

**Bachelor of Business Administration  
Program in International Trade Innovation  
(International Program)  
New Curriculum, Academic Year 2018**

Institution: Suan Sunandha Rajabhat University  
Campus/Faculty/Department: College of Innovation and Management

**Section 1: Features and General Information of the Program**

**1. Code and Title of Program**

Program (Thai): หลักสูตรบริหารธุรกิจบัณฑิต สาขาวิชานวัตกรรมการค้าระหว่างประเทศ (หลักสูตรนานาชาติ)

Program (English): Bachelor of Business Administration Program in International Trade Innovation (International Program)

**2. Name of Degree**

Full Title (Thai): : บริหารธุรกิจบัณฑิต (นวัตกรรมการค้าระหว่างประเทศ)

Abbreviated Title (Thai): : บธ.บ. (นวัตกรรมการค้าระหว่างประเทศ)

Full Title (English): : Bachelor of Business Administration  
(International Trade Innovation)

Abbreviated Title (English): : B.B.A. (International Trade Innovation)

**3. Major**

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**4. Total Credit**

At least 133 credits

**5. Type of Program**

**5.1 Level**

Bachelor's Degree Program

**5.2 Medium of Instruction**

Learning and Teaching in English

**5.3 Admission**

Thai and international students

**5.4 Collaboration with Other Institutions**

None

**5.5 Type of Conferred Degree**

One degree (one major)

## **6. Program Status and Endorsement/Approval**

6.1 Implement schedule: 2<sup>nd</sup> semester, academic year 2018 in Bachelor of Business Administration Program in International Trade Innovation (International Program)

6.2 Commencement: 2<sup>nd</sup> semester, academic year 2017

6.3 This program was endorsed by the Innovation and Management Academic Committee in its meeting on Wednesday 19<sup>th</sup> October 2017

6.4 This program was endorsed by the Innovation and Management Academic Committee in its meeting on Tuesday 20<sup>th</sup> November 2018

6.5 This program was endorsed by the Suan Sunandha Rajabhat University Academic Committee in its meeting on Wednesday 12<sup>nd</sup> September 2018

6.6 This program was endorsed by the Suan Sunandha Rajabhat University Academic Committee in its meeting on Wednesday 12<sup>nd</sup> December 2018

6.7 This program was endorsed by Suan Sunandha Rajabhat University Council in its meeting on Wednesday 26<sup>th</sup> September 2018

6.8 This program was endorsed by Suan Sunandha Rajabhat University Council in its meeting on Wednesday 26<sup>th</sup> December 2018

## **7. Expected Year of Quality and Standard Program Registration**

After the evaluation, the course announcement will be done in the academic year 2021

## **8. Professions/Careers after Graduation**

Fields of careers in business institutions

8.1 Co-worker responsible for international business, domestic and global development planning

8.2 Importing and exporting business

8.3 Business operation and coordinators in the ASEAN region and China

8.4 Global marketing online business co-worker

8.5 International exhibitor

8.6 Work in public and private organization

### 9. Faculty Members Responsible for the Program

Name / I.D. No	Academic Position	Degree	Academic/Research/Publication/Experience
1. Miss Salisa Hemmapan 1 9399 00002 79 2	Lecturer	-M.Sc. (International Business Management) The University of the Thai Chamber of Commerce, 2012. -B.A. (General Management), Prince of Songkla University, 2006	<b>Academic</b> -Salisa Hemmapan, Peeranthon Saensook and Suchada Prachayakool .The Influence Factors of Freight Forwarders Selection Criteria among Shipper in Thailand.(2017). Osaka International Convention Center 5 Chome-3-51 Nakanoshima Kita Ward, Osaka Prefecture 530-0005, Japan.May 15-16,. 2017.p31. <b>Research</b> - Salisa Hemmapan. The Evaluation of International Freight Forwarders Selection Criteria among Shipper's Perspective in Thailand.(2015).Suan Sunandha Rajabhat University. <b>Experiences</b> -Lecturer of Maritime Business, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. -Lecturer of International Business Program, Nakhon Pathom Rajabhat University.

