

BACHELOR OF BUSINESS ADMINISTRATION



Bachelor of Business Administration

BANGKOK



ABOUT THE COURSE

BACHELOR OF BUSINESS ADMINISTRATION WITH THREE MAJORS IN

Marketing Management
Logistics Management
Accountancy

INTRODUCTION

The BBA with majors in (1) Marketing, (2) International Business Management, and (3) Logistics Management to provide students with:

In-depth knowledge and skills in business administration, with emphasis on the chosen major;

A capability to think and analyze problems;

An ability to use English effectively in an international business environment.

In additions, the BBA seeks to fill the ever-growing demand for skilled and trained international business people and be a valuable bridge to graduate study.

WHY UTCC'S BBA?

Offers cutting-edge education

Emphasizes interaction among students and faculty members

Provides real-extensive business experiences

Taught by highly-qualified faculty members from various countries

Awards student-exchange scholarships

INTERNATIONAL AND EXPERIENCED FACULTY MEMBERS

BBA students will have the opportunity to learn from highly qualified full-time and part-time lecturers, both domestically and internationally:

Full-time Thai and non-Thai lecturers;

Part-time lecturers from private business and government agencies;
Visiting lecturers from around the world.

PROGRAM FACILITIES

A designated teaching/learning area for the program
Air-conditioned classrooms
Excellent library services
Seminar rooms
State-of-the-Art audio-visual equipments

Major Courses in International Business Management

International Business Management
International Logistics and Supply Chain Management
Entrepreneurs in International Business
International Business Policy and Trade Theory
Global Marketing
International Business Finance
International Human Resource Management
International Business Research
Negotiation for International Business
International Business Strategy

Major Courses in Marketing

Consumer Behavior
Price Management and Pricing Policy
Retailing and Wholesaling Management
Global Brand Management
Marketing Channel and Distribution Management
Integrated Marketing Communications
Marketing Research
Service Marketing
Marketing Management
Strategic e- Marketing

Major Courses in Logistics Management

Fundamentals of Supply Chain and Logistics
Inventory Management
Procurement and Global Sourcing
Warehouse Management
Freight Transport and Distribution
Revenue Management in Supply Chain
Transportation Law
Information System for Supply Chain and Logistics
Contemporary Issues in Supply Chain and Logistics
Strategic Planning for Supply Chain and Logistics