



**Bachelor of Business Administration Program  
in International Business Management (International Program)  
Revised Program 2017**

**Program Structure**

**Curriculum Structure and Course Credits**

To be eligible for degree of Bachelor of Business Administration Program in International Business Management, a student must earn at least 120 credits distributed as follows, and maintain a minimum grade point average of 2.0.

<b>1. General Education Courses</b>	<b>30 Credits</b>
1.1 Social Sciences and Humanities Courses	9 Credits
1.2 Mathematics, Sciences and Technology Courses	9 Credits
1.3 Language Competency for Communication Courses	12 Credits
<b>2. Major Courses</b>	<b>at least 84 Credits</b>
2.1 Business Core Courses	36 Credits
2.2 Major Required Courses	33 Credits
2.3 Major Elective Courses	at least 15 Credits
<b>3. Free Elective Courses</b>	<b>at least 6 Credits</b>
<b>Total Number of Credits</b>	<b>120 Credits</b>

Note:

1. The numbers after each course (e.g., 3 (3-0-6)) represent the credits, lecture hours, laboratory/practice hours, and self-study hours, respectively.
2. It is the responsibility of the student to meet all prerequisite requirements. Students may not be allowed to take a course if its prerequisites have not been satisfactorily passed.

## **1. General Education Courses 30 Credits**

### **1.1 Social Sciences and Humanities courses 9 Credits**

Students are required to take 9 credits from the Social Sciences and Humanities courses.

**GE 111 TRUTH AND SERVICE 3 (3-0-6) Credits**

History of Payap University. Examining one's inner self for truthfulness. Exercising character development for service consciousness. Being conscious to morally and ethically serve other people, your country and society. Practicing life skills based on a sufficiency economy and apply them to daily life.

**GE 113 A PATH TO WISDOM 3 (2-2-5) Credits**

Methods of learning and acquiring knowledge morally and responsibly by oneself from a variety of sources or information technology. Having holistic thinking skills pertaining to social, economic, political, culture, ethical, moral, and environmental issues of Thai, ASEAN, and global communities.

**GE 114 CITIZENSHIP, GOOD GOVERNANCE AND PEACE 3 (3-0-6) Credits**

Creating awareness of responsibility for being a valued citizen for Thai as well as global community. Exploring human rights with respect to human value. Learning about dishonesty and corruption in Thai community. Learning about measurements and mechanisms for preventing and solving corruption problems. Employing good governance in life, coupled with living together in harmony.

### **1.2 Mathematics, Sciences and Technology courses 9 Credits**

Students are required to take 9 credits from the Mathematics, Sciences and Technology courses.

**GE 141 MATHEMATICS FOR DAILY LIFE 3 (3-0-6) Credits**

Fundamental mathematics and mathematics for everyday life, probability, analysis of fundamental mathematical and statistical data.

**GE 142 HEALTH MYTHS 3 (3-0-6) Credits**

General knowledge of wellness, health development in everyday life, food consumption, physical exercise, emotional management, prevention and treatment of common health problems.

GE 143 SCIENCE AND INFORMATION TECHNOLOGY FOR THE QUALITY OF LIFE 3 (3-0-6) Credits

Learning scientific and information technology processes for daily life. Computer safety and ethics, wise judgment in selection of IT, including impacts of technology on humans and society.

### **1.3 Language Competency for Communication Courses 12 Credits**

Students are required to take 12 credits from Language Competency for Communication courses. They include 3 credits for an English course and 9 credits for another language (not first language or native language).

#### **1.3.1 English Language Course 3 Credits**

GE 137 WRITING SKILLS AND ACADEMIC PRESENTATIONS 3 (3-0-6) Credits

Essential skills needed for academic writing and presentations. Interpretation of works assigned. Usage of vocabulary and language structure. Writing essays or report papers. Practice and present academic writing formally and informally.

#### **1.3.2 Other Language Options Courses (not first language or native language) 9 credits**

GE 128 THAI FOR CROSS-CULTURAL COMMUNICATION 3 (3-0-6) Credits

Thai communication for multicultural comprehension, expressing opinions for proper cross-cultural communication.

GE 129 THAI THROUGH MEDIA FOR LIFELONG LEARNING 3 (3-0-6) Credits

Learning Thai from printed material and electronic media and being able to understand, respond, and express opinions

GE 421 THAI IN THE WORKPLACE 3 (3-0-6) Credits

Thai in the work place and conversation in different working situations.

GE 151 CHINESE FOR CROSS-CULTURAL COMMUNICATION 3 (3-0-6) Credits

Chinese communication for multicultural comprehension, expressing opinions for proper cross-cultural communication.

