

Faculty of Business Administration and Tourism

Welcome to the Faculty of Business Administration and Tourism!

At the Faculty of Business Administration and Tourism, we create and advance knowledge for our students and for business professions through new modes of inquiry, research, scholarship and related intellectual activities within an Asian context in particular as well as international collaborations. We strengthen educational preparation at the B.B.A and Master levels by integrating interdisciplinary perspectives, focus on research, scholarship, technology, and practical application. Apart from being a close partner of business and industry, FBT has strong regional and global connections. We are weaving a growing and increasingly effective global network which further facilitates our educational and research development, as well as enhancing our academic and cultural exchanges. Through our goals, it is our hope that we improve the well-being of economically and socially disadvantaged people by using a proactive approach to achieve a more just, equal, healthy, and productive society. To that end, we are continually working to enhance the School's reputation as a national and international leader in the development of Business society to change the world.

I look forward to seeing you on our campus and to achieving our goals together.

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Mr. HOUR Ry

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The Faculty is composed of three departments:

1. Department of Management
2. Department of Business
3. Department of Tourism

Fields of Study *Arts, m*

1. Bachelor of Management
2. Bachelor of Accounting
3. Bachelor of Finance and Banking
4. Bachelor of Marketing
5. Bachelor of Tourism

Department of Management

Bachelor of Management

Students majoring in Management learn how to plan, organize and direct the activities of various organizations. They focus on decision-making in production, purchasing, marketing, personnel, and labor relations.

Important Courses

- Principle of Management
- Legal And Environmental Business
- Organization Behavior
- Marketing Management
- Consumer Behavior
- Human Resource Management
- Production and Operation Management
- Financial Management
- Investment Management
- Entrepreneurship
- Leadership
- International Business Management
- Project Management
- Strategic Management
- Managing Across Border

Career Opportunities

Many job options exist for graduates with a bachelor's degree in management including office manager, human resources manager, staff accountant, retail store manager, general manager, human resources manager, financial controller, marketing manager, financial analyst and business analyst. *etc* *auditor?*

Bachelor of Finance and Banking

The curriculum aims to equip students with banking and financial skills and the conceptual and managerial decision-making skills necessary for effective management. Students are going to understand the financial aspects of the contemporary economy, the operations of financial institutions and markets, and the financial management of business operations.

Important Courses

- Introduction to Banking ✓
- Money and Banking ✓
- Introduction to Finance ✓
- Personal Finance
- Credit management
- Auditing
- Financial Institution and Market
- Commercial Banks Management
- Financial Management
- Corporate Finance
- Risk Management
- Stock Market
- Public Finance
- International Finance and Banking
- Financial Statement Analysis

Career Opportunities

Professional opportunities in the field of finance and banking bring students to financial services such as bank officers, investment portfolio managers, corporate treasurers, and financial planners. Finance professionals are highly in demand in corporations, nonprofit organizations and government agencies.



Department of Business

Bachelor of Accounting

Accounting Major teaches students how to approach, analyze, record, interpret, communicate and shape financial practices within a business or organization.

Important Courses

- Maintaining Financial Record
- Managing Cost and Finance
- Business Taxation
- Business Technology
- Intermediate Accounting
- Computer for Accounting
- Management Accounting (FMA)
- Financial Accounting (FFA)
- Risk Management and Insurance
- Foundation in Audit (FAU)
- Entrepreneurship
- Project Management
- Advanced Accounting
- Financial Statement Analysis
- Managing Across Border

Career Opportunities

There is a wide range of careers for ~~those~~ ^{graduates} graduating in Accounting such as ~~an~~ accountant, accounting program developer, cashier, tax consultant, management accountant, financial manager, internal auditor and other fields related to accounting.



Bachelor of Marketing

Promotional

In the field of Marketing students will learn how advertising, branding, packaging, social media and other factors influence consumer behaviors. The curriculum provides a broad range of marketing subjects covering the conceptual, quantitative, and analytical slots which are very important tools in a dynamic business environment. Students will explore market research tools and learn how to create effective marketing strategies.

Important Courses

- Basic of Marketing ✓
- Business Statistics ✓
- Marketing Research ✓
- Macro-economics ✓
- Marketing Management ✓
- Consumer Behavior ✓
- Product and Brand Management ✓
- Advertising and Promotional Strategy ✓
- Business Research Methodology ✓
- Marketing Strategy ✓
- Scientific Writing & Communication ✓
- Consumer Relationship Management ✓
- Sale Management ✓
- International Marketing ✓
- E-Business ✓

Career Opportunities

A degree in Marketing can open the door to many career opportunities in public relations, marketing research, advertising and sales such as civil servants, researcher, business and marketing analyst, business consultant, marketing strategist, sales and marketing staff, marketing manager by business institution.

or Sales?

*↓
Sales*



Department of Tourism

Bachelor of Tourism

Tourism Major is a multidisciplinary field of study with the purpose of providing students with the expertise, commitment, and skills for management, marketing, and operations for the tourism industry.

Important Courses

- Introduction to Tourism
- Geo-Tourism
- Hospitality Service Management
- Marketing Management
- Consumer Behavior
- Eco-Tourism
- Professional Tour Guide
- Heritage Culture Tourism
- Festival and Event Management
- Tourism and Transportation
- Hotel Management
- Entrepreneurship
- Tourism Planning & Development
- Front Office Management
- Resort Management

New Curriculum?

Career Opportunities

Graduates in this major can work in a wide range of industries including Government tourism departments, immigration and customs services travel agencies, airlines, tour operators, hotels and many associated service industries such as airline catering or laundry services, tour guides, interpreters, tourism promotion and sales etc.

Foreign Division of Labor.

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