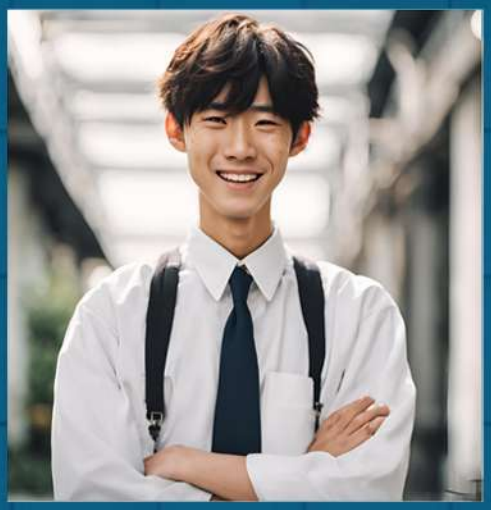




Bachelor of Business Administration in Digital Business

BBA in Digital Business

Bachelor of Business Administration Program in Digital Business

1. Program Name

Program Name : Bachelor of Business Administration Program in Digital Business

2. Degree and Field of Study

Full Name : Bachelor of Business Administration (Digital Business)

Abbreviation : B.B.A. (Digital Business)

3. Total Program Credits

The bachelor's degree requires a minimum of 120 credits.

4. Career Opportunities Upon Graduation

Graduates of the Bachelor of Business Administration Program in Digital Business (New Program, 2025) can apply the knowledge gained from their studies to pursue roles as entrepreneurs and employees in public and private organizations across business sectors, management, and other related digital business fields, including:

4.1 Entrepreneurship/Freelancing

- Businessperson
- Employee
- Organizational Analyst, Planner, and Policy Maker
- Business, Financial, and Investment Analyst
- Digital Business Developer
- Lecturer, Speaker, Academic, or Researcher

4.2 Employees/Staff

4.2.1 Private Sector Organizations

- Businessperson
- Employee in digital businesses
- Employee in financial and investment businesses
- Employee in business analysis and planning
- Employee in international business
- Employee in digital marketing businesses

4.2.2 Public Sector Organizations

- Lecturer in digital business
- Academic in digital business
- Planner in digital business

- Developer/Promoter of digital business
- Consultant and public relations officer in digital business

5. Curriculum Details

5.1 Total Credits for the Entire Program: 120 credits

5.2 Program Structure

A. General Education Courses	24 credits
1) Language Courses	9 credits
Compulsory	6 credits
Electives	3 credits
2) Humanities and Social Sciences Courses	6 credits
Compulsory	3 credits
Electives	3 credits
3) Science and Mathematics Courses	6 credits
Compulsory	3 credits
Electives	3 credits
4) Physical Education and Recreation Courses	3 credits
Electives	3 credits
B. Specialized Courses	90 credits
1) Professional Core Courses	45 credits
2) Compulsory Specialized Courses	33 credits
3) Elective Specialized Courses	12 credits
C. Free Elective Courses	6 credits

6. Courses in the Curriculum

6.1 General Education Courses		**Total 24 credits**
1) Language Courses		**Total 9 credits**
Compulsory		**Total 6 credits**
GEE1401	Thai Language Communication Skills	3(2-2-5)
GEE1402	English for Daily Communication	3(2-2-5)
Electives		**Total 3 credits**
Select 1 course from the following:		
GEE1403	Academic English Communication	3(2-2-5)
GEE1404	Chinese for Daily Communication	3(2-2-5)
GEE1405	Korean for Daily Communication	3(2-2-5)

