



**BACHELOR OF BUSINESS ADMINISTRATION PROGRAM IN MANAGEMENT AND ENTREPRENEURSHIP
(INTERNATIONAL PROGRAM)**

FOR ACADEMIC YEAR 2022 – 2025

PRINCE OF SONGKLA UNIVERSITY, HATYAI CAMPUS, SONGKHLA, THAILAND

PROGRAM INFORMATION

Program Title

In Thai	หลักสูตรบริหารธุรกิจบัณฑิต สาขาวิชาการจัดการและความเป็นผู้ประกอบการ (หลักสูตรนานาชาติ)
In English	Bachelor of Business Administration Program in Management and Entrepreneurship (International Program)

Title of Degree and Field of Study

In Thai	Full Title	บริหารธุรกิจบัณฑิต (การจัดการและความเป็นผู้ประกอบการ)
	Abbreviation	บธ.บ. (การจัดการและความเป็นผู้ประกอบการ)
In English	Full Title	Bachelor of Business Administration (Management and Entrepreneurship)
	Abbreviation	B.B.A. (Management and Entrepreneurship)

Major Subject : None

Total Credits Needed For Graduation: no less than 121Credits

Language Use : English

Study Plans :

Timing and Program Duration :

4 years programs, each academic year consist of:

- Semester 1 August - December
- Semester 2 January - May
- Summer End of May - July

1. Regular Study Plan
2. Cooperative Education Study Plan
3. Dual Degree Study Plans
 - 3.1 Dual Degree Study Plan 2+2
 - 3.2 Dual Degree Study Plan 3+1

Career Opportunities – Your future career options:

- | | | |
|---|---------------------------------|--------------------------------|
| 1. Entrepreneur/Businessman | 3. Analyst/Organization Manager | 8. Online Marketer |
| 2. Administrative Officer / Human Resource Officer / Marketing Officer / Financial Officer (International and Domestic) | 4. Planning and Policy Officer | 9. Business Advisor |
| | 5. Academic/Researcher/Lecturer | 10. Business Strategic Planner |
| | 6. Secretary | 11. Organizer |
| | 7. Public Relations Personnel | |

Program's Philosophy

The Bachelor of Business Administration Program in Management and Entrepreneurship (International Program) is an English-taught program that covers all the necessary management and entrepreneurial knowledge and skills needed in business administration of the digital age. Graduates may apply their knowledge of business administration to their work in public or private organizations nationally and internationally. They may become an independent entrepreneur, an organizational entrepreneur or a social entrepreneur. The program aims to equip graduates with hard skills and soft skills in management, communication and systematic thinking as well as encouraging graduates to self-study. In addition, the program adheres to Prince of Songkla University's educational philosophy which focuses on progressivism,

an approach of educating learners in all aspects. This is to prepare learners so that they are able to adapt to the fast changing environment and can live more happily in society. The teaching is arranged by using a learner-centered approach and is developed focusing on learners' needs. Learners are encouraged to learn through problem solving activities, self-studying, practice and workshops both inside and outside classroom which could lead to the development of lifelong learning skills. The program also focuses on outcome-based education, active learning, problem-based learning, project-based learning and service learning. Lastly, the program holds to the royal wish of His Royal Highness Prince Mahidol Adulyadej: "Our Soul is for the Benefit of Mankind" as our operational guideline.

Program's Objectives

To produce graduates with ability to:

1. Demonstrate moral and ethical behaviors, conscious mind, and responsibility to oneself and others and abide by professional code of conduct.
2. Demonstrate entrepreneurship, knowledge, ability, and skills in business management to meet the needs of labor markets.
3. Demonstrate the ability to look for information and correctly analyze business environments based on academic principles and theories.
4. Demonstrate leadership, the ability to communicate using foreign language and to be a team player as well as demonstrating other skills necessary in organizational management.
5. Demonstrate creativity, innovative ideas and the ability to integrate the use of information technology with business management knowledge for decision making and business problem solving in order to achieve goals.

Program Learning Outcomes

PLO1 Ability to integrate business knowledge and entrepreneurship in order to establish and operate the business.

PLO2 Ability to solve business problem and to identify opportunities by using information technology.

2.1 Ability to select information technology in order to present information creatively.

2.2 Ability to analyze information in order to effectively solve business issue.

PLO3 Ability to communicate and cooperate effectively with others.

3.1 Ability to demonstrate the ability to cooperate effectively with others as a good leader and follower.

3.2 Ability to effectively communicate in business context using English.

PLO4 Ability to demonstrate ethical behavior.

PLO5 Ability to demonstrate global citizenship.

5.1 Ability to understand changes in global environment and accept the diversity among multicultural society.

5.2 Ability to manage oneself effectively.

Teaching Methods

- | | | |
|---------------|------------------------------|----------------------------|
| 1. Lecture | 8. Simulation | 15. Project Based Learning |
| 2. Case Study | 9. Brainstorming | 16. Laboratory |
| 3. Self Study | 10. Role Play | 17. Shadowing |
| 4. Workshop | 11. Reflection | 18. Guest Speaker |
| 5. Seminar | 12. Flipped Class | 19. Field Trip |
| 6. Group Work | 13. Problem Based Learning | 20. Site Visit |
| 7. Discussion | 14. Work Integrated Learning | |

Assessment Methods

Students are assessed by:

- | | | |
|------------------------|----------------------|------------------|
| 1. Midterm Examination | 6. Quiz Assessment | 11. Presentation |
| 2. Final Examination | 7. Report Assessment | 12. Feedback |
| 3. Quiz | 8. Reflection | |
| 4. Report | 9. Assignment | |
| 5. Project Assessment | 10. Observation | |

Cooperation With Other Institutions

1. Dual degree study plan (2+2) is a plan that requires students to study at the Business Administration Program in Management and Entrepreneurship (International Program), Prince of Songkla University in their first and second year. For their third and fourth year, students will be studying at a partner university that the program signed a Memorandum of Understanding (MoU) with. The partner university of dual degree study plan (2+2) is Middlesex University at the United Kingdom.
2. Dual degree study plan (3+1) is a plan that requires students to study at the Business Administration Program in Management and Entrepreneurship (International Program), Prince of Songkla University in their first three years (year 1-3) and one year top-up (year 4) at a partner university that the program signed a Memorandum of Understanding (MoU) with. The partner universities of dual degree study plan (3+1) are University of the West of England and Middlesex University at the United Kingdom.

Courses in Summer Semester

1. In summer semester, the program organizes a 90-hour preparation course (BBA Intensive Course) for students who pass university's admission before they begin their first year as university students.
2. Students who choose a dual degree study plan (2+2) must enroll in the 472-328 Internship Experience
3. Students who choose a regular study plan and dual degree study plan (3+1) must enroll in the 472-328 Internship Experience

BBA Intensive Course

All students are required to take the BBA Intensive Course, a non-credit preparation course, for 90 hours before Semester 1 of Year 1 starts. The course consists of:

1. English (*) 45 hours
2. Introduction to Business 15 hours
3. Media for Presentation 15 hours
4. Critical Thinking 15 hours

Exemption (*)

It is optional for the students who possess ONE of the below English Test Score, and the result issued no more than two years will be exempted from the English part for 45 hours.

- TOEFL Paper-Based Score no less than 477 scores
- TOEFL Internet-Based Score no less than 44 scores
- IELTS no less than 5.5 in all bands

Students are required to pass the BBA Intensive Exams otherwise:

1. students must re-take the course in the next academic year.
2. students will not be allowed to register for 472-101 Growth Mindset for Professional Presenter.