GE 152 CHINESE THROUGH MEDIA FOR LIFELONG LEARNING 3 (3-0-6) Credits

Learning Chinese from printed material and electronic media and being able to understand, respond, and express opinions.

- GE 451 CHINESE IN THE WORKPLACE 3 (3-0-6) Credits  
Chinese in the work place and conversation in different working situations.
- GE 161 JAPANESE FOR CROSS-CULTURAL COMMUNICATION 3 (3-0-6) Credits  
Japanese communication for multicultural comprehension, expressing opinions for proper cross-cultural communication.
- GE 162 JAPANESE THROUGH MEDIA FOR LIFELONG LEARNING 3 (3-0-6) Credits  
Learning Japanese from printed material and electronic media and being able to understand, respond, and express opinions.
- GE 461 JAPANESE IN THE WORKPLACE 3 (3-0-6) Credits  
Japanese communication for multicultural comprehension, expressing opinions for proper cross-cultural communication.
- GE 171 GERMAN FOR CROSS-CULTURAL COMMUNICATION 3 (3-0-6) Credits  
German communication for multicultural comprehension, expressing opinions for proper cross-cultural communication.
- GE 172 GERMAN THROUGH MEDIA FOR LIFELONG LEARNING 3 (3-0-6) Credits  
Learning German from printed material and electronic media and being able to understand, respond, and express opinions.
- GE 471 GERMAN IN THE WORKPLACE 3 (3-0-6) Credits  
German in the work place and conversation in different working situations.

## **2. Major Courses 83 Credits**

A student must maintain a minimum grade point average of 2.0 in the following specialized subjects

### **2.1 Major Core Courses 33 Credits**

Students are required to take 33 credits from the major required courses as follows:

**IBM 110 ACCOUNTING FOR BUSINESS 3 (3-0-6) Credits**

Definition, objectives and ethics of accountants, benefits of accounting information, accounting framework, accounting principles, preparation of financial reports and concepts of value-added-tax.

**IBM 120 BUSINESS ECONOMICS 3 (3-0-6) Credits**

General concepts of economics, economic system, demand, supply, equilibrium price and output, consumer theory, producer theory, cost of production, pricing, and factors of production in perfect competition and imperfect competition, inflation, deflation, monetary policy, and international financial matters.

**IBM 151 ORGANIZATION AND MANAGEMENT 3 (3-0-6) Credits**

Basic concept of local and international business, functions of business, business environment, development of management, characteristics of organization, principles and functions of management, and management code of ethics.

**IBM 152 BUSINESS STATISTICS 3 (3-0-6) Credits**

Statistics for business decisions, probability analysis, application in business, statistical estimation, hypothesis testing, parameters, variance analysis, simple regression, correlation and data analysis.

**IBM 170 PRINCIPLES OF MARKETING 3 (3-0-6) Credits**

Basic concepts and functions of marketing, marketing environment, marketing information systems, marketing research, consumer behaviour, marketing segmentation, target market, product positioning, product management, pricing, distribution channels, integrated marketing communication, social marketing and ethics for marketers.

- IBM 230 BUSINESS FINANCE 3 (3-0-6) Credits
- Prerequisite: IBM 110
- Introduction to the principles of financial management financial goals, financial functions, financial planning, forecasting of cash flows, working capital, capital resources, cost of capital, dividend policy and other financial management tools.
- IBM 255 PRODUCTION AND OPERATIONS MANAGEMENT 3 (3-0-6) Credits
- Prerequisite: IBM 151
- Planning, implementation and control of products and services, product design and implementation process, materials management, quality and productivity, technology related to operations and production, supply chain management.
- IBM 311 MANAGERIAL ACCOUNTING 3 (3-0-6) Credits
- Prerequisite: IBM 110
- Objectives and framework of cost and managerial accounting, cost behaviour analysis, cost estimation, cost information for decision making, and the use of managerial accounting information for management.
- IBM 312 BUSINESS TAXATION 3 (3-0-6) Credits
- Rules and regulatory code, personal income tax, withholding tax, corporate tax, value-added tax, excise tax, tariff, specific business tax, revenue stamp, property tax, house and land tax, label tax, and business tax planning.
- IBM 360 BUSINESS ETHICS AND SUSTAINABLE DEVELOPMENT 3 (3-0-6) Credits
- Knowledge of business ethics, roles of business for society, impact of globalization on business operations, responsibilities of business to stakeholders, business sustainability and social responsibility.
- IBM 380 BUSINESS LAW 3 (3-0-6) Credits
- Legal framework of business management and operations, laws related to sale, rent, hire-purchase, loan, warranty, mortgage, pledges, money market, equity instruments, bond and legal of electronic documents.