GEE1406	Japanese for Daily Communication	3(2-2-5)
GEE1407	Burmese for Daily Communication	3(2-2-5)
GEE1408	Bahasa for Daily Communication	3(2-2-5)
GEE1409	Arabic for Daily Communication	3(2-2-5)
GEE1410	English Correspondence	3(2-2-5)
GEE1411	English for Professional Purposes	3(2-2-5)
GEE1412	Characteristics of Thai Language	3(3-0-6)
GEE1413	Creativity and Communication	3(3-0-6)
GEE1414	Thai Language Communication in Organization	3(3-0-6)
GEE1415	Thai in New Media	3(3-0-6)
GEE1416	Thai Literature and Tourism	3(3-0-6)
GEE1417	Principles of Translation	3(3-0-6)
	2) Humanities and Social Sciences Courses	**Total 6 credits**
	Compulsory	**Total 3 credits**
GEE1501	The King's Philosophy for Sustainable Development	3(3-0-6)
	Electives	**Total 3 credits**
Select 1 course from the following:		
GEE1502	Life and Career Planning for the New Generation	3(3-0-6)
GEE1503	Law in Everyday Life	3(3-0-6)
GEE1504	Citizenship and Global Citizens	3(3-0-6)
	3) Science and Mathematics Courses	**Total 6 credits**
	Compulsory	**Total 3 credits**
GEE1601	Information and Communication Technology for Digital Life	3(3-0-6)
	Electives	**Total 3 credits**
Select 1 course from the following:		
GEE1602	Mathematics and Statistics in Daily Life	3(3-0-6)
GEE1603	Herbs for Health and Distribution	3(3-0-6)
GEE1604	The Miracle of Numerology	3(3-0-6)
	4) Physical Education and Recreation Courses	**Total 3 credits**
	Electives	**Total 3 credits**
Select 1 course from the following:		
GEE1701	Exercise for Health	3(2-2-5)
GEE1702	Healthy Body and Mind	3(2-2-5)

GEE1703	Sports and Recreation for Health	3(2-2-5)
6.2 Specialized Courses		**Total 90 credits**
	1) Professional Core Courses	**Total 45 credits**
BDB1101	Introduction to Financial Services	3(3-0-6)
BDB1102	Managerial Accounting	3(3-0-6)
BDB1103	Strategy: Choices and Change	3(3-0-6)
BDB1104	Global Business Environment	3(3-0-6)
BDB1105	Entrepreneurship, Innovation and Leadership	3(3-0-6)
BDB1106	Business Without Frontiers	3(3-0-6)
BDB2101	Introduction to Marketing	3(3-0-6)
BDB2102	Principles of Economics	3(3-0-6)
BDB2103	Global Challenges for Business	3(3-0-6)
BDB2104	People Management: Challenges and Choices	3(3-0-6)
BDB2105	The International Economy	3(3-0-6)
BDB2106	Marketing	3(3-0-6)
BDB3101	Organising and Managing Across Cultures	3(3-0-6)
BDB3102	Organization and Management	3(3-0-6)
BDB3103	Digital Business Marketing	3(3-0-6)
	2) Compulsory Specialized Courses	**Total 33 credits**
BDB2201	Digital Business Management and Branding Management	3(3-0-6)
BDB2202	Management Investigations and Research Project	3(3-0-6)
BDB2203	Digital Content and Social Media Marketing	3(3-0-6)
BDB3201	International Finance and Trade	3(3-0-6)
BDB3202	International Marketing	3(3-0-6)
BDB3203	Digital Ads Marketing and Data Analytics	3(3-0-6)
BDB3204	Financial Technology	3(3-0-6)
BDB3205	Business Decision Making	3(3-0-6)
BDB4201	Investment Analysis	3(3-0-6)
BDB4202	Digital Business Project Management	3(3-0-6)
BDB4203	Seminar in Digital Business	3(3-0-6)

3) Elective Specialized Courses **Total 12 credits**

Students who register for Co-operative Education (6 credits) select 2 further courses (6 credits). Students who register for the 3-credit professional experience course select 3 further courses (9 credits) from the following:

BDB3301	Artificial Intelligence for Digital Business	3(3-0-6)
BDB3302	Innovation Technology and Digital Business Management	3(3-0-6)
BDB3303	Digital Technology for Business	3(3-0-6)
BDB3304	Computational Digital Marketing and Commerce	3(3-0-6)
BDB3305	Digital Tools for Marketing and Branding	3(3-0-6)
BDB3306	Digital Business Trends	3(3-0-6)
BDB4301	Co-operative Education	6(500 hrs)
BDB4302	Co-operative Education in Tourism and Hospitality	3(300 hrs)

6.3 Free Elective Courses **Total 6 credits**

Students must complete at least 6 credits from courses offered in the university's regular undergraduate programs.

7. Course Descriptions

7.1 General Education Courses **Total 24 credits**

1) Language Courses **Total 9 credits**

GEE1401 Thai Language Communication Skills 3(2-2-5)

Communication elements and process; Thai language in media; language and communication in society; practice of listening, speaking, reading, and writing skills in various contexts; techniques of writing Thai for specific purposes.

GEE1402 English for Daily Communication 3(2-2-5)

Basic English communication to develop listening, speaking, reading, and writing skills in various situations and the appropriate use of language skills for daily communication, including integrated activities to develop communication skills.