Remarks:

1. The exemption only applies for 45 hours of the English Part. However, the intensive exam is compulsory for all students.
2. The topics to include in the intensive course are subject to change without prior notice.
3. Fee is not included in Tuition Fee

Conditions for Graduation

A student must meet all requirements below in order to graduate:

1. Achieved the GPAX of at least 2.0.
2. Passed all required courses according to the curriculum structure without I or R in the academic record.
3. Achieved at least 121 credits
4. Acquired the minimum hours of activity participation as required in Prince of Songkla University Regulation Announcement for Undergraduate and Life-Long Learning (2020)
5. Submitted ONE of the following English proficiency test results that has been issued no more than 2 years.
 - a. TOEIC (Test of English for International Communication) no less than 650
 - b. TOEFL (Test of English as a Foreign Language) no less than 550
 - c. IELTS (International English Language Testing System) no less than 6 in all band
 - d. PTE (The Pearson Test of English Academic) no less than 50



COURSE STRUCTURE

COURSE CATEGORIES	REGULAR STUDY PLAN	COOPERATIVE EDUCATION STUDY PLAN	DUAL DEGREE STUDY PLAN			
			2+2		3+1	
			Yr 1 -2	Yr 3 - 4	Yr 1 -3	Yr 4
A. General Education Courses	<u>30</u>	<u>30</u>	<u>30</u>	<u>0</u>	<u>30</u>	<u>0</u>
1) Category 1: The King's Philosophy and Benefit of Mankind	4	4	4		4	
2) Category 2: The Citizenship and Peaceful Life	5	5	5		5	
3) Category 3: The Entrepreneurship	1	1	1		1	
4) Category 4: Modern Life and Digital Technology Literacy	4	4	4		4	
5) Category 5: Systematical, Logical and Numerical Thinking	4	4	4		4	
6) Category 6: Language and Communication	4	4	4		4	
7) Category 7: Aesthetics and Athletics	2	2	2		2	
8) Gen Ed (Elective Courses)	6	6	6		6	
B. Specific Courses	<u>85</u>	<u>85</u>	<u>43</u>	<u>48*</u>	<u>73</u>	<u>18**</u>
1) Core Courses	41	41	32		38	
2) Professional Courses	44	44	11		35	
- Compulsory Courses	35	41	11		35	
- Major Elective Courses	9	3	0		0	
C. Free Elective Courses	<u>6</u>	<u>6</u>	<u>0</u>		<u>0</u>	
Total Credits	<u>121</u>	<u>121</u>	<u>121</u>		<u>121</u>	

Remarks: * 48 credits of the regular study plan is equivalent to 240 credits of dual degree study plan 2+2.

** 18 credits of the regular study plan is equivalent to 120 credits of dual degree study plan 3+1.

LIST OF COURSES

A. General Education Courses

Compulsory to all the Study Plans 30 Credits

Code	Name of Courses	Credits	Code	Name of Courses	Credits
Category 1: The King's Philosophy and Benefit of Mankind		4 Credits	Category 6: Language and Communication		4 Credits
001-102	The King's Philosophy and Sustainable Development	2((2)-0-4)	142-118	Academic English: Listening and Speaking	2((2)-0-4)
388-100	Health for All	1((1)-0-2)	142-119	Academic English: Reading and Writing	2((2)-0-4)
472-200	Benefit of Mankinds	1((1)-0-2)	Category 7: Aesthetics and Athletics		2 Credits
Category 2: The Citizenship and Peaceful Life		5 Credits	472-104	Local Arts and Fabric	1((1)-0-2)
142-239	Arts of Living	3((3)-0-6)	472-105	Keeping Fit: Enjoy Healthy and Happy Life	1((1)-0-2)
895-001	Good Citizens	2((2)-0-4)	Gen Ed (Elective Courses)		6 Credits
Category 3: The Entrepreneurship		1 Credits	472-101	Growth Mindset for Professional Presenter	2((2)-0-4)
001-103	Idea to Entrepreneurship	1((1)-0-2)	472-xxx	GenEd Free Elective	2((2)-0-4)
Category 4: Modern Life and Digital Technology Literacy		4 Credits	472-xxx	GenEd Free Elective	2((2)-0-4)
472-103	Black and White	2((2)-0-4)	Remarks: Choose 6 credits from a Free Elective list of general education courses available at Prince of Songkla University or other universities. However, the chosen courses must conform with the philosophy of general education courses at Prince of Songkla University and must be approved by the program committee.		
472-301	Survival 101	2((2)-0-4)			
Category 5: Systematical, Logical and Numerical Thinking		4 Credits			
472-102	Creative Thinking	2((2)-0-4)			
472-201	Pocket Money	2((2)-0-4)			

B. Specific Courses 85 Credits

1) Core Courses:

- | | |
|--------------------------------------|-------------|
| 1. Regular Study Plan | 41 Credits |
| 2. Cooperative Education Study Plan | 41 Credits |
| 3.1 Dual Degree Study Plan (2+2) | |
| - Total of Credits required from PSU | 32* Credits |
| 3.2 Dual Degree Study Plan (3+1) | |
| - Total of Credits required from PSU | 38* Credits |

Code	Name of Courses	Credits	Regular Study Plan	Cooperative Education Study Plan	Dual Degree Study Plan 2+2	Dual Degree Study Plan 3+1
472-111	Business Economics	3((3)-0-6)	✓	✓	✓	✓
472-112	Management and Entrepreneurship	3((3)-0-6)	✓	✓	✓	✓
472-113	Principles of Marketing for Entrepreneurs	3((3)-0-6)	✓	✓	✓	✓
472-114	Accounting for Entrepreneurs	3((3)-0-6)	✓	✓	✓	✓
472-115	Managing People and Team	3((3)-0-6)	✓	✓	-	✓
472-211	Operations Management	3((3)-0-6)	✓	✓	-	✓
472-212	Innovation Management and Entrepreneurship	2((2)-0-4)	✓	✓	✓	✓
472-213	Business Communication	3((2)-2-5)	✓	✓	✓	✓
472-214	Finance for Entrepreneurs	3((3)-0-6)	✓	✓	✓	✓
472-215	Business Law	1((1)-0-2)	✓	✓	✓	✓
472-216	Business Analytics	3((2)-2-5)	✓	✓	✓	✓
472-217	Module: Entrepreneurial Toolkit	8((4)-8-12)	✓	✓	✓	✓
472-411	Strategic Management	3((2)-2-5)	✓	✓	-	-
Total Credits			41	41	32	38

Remarks: * Number of credits at Prince of Songkla University that must be obtained by students who choose dual degree study plan (2+2) and dual degree study plan (3+1). The number of credits and courses may be subject to change depending on approval of the program committee.

