

This is your 2022 Curriculum Structure & Guide for:

Bachelor of Business Administration in Entrepreneurship (Bilingual)

Curriculum Structure: 160 credits total

1. General Education Courses (40 Credits)

General Education courses serve as a foundation for your major and helps you develop a well-rounded body of knowledge and skills. You must choose 10 subjects in the following categories. We've recommended a year to help you decide when to take any given subject.

1.1 Humanities – Please choose 1 subjects (4 credits) from the following list of courses

Course Code	Course Name	<input checked="" type="checkbox"/>	Course Code	Course Name	<input checked="" type="checkbox"/>
ART 101	Art Appreciation	<input type="checkbox"/>	HIS 106	Introduction to World Civilization	<input type="checkbox"/>
ART 102	Film Appreciation	<input type="checkbox"/>	LIT 300	Fiction into Film	<input type="checkbox"/>
ATH 101	Introduction to Cultural Anthropology	<input type="checkbox"/>	LIT 310	International Short Stories (Pre: ENG 102)	<input type="checkbox"/>
ATH 102	Mythology and Folklore	<input type="checkbox"/>	LIT 311	Stories of Asia (Pre: ENG 102)	<input type="checkbox"/>
ECO 101	Sufficiency Economy	<input type="checkbox"/>	MUS 101	Music of World Cultures	<input type="checkbox"/>
LIB 155	Creative Writing (Pre: ENG 102)	<input type="checkbox"/>	PHI 101	Introduction to Western Philosophy	<input type="checkbox"/>
LIB 215	Popular Fiction	<input type="checkbox"/>	PHI 102	Introduction to Eastern Philosophy	<input type="checkbox"/>
LIB 223	Presentation Skills (Pre: ENG 101)	<input type="checkbox"/>	PHI 103	Introduction to Comparative Philosophies	<input type="checkbox"/>
HIS 101	Thai History and Culture	<input type="checkbox"/>	POL 104	Issues in International Human Rights	<input type="checkbox"/>
HIS 103	Asia in a Global Perspective	<input type="checkbox"/>	SOC 104	Comparative World Religions	<input type="checkbox"/>
HIS 104	Foundation of Western Civilization	<input type="checkbox"/>	LAN 101	Foreign Language I	<input type="checkbox"/>
HIS 105	Foundation of Eastern Civilization	<input type="checkbox"/>	LAN 102	Foreign Language II	<input type="checkbox"/>

1.2 Social Sciences – Please choose 2 subjects (8 credits) from the following list of courses

Course Code	Course Name	<input checked="" type="checkbox"/>	Course Code	Course Name	<input checked="" type="checkbox"/>
GEO 101	World Geography	<input type="checkbox"/>	SOC 222	Business Culture and Current Issues in Western Europe	<input type="checkbox"/>
GEO 102	Cultural (Human) Geography	<input type="checkbox"/>	SOC 223	Business Culture and Current Issues in Latin America	<input type="checkbox"/>
PSY 101	General Psychology	<input type="checkbox"/>	SOC 224	Business Culture and Current Issues in Africa	<input type="checkbox"/>
PSY 102	Personality Development	<input type="checkbox"/>	SOC 225	Business Culture and Current Issues in North America	<input type="checkbox"/>
PSY 201	Business Psychology	<input type="checkbox"/>	SOC 226	Business Culture and Current Issues in the Middle East	<input type="checkbox"/>
PSY 202	Developmental Psychology	<input type="checkbox"/>	SOC 227	Business Culture and Current Issues in China	<input type="checkbox"/>
SOC 101	Introduction to Sociology	<input type="checkbox"/>	SOC 228	Business Culture and Current Issues in Japan	<input type="checkbox"/>
SOC 221	Business Culture and Current Issues in ASEAN	<input type="checkbox"/>	SOC 229	Business Culture and Current Issues in Eastern Europe	<input type="checkbox"/>

1.3 Languages – You must complete following 5 subjects (12 credits)

Course Code	Course Name	Year	<input checked="" type="checkbox"/>	Course Code	Course Name	Year	<input checked="" type="checkbox"/>
EAP 110	Academic Preparation English 1A (Non-Credit)	1	<input type="checkbox"/>	ENG 101	Introduction to Academic Writing (Pre: EAP 120)	1	<input type="checkbox"/>
EAP 120	Academic Preparation English 1B (Pre: EAP 110) (Non-Credit)	1	<input type="checkbox"/>	ENG 102	Academic Writing (Pre: ENG 101)	2	<input type="checkbox"/>
				ENG 103	College English III (Pre: ENG 102)	2	<input type="checkbox"/>