Name / I.D. No	Academic Position	Degree	Academic/Research/Publication/Experience
2. Mr. Medhawin Kitikun 3 1009 042781 43	Lecturer Dr.	<p>-Ph.D.(Economics) Development Economics,West Virginia University, Morgantown, WV, USA 2013.</p> <p>-MA(Economics: International Trade and Finance),West Virginia University, Morgantown,WV, USA.2012.</p> <p>-M.A.(Economics:Political Economy) Industrial Organization University of Colorado, Denver, CO, USA. 2006.</p> <p>-B.Eng.(Electrical Engineering) Chulalongkorn University, Bangkok, Thailand.2001.</p>	<p><b>Research</b></p> <p>-Kitikun Medhawin. Research Assistant-ship at West Virginia University, Morgantown, WV, USA “International Differences in Emissions Intensity and Emissions Content of Global trade”, Journal of Development Economics, Vol.99, 2015: p415-427</p> <p><b>Experience</b></p> <p>-Kitikun Medhawin.Unexpected Excess Returns on Political Contribution”, Working Paper with Dr.Saurev Roychoudhury, Associate Professor at Capital University, Ohio, U.S.A.</p>

Name / I.D. No	Academic Position	Degree	Academic/Research/Publication/Experience
3. Mr. Peeranthon Saensook 1 4599 00231 25 7	Lecturer	-M.B.A. (Business) London Schook of Commerce (LSC) in Associated Anglia Ruskin University, United Kingdom.2014. - B.A. (Social Administration), Thammasat University, Bangkok, Thailand. 2012.	<b>Research</b> - Peeranthon Saensook , Salisa Hemmapan.The Influence Factors of Freight Forwarders Selection Criteria among Shipper in Thailand.(2017). Osaka International Convention Center 5 Chome-3-51 Nakanoshima Kita Ward, Osaka Prefecture 530-0005, Japan.May 15-16,. 2017.p31. -Peeranthon Saensook.Human Capital And Leadership Management of Google company.(2017).Google company,Thailand. - Peeranthon Saensook.How are teenagers interested in creator (Youtuber) on Youtube.(2017). Youtube Company,Thailand. - Peeranthon Saensook.Marketing Management of Mercedes-Benz.(2017).International company, and Mercedes-Benz,Thailand. - Peeranthon Saensook.Strategic Management of Aviation Industry.2017.Air Asia, Thailand. - Peeranthon Saensook.Business Development For Creating The VIDEO Online Production in Thailand. (2017).

Name / I.D. No	Academic Position	Degree	Academic/Research/Publication/Experience
4. Mrs.Suchada Prachayakool 3 10700 02 17281	Lecturer	-MS.C.(International Business) Florida Metropolitan University, Fort Lauderdale, U.S.A.2013. -B.A. (Personnel Management) Bangkok University Bangkok, 1997.	<b>Research</b> - Suchada Prachayakool ,Peeranthon Saensook and Salisa Hemmapan.The Influence Factors of Freight Forwarders Selection Criteria among Shipper in Thailand.(2017). Osaka International Convention Center 5 Chome-3-51 Nakanoshima Kita Ward, Osaka Prefecture 530-0005, Japan.May 15-16,, 2017.p31.  <b>Experience</b> -Head of Sales, Al lPropery Media Co., Ltd.(www.ddproperty.com) Bangkok. -Account Director,Top Gun Co., Ltd.(www.jobtopgun.com) Bangkok. -Public Relation and Sales Manager, Fresh Brown Rice Co., Ltd. Bangkok.