B. Specific Courses 85 Credits

2) Professional Courses:

- Compulsory Courses

1. Regular Study Plan 35 Credits
2. Cooperative Education Study Plan 41 Credits
- 3.1 Dual Degree Study Plan (2+2)
 - Total of Credits required from PSU 11* Credits
- 3.2 Dual Degree Study Plan (3+1)
 - Total of Credits required from PSU 35* Credits

Code	Name of Courses	Credits	Regular Study Plan	Cooperative Education Study Plan	Dual Degree Study Plan 2+2	Dual Degree Study Plan 3+1
472-121	Psychology and Entrepreneurial Spirit	3((3)-0-6)	✓	✓	✓	✓
472-122	Business Inspiration and Career Exploration	2((1)-2-3)	✓	✓	✓	✓
472-221	Media Creation for Business	3((2)-2-5)	✓	✓	✓	✓
472-222	Introduction to Logistics and Supply Chain Management	3((3)-0-6)	✓	✓	-	✓
472-321	Basic Research Methods in Business	2((1)-2-3)	✓	✓	-	✓
472-322	Business Ethics	3((2)-2-5)	✓	✓	-	✓
472-323	Business Negotiation	3((2)-2-5)	✓	✓	-	✓
472-324	Financial Management	3((3)-0-6)	✓	✓	-	✓
472-325	Leadership in Organizational Change	3((3)-0-6)	✓	✓	-	✓
472-326	Pitching for Business	2((1)-2-3)	✓	✓	-	✓
472-327	Brand Management	3((2)-2-5)	✓	✓	-	✓
472-328	Internship Experience	3(0-6-3)	✓	-	✓	✓
472-421	Sustainability and Corporate Social Responsibility	2((1)-2-3)	✓	✓	-	✓
472-422	Cooperative Education Preparation	1(0-2-1)	-	✓	-	-
472-423	Cooperative Education	8(0-48-0)	-	✓	-	-
Total Credits			35	41	11	35

Remarks :

1. The number of credits of dual degree study plan (2+2) and dual degree study plan (3+1) may be subject to change depending on conditions.
2. The assessment results of 472-422 Cooperative Education Preparation and 472-423 Cooperative Education will be given as G, P or F.
3. * Number of credits at Prince of Songkla University that must be obtained by students who choose dual degree study plan (2+2) and dual degree study plan (3+1). The number of credits and courses may be subject to change depending on the approval of the program committee.



B. Specific Courses 85 Credits

2) Professional Courses:

- Major Elective Courses

- | | |
|--------------------------------------|------------|
| 1. Regular Study Plan | 9 Credits |
| 2. Cooperative Education Study Plan | 3 Credits |
| 3.1 Dual Degree Study Plan (2+2) | |
| - Total of Credits required from PSU | 0* Credits |
| 3.2 Dual Degree Study Plan (3+1) | |
| - Total of Credits required from PSU | 0* Credit |

Choose from the below courses:

Code	Name of Courses	Credits	Regular Study Plan	Cooperative Education Study Plan	Dual Degree Study Plan 2+2	Dual Degree Study Plan 3+1
472-231	Digital Marketing	3((2)-2-5)	Option	Option	-	-
472-232	Logistics and Supply Chain Management	3((3)-0-6)	Option	Option	-	-
472-233	Introduction to Tourism and Hospitality Industry	3((3)-0-6)	Option	Option	-	-
472-234	Tour Operations Management	3((2)-2-5)	Option	Option	-	-
472-235	Special Topic I	3((2)-2-5)	Option	Option	-	-
472-331	Contemporary Consumer Behaviour	3((3)-0-6)	Option	Option	-	-
472-332	Global Marketing	3((3)-0-6)	Option	Option	-	-
472-333	Integrated Marketing Communications in the Digital Age	3((3)-0-6)	Option	Option	-	-
472-334	Inventory and Warehouse Management	3((3)-0-6)	Option	Option	-	-
472-335	International Business Management	3((3)-0-6)	Option	Option	-	-
472-336	Global Business Perspectives	3((2)-2-5)	Option	Option	-	-
472-337	Coaching, Counseling, and Mentoring	3((2)-2-5)	Option	Option	-	-
472-338	Special Topic II	3((2)-2-5)	Option	Option	-	-
472-431	International Human Resource Management	3((3)-0-6)	Option	Option	-	-
472-432	Human Resource Development	3((3)-0-6)	Option	Option	-	-

Code	Name of Courses	Credits	Regular Study Plan	Cooperative Education Study Plan	Dual Degree Study Plan 2+2	Dual Degree Study Plan 3+1
472-433	Hospitality Management	3((3)-0-6)	Option	Option	-	-
472-434	International Political Economy	3((3)-0-6)	Option	Option	-	-
472-435	Project Management Techniques	3((3)-0-6)	Option	Option	-	-
472-436	Corporate Entrepreneurship	3((3)-0-6)	Option	Option	-	-
472-437	Special Topic III	3((2)-2-5)	Option	Option	-	-
472-438	Module: Food Entrepreneurship	6((4)-4-10)	Option	Option	-	-
472-439	Module: Business Incubation	6((4)-4-10)	Option	Option	-	-
	Total Credits		9	3	0	0

Remarks:

1. Students may choose to enroll in any courses they are interested in with conditions that the courses must be taught in English and may either be offered by Prince of Songkla University or other Thai or international universities. However, it is a requirement for the courses to be approved by the program committee.
2. * Number of credits at Prince of Songkla University that must be obtained by students who choose dual degree study plan (2+2) and dual degree study plan (3+1). The number of credits and courses may be subject to change depending on the approval of the program committee.

C. Free Elective Courses 6 Credits

1. Regular Study Plan 6 Credits
2. Cooperative Education Study Plan 6 Credits
- 3.1 Dual Degree Study Plan (2+2)
 - Total of Credits required from PSU 0* Credits
- 3.2 Dual Degree Study Plan (3+1)
 - Total of Credits required from PSU 0* Credit

Students may choose courses that have different content from general education courses, specific courses and other courses students have completed before at Prince of Songkla University. The chosen courses must be taught in English and may be offered by Prince of Songkla University, Hatyai Campus or by other universities in Thailand or abroad. Alternatively, students may choose any courses that have been approved by the program committee including the courses in the list below.

Code	Name of Courses	Credits	Regular Study Plan	Cooperative Education Study Plan	Dual Degree Study Plan 2+2	Dual Degree Study Plan 3+1
472-241	Business and Cultural Diversity in ASEAN	3((2)-2-5)	Option	Option	-	-
472-242	Public Relations	3((2)-2-5)	Option	Option	-	-
472-243	Food Business	3((2)-2-5)	Option	Option	-	-
472-341	Japanese for Business	3((2)-2-5)	Option	Option	-	-
472-342	Chinese for Business	3((2)-2-5)	Option	Option	-	-
	Total Credits		6	6	0	0

Remarks:

1. The Free Elective Courses above are available for students from the BBA program and other students who are interested in the courses. In addition, students may choose to enroll in any courses they are interested in. However, the courses must be taught in English, and may be offered by Prince of Songkla University, Hatyai Campus or by other universities in Thailand or abroad. Lastly, it is a requirement for the courses to be approved by the program committee.
2. * Number of credits at Prince of Songkla University that must be obtained by students who choose dual degree study plan (2+2) and dual degree study plan (3+1). The number of credits and courses may be subject to change depending on the approval of the program committee.

DEFINITION OF COURSE CODE USED IN THE CURRICULUM AND COURSE CREDIT

Course code used in the curriculum comprise 6 digits

The first 3 digits	signify	department/field code.
Code 472-xxx	signifies	major.....
The fourth digit	signifies	year.
The fifth digit	signifies	courses with the following meaning:
0	signifies	general education courses.
1	signifies	core courses.
2	signifies	compulsory courses.
3	signifies	major elective courses.
4	signifies	free elective courses.
The sixth digit	signifies	course order number.

For example, 472-102 means the following

The first 3 digits	means	department/field code.
The fourth digit	means	year 1.
The fifth digit	means	a general education course.
The sixth digit	means	course order number 2.

Definition of Credit

For example, 3((3)-0-6)

The first number	signifies	total credits.
The second number	signifies	the number of theory hours per week.
The third number	signifies	the number of practical hours per week.
The fourth number	signifies	the number of self-study hours per week.

