The Bachelor's Degree in Business Administration (BBA) international program is a four-year undergraduate course in business administration with a choice of three majors: accounting, finance and marketing. It is dedicated to developing a new generation of globally-prepared executives and entrepreneurs for the international business challenges of future.

Uniqueness of BBA Thammasat

- Interactive learning in class and hands-on experiences in research with well-respected faculties and industry experts
- Cross-registration of courses with other international programs in Thammasat University, such as Economics, British and American Studies, Political Science and Thai Studies, to maximize multidisciplinary learning experiences
- Extracurricular activities on sustainability and social responsibility
- Internship opportunities with leading international organizations in Bangkok
- Outstanding achievement track records, e.g., Chartered Financial Analyst (CFA) Global Champions, Winners of International Case Competitions organized by McGill University (North America), Copenhagen Business School (Europe), Citi (Asia), respectively

International Opportunities

Each year BBA Thammasat welcomes approximately 100 foreign exchange students from 40 leading business schools around the world. Local immersion with the BBA students, both inside and outside classroom, is strongly encouraged. Exchange students coming in the Spring Semester have an opportunity to apply for a summer internship program at well-reputed organizations in Thailand.

Curriculum

General Basic Courses:
- English Course II
- English Course III
- Fundamental Mathematics
- Integrated Humanities
- Integrated Social Sciences
- Integrated Sciences and Technology
- Listening - Speaking I
- Psychology of Interpersonal Relations
- Reading for Information
- Thai Usage

Business Core Courses:
- Business Finance
- Business Law
- Business Quantitative Analysis
- Business Statistics
- Communicative Business English I and II
- Fundamental Accounting
- Introductory Macroeconomics
- Introductory Microeconomics
- Management Accounting*

Management Information Systems
Principles of Management
Principles of Marketing
Principles of Operations Management
Strategic Management
Taxation

*Required for Finance and Marketing Majors
Examples of Course offerings (Accounting, Finance, Marketing)

Accounting Major:
- Accounting Information Systems
- Advanced Accounting I
- Advanced Accounting II
- Auditing
- Cost Accounting
- Cost Management
- Intermediate Accounting I
- Intermediate Accounting II
- Tax Accounting

Finance Major:
- Financial Management
- Financial Markets
- Financial Risk Analysis and Management
- International Financial Management
- Investments
- Strategic Financial Management

Marketing Major:
- Consumer Behavior
- Creativity and Communication in Marketing Profession
- Marketing Analysis and Decision Making
- Marketing Management
- Marketing Strategy and Policy
- Qualitative Research in Marketing
- Quantitative Research in Marketing
- Seminar in Marketing

Foreign exchange students are required to take at least 3 business courses at BBA Thammasat and encouraged to take 1 or 2 non-business courses, such as Thai studies and languages, at other faculties.

Academic Year and Activities

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Examples of Activities for Foreign Exchange Students</th>
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<tbody>
<tr>
<td>1st semester: August - December</td>
<td>Welcome orientation</td>
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<tr>
<td>2nd semester: January - May</td>
<td>Cultural visit &amp; Thai kickboxing Camp</td>
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<tr>
<td>Summer semester: June - July</td>
<td>Farewell dinner</td>
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<td>1st week of the semester</td>
<td>4th week of the semester</td>
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<tr>
<td>4th week of the semester</td>
<td>Final week of the semester</td>
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Remarks: All activities for foreign exchange students are subsidized by Thammasat Business School.

Grading System and Exams

Grade:  
A = 4.0, B+ = 3.5, B = 3.0, C+ = 2.5, C = 2.0, D+ = 1.5, D = 1.0, F = 0.0

The mid-term and final exam periods are varied by each study program. All incoming exchange students are REQUIRED to achieve at least 80% of class attendance to be eligible for taking the final exams.

Estimated Expenses

<table>
<thead>
<tr>
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<th>USD250 – 350 per month</th>
<th>USD150 per month</th>
<th>USD150 per month</th>
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<tbody>
<tr>
<td>Apartment:</td>
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<tr>
<td>Meal:</td>
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<td>Transportation:</td>
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Remarks: BBA Thammasat does not offer an on-campus accommodation. A list of recommended accommodation nearby the University is available on the website (www.iner.tbs.tu.ac.th)

Basic Services for Exchange Students

Buddy program
- Arrival pick-up and housing arrangement assistance
- Visa renewal
- Internship placement (Summer only)

Contact

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