



# NARESUAN UNIVERSITY INTERNATIONAL COLLEGE

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)  
BACHELOR OF ARTS (B.A.)



“  
Accomplish Business and  
Career Success with International  
Business Management

”



# IBM

## B.B.A. in International Business Management

✍ International Business has become one of the most important fields of academic specialization and profession in the globalized world today. Globalization of the market, production with cosmopolitan manpower, has made management of business more complex with immense opportunities; which requires skillful navigation for success. Graduates from this program are equipped with theoretical and practical know-how for successful management of business domestically and internationally.

### 📄 Career Opportunities

Import and Export Manager • Supply and Logistics Officer • National and International Market Development Officer • Marketing Manager • Production Manager • Quality Manager • Financial Manager • Corporate Compliance and Law Manager • National and International Entrepreneur • Business Coordinator • National and International Exhibition Organizer

### ❓ Why Choose IBM

- ✓ A wide expanse of career opportunity
- ✓ A highly sought marketable multi-skill and multi-functional manpower
- ✓ Managerial skills for business owners and prospective entrepreneur
- ✓ Scope for entry in corporate career as mid-level manager

### 💡 Areas Covered

- International Business Management
- International Marketing Management
- Import & Export Management
- Logistics and Supply Chain Management
- International Finance and Accounting
- Business Law and International Entrepreneurship
- Digital Content Creation and Marketing





“  
An International Career  
by Leading People and  
Organizations in the Digital Age  
”

# IHRMD

## B.B.A. in International Human Resource Management and Development

✍ As all organizations are transforming and evolving, this degree will prepare you for the future of work. Digitalization at work, technology proliferations and changes occurring everywhere, IHRMD will provide a global education where graduates will lead people, be a strategic business partner, manage and develop organizations, change agents, and be an employee champion in any type of organization. This program produces graduates with international managerial skills.

### 📄 Career Opportunities

Vice President of HR ● Human Resource Manager ● Training and Development Manager ● Recruitment Manager ● Human Resource Officer ● Compensation Professional/Specialist ● Human Resource Coordinator ● Digital HR Specialist ● Labor Relations Expert ● People Analytics Expert ● Career Analytics Expert ● Health and Safety Officer ● Organizational Development (OD) Practitioner ● Entrepreneurs and other careers related in business management and organizations

### ❓ Why Choose IHRMD

- ✓ One of the most in demand jobs and wide-extent of related career possibilities
- ✓ One of the highest paid jobs in Thailand
- ✓ Strategic partners and entrepreneurs in the digital age
- ✓ An international program which equipped graduates for employment anywhere around the world
- ✓ Study all courses in English and a third language (Chinese, Japanese, German, and Korean)
- ✓ Global Learning Experience (GLE) and industry experience opportunities for students

### 💡 Areas Covered


Some of the emphasis of IHRMD are:

- Digital HR and Analytics
- Human Resource Information System (HRIS)
- International Human Resource Management
- Organizational Change and Development
- Performance Management in Multinational Companies
- Information Technology and Innovation for Business
- Compensation and Benefits Management



# EHTM

## B.B.A. in Event, Hotel and Tourism Management

 The Bachelor of Business Administration (B.B.A.) Program in Event, Hotel and Tourism Management (EHTM) International Program offers a unique hands-on learning and practices of the fast-growing industry where students have a full freedom to concentrate in either event management, hotel administration, or tourism management (travel service/destination management/tourism start-up). Under this program, the students will be equipped with critical thinking skills and global perspectives of managerial, entrepreneurial, and research necessary for leading the event, hotel, and tourism industry in Thailand and globally.