COURSE DESCRIPTION

A. General Education Courses

001-102 The King's Philosophy and Sustainable Development 2((2)-0-4)

Meaning, principles, concept, importance and goal of the philosophy of sufficiency; work principles, understanding and development of the King's philosophy and sustainable development; an analysis of application of the King's philosophy in the area of interest including individual, business or community sectors in local and national level

001-103 Idea to Entrepreneurship 1((1)-0-2)

Introduction to new entrepreneur creation; business environment analysis; survey for business opportunity analysis; using business models with modern business tools

142-118 Academic English: Listening and Speaking 2((2)-0-4)

A course focusing on communication skills; listening and speaking through daily life conversation, news, tv programs, movies; listening in academic contexts; announcements in formal settings or in workplace; speaking skills practice: speaking techniques for giving opinions, answering questions, making conversation; skills building for English proficiency test preparation

142-119 Academic English: Reading and Writing 2((2)-0-4)

Fundamental English reading and writing for academic purpose; reading comprehension; reading for vocabulary building; identifying main ideas and specific information; reading between the lines; reading for writing; writing skills building: sentence structure, writing mechanics, writing with coherence, summarizing and paraphrasing; English proficiency test preparation

142-239

Arts of Living

3((3)-0-6)

The art of living a fulfilled life; self-awareness and understanding of human nature and other people; opening one's view towards the world, processing and embracing the differences; communication skills and creative problem solving skills for peaceful co-existence; life management and adaptation to the moving environment on a good basis of consciousness and healthy mind

388-100

Health for All

1((1)-0-2)

Principle and steps of basic life support, practice of basic life support in simulated situation; common mental health problems, warning signs, initial assessment and care; concepts of health and health promotion; first aid

472-101

Growth Mindset for Professional Presenter

2((2)-0-4)

Development of English communication skill in presentation; outlining presentation; develop ability to produce effective and appropriate academic writing; concepts of plagiarism; reference styles; presentation pattern; performance practices in preparing the document and equipment used in the presentation; handling questions

472-102

Creative Thinking

2((2)-0-4)

Thinking out of the box and generate ideas; developing creativity thinking through brainstorming; mind mapping; reframing and role playing

472-103

Black and White

2((2)-0-4)

Understand and know social media in digital age; creating benefit for society by using social media; understand the disadvantage from using social media

472-104

Local Arts and Fabric

1((1)-0-2)

Learning, knowing value and appreciate the local arts; knowing the arts of reflecting life of local people through visiting and exchanging knowledge with the community leaders

472-105	Keeping Fit: Enjoy Healthy and Happy Life	1((1)-0-2)
Living healthy and happy life; applying basic techniques regarding fitness and keeping healthy; the importance of physical, mental and emotional well-being; sports and fitness improve relationships among individuals; a necessity to overall happiness and healthy eating habits		
472-201	Pocket Money	2((2)-0-4)
The importance of money saving; saving target; saving and spending plan to achieve target effectively; calculation of saving for emergency case		
472-200	Benefit of Mankinds	1((1)-0-2)
The Integrative activities emphasizing the philosophy of sufficiency economy, work principles, understanding access and development of King's philosophy for the benefits of mankind		
472-301	Survival 101	2((2)-0-4)
Understand and learn how to survival; how to handle the situation; survive in different situations such as natural disasters, earthquake, flooding, and tsunami disaster; learn self-defensive to protect from crime; and apply the knowledge in daily life		
895-001	Good Citizens	2((2)-0-4)
Role; duty and social responsibility as a citizen; social organization; law; right; liberty; equality; living together in a multicultural society		

B. Specific Courses

1) Core Courses

472-111 Business Economics 3((3)-0-6)

Meaning, nature and methods of economics study; economic problems; functioning of the economy; demand, supply price, elasticity of demand and supply, application of demand and supply; The overall pictures of the economy; theories and methods of measurement of output; national income; inflation; unemployment; interest rates; money supply; price level; wages; balance of payment; monetary and fiscal policy; economic development; and economic growth

472-112 Management and Entrepreneurship 3((3)-0-6)

Management and entrepreneurship concepts, roles and skills of an executive; types and characteristics of entrepreneurs; planning, organizing, leading, controlling, business ethics, and use of management tools in the digital era and the role of innovation in business and management

472-113 Principles of Marketing for Entrepreneurs 3((3)-0-6)

Key marketing concepts, marketing's role; marketing environment; marketing information system utilization; foundation of customer behavior; the application of segmentation, targeting, product positioning; utilizing entrepreneur mindset to develop business solutions for market opportunity; marketing mix formulation; social marketing

472-114 Accounting for Entrepreneurs 3((3)-0-6)

Concepts, and objectives of accounting; benefits of accounting information; accounting ethics; financial statements preparation; cost concepts and cost calculations; managerial accounting tools for planning, control and decision making, i.e. cost-volume-profit analysis, budgeting, variance analysis, performance measurement, and relevant costs for managerial decision making

472-115	Managing People and Team	3((3)-0-6)
Human resources functions and managing teams; departmentalization; human resource planning; recruitment; selection; training; compensation and welfare; employee motivation; performance appraisal; promotion; job rotation; disciplinary action; termination; collective bargaining and labor relation		
472-211	Operations Management	3((3)-0-6)
Implementation of mathematical theories and tools for business planning; analysis for decision making and problem solving; operation systems; forecasting techniques; introduction to manufacturing planning; introduction to quality control		
472-212	Innovation Management and Entrepreneurship	2((2)-0-4)
Concepts of innovation and creativity; setting a strategy for innovation and creativity at a firm level; fundamentals of entrepreneurship theory: process and practice; innovative idea generation in establishing a start-up business; screening the external environment for business opportunities; developing market research skills; acquiring entrepreneurial competencies to utilize in the future		
472-213	Business Communication	3((2)-2-5)
Elements and forms of business communication; principles in communication; e-mail writing; communicating with business stakeholders; business presentation; cross-cultural communication; personality for business setting		
472-214	Finance for Entrepreneurs	3((3)-0-6)
Financial planning; financial decision-making needs of entrepreneurial ventures; and financial and management problem of entrepreneur		
472-215	Business Law	1((1)-0-2)
Basic principles of civil and commercial code; natural and juristic persons; voidable act and voidness; property; obligations; business organisations, limited partnerships, limited companies; licensing agreement of intellectual property; different form of business registration		

472-216 Business Analytics 3((2)-2-5)

Concepts of data analytics for business; business analytics process; data collection and data types; descriptive statistics; probability theory; basic Excel models; design principles for effective visuals

472-217 Module: Entrepreneurial Toolkit 8((4)-8-12)

Concepts of management and entrepreneurship in practice; managing techniques for new ventures and existing small businesses; CSR; concept of Circular Economy; creating business model and business planning including operation plan, marketing plan, and financial plan; forms of small business establishment and operations; seeking sources of funds and the capital management; overview of information systems used by business firms; electronic business; electronic commerce; database technology; surging interest in business uses of artificial intelligence, competitive advantage of using information technology; social and ethical issues involved with information systems

472-411 Strategic Management 3((2)-2-5)

Management with long-term objectives; policy planning; external and internal environmental scanning; business strengths and weaknesses; strategy formulation for different levels; implementation in marketing, finance, production, evaluation, and control; case studies for business development, strategic planning, and decision making from business owners