Name / I.D. No	Academic Position	Degree	Academic/Research/Publication/Experience
5. Miss Pinyapat Ratparit 3 70980 02 19861	Lecturer Dr.	-Ph.D. (Politics) Ramkhamhang University.2015 -MS.c.(International Management), University of Technology Sydney, Australia.2007 -B.A. (General Management), BBA International College Rangsit University, 2004.	<b>Research</b> -Pinyapat Ratparit-,Suchada Prachayakool ,Peeranthon Saensook and Salisa Hemmapan.The Influence Factors of Freight Forwarders Selection Criteria among Shipper in Thailand.(2017). Osaka International Convention Center 5 Chome-3-51 Nakanoshima Kita Ward,Osaka Prefecture 530-0005, Japan.May 15-16,. 2017.p31. -Affecting Factors of Thai export consumer products to Myanmar.(2016). International Conference on Innovation Management and Logistics (ICIML 2016). <b>Experience</b> -Owner Export Fashion Brand “Oui” -General Manager at M.H.C. company -Secretary for MD of McCann World Group

## **10. Instructional Venue**

College of Innovation and Management, Suan Sunandha Rajabhat University

## **11. External Contexts or Development Issues Affecting Program Planning**

### **11.1 Economic Context or Development**

According to the eleventh national economic and social development plan (2012-2016) focusing on the sufficiency economy philosophy and driving for distinctive fruitful practice at all levels by placing human resource as a development center based on the economic self-reliance whereas being competitive with the global business market, including the capability of adjustment to the ASEAN Economic Community (AEC) prosperously. Consequently, Thailand is then required to be well prepared for the significant current expansion of local, regional and global economy. Further to the establishment of AEC of which the side agreement had been made for the liberalization, Thailand's location has contributed itself as a hub of transportation linkage with other various supporting business factors among the ASEAN countries including the People's Republic of China. As per inquiries comments raised by companies in international private business sector, it was found that there has been the weakness and requirement in term of human resource having the capabilities of business negotiation, product innovation, marketing & management, business overview analysis, financial management including entrepreneur character with capabilities of international new market development, cross-cultural communication as well as working ethic.

Realizing the above mentioned reasons, the College of Innovation and Management has then placed an importance on the development of the human resource to efficiently respond to the captioned economic expansion by setting up the Bachelor of Business Administration in International Trade Innovation focusing on producing graduates with the ability to promote the growth of business enterprise and the development of overseas markets as well as the business overview analysis and creative trade and international marketing management, financial management, business planning, expansion of trade and investment to other countries including local product improvement to meet the world market's demand. Furthermore, the negotiation capability and selection of applicable trade agreements is also required so as to be beneficial to run the international business. Presently, these human resource qualifications related to the international business management has been highly required.



### **11.2 Social and Cultural Context or Development**

This program is set up with regard to the national economic and social development plan in terms of international trade innovation development, and the requirement of personnel in international trade innovation business and services. Moreover, at present, there are industry sources available for students to access and do a case study according to the course requirement, including a field trip and training under real situation in business companies. Thus, it is the main reason why the College of Innovation and Management has initiated this course.

In addition, the establishment of the ASEAN community has also enhanced the social and cultural exchange especially in ASEAN social and cultural sectors. The bachelor of Business Administration in International Trade Innovation has therefore planned to study and understand other cultures and languages particularly languages and cultures of the ASEAN region and the People's Republic of China in order to produce the graduates having an ability to manage their works and communicate with other cross-cultural people in an organization.

## **12. Impacts of Item 11.1 and 11.2 on Program Development in Relation to SSRU Mission**

### **12.1 Impacts on Program Development**

It is necessary to develop a proactive program with high capacity to provide personnel in the field of international trade innovation to meet the demand of workforce shortage in business sector and such workforce should be well-prepared to work immediately with potentiality of self-development to support the current business operation.

### **12.2 Relation to Suan Sunandha Rajabhat University Mission**

Since one of the major missions of Suan Sunandha Rajabhat University is to educate people, organizing International Trade Innovation program shall then serve the above mission and respond to the requirement of business and service sectors in term of qualified personnel to support the business expansion.

