



## EMBRACE DIVERSITY

- Join our student community from **47** countries.
- Step into a world of endless opportunities after graduation by joining the prestigious international alumni network of Siam University.

## ABOUT THE FACULTY

Our experienced and passionate faculty members are experts in their respective fields, dedicated to providing you with a top-notch education. They are committed to your success and will support your academic journey.

## UNLOCK YOUR POTENTIAL WITH OUR BBA PROGRAM

Welcome to the Bachelor of Business Administration Program (International Program) at our esteemed institution.

Our program is dedicated to fostering the growth and development of future business leaders who possess not only the knowledge but also the essential skills, abilities, and a strategic vision required to excel in the world of business administration.

## INTERNSHIPS

Gain valuable practical experience through our extensive network of industry partnerships. These internships will enhance your education, preparing you for the workforce. Cooperative Education is a part of students' studies which brings classroom activities to the industrial practice.

Our BBA program is prepared to offer specialized CWIE to each student covering concentrations accordingly, (International Business / Hospitality & Tourism Management).

## CONTACT US

### E-MAIL:

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### TELEPHONE:

+66 2-867-8088 EXT 5217

### FACEBOOK:

<https://web.facebook.com/IBBA.SIAM/>

### ADDRESS:

38 Phetkasem Road, Phasicharoen, Bangkok  
10160, Thailand. ( 200 meters from BangWa BTS &  
MRT Station)



Apply Now



## Bachelor of Business Administration

- Concentration in **International Business**
- Concentration in **Hospitality & Tourism Management**

International Program

“At Siam University, we're committed to shaping the next generation of business leaders and entrepreneurs. Join us in making your mark on the business world. Your journey begins here.”



## YOUR JOURNEY STARTS HERE

Our **BBA** program is designed to provide you with a well-rounded education that prepares you for a successful and fulfilling career in business administration. You'll be a valuable resource for any organization, capable of adapting to the ever-evolving business landscape and making a positive impact on the quality of the nation.

Choose our **BBA** Program, and you'll embark on a journey that will sharpen your communication, leadership, and problem-solving skills. You'll gain expertise in digital tools and technologies, understand the global perspective in business, and become environmentally conscious business professionals. Most importantly, you'll develop the entrepreneurial skills necessary to lead in the business world.

Join us and unlock your potential for a bright and successful future in business.

## PROGRAM & CURRICULUM INFORMATION

Three distinct concentration options to consider:

- Concentration in International Business
- Concentration in Hospitality and Tourism Management
- General BBA Degree

Degree Structure:

- Total Credits: 126

TYPE	MODULE	CREDITS
General Education (27 Credits)	Language Competency	9
	Digital Competency	9
	Entrepreneurship, Innovation & Sustainable Literacy	9
Professional Elective Courses (90 Credits)	Core Courses	54
	CWIE (Cooperative Education)	9
	Concentration Courses -Track 01: International Business OR -Track 02: Hospitality & Tourism Management	27
Free Electives		9
Total Credits		126

Your concentration in degree depends on your choice of track 01 or 02 under concentration courses.

### Track 01: International Business (27 credits)

Module 01: International Business	221-335 International Business Management	3
	221-411 International Finance	3
	221-412 International Marketing	3
Module 02: International Business Environment	221-336 International Trade, Policies & Development	3
	221-337 Legal Environment for Business & Intellectual Property	3
	221-340 Global Supply Chain & Logistics Management	3
Module 03: Business Research and Analytics	221-328 Research Methods	3
	221-463 Management Information Systems	3
	221-464 Data Science and Business Intelligence	3
Total Credits		27

### Track 02: Hospitality & Tourism Management (27 credits)

Module 01: Hospitality and Hotel	221-213 Integrated Hospitality and Tourism Management	3
	221-307 Innovative Room Division Management & Sustainability	3
	221-465 Front Office Operations and Digital Application	3
Module 02: Food and Beverage	221-217 Food and Beverage Service	3
	221-306 Gastronomy	3
	221-309 Restaurant and Catering Management	3
Module 03: Exhibitions and Tourism	221-216 MICE Industry	3
	221-219 Recreation and Leisure Management	3
	221-341 Tourism Management	3
Total Credits		27

## WHY STUDY HERE?

Siam University is known for its high-quality education and diverse range of programs. The university welcomes students from all over the world, creating a diverse and culturally enriching environment.

Bangkok is a vibrant and bustling city with a rich cultural heritage. Studying in Siam University offers the chance to experience a unique blend of tradition and modernity, with easy access to historic sites, shopping and entertainment.

## ADMISSION REQUIREMENTS AND DEADLINES

1. High School / diploma transcript & certificate equivalent to Grade 12
2. Valid Passport copy
3. IELTS / TOEFL / CU-TEP Score (if available only)

## TUITION FEE STRUCTURE

The following table illustrates the current tuition fee structure of the program. All fees are in Thai Bhat (THB)\*.

ACADEMIC YEAR	SEMESTER		TOTAL
	1st SEMESTER	2nd SEMESTER	
1st Year	54,650	42,850	97,500
2nd Year	42,850	42,850	85,700
3rd Year	42,850	42,850	85,700
4th Year	48,850	48,850	91,700
TOTAL			360,600

\*The tuition fees are subject to periodic revisions. Semesterwise fees may vary depending on the number of credits taken per semester.

## PROGRAM HIGHLIGHTS

**Communication and Leadership:** Our curriculum is designed to nurture effective communicators and visionary leaders in the field of business. You will master the art of expressing concepts, ideas, and analyses, both orally and in writing.

**Problem-Solving Excellence:** Through experiential learning and innovative pedagogy, we empower our students with superior problem-solving, analytical, and critical thinking skills. These tools will be instrumental in your professional journey.

**Digital Proficiency:** In today's highly competitive business environment, digital and technological skills are essential. Our program equips you with the knowledge and tools necessary to gain a competitive advantage in the business world.

**Global Perspective:** Business is no longer confined to borders. Our students develop a comprehensive understanding of how management principles apply on a global scale, preparing you for the international business arena.

**Environmental Consciousness:** We emphasize the importance of global environmental issues, including cultural, social, and sustainability concerns. You'll be equipped to navigate the business world while making a positive impact on our planet.

**Entrepreneurship:** The entrepreneurial spirit is alive and well in our program. We aim to instill the skills and mindset required to set up your own start-up, fostering innovation and independence.