B. Specific Courses

2) Professional Courses

- Compulsory Courses

472-121	Psychology and Entrepreneurial Spirit	3((3)-0-6)
Fundamentals of psychology; entrepreneurship concepts; theory of mindset; personality and characteristics; entrepreneurial skills in the 21st century; understanding the importance of digital disruption; secrets of successful entrepreneur's mindset		
472-122	Business Inspiration and Career Exploration	2((1)-2-3)
Mindset, characteristics, and inspiration of entrepreneurs; exploring career opportunities; understanding of techniques in increasing the opportunities for employment; understanding of opportunities in new venture creation; gaining hand-on experiences from guest speakers such as visiting employers, business owners, BBA alumni, and exclusive business trips		
472-221	Media Creation for Business	3((2)-2-5)
Fundamental knowledge and skills on media for business; creative thinking development to design media for business; content management for designing media; designing media for business project; delivering and measuring media for business		
472-222	Introduction to Logistics and Supply Chain Management	3((3)-0-6)
Overview of the business and logistics industry; principles and operations of logistics activities in business and industry; logistics costs and concept of supply chain management; measuring supply chain performance		
472-321	Basic Research Methods in Business	2((1)-2-3)
Principles and process of business research; research proposal writing; business research design; business research methodology; population and samples; data collection methods; analyzing data; interpreting results; writing report and research presentation		

472-322 Business Ethics 3((2)-2-5)

Understanding business ethics; sustainability; demonstrating corporate social responsibility; and analyzing other ethical issues occurring in 21th century; understanding stakeholder theory; individual moral philosophy; understanding ethics in marketing; analyzing business' stakeholders; analyzing ethical situation using moral philosophy; applying critical thinking skill in ethical dilemma situations; criticizing actions of others in relation to sustainability problems; criticizing ethical problems in advertising

472-323 Business Negotiation 3((2)-2-5)

Defining the nature of negotiation; developing negotiation strategy and implementation for different stakeholders; applying negotiation principles in different business situations; developing bargaining and conflict resolution skills in a cross-cultural setting

472-324 Financial Management 3((3)-0-6)

Goals of financial management; working capital management; capital budgeting under uncertainty; the theory of capital structure; financing; dividend policy; mergers and acquisition

472-325 Leadership in Organizational Change 3((3)-0-6)

Knowledge, understanding, skills, and attitude of successful leaders in the globalization; personality development; the art of leaders; creative thinking; communication; the art of managing and influencing an individual and group behavior in organizational change; change management process

472-326 Pitching for Business 2((1)-2-3)

Essentials of business pitching; the necessary skills to deliver powerful and persuasive presentations to raise startup funding; systematic thinking for story-telling; developing verbal and non-verbal communication skills to engage target audience

472-327 Brand Management 3((2)-2-5)

Concept and purpose of branding; process and method of brand management; effective branding strategy; designing marketing and marketing communication strategy; brand evaluation

472-328 Internship Experience 3(0-6-3)

Summer training program for third year students emphasizing on management knowledge in different organization; learning actual working environment performance in business sector or entrepreneurship training in the Dummy Company not less than 320 hours

472-421 Sustainability and Corporate Social Responsibility 2((1)-2-3)

Definition of sustainability; business impacts; responses to sustainability; corporate social responsibility (CSR); business practices for sustainability; examples of sustainable business strategies; case study from local business; developing, writing, and evaluating a CSR project

472-422 Cooperative Education Preparation 1(0-2-1)

Cooperative education preparation; review of related literatures; personality development; presentation, report writing techniques, and ethics at workplace; the use of office tools: Microsoft Words and Excel; the use of office equipment

472-423 Cooperative Education 8(0-48-0)

Job apprentice as a full-time temporary employee in a position that is suitable for student's knowledge and skills; integrate theory and practice at work as well as project for at least 16 consecutive weeks; report the progress to advisor and mentor no later than week 10; present the project/learning outcomes derived from work in meeting before the end of apprenticeship period; advisor and mentor at the organization giving advice throughout the apprenticeship period and assess the performance systematically

B. Specific Courses

2) Professional Courses

- Major Elective Courses

472-231	Digital Marketing	3((2)-2-5)
Understanding the fundamental and importance of digital marketing; digital marketing macro- and micro-environment analysis; digital marketing strategy development; digital marketing mix; relationship marketing using digital platforms; delivering the digital customer experience; content marketing management; social media marketing; measuring digital marketing efforts		
472-232	Logistics and Supply Chain Management	3((3)-0-6)
Concepts and theories of logistics and supply chain management; key functions of logistics and supply chain such as purchasing, inventory management, warehouse management, transportation management, customer service, international supply chain; logistics and supply chain management for entrepreneurship		
472-233	Introduction to Tourism and Hospitality Industry	3((3)-0-6)
Roles; importance; components and scope of the hospitality and tourism industry; operating sectors in the hospitality and tourism industry; transportation; accommodations; food and beverage; attractions and entertainment; trends; current situation; ethical issues; career opportunities		
472-234	Tour Operations Management	3((2)-2-5)
The concept of tour conducting; techniques in tour conducting; criteria in choosing attractions and destination; client psychology; customer service; critical thinking and solving emergency problems; city and site guiding; multi-day tours; getting and keeping the job; creating a tour; calculating cost and selling price		
472-331	Contemporary Consumer Behaviour	3((3)-0-6)
Importance of consumer behaviour in contemporary market; internal process of consumer behaviour; consumer decision making process; consumer behaviour analysis; cultural aspects of consumer behaviour; ethical and sustainable consumer behaviour in contemporary market"		

472-332	Global Marketing	3((3)-0-6)
Global marketing concepts; global marketing macro- and micro environment analysis; global marketing strategic design; marketing mix management for global competitive advantages; new trends in global marketing		
472-333	Integrated Marketing Communications in the Digital Age	3((3)-0-6)
The role of integrated marketing communications in marketing management from both theoretical and practical perspectives; the concepts of integration across all marketing communication tools both offline and online platforms in the digital age; integrated marketing communication plan		
472-334	Inventory and Warehouse Management	3((3)-0-6)
Type of inventory; inventory costs; inventory management models; warehouse activities; efficiency improvement in inventory and warehouse management; inventory and warehouse management for entrepreneurship		
472-335	International Business Management	3((3)-0-6)
Principles and methods of doing business with multinational companies; modes of international business entry; models and strategies of multinational corporate management; business functions in international business management: international marketing, international finance, and international human resource management; impact of international economic integration		
472-336	Global Business Perspectives	3((2)-2-5)
Internationally focused topics relating to consequences of globalization, global industries and competitor analysis; how to review the global situations in the planning process; impacts of cultural differences on daily and business behaviors; how companies execute strategies across national markets; study trip abroad is required		
472-337	Coaching, Counseling, and Mentoring	3((2)-2-5)
Definition and significance of coaching, counselling and mentoring; the GROW model; motivational theories and applications ; approaches for feedback; building and manage trust; role of mentor		

- | | | |
|---|--|-------------------|
| 472-431 | International Human Resource Management | 3((3)-0-6) |
| Context and strategies of international human resource management; structural and cultural differences; selection; development; training and evaluation of personnel under international assignments; setting up training plan for expatriate manager | | |
| 472-432 | Human Resource Development | 3((3)-0-6) |
| Theories, concepts, and significance of human resource development and personal development; human resource development process; needs assessment; design, implementation and evaluation. HRD applications; employee socialization and orientation; skills & technical training, coaching and performance management; career management; management development | | |
| 472-433 | Hospitality Management | 3((3)-0-6) |
| Basic characteristics of hospitality industry; various forms of management; types and categories of business in the hospitality industry; accommodation service business; logistics business; restaurant; entertainment and recreation business, tourism business, and MICE business; hospitality Industry trends | | |
| 472-434 | International Political Economy | 3((3)-0-6) |
| International relations concepts; evolution, and development of international trade and financial system; the role of public and private institutions affects on economy, business operation, and culture; economic interrelation in national and global level; actors in international economy; examining economics zoning and economic integration theory | | |
| 472-435 | Project Management Techniques | 3((3)-0-6) |
| Project planning procedures, considering factors in determining project objectives, setting of work system; resources allocation; project feasibility analysis; management techniques and operation procedures in accomplishing goals: implementation, communication, coordination, evaluation and control of the project | | |