## **13. Relationships (if any) with Other Programs Offered by Faculties/Departments within SSRU**

The International Trade Innovation course relates to other courses provided by the university and by the college as follows;

### **13.1 Course(s) Offered by Other Faculties/Departments**

Specific foundation course group shall be organized by lecturers in faculty of Humanities and Social Sciences and human resources management from College of Innovation and Management courses.

### **13.2 Course(s) Offered to Other Program**

Courses offered in this program are available for students in other programs and faculties to enroll as elective courses.

### **13.3 Management**

In terms of instructional administration, there must be a cooperation with other faculties in which the students in this program is required to participate. Planning must be done by those relevant administrators and lecturers of those faculties to specify contents of the courses, teaching strategies, and evaluation methods to ensure that all students will achieve the learning outcome of the course. For students from other faculties choosing the courses in International Trade Innovation as elective courses, a cooperation with the students' home faculties is required so that learning outcomes of the students can be relevant to the students' program.

## **Section 2: Program Specific Information**

### **1. Philosophy, Significance and Objectives of the Program**

#### **1.1 Philosophy**

The quality of the International Trade Innovation Program (International Program) is one of the essential elements to help drive Thailand economic development.

#### **1.2 Significance**

Nowadays, since there is a strong competition among business institutions, new methods or strategies of business operations are required to enhance the organizations' efficiency or chances for organization's survival, international trade innovation is a significant tool for planning and supporting the control of the flow of such various international business activities in order to run international trade with knowledge, understanding and analyze current world situations. College of Innovation and Management, Suan Sunandha Rajabhat University is therefore well-aware of the opportunities to develop personnel in the field of international trade innovation to satisfy the requirement of business sectors.

### 1.3 Objectives

1. To produce graduates with knowledge and perception of international trade innovation.
2. To produce graduates with the ability to apply their knowledge to develop and make appropriate changes of the world economy especially in the digital era.
3. To produce graduates capable to communicate in English to carry on a business for international trade.

### 2. Program Improvement/Modification Plan

Improvement/Modification Plan	Strategies	Evidence/Indicators
1. Improve International Trade Innovation Program with minimum standard of Business Administration program specified by the Ministry of Education and with the purpose of satisfying the requirement of business and industrial sectors.	<ol style="list-style-type: none"> <li>1. To monitor changes and requirement of workforce in business sector and apply this data to program development.</li> <li>2. To invite experts in both government and business sectors to participate in program development.</li> <li>3. To cooperate with business institutions for learning management in cooperative education.</li> <li>4. To monitor and evaluate the program performance continuously.</li> </ol>	<ul style="list-style-type: none"> <li>- Annual report.</li> <li>- On the job training in cooperative education course report.</li> <li>- A minimum of 95% of students completes cooperative education course.</li> <li>- The average satisfaction level of the graduates' employers is at 3.5 out of 5.</li> <li>- Lecturers have to complete a training of cooperative education course.</li> </ul>
2. Enhance the teaching staff resources to support the students' learning.	<ol style="list-style-type: none"> <li>1. New faculty members are required to complete the basic training course concerning teaching and evaluation techniques.</li> <li>2. All faculty members are required to complete a training course concerning various teaching procedures including evaluation methods so that they gain knowledge and ability of</li> </ol>	<ul style="list-style-type: none"> <li>- Documents concerning training courses.</li> <li>- All faculty members are required to evaluate teaching with the minimum level at 3.5 out of 5.</li> <li>- The average grade level is minimum 2.0 out of 4.</li> </ul>

	evaluation based on TQF.	
Improvement/Modification Plan	Strategies	Evidence/Indicators
3. Develop the system and teaching management process to enhance graduate students' identity.	<p>1. The University develops the basic factors necessary to produce qualified graduates and for utilization of the curriculum to improve the quality of students such as the development of language skills, critical thinking including a co-operative education and training co-operative exchange student.</p> <p>2. Development of curriculum-based learning process should focus on the quality results of graduate who are capable of applying and integrating all knowledge gained for their future careers.</p> <p>3. Entrepreneurs from private/business sectors to lecture in every specific course of not less than 1 time.</p>	<p>- There are TQF 2, 3 and 5 complete.</p> <p>- Lesson plans in the TQF form of 3 and 4 contributing to learn manually.</p> <p>- The language examinations and assessments in accordance with the criteria.</p> <p>- Percent of all courses offered in the curriculum have been conducted by the entrepreneurs invited from private /public sectors to lecture at least 1 time for each subject.</p>