1.4 Science & Mathematics – Please choose 4 subjects (16 credits) from the first lists below.

First List: Choose 1 subject (4 credits)				Second List: You must complete 3 subject (12 credits)			
Course Code	Course Name	<input checked="" type="checkbox"/>		Course Code	Course Name	<input checked="" type="checkbox"/>	
SCI 105	Environmental Science	<input type="checkbox"/>		STA 101	Introduction to Statistics (Pre: MAT 101)	<input type="checkbox"/>	
SCI 200	Modern Science and Technology	<input type="checkbox"/>		MIS 103	Computer Applications	<input type="checkbox"/>	
MAT 101	College Algebra I (Pre: MAT 100)	<input type="checkbox"/>		MAT 102	Quantitative Methods for Business (Pre: MAT 101)	<input type="checkbox"/>	

2. Professional Courses (100 Credits)

Professional courses serve as the main body of knowledge and skills of your degree and make up 28 subjects (112 credits) in total.

2.1 Basic Core – You must complete the following 10 subjects (40 credits)

Course Code	Course Name	<input checked="" type="checkbox"/>	Course Code	Course Name	<input checked="" type="checkbox"/>
ACC 101	Fundamentals of Financial Accounting	<input type="checkbox"/>	LIB 300	Business Communication (Pre: ENG 103)	<input type="checkbox"/>
ACC 102	Managerial Accounting (Pre: ACC 101)	<input type="checkbox"/>	STA 201	Statistics for Business Decision Making (Pre: STA 101)	<input type="checkbox"/>
BUS 206	Principles of Management	<input type="checkbox"/>	LAW 201	Business Law	<input type="checkbox"/>
ENT 201	Innovation and Creativity (Pre: MKT 213)	<input type="checkbox"/>	ECO 200	Introduction to Economics (Pre: MAT 102)	<input type="checkbox"/>
MKT 213	Principles of Marketing	<input type="checkbox"/>	FIN 220	Business Finance (Pre: ACC 101 & MAT 102)	<input type="checkbox"/>

2.2 Major Requirements – You must complete the following 10 subjects (40 credits)

Course Code	Course Name	<input checked="" type="checkbox"/>	Course Code	Course Name	<input checked="" type="checkbox"/>
ENT 101	Entrepreneurial Mindset	<input type="checkbox"/>	ENT 303	Organizational Design (Pre: MGN 221 and ENT 201)	<input type="checkbox"/>
MGN 221	Human Resource Management (Pre: BUS 206)	<input type="checkbox"/>	ENT 401	Business Venture Creation (Pre: ENT 301)	<input type="checkbox"/>
ENT 301	Business Development (Pre: ENT 201 and FIN 220)	<input type="checkbox"/>	MKT 321	Integrated Marketing Communication (Pre: MKT 213)	<input type="checkbox"/>
BUS 421	Strategic Management (Pre: BUS 206, MKT 213, FIN 220)	<input type="checkbox"/>	MKT 333	Digital Marketing (Pre: MKT 213)	<input type="checkbox"/>
ENT 202	Design Thinking: Innovation in Products and Services (Pre: ENT 201)	<input type="checkbox"/>	MKT 422	Strategic Pricing Decisions (Pre: MKT 213)	<input type="checkbox"/>

2.3 Major Electives – Please choose 5 subjects (20 credits) from the following list

Course Code	Course Name	<input checked="" type="checkbox"/>	Course Code	Course Name	<input checked="" type="checkbox"/>
ENT 302	Entrepreneurs in Actions (Incubator & Accelerator) (Pre: ENT 401)	<input type="checkbox"/>	ENT 337	Win-Win Negotiations and Profitable Sales (Pre: BUS 206, ENT 201, MKT 213)	<input type="checkbox"/>
ENT 304	Entrepreneur Perspective, Coping Processes and Exit Strategies (Pre: BUS 421)	<input type="checkbox"/>	ENT 338	Technology for Entrepreneurs (Pre: BUS 206, MIS 103, ENT 201, MKT 213)	<input type="checkbox"/>
ENT 335	Social Entrepreneurship (Pre: BUS 206 and ENT 201)	<input type="checkbox"/>	ENT 350	Entrepreneurial Finance (Pre: FIN 220)	<input type="checkbox"/>
ENT 336	Continuing the Family Business Legacy (Pre: BUS206 and ENT 201)	<input type="checkbox"/>	ENT 421	Seminar in Current Issues	<input type="checkbox"/>

3. Internship (12 Credits) – It is a 3-month or 480-hours supervised internship approved by Director of Department and must be considered after all coursework has been completed.

Course Code	Course Name	<input checked="" type="checkbox"/>
ENT 499	VentureXecute (launch & grow your business)	<input type="checkbox"/>

4. Free Electives (8 Credits)

Free electives allow you to study in an area of personal interest. You must complete 2 subjects in this category and you may choose any subject you are eligible for offered at the university.