472-436

Corporate Entrepreneurship

3((3)-0-6)

Corporate entrepreneurship concepts; the importance and role of corporate entrepreneurship within the firms; benefits of adopting corporate entrepreneurship at a firm level; setting a strategy for human resource management, research and development, organizational culture, structure, and working environment in facilitating corporate entrepreneurship effectively

472-438

Module: Food Entrepreneurship

6((4)-4-10)

Menu design; food presentation; food safety; food waste; restaurant decoration; service methods; problem solving techniques for customers; product advertising on social media; product photography; the fundamental and importance of marketing; delivering customer experience; content writing for marketing; market testing

472-439

Module: Business Incubation

6((4)-4-10)

Critical evaluation of business opportunities; key factors for starting a new venture; criteria for business decisions; identification of critical issues in business venturing; customized concepts of market research, business finance, business law, product design, and production on students' innovative projects

C. Free Elective Courses

- | | | |
|---|---|------------|
| 472-241 | Business and Cultural Diversity in ASEAN | 3((2)-2-5) |
| <p>Cultural diversity in ASEAN countries for business operation; communication skills for business operation in ASEAN countries; development of the important trading partner in ASEAN in terms of economics, socio-cultural, and political; field trip for exchanging experiences with entrepreneurs running business in ASEAN countries</p> | | |
| 472-242 | Public Relations | 3((2)-2-5) |
| <p>Media and public relations; influences of media and public relations on the business success; roles of media and public relations; searching, writing, and publishing news; results analysis</p> | | |
| 472-243 | Food Business | 3((2)-2-5) |
| <p>Functions of food additives; food photography; food container and packaging selection; food preservation; food processing; food allergy case studies; food culture; food sales presentation; food safety; beverage</p> | | |
| 472-341 | Japanese for Business | 3((2)-2-5) |
| <p>Japanese vocabularies and sentences used in business; Japanese for price offering, product purchasing, logistics, finance, banking, negotiation, and business contracting</p> | | |
| 472-342 | Chinese for Business | 3((2)-2-5) |
| <p>Chinese vocabularies and sentences used in business; Chinese for price offering, product purchasing, logistics, finance, banking, negotiation, and business contracting</p> | | |

STUDY PLANS

BBA Program offers 3 study plans which are:

1. REGULAR STUDY PLAN

- Students will complete their entire 4 years of study at PSU, Hatyai Campus, Thailand.
- 472-328 Internship Experience for 320 hours is compulsory.

2. COOPERATIVE EDUCATION STUDY PLAN

- Students will complete their entire 4 years of study at PSU, Hatyai Campus, Thailand.
- 472-328 Internship Experience is not required.
- 472-423 Cooperative Education for 1 semester (4 months) is compulsory.

3. DUAL DEGREE STUDY PLAN

3.1 Dual Degree Study Plan 2+2

- Student will complete year 1 - 2 at PSU, Hatyai Campus, Thailand and complete year 3 – 4 at overseas partner University.
- Available Partner University: Middlesex University, UK.
There are 2 options of program which are:
 - B.A. (Hons) International Business Administration
 - B.A. (Hons) Business Management
- 472-328 Internship Experience for 320 hours is compulsory in the summer term, second year of studying.

3.2 Dual Degree Study Plan 3+1

- Student will complete year 1 - 3 at PSU, Hatyai Campus, Thailand and complete their year 4 at overseas partner University.
- Available Partner Universities: 2 Universities
- University of the West of England, UK. There is 1 program available which is:
 - BA (Hons) Business and Management Top-Up 3+1
- Middlesex University, UK. There are 2 programs available which are:
 - BA (Hons) Business Management (Innovation & Entrepreneurship) 1-Year Top-Up
 - BA (Hons) Business Management (Marketing) 1-Year Top-Up
- 472-328 Internship Experience for 320 hours is compulsory in the summer term, third year of studying.

1. REGULAR STUDY PLAN

YEAR 1

SEMESTER 1		
142-118	Academic English: Listening and Speaking	2((2)-0-4)
142-239	Arts of Living	3((3)-0-6)
472-102	Creative Thinking	2((2)-0-4)
472-103	Black and White	2((2)-0-4)
472-105	Keeping Fit: Enjoy Healthy and Happy Life	1((1)-0-2)
472-111	Business Economics	3((3)-0-6)
472-112	Management and Entrepreneurship	3((3)-0-6)
472-121	Psychology and Entrepreneurial Spirit	3((3)-0-6)
Total		19((19)-0-38)

SEMESTER 2		
001-103	Idea to Entrepreneurship	1((1)-0-2)
142-119	Academic English: Reading and Writing	2((2)-0-4)
472-101	Growth Mindset for Professional Presenter*	2((2)-0-4)
472-104	Local Arts and Fabric	1((1)-0-2)
472-113	Principles of Marketing for Entrepreneurs	3((3)-0-6)
472-114	Accounting for Entrepreneurs	3((3)-0-6)
472-115	Managing People and Team	3((3)-0-6)
472-122	Business Inspiration and Career Exploration	2((1)-2-3)
Total		17((16)-2-33)

Remarks : *Students must passed the intensive exams before enrolling 472-101 Growth Mindset for Professional Presenter

YEAR 2

SEMESTER 1		
001-102	The King's Philosophy and Sustainable Development	2((2)-0-4)
472-201	Pocket Money	2((2)-0-4)
472-211	Operations Management	3((3)-0-6)
472-212	Innovation Management and Entrepreneurship	2((2)-0-4)
472-213	Business Communication	3((2)-2-5)
472-221	Media Creation for Business	3((2)-2-5)
xxx-xxx	GenEd Free Elective	2((2)-0-4)
xxx-xxx	GenEd Free Elective	2((2)-0-4)
Total		19((17)-4-36)

SEMESTER 2		
472-214	Finance for Entrepreneurs	3((3)-0-6)
472-215	Business Law	1((1)-0-2)
472-216	Business Analytics	3((2)-2-5)
472-217	Module: Entrepreneurial Toolkit	8((4)-8-12)
472-222	Introduction to Logistics and Supply Chain Management	3((3)-0-6)
Total		18((13)-10-31)

1. REGULAR STUDY PLAN

YEAR 3

SEMESTER 1		
388-100	Health for All	1((1)-0-2)
472-321	Basic Research Methods in Business	2((1)-2-3)
472-322	Business Ethics	3((2)-2-5)
472-323	Business Negotiation	3((2)-2-5)
472-324	Financial Management	3((3)-0-6)
895-001	Good Citizens	2((2)-0-4)
	Total	14((11)-6-25)

SEMESTER 2		
472-200	Benefit of Mankinds	1((1)-0-2)
472-301	Survival 101	2((2)-0-4)
472-325	Leadership in Organizational Change	3((3)-0-6)
472-326	Pitching for Business	2((1)-2-3)
472-327	Brand Management	3((2)-2-5)
472-328	Internship Experience	3(0-6-3)
	Total	14((9)-10-23)

YEAR 4

SEMESTER 1		
472-411	Strategic Management	3((2)-2-5)
472-xxx	Free Elective Course	3(x-y-z)
472-xxx	Major Elective Course	3(x-y-z)
	Total	9(x-y-z)

SEMESTER 2		
472-421	Sustainability and Corporate Social Responsibility	2((1)-2-3)
472-xxx	Major Elective Course	3(x-y-z)
472-xxx	Major Elective Course	3(x-y-z)
472-xxx	Free Elective Course	3(x-y-z)
	Total	11(x)-y-z)