IBM 458 STRATEGIC MANAGEMENT 3 (3-0-6) Credits

(Prerequisite: IBM 170, IBM 230 and IBM 255)

Concepts of organizational management strategy, process and frameworks of strategic management, opportunities and threats arising from changing of internal and external environments, analysis of business strengths and weaknesses, formulate strategies with managerial tools.

## 2.2 Major Required Courses

Students are required to take 36 credits from the major required courses as follows:

IBM 253 ORGANIZATIONAL BEHAVIOUR 3 (3-0-6) Credits

(Prerequisite: IBM 151)

Theories on organizational behaviour, human behaviour in contemporary organizations, analysis of individual differences, perception, learning, personality, values, attitudes and motivation, interaction of individuals, conflict management, leadership, managing team, power of networking, organizational structure, culture, change management and interaction between organizations.

IBM 254 INTERNATIONAL HUMAN RESOURCE MANAGEMENT 3 (3-0-6) Credits

(Prerequisite: IBM 151)

Principles of international human resource management, factors related to decisions that affect the management of human resources in international level, policies and human resource management functions in international level, cultural dimension of human resource management, international human resource management trends.

IBM 262 INTERNATIONAL BUSINESS MANAGEMENT 3 (3-0-6) credits

(Prerequisite: IBM 151)

Theory and philosophy of international business management, international trade, tariff and import quotas, investment, business environment, entry modes, implementation of business functions in marketing, finance, human resources, and supply chain management, roles international corporations, government agencies and private organizations in international operations.

IBM 271 INTERNATIONAL MARKETING 3 (3-0-6) Credits

(Prerequisite: IBM 170)

Importance of international markets, external environmental factors affecting international marketing, economic cooperation between countries, market

research, analysing international marketing strategies, global distribution and pricing, international promotion, sales and negotiation, and international market planning.

**IBM 331 INTERNATIONAL FINANCE 3 (3-0-6) Credits**

(Prerequisite: IBM 230)

Concepts of international financial management, financial systems in international management, balance of payments, foreign exchange market, purchasing power parity (PPP), forecasting markets, management of foreign exchange risk, working capital, investment, and international finance institutions.

**IBM 340 MANAGEMENT INFORMATION SYSTEMS 3 (2-2-5) Credits**

(Prerequisite: IBM 151)

Concepts related to information technology, development of information systems, database management, information network, internet and social media, enterprise resource planning and business applications information systems for decision support, and the ethical use of information technology.

**IBM 356 BUSINESS RESEARCH 3 (3-0-6) Credits**

(Prerequisite: IBM 152)

Fundamentals of business research, use of business research, research proposal, methodologies, planning, design, data collection, processing, research analysis, writing research report and ethical conduct of research.

**IBM 357 QUANTITATIVE ANALYSIS FOR BUSINESS DECISION MAKING 3 (3-0-6) Credits**

(Prerequisite: IBM 152)

Quantitative models, linear programming, network analysis, queuing, game theory, simulation models, decision-making processes, and qualitative techniques used to make decisions and solve business problems.

**IBM 359 ENTREPRENEURSHIP 3 (3-0-6) Credits**

(Prerequisite: IBM 170)

Creating, establishing and maintaining small to medium business management principles, entrepreneur characteristics and roles, entrepreneurial and innovative approaches, start-up business processes, existing business and business planning.



IBM 361 INTERNATIONAL BUSINESS COMMUNICATION 3 (3-0-6) Credits

Principles of communication in the workplace, format for memorandums, letters and reports, writing skills and style, technique of informational persuasive, sales, employment, news messages, strategy communication, audience analysis communication via technology, video conferencing and presentation.

IBM 462 BUSINESS PROJECT MANAGEMENT 3 (3-0-6) Credits

(Prerequisite: IBM 170 and IBM 230)

Concept of planning, controlling, cost-benefits analysis, roles of responsibility, resource allocation, risk management and performance measurement for successful completion of a project.

### **2.3 Major Elective Courses at least 15 credits**

Students are required to take 15 credits from the major elective courses as follows:

IBM 337 BRAND MANAGEMENT 3 (3-0-6) Credits

(Prerequisite: IBM 170)

Concept of brand and brand management, brand building, brand positioning and values, planning and implementing brand marketing, brand equity, awareness, perceptions, communication, and integrated marketing tools to communicate the brand to target markets.