GEE1403 Academic English Communication 3(2-2-5)

English for effective academic communication. Teaching activities integrate all four skills with a focus on reading, using content from real and virtual teaching materials, both printed and audio-visual media, as well as online resources.

GEE1404 Chinese for Daily Communication 3(2-2-5)

Development of Chinese language skills for communication in basic listening, speaking, reading, and writing used in daily life, including integrated activities to develop communication skills.

GEE1405 Korean for Daily Communication 3(2-2-5)

Development of Korean language skills for communication in basic listening, speaking, reading, and writing used in daily life, including integrated activities to develop communication skills.

GEE1406 Japanese for Daily Communication 3(2-2-5)

Development of Japanese language skills for communication in basic listening, speaking, reading, and writing used in daily life, including integrated activities to develop communication skills.

GEE1407 Burmese for Daily Communication 3(2-2-5)

Development of Burmese language skills for communication in basic listening, speaking, reading, and writing used in daily life, including integrated activities to develop communication skills.

GEE1408 Bahasa for Daily Communication 3(2-2-5)

Basic grammar of Bahasa; listening, speaking, and reading sentences and short essays; writing sentences; vocabulary; and conversation at an introductory level.

GEE1409 Arabic for Daily Communication 3(2-2-5)

Basic grammar of Arabic; listening, speaking, and reading sentences and short essays; writing sentences; vocabulary; and conversation at an introductory level.

GEE1410 English Correspondence 3(2-2-5)

Writing various types of letters with emphasis on form, vocabulary, and idiomatic and conventional expressions, including writing letters of application and preparing resumes.

GEE1411 English for Professional Purposes 3(2-2-5)

Vocabulary and expressions used in various career areas; writing skills, summarizing, message taking, correspondence, minute taking, resume writing, job applications, job interviews, report writing, and presentations in English for each profession.

GEE1412 Characteristics of Thai Language 3(3-0-6)

Characteristics of the Thai language in words, phrases, and sentences.

GEE1413 Creativity and Communication 3(3-0-6)

Creative thought processes, with critical thinking as an important part, and the communication of these thoughts to achieve suitable results in social, cultural, and environmental contexts at personal, organizational, and social levels.

GEE1414 Thai Language Communication in Organization 3(3-0-6)

Characteristics of official and business language; improving Thai usage and communication abilities in official and business communication.

GEE1415 Thai in New Media 3(3-0-6)

Characteristics of Thai in new-media communication and its communicative functions; approaches to analyzing language in new media that reflect social trends.

GEE1416 Thai Literature and Tourism 3(3-0-6)

The relationship between Thai literature and Thai cultural tourism, including field study at sites related to Thai literature.

GEE1417 Principles of Translation 3(3-0-6)

Translation theories; translation practice of basic general texts from English to Thai and from Thai to English; exploration of the challenges translators face, building awareness of the interdisciplinary nature of translation; introduction to the use of CAT software and other localization tools relevant to translation.

2) Humanities and Social Sciences Courses **Total 6 credits**

GEE1501 The King's Philosophy for Sustainable Development 3(3-0-6)

The King's philosophy for sustainable development, focusing on the principles based on the royal policy of King Rama X (His Majesty King Maha Vajiralongkorn Bodindradebayavarangkun). The meaning, principles, theories, and practices of the King's philosophy derived from the Royal Projects of King Rama IX (His Majesty King Bhumibol Adulyadej) are discussed, together with the core principles of understanding, accessibility, and development, and the philosophy of sufficiency economy. The 23 principles of His Majesty's works and integrated applications of the 9 progression principles based on King Rama IX's philosophy are practiced through field trips for local development.

GEE1502 Life and Career Planning for the New Generation 3(3-0-6)

Economic, social, political, environmental, scientific, and technological changes and their effects on human behavior in each generation; strengths and weaknesses of generational differences; bridging gaps between generations as a lesson for career development and personal future planning, including planning skill development for future careers and being a good role model for the younger generation. Students learn to evaluate themselves, plan their future careers, set life goals, manage their lives, and solve problems creatively in everyday life and work according to reason and moral principles.

GEE1503 Law in Everyday Life 3(3-0-6)

General civil law related to persons, property, contracts, debt, torts, family, and inheritance; criminal offenses; the Thai legal system; and laws concerning the quality of student life such as basic rights, human rights, media ethics in the digital age, intellectual property law, environmental law, laws relating to the protection of art and culture, and laws pertaining to developments toward the 21st century.

