

**COURSE STRUCTURE**  
**Bachelor of Business Administration Program in International Business**  
**DPU International College, Dhurakij Pundit University**  
**135 Credits**

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**Curriculum structure**

<b>A. General education</b>	<b>30</b>	<b>credits</b>
Humanities	6	credits
Social sciences	9	credits
Science and mathematics	6	credits
Language	9	credits
<b>B. Specific requirement</b>	<b>99</b>	<b>credits</b>
Core courses	30	credits
Major courses	51	credits
Minor courses	18	credits
<b>C. Free elective courses</b>	<b>6</b>	<b>credits</b>

## Course requirements

### A. General education 30 credits

#### Humanities 6 credits

GE150 Physical Education for Quality of Life	1 (1-1-1)
GE169 Holistic Approach to Life	1 (1-1-2)
IL150 Information for Research	1 (1-2-4)

#### Select 1 course 3 credits

GE151 Man and Reasoning	3 (3-0-6)
GE152 Philosophy and Life	3 (3-0-6)
GE153 Thai Studies	3 (3-0-6)
GE154 Thai Folk Wisdom	3 (3-0-6)
GE161 World Civilization	3 (3-0-6)

#### Social Sciences 9 credits

BA151 Managing Business for New Entrepreneur	3 (3-0-6)
BA152 Business Analysis and Planning	3 (3-0-6)

#### Select 1 course 3 credits

GE155 Politics, Economy and Society	3 (3-0-6)
GE156 Psychology for Quality of Life	3 (3-0-6)
GE167 Public Mind for Community	3 (3-0-6)
LW150 Introduction to the Study of Laws	3 (3-0-6)

#### Sciences and Mathematics 6 credits

MA150 Mathematics and Statistics for Daily Life	3 (3-0-6)
SC 150 Sciences and Technology for Quality of Life and Society	3 (3-0-6)

**Languages 9 credits**

LE101 English Use 1 3 (3-0-6)

LE102 English Use 2 3 (3-0-6)

**Select 1 course 3 credits**

TH 150 Communication Skills in Thai 3 (3-0-6)

TH 160 Communication Skills in Thai for Non-native Speakers 3 (3-0-6)

**B. Specific requirement 99 credits**

**Core Courses 30 credits**

AC 250 Principles of Accounting 3 (3-0-6)

BB 201 Business Finance 3 (3-0-6)

BB 202 Human Resources Management 3 (3-0-6)

BB 203 Business Ethics 3 (3-0-6)

BB 204 Principles of Marketing 3 (3-0-6)

BB 210 Business Research Methods 3 (3-0-6)

EC 250 Introduction to Economics 3 (3-0-6)

IT 257 Electronic Business 3 (2-2-6)

LA 143 English for Business Communication 1 3 (2-2-6)

LA144 English for Business Communication 2 3 (2-2-6)

**Major Courses 51 credits**

**Required Courses 45 credits**

BN 301 Managerial Accounting 3 (3-0-6)

BN 302 Value Based Leadership 3 (3-0-6)

BN 303 International Business Entry Strategy 3 (3-0-6)

BN 304 Cross-Cultural Management and Ethics 3 (3-0-6)

BN 305 Managing for Sustainability 3 (3-0-6)

BN 306 Competitive Intelligence and Strategy Development 3 (3-0-6)

BN 307 Global Marketing 3 (3-0-6)

BN 308 Marketing Management for Entrepreneurs	3 (3-0-6)
BN 309 Strategic Management	3 (3-0-6)
BN 310 Management of Multinational Organization	3 (3-0-6)
BN 311 Business Information Systems	3 (3-0-6)
BN 312 Principles of Entrepreneurship	3 (3-0-6)
BN 313 Global Supply Chain Management	3 (3-0-6)
BB 410 Cooperative Education in Business Administration	6 (600 hrs.)

**Elective Courses 6 credits**

**Select 2 courses 6 credits**

BB 306 Inter-Personal Skills and Cross Cultural Communication	3 (3-0-6)
BB 312 Service Operations Management	3 (3-0-6)
BB 354 Event Management	3 (3-0-6)
BN351 Consumer Behavior	3 (3-0-6)
ET 217 Electronic Office and Desktop Publishing	3 (3-0-6)

**Minor Courses 18 credits**

**Select 6 courses 18 credits from the following groups of language courses**

JP 351 Communicative Japanese 1	3 (3-2-6)
JP 352 Communicative Japanese 2	3 (3-2-6)
JP 357 Communicative Japanese 3	3 (3-2-6)
JP 358 Japanese for Customer Service	3 (3-2-6)
JP 360 Japanese for Hospitality Service	3 (3-2-6)
JP 361 Japanese for Business	3 (3-2-6)
CB 355 Chinese 1	3 (3-2-6)
CB 356 Chinese 2	3 (3-2-6)
CB357 Chinese 3	3 (3-2-6)
CB 358 Chinese 4	3 (3-2-6)

CB 359 Chinese Listening and Speaking Skills	3 (3-2-6)
CB 360 Business Chinese Conversation	3 (3-2-6)
* TH 351 Communicative Thai 1	3 (3-2-6)
* TH 352 Communicative Thai 2	3 (3-2-6)
* TH 353 Communicative Thai 3	3 (3-2-6)
* TH 354 Communicative Thai 4	3 (3-2-6)
* TH 355 Thai Reading and Writing 1	3 (3-2-6)
* TH 356 Thai Reading and Writing 2	3 (3-2-6)

\* For Non-Thai Students

**C. Free Elective Courses 6 credits**

Students must complete 6 credits from courses offered in any international or English program with approval from the International College.