## Section 3: Educational Management System, Implementation and Curriculum Structure

### 1. Educational Management System

#### 1.1 System

Semester system, 15 weeks per semester

#### 1.2 Summer Session

The summer session shall be organized under the approval of the course committee.

#### 1.3 Credit Equivalent to Semester System

None

### 2. Program Implementation

#### 2.1 Study Period

First semester : August – December

Second semester : January – May

Summer semester : June – July

#### 2.2 Admission Requirements

Students who apply to International Trade Innovation (International Program), College of Innovation and Management, Suan Sunandha Rajabhat University must possess the following qualifications:

- 1) High school graduates (M 6) or equivalence subjective to the regulation of SSRU, Type 1, Rule No.6
- 2) Student with, high vocational certificate in accordance with the regulation of SSRU, Type 1, Rule No.7
- 3) Passes a minimum grade point average (GPA) of 2.5 in English subjects or demonstrated proficiency in English language by having at least one of the following qualifications:
  - (1) A TOEFL score of at least 63 (computer-based); or
  - (2) An IELTS score of at least 3; an TOEIC 400 or
  - (3) Pass the English proficiency test of the College of Innovation and Management, Suan Sunandha Rajabhat University for International Trade Innovation; or
  - (4) Base on the interview from the International Trade Innovation, Suan Sunandha Rajabhat University examination committee;

- 4) Good physical and mental health and without any transmittable diseases.
- 5) Student must be well behaved and polite as well as knowing social etiquette.

#### **Student Selection**

- (1) Selection system of the Commission on Higher Education (CHE), or
- (2) Suan Sunandha Rajabhat University plays a role as the selector, or
- (3) International Trade Innovation Program personnel handles the selection by itself.

### **2.3 Problems of Newly Enrolled Students**

Since the students in the International Trade Innovation Program are required to study courses concerning statistics in English language, the problems of the students' basic background knowledge may prevail. Moreover, due to the difference of teaching methods in the university and those in secondary schools, new students may face problems of self-adjustment.

### **2.4 Strategies for Solving Problem/Limitations of Student Specified in Item**

For students with problem in basic English language, remedial courses are provided as well as peer teaching program provided by the senior students. Academic advisors are also assigned to take care of each student so that the students can ask for help from their advisors. Also, there are new student orientation programs to recommend their life goal and technique of learning in the university as well as time management. The advisors assigned to take care each student shall monitor and give advice, reminder and also encourage students to participate in activities and teaching projects including experiencing the university learning life. The intensive English teaching and various co-curricular such as study, work and life skills, shall be provided for all students throughout the course as well.

### **2.5 Student Enrollment Plan and Expected Numbers of Graduates in 4 Years**

Year of Study	Number of Students			
	2018	2019	2020	2021
First year	50	50	50	50
Second year	-	50	50	50
Third year	-	-	50	50
Fourth year	-	-	-	50

<b>Total</b>	<b>50</b>	<b>100</b>	<b>150</b>	<b>200</b>
<b>Expected to graduate</b>	-	-	-	50

## 2.6 Budget

The budget requirement for this course is as follows:

Year of Study	Income Budget (Million Baht)			
	2018	2019	2020	2021
First year	4,100	4,100	4,500	4,500
Second year		4,100	4,500	4,500
Third year			4,500	4,500
Fourth year				4,500
<b>Total</b>	<b>4,100</b>	<b>8,200</b>	<b>12,300</b>	<b>16,400</b>