IBM 341 ELECTRONIC COMMERCE 3 (3-0-6) Credits

Principles and the use of internet technology via electronic media, technology for competitive advantage, online marketing, business-to-business e-commerce, electronic payment, Transaction Act, security, simulation systems and development and application of e-commerce systems

IBM 371 SERVICE MARKETING 3 (3-0-6) Credits

(Prerequisite: IBM 271)

Theories and concepts for marketing in service industries, classification of services, target groups and development of marketing policies, marketing mix for services, service quality concepts, complaints, warranties, role of service provider and service market trends.

- IBM 372 CONSUMER BEHAVIOUR 3 (3-0-6) Credits  
(Prerequisite: IBM 170)  
Concepts of consumer behaviour, needs of consumers , internal and external factors influencing consumer behaviour and decision making, marketing mix, diffusion of innovation, business buying behaviour and consumer protection.
- IBM 392 SELECTED TOPICS IN INTERNATIONAL BUSINESS MANAGEMENT 1 3 (3-0-6) Credits  
(Prerequisite: passed at least 9 credits of major required courses)  
Selected topics in various international business management fields from contemporary perspective, applied current domestic and international case students of business management.
- IBM 463 INTEGRATED MARKETING COMMUNICATIONS 3 (3-0-6) Credits  
(Prerequisite: IBM 271)  
Roles and importance of integrated marketing communications, application of tools and theory, methods in communication, budgeting, media planning, implementation, evaluation and conduct proper ethics in media
- IBM 464 CHANGE MANAGEMENT 3 (3-0-6) Credits  
(Prerequisite: IBM 151)  
Conceptual frameworks of organizational development to change, dynamics of change, importance and benefits of change, implementation, managing resistance to change, the role of resilience during change, application of theory and developing tools in new business environment.
- IBM 465 IMPORT AND EXPORT MANAGEMENT 3 (3-0-6) Credits  
(Prerequisite: IBM 151)  
Trend and methods of import and export, preparations, channels to reach target markets, terms of sale, process of importing and exporting, custom and policies, risk management in import and export business, strategy development for successful import and export business.

- IBM 466 LOGISTICS AND SUPPLY CHAIN MANAGEMENT 3 (3-0-6) Credits  
(Prerequisite: IBM 151)  
Concept of logistic ad supply chain profession, design and management, purchasing and contract administrative, strategic procurement, transport and freight logistic, warehouse and distribution and business IT and operation management.
- IBM 467 MANAGEMENT PRACTICES IN ASIA COUNTRIES 3 (3-0-6) Credits  
(Prerequisite: IBM 262)  
Interdisciplinary introduction to the various societies and cultures of Asia and the Pacific Rm, focusing on the general theme of unit within multicultural environments, linkage between mainstream Asian/Pacific Rim religions, societies, cultures, beliefs, value system and government system that impact on Asian/Pacific Rim business practices, analysis of specific management philosophies and influence on the region.
- IBM 468 CURRENT ISSUES IN INTERNATIONAL BUSINESS MANAGEMENT 3 (3-0-6) Credits  
(Prerequisite: IBM 262)  
Current business issues affecting both domestic and international businesses. Analysis of in-class lectures, discussions, and case studies to understand current business issues affecting the organization and management of international businesses.
- IBM 469 SOCIAL ENTREPRENEURSHIP 3 (3-0-6) Credits  
(Prerequisite: IBM 170)  
Introduction to social entrepreneurship, innovation, society, triple bottom line and corporate social responsibility (CSR) issues, concepts in the emerging field of social entrepreneurship including organizational learning, sustainability, commercialization, profit and non-profit organizations.
- IBM 490 SEMINAR IN INTERNATIONAL BUSINESS MANAGEMENT 3 (3-0-6) Credits  
(Prerequisite: IBM 262)  
Analyze and discuss international business topics, emphasizing on strategic analysis by applying theoretical concepts of international business for problem solving and decision making to develop a broader perspective of business across the countries.

IBM 493      SELECTED TOPICS IN INTERNATIONAL BUSINESS MANAGEMENT 2  
3 (3-0-6) Credits

(Prerequisite: passed at least 12 credits of major required courses)

Selected topics in various international business management fields from contemporary perspective, applied current domestic and international case students of business management.

IBM 494      SERVICE LEARNING 3 (1-4-4) Credits

(Prerequisite: passed at least 24 credits of major required courses)

Education approach of growing academically, pre-professionally, personally and civically through participation in service learning experience, applying knowledge from the classroom to meet the real needs in the community.

IBM 496      COOPERATIVE EDUCATION 9 (0-40-20) Credits

(Prerequisite: passed at least 24 credits of major required courses)

For the real challenges in the international business profession, work as a full-time employee in an organization to gain related work experience.