GEE1504 Citizenship and Global Citizens 3(3-0-6)

Key attributes of citizens; roles of Thai citizens and global citizens; key concepts of international relations, international organizations, and cross-border impacts; analysis of and lessons learned from international events.

3) Science and Mathematics Courses **Total 6 credits**

GEE1601 Information and Communication Technology for Digital Life 3(3-0-6)

Basic knowledge of information and communication technology; information management processes; networking technology, online society, and digital literacy; cloud technology for searching and management; creative and innovative production; digital business; safety, law, ethics, and trends in information technology.

GEE1602 Mathematics and Statistics in Daily Life 3(3-0-6)

Introduction to mathematical thinking, logical reasoning, methods of mathematical finance, ratio, proportion, percentage, interest, household accounts; collection, presentation, analysis, and interpretation of data; and applications.

GEE1603 Herbs for Health and Distribution 3(3-0-6)

Basic knowledge of herbs; cultivation, storage, and preparation of herbs; herbal extract preparation methods; types of herbs; activities of medicinal herbs; herbs used as food ingredients and herbal drinks for health; Thai herbal and local wisdom; herbal marketing; application of herbs in cosmetic and community products for added value; distribution and accounting.

GEE1604 The Miracle of Numerology 3(3-0-6)

Basic knowledge of numerology; the relationship between numerology and astrology; statistics of numerology; meanings of single numbers, double numbers, and number series; application of numerology to daily life.

4) Physical Education and Recreation Courses **Total 3 credits**

GEE1701 Exercise for Health 3(2-2-5)

Introduction to physiology; the effects of exercise on the body's systems; prevention of exercise injuries; self-testing and assessment of physical fitness; designing a personal exercise program; exercise in sports and exercise for health; and basic practice in sports and exercise for health.

GEE1702 Healthy Body and Mind 3(2-2-5)

Holistic well-being; physical and mental health care; strengthening emotional maturity; and art for promoting holistic well-being.

GEE1703 Sports and Recreation for Health 3(2-2-5)

The importance of and relationship between health and physical fitness; good skills and attitudes in sports and exercise for health; fitness and recreation; building and testing physical fitness; practicing sports or recreational activities of interest to develop good health and personality, sportsmanship, and respect for the rules, regulations, and etiquette of players and spectators, applied to the rules of society.

7.2 Specialized Courses **Total 90 credits**

1) Professional Core Courses **Total 45 credits**

BDB1101 Introduction to Financial Services 3(3-0-6)

Concepts and goals of financial management; financial planning and forecasting; working capital management; risk and return; long-term financing; cost of capital; project analysis and capital budgeting; basics of capital structure and payout policy; overview of derivative instruments.

BDB1102 Managerial Accounting 3(3-0-6)

Using internal accounting systems to measure and evaluate business performance; the budgeting process; cost behavior; product costing systems; cost-volume-profit analysis; using accounting information for decision-making, corporate planning, and corporate control.

BDB1103 Strategy: Choices and Change 3(3-0-6)

Analysis of business competition; the strategic management process; defining organizational vision and mission; strategic planning at the corporate, business-unit, and functional levels; strategy implementation, evaluation, and control, using case studies.

BDB1104 Global Business Environment 3(3-0-6)

Study of the relationship between a business's strengths, weaknesses, opportunities, and threats and its environment, encompassing social, economic, political, technological, and geographical aspects. Analysis of business trends and directions, the impact of these factors on business operations, and how businesses adapt to the current environment, fostering awareness of conducting business in ways that promote environmental sustainability for the benefit of society.

BDB1105 Entrepreneurship, Innovation and Leadership 3(3-0-6)

Study of entrepreneurship, innovation, and technology-based businesses, including open innovation and the attitudes and motivations of innovative entrepreneurs and social entrepreneurs; characteristics of successful entrepreneurs; steps in starting a new business; development of business models and business plans; business feasibility assessment; and challenges faced by new businesses.

BDB1106 Business Without Frontiers 3(3-0-6)

Basic concepts and overview of borderless business; conducting business in an international environment; leveraging technology to support borderless business; global supply chain management; strategies for expanding into global markets; challenges and risks in borderless business; sustainable development in borderless business; and case studies with practical learning experiences.