Type of budget	Expense Budget (Million Baht)			
	2018	2019	2020	2021
1. Personnel budget	1,920	2,320	2,781	3,341
2. The budget management	1,500	3,000	4,500	6,000
3. The budget investment	500	500	500	500
4. Grant-in-aid budget	500	500	500	500
<b>Total</b>	<b>4,420</b>	<b>6,320</b>	<b>8,281</b>	<b>10,341</b>

Admission fee per semester 40,000 Baht

Admission fee per year 80,000 Baht

## 2.7 Educational System

Classroom Mode (focusing on problem-based learning, and cooperative learning)

## 2.8 Credit Transfer, Course Transfer and Cross-University Registration

2.8.1 Students who used to study in other universities or used to do independent study or who obtained some experiences in International Trade Innovation are eligible to transfer the accumulated credits they have obtained based on the university regulation of Type 1, Rule No.9.

2.8.2 Student registering to study the courses offered by other universities is eligible to transfer those credits to the university based on the university regulation of Type 1, Rule No.10.

Students in International Trade Innovation Program from other universities are allowed to register to study some courses offered in the program and can transfer the credits earned to their parent universities as long as the programs of the two universities are in line with Thailand Qualification Framework (TQF) pertaining to International Trade Innovation.

### 3. Curriculum and Faculty Members

#### 3.1 Curriculum

##### 3.1.1 Number of Credits

At least 133 credits

##### 3.1.2 Curriculum Structure

General Courses	<b>30 credits</b>
(1) Language and Communication Skill Courses	12 credits
(2) Social Sciences and Humanities courses	9 credits
(3) Mathematics Science and Technology courses	9 credits
<b>Specialize</b>	<b>97 credits</b>
(1) Core course	30 credits
(2) Require	67 credits
(2.1) Major	48 credits
(2.2) Elective	12 credits
(2.3) Internship	7 credits
<b>Free Elective Courses</b>	<b>6 credits</b>

##### 3.1.3 Course Code

ICS stands for the cluster of Social Science and Humanities courses.

ICM stands for the cluster of Mathematics Science and Technology courses.

ICL stands for the cluster of Language and Communication Skills courses.

ITT stands for the cluster of International Trade Innovation.

CIM stands for the cluster of Business core courses of College of Innovation and Management.

**Thousand digit means the number of program years.**

- No 1 means the first year of study.
- No 2 means the second year of study.
- No 3 means the third year of study.
- No 4 means the fourth year of study.



**Hundred digit means subject group**

No 0 means General Education course

No 1 means Business core course

No 2 – 4 means Specialize course

No 8 means Project/Seminar

No 9 means Internship

**Ten and last digits means the series of the courses****3.1.4 Subjects****General Education Courses 30 credits****(1) Language Courses 12 credits**

<b>Code</b>	<b>Subject</b>	<b>Lecture-Practice-Self-Study</b>
ICL1101	English for Communication and Study Skills	3(3-0-6)
ICL1102	Communication in English	3(3-0-6)
ICL1103	English Composition for Daily Life	3(3-0-6)
ICL1104	English Composition for Business	3(3-0-6)
ICL2119	Public Speaking and Presentation Skills in English	3(3-0-6)
ICL2120	Discourse English for Communication	3(3-0-6)

**(2) Humanities and Social Courses 9 credits**

ICS1101	Introduction to Psychology	3(3-0-6)
ICS1102	Man and Global Society	3(3-0-6)
ICS1103	Thai Traditional Ways of Life Appreciation	3(3-0-6)
ICS1104	Arts and Music Appreciation	3(3-0-6)
ICS1105	Thai Society and Culture	3(3-0-6)
ICS1106	Southeast Asian Studies	3(3-0-6)
ICS1107	Introduction to ASEAN	3(3-0-6)

**(3) Mathematics Science and Technology Courses 9 credits**

ICM1101	Business Mathematics	3(3-0-6)
ICM1102	Introduction to Information Technology	3(3-0-6)

