



Bachelor of Business Administration Program
in International Business Management
(International Program)
Revised Curriculum, Academic Year 2023

Naresuan University International College

3.1.4 Study Plan

Year 1

First Semester

001xxx	Thai Language Skills for Foreign Students (For Non-Thai Students Only)	3(2-2-5)
	OR	
001xxx	Thai Language Skills	3(2-2-5)
001xxx	General Education Course – Humanities and Social Sciences	3(2-2-5)
001xxx	General Education Course – Health Science	3(2-2-5)
001xxx	General Education Course – Science Technology and Math	3(2-2-5)
001211	English Listening and Speaking for Communication	3(2-2-5)
001281	Sports and Exercises (Required Non-credit)	1(0-2-1)
905111	International Business Management	3(3-0-6)
	Total	18 Credits

Year 1

Second Semester

001xxx	General Education Course – Elective courses	3(2-2-5)
001xxx	General Education Course – Elective courses	3(2-2-5)
001xxx	General Education Course – Elective courses	3(2-2-5)
001212	English Critical Reading for Effective Communication	3(2-2-5)
905141	Principles of Marketing	3(3-0-6)
905171	Business Computer Application	3(3-0-6)
	Total	18 Credits

Year 2

First Semester

001213	English Writing for Effective Communication	3(2-2-5)
900xxx	Elective Course (Language 1)	3(2-2-5)
905221	Principles of Accounting	3(3-0-6)
905231	Principles of Economics	3(3-0-6)
905261	Introduction to Intercultural Communication	3(3-0-6)
905262	Business Negotiation and Presentation	3(3-0-6)
Total		18 Credits

Year 2

Second Semester

900xxx	Electives Course (Language 2)	3(2-2-5)
905213	Import and Export Management	3(3-0-6)
905214	Operation Management	3(3-0-6)
905222	Principles of Finance	3(3-0-6)
905242	International Marketing Management	3(3-0-6)
905251	Business Law	3(3-0-6)
Total		18 Credits

Year 3

First Semester

900xxx	Electives Course (Language 3)	3(2-2-5)
905xxx	Major Elective Course (Cluster Course)	3(3-0-6)
905312	International Human resource management	3(3-0-6)
905315	Consumer Behavior	3(3-0-6)
905316	International Logistics and Supply Chain Management	3(3-0-6)
905352	Contractual Drafting	3(3-0-6)
905372	Research Methodology	3(3-0-6)
Total		21 Credits

Year 3

Second Semester

900xxx	Electives Course (Language 4)	3(2-2-5)
905xxx	Major Elective Course (Cluster Course)	3(3-0-6)
905xxx	Major Elective Course (Cluster Course)	3(3-0-6)
905317	Risk and Conflict Management	3(3-0-6)
905318	Project Management	3(3-0-6)
905373	Business Statistics	3(3-0-6)
905374	Undergraduate Thesis 1	3 Credits
Total		21 Credits

Year 4

First Semester

900xxx	Electives Course (Language 5)	3(2-2-5)
905xxx	Major Elective Course (Cluster Course)	3(3-0-6)
905xxx	Free Elective Course	3 Credits
905xxx	Free Elective Course	3 Credits
905419	International Entrepreneurship	3(3-0-6)
905475	Undergraduate Thesis 2	3 Credits
	Total	18 Credits

Year 4

Second Semester

905481	International Academic or Professional Training	6 Credits
	OR	
905482	Cooperative Education	6 Credits
	Total	6 Credits