

B.B.A.

MANAGEMENT AND ENTREPRENEURSHIP

(INTERNATIONAL PROGRAM)

Develop Future-Ready Business Leaders with Entrepreneurial Mindset and Global Perspective



DEGREE

Bachelor of Business Administration (Management and Entrepreneurship) (International Program)



ABBREVIATION

B.B.A. (Management and Entrepreneurship) (International Program)



PROGRAM STATUS

Revised Curriculum B.E. 2569 (revised from B.E. 2564)



FIRST INTAKE

Semester 1, Academic Year 2569 onwards



INTERNATIONAL PERSPECTIVE

Be a global citizen with cross-cultural understanding.



ENTREPRENEURIAL MINDSET

Think like an entrepreneur and create opportunities.



DIGITAL & AI COMPETENCIES

Apply digital tools and technology to drive business success.



COLLABORATION & LEADERSHIP

Work effectively in teams and lead with impact.

PHILOSOPHY



We educate students to become competent in business administration with an entrepreneurial mindset, uphold ethics and moral principles, be responsible global citizens, ready for lifelong learning, and able to adapt to change and challenges in order to create sustainable value for society.

PROGRAM OBJECTIVES



To produce graduates with strong ethics, professional responsibility, global citizenship, adaptability, and a commitment to lifelong learning and self-development.



To produce graduates with entrepreneurial skills, strong communication, digital literacy, and professionalism in business administration.



To produce graduates with knowledge and understanding of business administration, management, and entrepreneurship.

CAREER OPPORTUNITIES



Entrepreneur / Digital Entrepreneur



Start-up



Business Consultant



Business Developer / New Business Consultant



Feasibility and Investment Analyst for New Business



Business Analyst and Planner



Product / Brand Manager



Marketer / Digital Marketer

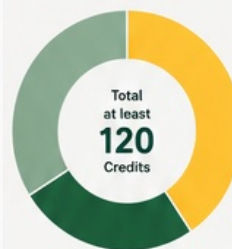


Operations / Business Management Specialist

PROGRAM LEARNING OUTCOMES (PLOs)

- PLO1** Apply ethics and responsibility in business and understand social responsibility and good citizenship.
- PLO2** Develop continuously with a growth mindset and adapt quickly to technological and business changes.
- PLO3** Communicate business information effectively in diverse business and cultural contexts.
- PLO4** Apply digital tools and technologies to enhance efficiency in business management.
- PLO5** Collaborate effectively as a leader or team member and manage resources to achieve goals.
- PLO6** Identify, assess, and analyze strategic business risks, propose solutions, and create new business opportunities.
- PLO7** Apply management and entrepreneurship knowledge and use business data for ethical and sustainable decision-making.
- PLO8** Create business plans creatively and demonstrate entrepreneurial thinking and effective project management.

CURRICULUM STRUCTURE



GENERAL EDUCATION At least 24 Credits

- Preparation Courses At least 0 Credits
- Communication and Technology Skills At least 9 Credits
- Social Skills and Lifelong Learning At least 6 Credits
- Thinking Skills and Life Management At least 9 Credits

24 Credits

MAJOR COURSES At least 90 Credits

- Core Courses At least 42 Credits
- Professional Required Courses At least 36 Credits
- Professional Elective Courses At least 12 Credits

90 Credits

FREE ELECTIVES At least 6 Credits

6 Credits

EDUCATION SYSTEM & PROGRAM DELIVERY

Semester System
2 semesters per academic year

Academic Calendar
• Semester 1: June – October
• Semester 2: November – February

Classroom
Kasem Bundit University Classrooms

ADMISSIONS

Eligible Applicants
Thai and International Students

Qualifications
• High school diploma or equivalent
• Meet the criteria set by the Ministry of Higher Education, Science, Research and Innovation and/or university regulations

Selection Process
In accordance with the announcement on admissions of Kasem Bundit University.

APPROVAL & CURRICULUM STATUS

Reviewed by the Curriculum Development and Educational Standards Committee Meeting No. 4/2568 on February 10, 2025

Reviewed by the Academic Council of Kasem Bundit University on November 4, 2025

Approved by the Kasem Bundit University Council Meeting No. 4/2566 on November 23, 2023



THAI & INTERNATIONAL STUDENTS



ENTREPRENEURIAL MINDSET



REAL BUSINESS EXPERIENCE



GLOBAL LEARNING ENVIRONMENT



SUSTAINABLE FUTURE