ICM1103	Science in Daily Life	3(3-0-6)
ICM1110	Creative Thinking and Decision Making	3(3-0-6)
ICM1111	World Environment	3(3-0-6)

**Specialized course** **97 credits**

**(1) Core Courses** **30 credits**

Code	Subject	Lecture-Practice-Self-Study
CIM1106	Business Statistics	3(3-0-6)
CIM1108	Microeconomics	3(3-0-6)
CIM1109	Macroeconomics	3(3-0-6)
CIM2102	Principles of Accounting	3(3-0-6)
CIM2105	Business Finance	3(3-0-6)
CIM2106	Business Taxation	3(3-0-6)
CIM2107	Business Ethics and Social Responsibility	3(3-0-6)
CIM2108	Managerial Accounting	3(3-0-6)
CIM2109	Business Law	3(3-0-6)
CIM3105	Business Research	3(3-0-6)

**(2) Major Requirement Course** **67 credits**

**(2.1) Major** **48 credits**

ITT1201	Principles of Management	3(3-0-6)
ITT1202	Introduction of Global Politics	3(3-0-6)
ITT1203	Marketing Management Innovation	3(3-0-6)
ITT1204	International Trade Management	3(3-0-6)
ITT1205	Doing Business in China and Taiwan	3(3-0-6)
ITT2201	Innovation Management for Global Competitiveness	3(3-0-6)
ITT2202	Procedures of Export-Import Management	3(3-0-6)
ITT2203	Documentation for International Trade	3(3-0-6)
ITT2204	English for International Business Negotiation	3(3-0-6)
ITT2205	Electronic Commerce and Digital Marketing	3(3-0-6)
ITT3201	Elementary Chinese	3(3-0-6)
ITT3202	Intermediate Chinese	3(3-0-6)
ITT3203	Financial International Trade	3(3-0-6)
ITT3804	International Trade Innovation Model	3(3-0-6)
ITT4201	Strategies for International Trade Innovation	3(3-0-6)

ITT4801	Seminar and International Trade Fair and Exhibition	3(3-0-6)
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	<b>(2.2) Elective</b>	<b>12 credits</b>
<b>Code</b>	<b>Subject</b>	<b>Lecture-Practice-Self-Study</b>

ITT3301	Global Supply Chain Management	3(3-0-6)
ITT3302	International Human Capital Management	3(3-0-6)
ITT3303	Chinese for International Trade	3(3-0-6)
ITT3304	International Marketing Innovation	3(3-0-6)
ITT3305	International Political Economy	3(3-0-6)
ITT3306	International Marketing Management	3(3-0-6)
ITT3307	Global Business Practices in Sustainability	3(3-0-6)
ITT3308	Money, Banking and the Financial Markets	3(3-0-6)
ITT3309	International Financial Analysis	3(3-0-6)
ITT3310	SME in International Trade	3(3-0-6)
ITT3311	Distribution of ERP System	3(3-0-6)
ITT3312	Workplace Ethics and Career Planning	3(3-0-6)
ITT3313	E-Commerce Investment Environment and Risk Assessment	3(3-0-6)
ITT3314	Market Operation of Cross-Border E-Commerce	3(3-0-6)
ITT4301	Introduction of E-Commerce and Online Trading	3(3-0-6)
ITT4302	Cross Culture Management	3(3-0-6)
ITT4303	Risk Management in International Trade	3(3-0-6)
ITT4304	Multimodal Transportation	3(3-0-6)
ITT4305	Shipping Management	3(3-0-6)

	<b>(2.3) Internship</b>	<b>7 credits</b>
ITT4901	Preparation for Co-operation Education in International Trade Innovation	1(90)
ITT4902	Co-operation Education in International Trade Innovation Or	6(540)
ITT4903	Preparation for Professional Experience for International Trade Innovation	1(90)
ITT4904	Professional Experience for International Trade Innovation	6(540)

**Free Elective Courses****6 credits****3.1.5 Study Plan**

The study plan for student in Bachelor of Business Administration in International Trade Innovation (International Program) in each semester.

