)	-
TOTAL 18 CREDITS			

2ND YEAR, SEMESTER 1 (Autumn)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
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GExxx	General Education	3 (3-0-6)	-
IB201	Principles of Marketing	3 (3-0-6)	-
IB208	Management Information Systems	3 (3-0-6)	-
IB209	Taxation	3 (3-0-6)	-
IB212	Data Analytics for Business	3 (3-0-6)	IS922
IE924	Microeconomics	3 (3-0-6)	-
TOTAL 18 CREDITS			

2ND YEAR, SEMESTER 2 (Spring)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
GExxx	General Education	3 (3-0-6)	-
IB210	Business Finance and Risk Management	3 (3-0-6)	-IA913
IB203	Organizational Behavior	3 (3-0-6)	-
IL921	Business Law	3 (3-0-6)	-
Ixxxx	Major required course	3 (3-0-6)	
Ixxxx	Major required course	3 (3-0-6)	
TOTAL 18 CREDITS			

3RD YEAR, SEMESTER 1 (Autumn)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
IB311	Innovation, Creativity, and Entrepreneurship	3 (3-0-6)	-
IB305	Operations Management	3 (3-0-6)	-

IA931	Managerial Accounting	3 (3-0-6)	IA913
Ixxxx	Major required course	3 (3-0-6)	
Ixxxx	Major required course	3 (3-0-6)	
Ixxxx	Major required course	3 (3-0-6)	
	Major elective course	3 (3-0-6)	
TOTAL 18 CREDITS			

3RD YEAR, SEMESTER 2 (Spring)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
IB310	Digital and Social Media Marketing	3 (3-0-6)	IB201
Ixxxx	Major required course	3 (3-0-6)	Ixxxx
Ixxxx	Major required course	3 (3-0-6)	Ixxxx
Ixxxx	Major required or major elective	3 (3-0-6)	Ixxxx
Ixxxx	Major required or major elective	3 (3-0-6)	Ixxxx
Ixxxx	Major required or major elective	3 (3-0-6)	Ixxxx
TOTAL 18 CREDITS			

3RD YEAR, SUMMER SEMESTER

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
Ixxx	Major course or major elective or Free elective or Internship	3 (3-0-6)	-
TOTAL 3 CREDITS			

4TH YEAR, SEMESTER 1 (Autumn)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
IB403	Strategic Business Management	3 (3-0-6)	-
Ixxx	Major required or major elective	3 (3-0-6)	
Ixxx	Major required or major elective	3 (3-0-6)	
Ixxx	Major required or major elective	3 (3-0-6)	
Ixxx	Major required or major elective	3(3-0-6)	
Ixxx	Major required or major elective	3 (3-0-6)	
TOTAL 18 CREDITS			

4TH YEAR, SEMESTER 2 (Spring)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
Ixxxx	Major elective or Free elective	3(3-0-6)	Ixxxx
Ixxxx	Major elective or Free elective	3 (3-0-6)	Ixxxx
Ixxxx	Major elective or Free elective	3 (3-0-6)	Ixxxx
TOTAL 9 CREDITS			

STUDY PLAN, CO-OPERATIVE EDUCATION CURRICULUM

1ST YEAR, SEMESTER 1 (Autumn)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
GExxx	General Education	3 (3-0-6)	-
GExxx	General Education	3 (3-0-6)	-
GExxx	General Education	3 (3-0-6)	-
GExxx	General Education	3 (3-0-6)	-
IB102	Organization and Management	3 (3-0-6)	-
IS922	Business Statistics	3 (3-0-6)	-
TOTAL 18 CREDITS			

1ST YEAR, SEMESTER 2 (Spring)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
GExxx	General Education	3 (3-0-6)	-
GExxx	General Education	3 (3-0-6)	-
GExxx	General Education	3 (3-0-6)	-
GExxx	General Education	3 (3-0-6)	-
IE923	Macroeconomics	3 (3-0-6)	-
IA913	Principles of Accounting	3 (3-0-6)	-
TOTAL 18 CREDITS			

2ND YEAR, SEMESTER 1 (Autumn)

COURSE	COURSE TITLE	CREDITS	PRE-
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CODE			REQUISITE
GExxx	General Education	3 (3-0-6)	-
IB201	Principles of Marketing	3 (3-0-6)	-
IB208	Management Information Systems	3 (3-0-6)	-
IB209	Taxation	3 (3-0-6)	-
IB212	Data Analytics for Business	3 (3-0-6)	IS922
IE924	Microeconomics	3 (3-0-6)	-
TOTAL 18 CREDITS			

2ND YEAR, SEMESTER 2 (Spring)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
GExxx	General Education	3 (3-0-6)	-
IB210	Business Finance and Risk Management	3 (3-0-6)	-IA913
IB203	Organizational Behavior	3 (3-0-6)	-
IL921	Business Law	3 (3-0-6)	-
Ixxxx	Major required course	3 (3-0-6)	
Ixxxx	Major required course	3 (3-0-6)	
TOTAL 18 CREDITS			

3RD YEAR, SEMESTER 1 (Autumn)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
IB311	Innovation, Creativity, and Entrepreneurship	3 (3-0-6)	-

IB305	Operations Management	3 (3-0-6)	-
IA931	Managerial Accounting	3 (3-0-6)	IA913
Ixxxx	Major required course	3 (3-0-6)	
Ixxxx	Major required course	3 (3-0-6)	
Ixxxx	Major required course	3 (3-0-6)	
	Major elective course	3 (3-0-6)	
TOTAL 18 CREDITS			

3RD YEAR, SEMESTER 2 (Spring)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
IB310	Digital and Social Media Marketing	3 (3-0-6)	IB201
Ixxxx	Major required course	3 (3-0-6)	Ixxxx
Ixxxx	Major required course	3 (3-0-6)	Ixxxx
Ixxxx	Major required or major elective	3 (3-0-6)	Ixxxx
Ixxxx	Major required or major elective	3 (3-0-6)	Ixxxx
Ixxxx	Major required or major elective	3 (3-0-6)	Ixxxx
TOTAL 18 CREDITS			

3RD YEAR, SUMMER SEMESTER

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
Ixxx	Major elective or Free elective or Internship	3 (3-0-6)	-
Ixxx	Major elective or Free elective	3 (3-0-6)	-

TOTAL 6 CREDITS

4TH YEAR, SEMESTER 1 (Autumn)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
IB403	Strategic Business Management	3 (3-0-6)	-
Ixxx	Major required or major elective	3 (3-0-6)	
Ixxx	Major required or major elective	3 (3-0-6)	
Ixxx	Major required or major elective	3 (3-0-6)	
Ixxx	Major required or major elective	3(3-0-6)	
Ixxx	Major required or major elective	3 (3-0-6)	
TOTAL 18 CREDITS			

4TH YEAR, SEMESTER 2 (Spring)

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
Ixxxx	Co-Operative Education	6 (0-40-20)	-
TOTAL 6 CREDITS			

Note:

Credits are mentioned as "Total (Lecture-tutorial-self-study)", e.g. 3 (3-0-6).

The University of Thai Chamber of Commerce reserves a right to change course selection without prior notice.