BDB2101 Introduction to Marketing 3(3-0-6)

Fundamental marketing principles and concepts, including consumer behavior analysis, the marketing mix, marketing planning and strategies, and the practical application of marketing tools in real-world scenarios, developing the skills and understanding to conduct business effectively and professionally.

BDB2102 Principles of Economics 3(3-0-6)

Fundamental economic theories: demand, supply, market price determination, government price intervention, elasticity, producer behavior, production costs, and the equilibrium of production units in various markets; national income and gross national product, consumption, savings, and investment. Analysis of national income equilibrium, equilibrium employment, central banking and monetary policy, government and fiscal policy, international trade and finance, and issues such as inflation, deflation, unemployment, trade balance, and balance of payments; aspects of economic development.

BDB2103 Global Challenges for Business 3(3-0-6)

How to be a business owner in the global market by analyzing and evaluating the economic, political, social, legal, and technological environmental factors affecting the opportunities and threats of business operations. Theories and case studies help students understand how to plan and evaluate the feasibility of developing a business in the global market, as well as how to organize marketing management, finance, human resource management, knowledge management, and cultural management in multinational corporations for effective business management.

BDB2104 People Management: Challenges and Choices 3(3-0-6)

Concepts of human resource management; job analysis; human resource planning; recruitment and selection; training and development; performance appraisal; compensation and benefits; employee relations; human resource information systems; and employee engagement.

BDB2105 The International Economy 3(3-0-6)

Basic concepts of international trade, the international division of labor, comparative advantage, and the benefits of trade; the effects of trade barriers, including tariffs, quotas, and non-tariff measures, on international trade and welfare; analysis of international capital movements, foreign direct investment (FDI), and foreign portfolio investment (FPI); the World Trade Organization (WTO) and economic integration.

BDB2106 Marketing 3(3-0-6)

The components of the marketing system, presenting essential knowledge for marketing decision-making, encompassing both the marketing mix concept and modern approaches, with emphasis on tools that enhance understanding of the significance of marketing for careers and professional development.

BDB3101 Organising and Managing Across Cultures 3(3-0-6)

Concepts and theories of cross-cultural management affecting operations involving different cultural groups and their impact on organizational behavior in Thailand and abroad; cross-cultural communication and cultural sensitivity, including problems and solutions for overcoming culture shock; ethics in managing different cultures; guidelines for cross-cultural management for efficiency and productivity.

BDB3102 Organization and Management 3(3-0-6)

Business characteristics; concepts and development of management; environmental influences on management; administrative functions and processes, including good governance, social responsibility, and business ethics.

BDB3103 Digital Business Marketing 3(3-0-6)

Marketing for a variety of service businesses, including theories and concepts of modern digital business marketing, types of service businesses, defining target customers, and customer demand behavior; situation analysis and strategy formulation for service markets, such as service positioning and differentiation; service quality; and building good customer relationships for the success of service businesses.

2) Compulsory Specialized Courses **Total 33 credits**

BDB2201 Digital Business Management and Branding Management 3(3-0-6)

Creating strategic marketing plans using digital content and measuring success; developing and compiling content to create viral content; using online social media advertising for distribution across social media channels and websites; methods of creating campaigns to expand target audiences on social media to increase sales and brand awareness through electronic tools.

BDB2202 Management Investigations and Research Project 3(3-0-6)

Elements of a research project; principles, ethics, and codes of conduct for research project preparation; researching and reviewing literature on related research studies; defining research project topics related to the major subject area; analysis, synthesis, and processing of knowledge from documents and research papers to determine research project topics.

BDB2203 Digital Content and Social Media Marketing 3(3-0-6)

Definition and importance of digital content marketing; principles of digital content marketing; creating a marketing strategy with digital content; creating digital content for viral marketing; the process of creating keyword-focused digital content; strategies for creating campaigns on social media.

BDB3201 International Finance and Trade 3(3-0-6)

Fundamental principles and practices of international finance and trade: the international financial system, global money and capital markets, foreign exchange, financial risk management, and the regulations and agreements that affect international trade and investment; the role of international organizations such as the WTO, IMF, and World Bank in promoting trade and financial stability; and factors influencing international trade, including tariffs, trade controls, and relevant economic policies.

BDB3202 International Marketing 3(3-0-6)

Concepts, forms, and methods of managing international marketing strategies; the concept of borderless markets; the international marketing environment; trade policies that affect marketing decisions; foreign investment; and analysis of issues that affect marketing operations.