**Year 1**

<b>Semester 1</b>		
<b>Code</b>	<b>Course Title</b>	<b>C(L-P-S)</b>
ICL1101	English for Communication and Study Skills	3(3-0-6)
ICS1105	Thai Society and Culture	3(3-0-6)
CIM1106	Business Statistics	3(3-0-6)
CIM1108	Microeconomics	3(3-0-6)
ITT1201	Principles of Management	3(3-0-6)
ITT1202	Introduction of Global Politics	3(3-0-6)
ITT1203	Marketing Management Innovation	3(3-0-6)
	<b>Total</b>	<b>21 credits</b>

<b>Semester 2</b>		
<b>Code</b>	<b>Course Title</b>	<b>C(L-P-S)</b>
ICM1111	World Environment	3(3-0-6)
ICL1103	English Composition for Daily life	3(3-0-6)
CIM1109	Macroeconomics	3(3-0-6)
CIM2102	Principles of Accounting	3(3-0-6)
ITT1205	Doing Business in China and Taiwan	3(3-0-6)
ITT1204	International Trade Management	3(3-0-6)
	<b>Total</b>	<b>18 credits</b>

## Year 2

Semester 1		
Code	Subject	Code
ICM1102	Introduction to Information Technology	3(3-0-6)
ICS1103	Thai Traditional Ways of Life Appreciation	3(3-0-6)
CIM2105	Business Finance	3(3-0-6)
CIM2107	Business Ethics and Social Responsibility	3(3-0-6)
CIM2109	Business Law	3(3-0-6)
ITT2202	Procedures of Export-Import Management	3(3-0-6)
	<b>Total</b>	<b>18 credits</b>

Semester 2		
Code	Subject	Code
ICL2119	Public Speaking and Presentation Skills in English	3(3-0-6)
ICS1107	Introduction to ASEAN	3(3-0-6)
CIM2108	Managerial Accounting	3(3-0-6)
CIM2106	Business Taxation	3(3-0-6)
ITT2201	Innovation Management for Global Competitiveness	3(3-0-6)
ITT2203	Documentation for International Trade	3(3-0-6)
ITT2204	English for International Business Negotiation	3(3-0-6)
	<b>Total</b>	<b>21 credits</b>

## Year 3

Semester 1		
Code	Course Title	C(L-P-S)
ICL2120	Discourse English for Communication	3(3-0-6)
ICM1110	Creative Thinking and Decision Making	3(3-0-6)
CIM3105	Business Research	3(3-0-6)
ITT2205	Electronic Commerce and Digital Marketing	3(3-0-6)
ITT3203	Financial International Trade	3(3-0-6)
ITT3201	Elementary Chinese	3(3-0-6)
	Elective 1	3(3-0-6)
	<b>Total</b>	<b>21 credits</b>

Semester 2		
Code	Course Title	C(L-P-S)
ITT3202	Intermediate Chinese	3(3-0-6)
ITT3804	International Trade Innovation Model	3(3-0-6)
	Elective 2	3(3-0-6)
	Elective 3	3(3-0-6)
ITT4201	Strategies for International Trade Innovation	3(3-0-6)
	Free Elective 1	3(3-0-6)
	<b>Total</b>	<b>18 credits</b>

## Year 4

Semester 1		
Code	Course Title	C(L-P-S)
	Elective 4	3(3-0-6)
ITT4801	Seminar and International Trade Fair and Exhibition	3(3-0-6)
ITT4901	Preparation for Co-operative Education in International Trade Innovation	1(90)
ITT4903	Or Preparation for Professional Experience for International Trade Innovation	1(90)
	Free Elective 2	3(3-0-6)
	<b>Total</b>	<b>10 credits</b>

Semester 2		
Code	Course Title	C(L-P-S)
ITT4902	Co-operative Education in International Trade Innovation	6(540)
ITT4904	Or Professional Experience for International Trade Innovation	6(540)
	<b>Total</b>	<b>6 credits</b>