

STUDY PLAN
Bachelor of Business Administration Program in International Business
DPU International College, Dhurakij Pundit University
135 Credits

Year 1					
Semester 1 (14 credits)			Semester 2 (16 credits)		
Code	Subject	Credit	Code	Subject	Credit
BN303	International Business Entry Strategy	3	BN312	Principles of Entrepreneurship	3
EC250	Introduction to Economics	3	GE150	Physical Education for Quality of Life	1
GE169	Holistic Approach to Life	1			
IL150	Information for Research	1	IT257	Electronic Business	3
LE101	English Use 1	3	LE102	English Use 2	3
TH150	Communication Skill in Thai	3	MA150	Mathematics and Statistics for Daily Life	3
TH160	Communication Skill in Thai for Non-Native Speakers		SC150	Sciences and Technology for Quality of Life and Society	3

Year 2					
Semester 1 (21 credits)			Semester 2 (18 credits)		
Code	Subject	Credit	Code	Subject	Credit
AC250	Principles of Accounting	3	BA152	Business Analysis and Planning	3
BA151	Managing Business for New Entrepreneur	3	BB201	Business Finance	3
			BB203	Business Ethics	3
BB204	Principle of Marketing	3	LA144	English for Business Communication 2	3
BN311	Business Information Systems	3		Elective Course in Humanity Or Social Sciences	3
LA143	English for Business Communication 1	3		Minor course	3
	Elective Course in Humanity Or Social Sciences	3			
	Minor course	3			

Year 3					
Semester 1 (18 credits)			Semester 2 (21 credits)		
Code	Subject	Credit	Code	Subject	Credit
BB202	Human Resource Management	3	BB210	Business Research Method	3
BN305	Managing for Sustainability	3	BN306	Competitive Intelligence and	3
BN310	Management of Multinational Organization	3	BN313	Strategy Development	
BN301	Managerial Accounting	3		Global Supply Chain Management	3
BN307	Global Marketing	3		Major Elective	3
	Minor course	3		Free Elective	3
				2 minor courses	6

Year 4					
Semester 1 (21 credits)			Semester 2 (6 credits)		
Code	Subject	Credit	Code	Subject	Credit
BN309	Strategic Management	3	BB410	Cooperative Education in	6
BN304	Cross-Cultural Management and Ethics	3		Business Administration	
BN302	Value Based Leadership	3			
BN308	Marketing Management for Entrepreneurs	3			
	Major Elective	3			
	Free Elective	3			
	Minor course	3			