2. COOPERATIVE EDUCATION STUDY PLAN

YEAR 1

SEMESTER 1		
142-118	Academic English: Listening and Speaking	2((2)-0-4)
142-239	Arts of Living	3((3)-0-6)
472-102	Creative Thinking	2((2)-0-4)
472-103	Black and White	2((2)-0-4)
472-105	Keeping Fit: Enjoy Healthy and Happy Life	1((1)-0-2)
472-111	Business Economics	3((3)-0-6)
472-112	Management and Entrepreneurship	3((3)-0-6)
472-121	Psychology and Entrepreneurial Spirit	3((3)-0-6)
Total		19((19)-0-38)

SEMESTER 2		
001-103	Idea to Entrepreneurship	1((1)-0-2)
142-119	Academic English: Reading and Writing	2((2)-0-4)
472-101	Growth Mindset for Professional Presenter*	2((2)-0-4)
472-104	Local Arts and Fabric	1((1)-0-2)
472-113	Principles of Marketing for Entrepreneurs	3((3)-0-6)
472-114	Accounting for Entrepreneurs	3((3)-0-6)
472-115	Managing People and Team	3((3)-0-6)
472-122	Business Inspiration and Career Exploration	2((1)-2-3)
Total		17((16)-2-33)

Remarks : *Students must passed the intensive exams before enrolling 472-101 Growth Mindset for Professional Presenter

YEAR 2

SEMESTER 1		
001-102	The King's Philosophy and Sustainable Development	2((2)-0-4)
472-201	Pocket Money	2((2)-0-4)
472-211	Operations Management	3((3)-0-6)
472-212	Innovation Management and Entrepreneurship	2((2)-0-4)
472-213	Business Communication	3((2)-2-5)
472-221	Media Creation for Business	3((2)-2-5)
xxx-xxx	GenEd Free Elective	2((2)-0-4)
xxx-xxx	GenEd Free Elective	2((2)-0-4)
Total		19((17)-4-36)

SEMESTER 2		
472-214	Finance for Entrepreneurs	3((3)-0-6)
472-215	Business Law	1((1)-0-2)
472-216	Business Analytics	3((2)-2-5)
472-217	Module: Entrepreneurial Toolkit	8((4)-8-12)
472-222	Introduction to Logistics and Supply Chain Management	3((3)-0-6)
Total		18((13)-10-31)

2. COOPERATIVE EDUCATION STUDY PLAN

YEAR 3

SEMESTER 1		
388-100	Health for All	1((1)-0-2)
472-321	Basic Research Methods in Business	2((1)-2-3)
472-322	Business Ethics	3((2)-2-5)
472-323	Business Negotiation	3((2)-2-5)
472-324	Financial Management	3((3)-0-6)
895-001	Good Citizens	2((2)-0-4)
	Total	14((11)-6-25)

SEMESTER 2		
472-200	Benefit of Mankinds	1((1)-0-2)
472-301	Survival 101	2((2)-0-4)
472-325	Leadership in Organizational Change	3((3)-0-6)
472-326	Pitching for Business	2((1)-2-3)
472-327	Brand Management	3((2)-2-5)
472-421	Sustainability and Corporate Social Responsibility	2((1)-2-3)
472-xxx	Major Elective Course	3(x-y-z)
	Total	16(x-y-z)

YEAR 4

SEMESTER 1		
472-411	Strategic Management	3((2)-2-5)
472-422	Cooperative Education Preparation	1(0-2-1)
472-xxx	Free Elective Course	3(x-y-z)
472-xxx	Free Elective Course	3(x-y-z)
	Total	10(x-y-z)

SEMESTER 2		
472-423	Cooperative Education	8(0-48-0)
	Total	8(0-48-0)

3.1 DUAL DEGREE STUDY PLAN (2+2)

- Student will complete year 1 - 2 at PSU, Hatyai Campus, Thailand and complete year 3 – 4 at oversea partner University.
- Available Partner University: **Middlesex University (MDX), UK.**
- Students must choose one program from the below options:
 - a. B.A. (Hons) International Business Administration (Total credits required from MDX: 240)
 - b. B.A. (Hons) Business Management (Total credits required from MDX: 240)
- 472-328 Internship Experience for 320 hours is compulsory in the summer term, second year of studying.
- 240 Credits from the oversea partner to be transferred to 48 credits of Prince of Songkla University, Hatyai Campus, Thailand



3.1 DUAL DEGREE STUDY PLAN (2+2)

YEAR 1

SEMESTER 1		
142-118	Academic English: Listening and Speaking	2((2)-0-4)
142-239	Arts of Living	3((3)-0-6)
472-102	Creative Thinking	2((2)-0-4)
472-103	Black and White	2((2)-0-4)
472-105	Keeping Fit: Enjoy Healthy and Happy Life	1((1)-0-2)
472-111	Business Economics	3((3)-0-6)
472-112	Management and Entrepreneurship	3((3)-0-6)
472-121	Psychology and Entrepreneurial Spirit	3((3)-0-6)
Total		19((19)-0-38)

SEMESTER 2		
001-103	Idea to Entrepreneurship	1((1)-0-2)
142-119	Academic English: Reading and Writing	2((2)-0-4)
472-101	Growth Mindset for Professional Presenter*	2((2)-0-4)
472-104	Local Arts and Fabric	1((1)-0-2)
472-113	Principles of Marketing for Entrepreneurs	3((3)-0-6)
472-114	Accounting for Entrepreneurs	3((3)-0-6)
472-122	Business Inspiration and Career Exploration	2((1)-2-3)
xxx-xxx	GenEd Free Elective	2((2)-0-4)
Total		16((15)-2-31)

Remarks : *Students must passed the intensive exams before enrolling 472-101 Growth Mindset for Professional Presenter

YEAR 2

SEMESTER 1		
001-102	The King's Philosophy and Sustainable Development	2((2)-0-4)
388-100	Health for All	1((1)-0-2)
472-201	Pocket Money	2((2)-0-4)
472-212	Innovation Management and Entrepreneurship	2((2)-0-4)
472-213	Business Communication	3((2)-2-5)
472-221	Media Creation for Business	3((2)-2-5)
895-001	Good Citizens	2((2)-0-4)
xxx-xxx	GenEd Free Elective	2((2)-0-4)
Total		17((15)-4-32)

SEMESTER 2		
472-200	Benefit of Mankind	1((1)-0-2)
472-214	Finance for Entrepreneurs	3((3)-0-6)
472-215	Business Law	1((1)-0-2)
472-216	Business Analytics	3((2)-2-5)
472-217	Module: Entrepreneurial Toolkit	8((4)-8-12)
472-301	Survival 101	2((2)-0-4)
472-328	Internship Experience	3(0-6-3)
Total		21((13)-16-34)

3.1 DUAL DEGREE STUDY PLAN (2+2)

Middlesex University, United Kingdom

YEAR 3

OPTION a. BA (Hons) International Business Administration

Semester 1 and 2	Credits
ACC2222 Accounting & Finance for Business	30
HRM2118 Human Resource Management in Practice	30
MKT2001 Marketing Research and Insights	30
MGT2222 Operations Management	30
MDX Total Credits	120
PSU Total Credits	24



OPTION b. BA (Hons) Business Management

Semester 1 and 2	Credits
HRM2007 Work, Organisation and Society	30
MGT2546 Business Environment Analysis	30
MGT2220 Operations Management	30
Option	30
Optional Modules:	
- MKT2236 Brand Management (30)	
- MKT2242 Consumer Behaviour (30)	
- HRM2011 HRM in a Global Context (30)	
- HRM2005 Human Resource Management in Practice (30)	
MDX Total Credits	120
PSU Total Credits	24



YEAR 4

BA (Hons) International Business Administration

Semester 1 and 2	Credits
MGT3123 Global Business Strategy	30
MKT3456 International and Cross-Cultural Marketing	30
ECS3366 International Finance	30
Option	30
Optional Modules:	
- MGT3009 Global Supply Chain Management (30)	
- HRM3015 International Leadership (30)	
MDX Total Credits	120
PSU Total Credits	24

BA (Hons) Business Management

Semester 1 and 2	Credits
MGT3170 Strategic Management	30
Option	30
Option	30
Option	30
Optional Modules:	
- HRM3007 Equality Diversity and Inclusion (30)	
- HRM3024 Contemporary Issues in Managing a Workforce (30)	
- MGT3550 Global Supply Chain Management (30)	
MDX Total Credits	120
PSU Total Credits	24

Remarks : The courses from the partner Universities of dual degree study plans may be subject to change depending on the approval of the program committee.

