

BBA First Semester 2019

First year	Subject Name
EN001(90 hrs.)	Pre-Chinese
EN001(90 hrs.)	Pre-English
MA001(45 hrs.)	Pre-Math
GE002(IH009)	English for Communication 1 (BBA)
GE002(IH009)	English for Communication 1 (BBA+B.Acc)
GE002(IH009)	English for Communication 1 (BBA+Tourism)
GE001(IH013) or	Thai Language for Communication (BBA)
IH014	Thai Language and Culture (BBA)
GE201	Digital Innovative Thinking and Coding
GE201	Digital Innovative Thinking and Coding
IB003(IB002)GE101	Innovative-Driven Entrepreneurships
IB102	Organization and Management (BBA)
IS922	Business Statistics
Second year	Subject Name
GE004 (IH011)	English for Careers 1
GE004 (IH011)	English for Careers 1
GE004 (IH011)	English for Careers 1
IB211	Quantitative Analysis for Business
IB209(IB204)	Taxation (BBA)
IB209(IB204)	Taxation (BBA)
IE924(IE922)	Microeconomics (BBA)
IE924(IE922)	Microeconomics (BBA)
IB201	Principles of Marketing (BBA)
IB201	Principles of Marketing (BBA)
IB208	Management Information System (BBA)
Third year	Subject Name
IB304	Entrepreneurship
IB305	Operation Management
II201	International Business Management
II313	International Logistics and Supply Chain Management

II319	Global Marketing
Minor in Marketing	IM201 Consumer Behavior Or
Minor in Marketing	IM423 Service Marketing
Minor in Logistics	IN301 Inventory Management Or
Minor in Logistics	IN302 Procurement and Global Sourcing
Minor accounting	IA211 Intermediate Accounting 2
Fourth year	
	Subject Name
IB402(IB925)	Strategic Management
II415	Negotiation for International Business
II411	Interantional Business Finance
II412 (IX105)	International Human Resource Management
IM326	Retailing and Wholesaling Management
IM423	Service Marketing
IM332	Marketing Research
IN305	Revenue Management in Supply Chain
IN406 (IX306)	Strategic Planning for Supply Chain and Logistics
Minor in IBM	IX105
Minor in Marketing	IX201 (IM201)
Minor in Logistics	IX306
Minor in Accounting	IX406 Environmental Management Accounting

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