

Bachelor of Business Administration
Program in International Trade Innovation
(International Program)
New Curriculum, Academic Year 2018

Institution : Suan Sunandha Rajabhat University
Campus/Faculty/Department : College of Innovation and Management

Code and Title of Program

Program : Bachelor of Business Administration Program in
International Trade Innovation (International Program)

Name of Degree

Full Title : Bachelor of Business Administration
(International Trade Innovation)

Abbreviated Title : B.B.A. (International Trade Innovation)

Curriculum

Number of Credits

At least 133 credits

Curriculum Structure

General Courses **30 credits**

(1) Language and Communication Skill Courses 12 credits

(2) Social Sciences and Humanities courses 9 credits

(3) Mathematics Science and Technology courses 9 credits

Specialize 97 credits

(1) Core course 30 credits

(2) Require 67 credits

(2.1) Major 48 credits

(2.2) Elective 12 credits

(2.3) Internship 7 credits

Free Elective Courses 6 credits

Study Plan

The study plan for student in Bachelor of Business Administration in International Trade Innovation (International Program) in each semester.

Year 1

Semester 1		
Code	Course Title	C(L-P-S)
ICL1101	English for Communication and Study Skills	3(3-0-6)
ICS1105	Thai Society and Culture	3(3-0-6)
CIM1106	Business Statistics	3(3-0-6)
CIM1108	Microeconomics	3(3-0-6)
ITT1201	Principles of Management	3(3-0-6)
ITT1202	Introduction of Global Politics	3(3-0-6)
ITT1203	Marketing Management Innovation	3(3-0-6)
	Total	21 credits

Semester 2		
Code	Course Title	C(L-P-S)
ICM1111	World Environment	3(3-0-6)
ICL1103	English Composition for Daily life	3(3-0-6)
CIM1109	Macroeconomics	3(3-0-6)
CIM2102	Principles of Accounting	3(3-0-6)
ITT1205	Doing Business in China and Taiwan	3(3-0-6)
ITT1204	International Trade Management	3(3-0-6)
	Total	18 credits

Year 2

Semester 1		
Code	Subject	Code
ICM1102	Introduction to Information Technology	3(3-0-6)
ICS1103	Thai Traditional Ways of Life Appreciation	3(3-0-6)
CIM2105	Business Finance	3(3-0-6)
CIM2107	Business Ethics and Social Responsibility	3(3-0-6)
CIM2109	Business Law	3(3-0-6)
ITT2202	Procedures of Export-Import Management	3(3-0-6)
Total		18 credits

Semester 2		
Code	Subject	Code
ICL2119	Public Speaking and Presentation Skills in English	3(3-0-6)
ICS1107	Introduction to ASEAN	3(3-0-6)
CIM2108	Managerial Accounting	3(3-0-6)
CIM2106	Business Taxation	3(3-0-6)
ITT2201	Innovation Management for Global Competitiveness	3(3-0-6)
ITT2203	Documentation for International Trade	3(3-0-6)
ITT2204	English for International Business Negotiation	3(3-0-6)
Total		21 credits

Year 3

Semester 1		
Code	Course Title	C(L-P-S)
ICL2120	Discourse English for Communication	3(3-0-6)
ICM1110	Creative Thinking and Decision Making	3(3-0-6)
CIM3105	Business Research	3(3-0-6)
ITT2205	Electronic Commerce and Digital Marketing	3(3-0-6)
ITT3203	Financial International Trade	3(3-0-6)
ITT3201	Elementary Chinese	3(3-0-6)
	Elective 1	3(3-0-6)
	Total	21 credits

Semester 2		
Code	Course Title	C(L-P-S)
ITT3202	Intermediate Chinese	3(3-0-6)
ITT3804	International Trade Innovation Model	3(3-0-6)
	Elective 2	3(3-0-6)
	Elective 3	3(3-0-6)
ITT4201	Strategies for International Trade Innovation	3(3-0-6)
	Free Elective 1	3(3-0-6)
	Total	18 credits

Year 4

Semester 1		
Code	Course Title	C(L-P-S)
	Elective 4	3(3-0-6)
ITT4801	Seminar and International Trade Fair and Exhibition	3(3-0-6)
ITT4901	Preparation for Co-operative Education in International Trade Innovation	1(90)
ITT4903	Or Preparation for Professional Experience for International Trade Innovation	1(90)
	Free Elective 2	3(3-0-6)
	Total	10 credits

Semester 2		
Code	Course Title	C(L-P-S)
ITT4902	Co-operative Education in International Trade Innovation	6(540)
ITT4904	Or Professional Experience for International Trade Innovation	6(540)
	Total	6 credits