IBM 497      INTERNSHIP 6 (0-18-9)

(Prerequisite: passed at least 24 credits of major required courses)

Knowledge of practical situations, real world experience and working adaptability in an organization which related to academic study and the organization's position in the broader field.

## **2.4 Free Elective Courses**

Students must select additional 6 credits hours from among the courses offered by other departments in the International College.

## Study Plan

Suggested study plan for students who do not want to take IBM 496 Cooperative Education and IBM 497 Internship

Year of Study	Semester 1		Semester 2	
1	GE xxx Language I	3 (3-0-6)	GE xxx Language II	3 (3-0-6)
	GE 111 TRUTH AND SERVICE	3 (3-0-6)	GE 113 A PATH TO WISDOM	3 (2-2-5)
	GE 143 SCIENCE AND INFORMATION TECHNOLOGY FOR THE QUALITY OF LIFE	3 (3-0-6)	GE 142 HEALTH MYTHS	3 (3-0-6)
	GE 114 CITIZENSHIP, GOOD GOVERNANCE AND PEACE	3 (3-0-6)	IBM 120 BUSINESS ECONOMICS	3 (3-0-6)
	IBM 110 ACCOUNTING FOR BUSINESS	3 (3-0-6)	IBM 152 BUSINESS STATISTICS	3 (3-0-6)
	IBM 151 ORGANIZATION AND MANAGEMENT	3 (3-0-6)	IBM 170 PRINCIPLES OF MARKETING	3 (3-0-6)
	Total	18 Credits	Total	18 Credits
Year of Study	Semester 1		Semester 2	
2	GE xxx Language III	3 (3-0-6)	GE 137 WRITING SKILLS AND ACADEMIC PRESENTATION	3 (3-0-6)
	IBM 230 BUSINESS FINANCE (Prerequisite: IBM 110)	3 (3-0-6)	GE 141 MATHEMATICS FOR DAILY LIFE	3 (3-0-6)
	IBM 253 ORGANIZATIONAL BEHAVIOUR (Prerequisite: IBM 151)	3 (3-0-6)	IBM 254 INTERNATIONAL HUMAN RESOURCE MANAGEMENT (Prerequisite: IBM 151)	3 (3-0-6)
	IBM 262 INTERNATIONAL BUSINESS MANAGEMENT (Prerequisite: IBM 151)	3 (3-0-6)	IBM 255 PRODUCTION AND OPERATIONS MANAGEMENT (Prerequisite: IBM 151)	3 (3-0-6)
	IBM 311 MANAGERIAL ACCOUNTING (Prerequisite: IBM 110)	3 (3-0-6)	IBM 271 INTERNATIONAL MARKETING (Prerequisite: IBM 170)	3 (3-0-6)
	Total	15 Credits	Total	15 Credits

Year of Study	Semester 1		Semester 2	
3	IBM 280 BUSINESS LAW	3 (3-0-6)	IBM 312 BUSINESS TAXATION	3 (3-0-6)
	IBM 331 INTERNATIONAL FINANCE (Prerequisite: IBM 230)	3 (3-0-6)	IBM 357 QUANTITATIVE ANALYSIS FOR BUSINESS DECISION MAKING (Prerequisite: IBM 152)	3 (3-0-6)
	IBM 340 MANAGEMENT INFORMATION SYSTEMS (Prerequisite: IBM 151)	3 (3-0-6)	IBM 359 ENTREPRENEURSHIP (Prerequisite: IBM 170)	3 (3-0-6)
	IBM 356 BUSINESS RESEARCH (Prerequisite: IBM 152)	3 (3-0-6)	IBM 360 BUSINESS ETHICS AND SUSTAINABLE DEVELOPMENT	3 (3-0-6)
	IBM 361 INTERNATIONAL BUSINESS COMMUNICATION	3 (3-0-6)	MAJOR ELECTIVE 1	3 (3-0-6)
	Total	15 Credits	Total	15 Credits
Year of Study	Semester 1		Semester 2	
4	IBM 458 STRATEGIC MANAGEMENT (Prerequisite: IBM 170, IBM 230, and IBM 255)	3 (3-0-6)	MAJOR ELECTIVE 4	3 (3-0-6)
	IBM 462 BUSINESS PROJECT MANAGEMENT (Prerequisite: IBM 170 and IBM 230)	3 (3-0-6)	MAJOR ELECTIVE 5	3 (3-0-6)
	MAJOR ELECTIVE 2	3 (3-0-6)	FREE ELECTIVE 2	3 (3-0-6)
	MAJOR ELECTIVE 3	3 (3-0-6)		
	FREE ELECTIVE 1	3 (3-0-6)		
	Total	15 Credits	Total	9 Credits