



# Bachelor of Business Administration Program Innovation Management (Bilingual Program)

College of Innovation Management, Suan Sunandha Rajabhat University  
The Best Rajabhat University in Thailand

# Concept of Curriculum Development

Bachelor of Business Administration in Innovation Management in Digital Technology (Bi-Lingual Program) is the program that was developed along with the mission of Suan Sunandha Rajabhat University which is to create the graduate to match with the change of the digital era. By Focusing on the integration of innovation management, management science and information technology science together, the student should be able to carry on the career to the international by the knowledge with both Thai and Chinese communication.





**Keep up with the world's pace with  
Innovation Management in Digital Technology**

# Why Choose Us?

Bachelor of Business Administration in Innovation Management in Digital Technology is the program which is taught in both Thai and Chinese. This program focuses on bringing the innovation in management to apply with management science and information technology science to prepare for the change of business environment and create the competitive advantage for the organization in the digital era.



Digital transformation



21st Century Job trends



Work-based Education



Strong partner .

# Career Opportunity

## Innovation management for digital technology

Digital and technology Expertise<sup>2</sup>. Modern business entrepreneurs in the digital age<sup>3</sup>. Graduates can use the subjects, knowledge and competence acquired to pursue careers in the public sector and Private sector

1. Designer and digital collection developer
2. Information designer and developer
3. Web site designer and developer
4. Business systems analyst and designer
5. Developer of digital media for business
6. Developer of digital content
7. Digital marketer
8. Designer and developer of information systems in the digital age – Administrator of digital databases

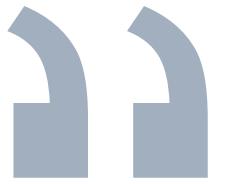




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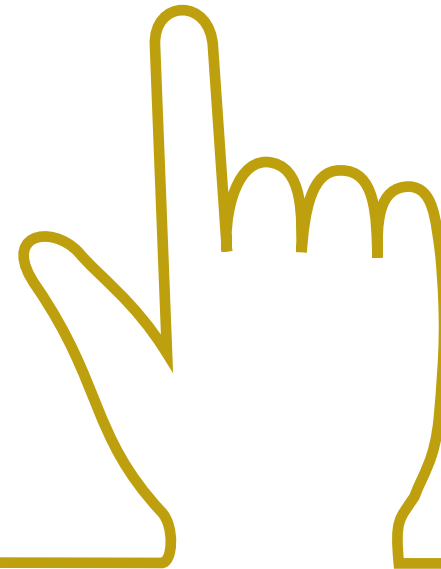


# Curriculum Structure

Total number of credits 130 credits



# Study Period of Program





The world moves fast, How to keep up with? Innovation  
Management in Digital Technology is your answer.