BDB3203 Digital Ads Marketing and Data Analytics 3(3-0-6)

Creating advertisements on digital media and managing online advertising; the role and impact of digital tools on digital marketing; components of digital marketing; success factors, challenges, obstacles, and limitations that lead to unsuccessful digital marketing; methods, strategies, and benefits of digital marketing; creating and using digital tools to achieve effective marketing outcomes; building a brand for digital businesses; data collection, storage, and analysis; tools for data analysis; and case studies.

BDB3204 Financial Technology 3(3-0-6)

Financial technology and effective financial management methods; analysis, financing, and allocation of funds; financial planning and forecasting; capital structure and business policies that influence financial management decisions under different circumstances; the importance of payment systems to the financial system and the economy; components of and parties involved in payment systems; key payment technologies such as electronic network payments and payment gateways; and the application of financial concepts.

BDB3205 Business Decision Making 3(3-0-6)

The role of quantitative analysis in solving business problems; concepts and applications of linear programming; sensitivity analysis; decision-making tools; decision trees; probability; queuing; Markov analysis; transportation models; inventory control; simulation; and game theory.

BDB4201 Investment Analysis 3(3-0-6)

Analytical techniques in investments, focusing on both individual securities and portfolios of securities; instruments and strategies to achieve investment objectives in light of risk-return trade-offs; securities markets and institutions; types of investment instruments; and securities valuation.

BDB4202 Digital Business Project Management 3(3-0-6)

Digital project management; the project management life cycle and processes; project scope, time, and cost management; project human resource management; risk management; project closure; presentation of project information; and the application of project management software.

BDB4203 Seminar in Digital Business 3(3-0-6)

Developing decision-making skills for digital business practice in the context of the current business environment and technology policies; analyzing and addressing case studies on digital business management issues. Students apply the techniques they have learned to make decisions and solve problems in each case and are encouraged to express their opinions and perspectives on the case studies.

3) Elective Specialized Courses **Total 12 credits**

BDB3301 Artificial Intelligence for Digital Business 3(3-0-6)

Concepts of artificial intelligence (AI) for business; AI methods, tools, and techniques; selecting and applying AI tools and techniques in business contexts; and recognizing the importance of integrating AI into business operations.

BDB3302 Innovation Technology and Digital Business Management 3(3-0-6)

Concepts of information technology in business; software for basic document management; creating presentation materials; using cloud systems for business; managing internet data within an organization; building simple websites with CMS software; online marketing; data management and communication through social media; computer skills for business; and knowledge of information systems to keep up with modern business management.

BDB3303 Digital Technology for Business 3(3-0-6)

Using computer programs in organizations and applying them to business operations; business database management; using computer programs for digital business as tools to enhance efficiency and effectiveness; ethics and codes of conduct in digital business; and the use of advanced applications for business purposes.

BDB3304 Computational Digital Marketing and Commerce 3(3-0-6)

Applying knowledge of marketing and commerce together with computational technology to analyze and enhance marketing strategies in the digital era, including the fundamentals of digital marketing, the use of Big Data, analyzing consumer behavior through AI and Machine Learning, building marketing models, managing customer databases, designing customer experiences on digital platforms, and using Marketing Automation tools to improve communication and sales. The course emphasizes real data analysis and projects in digital marketing and commerce, such as computational marketing planning, developing recommendation systems, creating data-driven marketing campaigns, and in-depth results analysis.

BDB3305 Digital Tools for Marketing and Branding 3(3-0-6)

The roles and impacts of digital tools in digital marketing; components of digital media marketing; success factors in digital marketing; challenges, obstacles, and limitations that hinder success; digital marketing methods and strategies; the benefits of digital marketing; creating and using digital tools to achieve effective marketing outcomes; brand building for digital businesses; and case studies.

BDB3306 Digital Business Trends 3(3-0-6)

Current news topics and topics of interest in digital business management; the development of significant innovations and tools for digital business management; analyzing and evaluating situations by applying the digital business management knowledge studied.

BDB4301 Co-operative Education 6(500 hrs)

Working as a temporary employee in a service business establishment for at least 16 weeks; preparing and presenting a report on the work experience; evaluation by the supervising instructor and the workplace mentor.

BDB4302 Co-operative Education in Tourism and Hospitality 3(300 hrs)

Working as a temporary employee in a service business establishment for at least 16 weeks; preparing and presenting a report on the work experience; evaluation by the supervising instructor and the workplace mentor.