### Career Opportunities

EHTM enables a wide range of career pathways for graduates including

- Event Exhibition or Convention Organizer
- Hotel Manager or Hotel Operational Executives (F&B, Chef Front Office, Housekeeping, Banquet etc.)
- Sales and Marketing Manager for Hotel or Exhibition/Convention Venues
- Ecommerce
- Tour Guide or Travel Manager
- Destination Planner
- Travel and Tourism Entrepreneur
- Hospitality and Tourism Consultant
- United Nations Agencies

### Why Choose EHTM

- ✓ An English-program curriculum
- ✓ Small classes and industry-focused
- ✓ Promising career path and excellent internship program (both in Thailand and overseas)
- ✓ Extensive field trips for event venue assessment, hotel operations training, and tour guiding certifications
- ✓ An excellent network with Thailand's /overseas' event venues, 5-star hotels, tourism destination management offices/travel agencies, and partnering universities

### Areas Covered

- MICE management and standards
- Professional project in meeting, incentives, conventions and exhibitions
- Media and digital creation for event project
- Digital marketing, public relation, and innovative sales for hotel business
- Strategic tourism planning and sustainable development
- Risk management, field studies, policy analysis, and research
- Financial, HR, marketing, and strategy analysis for EHTM start-up



“  
Creating Future  
Service-minded Managers  
and Entrepreneurs in Event,  
Hotel, and Tourism Industry  
”

# EBC

## B.A. in English for Business Communication



It is undeniable that English is the universal language for global communication in most fields. This program encompasses a perfect integration of English language and business communication, making it unique and provides a global edge to graduates. The program is created to help students master English language and communication within the international contexts. Moreover, students who are studying with our program can select minor courses in International Business Management, Event, Hotel and Tourism Management, or International Human Resource Management and Development fields to study as their minor courses.



### Career Opportunities

Graduates of Bachelor of Arts in English for Business Communication offers a wide range of opportunities in numerous fields of employment. This includes working for international companies ● English Teacher ● Translator ● Interpreter ● Content Writer ● Public Relations ● Government Employee ● Human Resource Management Officer ● Airline Business Staff ● Hospitality ● Industry Staff



### Why Choose EBC

- ✓ Provides a wide range of future career paths
- ✓ Provides minor courses in three-different business and management fields to choose and study
- ✓ Provides third languages for students to study (Chinese, Japanese, Korean, and German)
- ✓ Uses English language as the medium in both inside and outside classroom basis



### Areas Covered

- English Writing courses
- Interactive English Conversation courses
- Public Speaking and Oral Presentation courses
- English Reading courses
- Introduction to Linguistics and Applied Linguistics courses
- Intercultural Communication English for Specific Purposes courses



“  
English + Business:  
International Degree at its Finest  
”



NUIC provides a selection of sought-after third languages for students to choose from, such as Chinese, Japanese, Korean, and German. Mastering those languages will prove advantageous for the future professional pursuits of NUIC graduates.

“  
You do not grow  
in your comfort zone.  
”

Kanchana-Napha Puangkham  
Supply Chain Manager  
Walgreens Boots



“  
Search yourself,  
find your calling;  
Let competencies learnt at NUIC  
take you to the next level.  
”

Supaksarun Oonobe  
Commercial Pilot Trainee  
Bangkok Air Aviation Training Center (BATC)

“  
I am the Gen 1 graduate  
of HRM at NUIC.  
I can certainly say,  
I made the right choice!  
”

Tanyawan Duangsuwan  
HR Manager, Southeast Asia (SEA)



“  
You carry the passport  
to your own happiness.  
Use your talents, be humble,  
and be grateful.  
”

Asst. Prof. Dr. Naphat Wuthapahn  
University Professor

“  
Exquisitely elevating  
my daily existence  
with positive ambition, humility,  
utmost professionalism.  
”

Sittichai Sanyost  
Marketing Communications Executive  
SO/ Bangkok



“  
Do something today  
that your future self  
will thank you for  
”

Eve Sirioraya  
Personal Assistant for Executive Director  
of Von Budit Co., Ltd

“  
If there is no struggle,  
there is no progress.  
”

Imruthai Sangmuang  
Customer Service  
Bangkok Hospital Phitsanulok



“  
Always have  
courage and be kind.  
”

Pakinee Nunmong  
Flight Attendant  
Royal Jordanian Airlines

# ALUMNI

NARESUAN UNIVERSITY INTERNATIONAL COLLEGE



Educating  
for a Changing World



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