3.2 DUAL DEGREE STUDY PLAN (3+1)

- Student will spend their 3 years of study at Prince of Songkla University, Hatyai Campus, Thailand and complete their 4th year at overseas partner University.
- Students must choose one program from the below options:
 - University of the West of England (UWE), United Kingdom
 - a. BA (Hons) Business and Management Top-Up 3+1 (Total credits required from UWE: 120)
 - Middlesex University (MDX), United Kingdom
 - b. BA (Hons) Business Management (Innovation & Entrepreneurship) 1-Year Top-Up (Total credits required from MDX: 120)
 - c. BA (Hons) Business Management (Marketing) 1-Year Top-Up (Total credits required from MDX: 120)
- 120 Credits from the overseas partner to be transferred to 18 credits of Prince of Songkla University, Hatyai Campus, Thailand

3.2 DUAL DEGREE STUDY PLAN (3+1)

YEAR 1

SEMESTER 1		
142-118	Academic English: Listening and Speaking	2((2)-0-4)
142-239	Arts of Living	3((3)-0-6)
472-102	Creative Thinking	2((2)-0-4)
472-103	Black and White	2((2)-0-4)
472-105	Keeping Fit: Enjoy Healthy and Happy Life	1((1)-0-2)
472-111	Business Economics	3((3)-0-6)
472-112	Management and Entrepreneurship	3((3)-0-6)
472-121	Psychology and Entrepreneurial Spirit	3((3)-0-6)
Total		19((19)-0-38)

SEMESTER 2		
001-103	Idea to Entrepreneurship	1((1)-0-2)
142-119	Academic English: Reading and Writing	2((2)-0-4)
472-101	Growth Mindset for Professional Presenter*	2((2)-0-4)
472-104	Local Arts and Fabric	1((1)-0-2)
472-113	Principles of Marketing for Entrepreneurs	3((3)-0-6)
472-114	Accounting for Entrepreneurs	3((3)-0-6)
472-115	Managing People and Team	3((3)-0-6)
472-122	Business Inspiration and Career Exploration	2((1)-2-3)
Total		17((16)-2-33)

Remarks : *Students must passed the intensive exams before enrolling 472-101 Growth Mindset for Professional Presenter

YEAR 2

SEMESTER 1		
001-102	The King's Philosophy and Sustainable Development	2((2)-0-4)
472-201	Pocket Money	2((2)-0-4)
472-211	Operations Management	3((3)-0-6)
472-212	Innovation Management and Entrepreneurship	2((2)-0-4)
472-213	Business Communication	3((2)-2-5)
472-221	Media Creation for Business	3((2)-2-5)
xxx-xxx	GenEd Free Elective	2((2)-0-4)
xxx-xxx	GenEd Free Elective	2((2)-0-4)
Total		19((17)-4-36)

SEMESTER 2		
472-214	Finance for Entrepreneurs	3((3)-0-6)
472-215	Business Law	1((1)-0-2)
472-216	Business Analytics	3((2)-2-5)
472-217	Module: Entrepreneurial Toolkit	8((4)-8-12)
472-222	Introduction to Logistics and Supply Chain Management	3((3)-0-6)
Total		18((13)-10-31)

3.2 DUAL DEGREE STUDY PLAN (3+1)

YEAR 3

SEMESTER 1		
388-100	Health for All	1((1)-0-2)
472-321	Basic Research Methods in Business	2((1)-2-3)
472-322	Business Ethics	3((2)-2-5)
472-323	Business Negotiation	3((2)-2-5)
472-324	Financial Management	3((3)-0-6)
895-001	Good Citizens	2((2)-0-4)
	Total	14((11)-6-25)

SEMESTER 2		
472-200	Benefit of Mankinds	1((1)-0-2)
472-301	Survival 101	2((2)-0-4)
472-325	Leadership in Organizational Change	3((3)-0-6)
472-326	Pitching for Business	2((1)-2-3)
472-327	Brand Management	3((2)-2-5)
472-328	Internship Experience	3(0-6-3)
472-421	Sustainability and Corporate Social Responsibility	2((1)-2-3)
	Total	16((10)-12-26)

YEAR 4

University of the West of England, United Kingdom

OPTION a. BA (Hons) Business and Management (1-year Top-Up)

Semester 1 and 2	Credits
UMCDFS-30-3 Business Project	30
UMCDQ3-15-3 Academic and Professional Development	15
UMSDQ5-15-3 Business Strategy	15
UMOLML-15-3 Managing Organisational Change	15
UMSDMK-15-3 Integrated Business Management Simulation	15
UMKDCA-15-3 Brand Management	15
Free Elective	15
UWE Total Credits	120
PSU Total Credits	18

Remarks : The courses from the partner Universities of dual degree study plans may be subject to change depending on the approval of the program committee.

3.2 DUAL DEGREE STUDY PLAN (3+1)

YEAR 4

Middlesex University, United Kingdom

OPTION b. BA (Hons) Business Management (Innovation & Entrepreneurship) (1-year Top-Up)

Semester 1 and 2	Credits
MGT3314 Strategic Management	30
MGT3014 Innovation Management	30
MGT3016 New Venture Development	15
MGT3015 New Product and Service Development	15
FIN3020 Entrepreneurial Finance	15
MGT3017 Small Business Management and Development	15
MDX Total Credits	120
PSU Total Credits	18

Remarks : The courses from the partner Universities of dual degree study plans may be subject to change depending on the approval of the program committee.

OPTION c. BA (Hons) Business Management (Marketing) (1-year Top-Up)

Semester 1 and 2	Credits
MGT3314 Strategic Management	30
MKT3014 Service Marketing Management	15
MKT3011 Global and Cross Cultural Marketing	15
MKT3019 Marketing Strategy and Implementation	15
Option	15
Option	15
Option	15
MDX Total Credits	120
PSU Total Credits	18

Remarks : The courses from the partner Universities of dual degree study plans may be subject to change depending on the approval of the program committee.

GRADE CONVERSION FOR DUAL DEGREE STUDY PLANS

According to the Prince of Songkla University Regulation Announcement for Undergraduate and Life-Long Learning (2020), transferring grades only allow when the achieved grade is greater than C. For other grading system, the achieved grade must convert to PSU grading system as follow:

PSU Grading System	Middlesex University Grading System	University of the West of England Grading System	PSU Ranking Grading Scale
A	1	$\geq 70\%$	80 - 100
	2		
	3		
	4		
B+	5	$\geq 60\%$	≥ 75
	6		
	7		
	8		
B	9	$\geq 50\%$	≥ 70
	10		
	11		
	12		
C+	13	$\geq 40\%$	≥ 65
	14		
C	15	$\geq 30\%$	≥ 60
	16		
D+	Non-transferable ≥ 17	Non-transferable < 30	≥ 55
D			≥ 50
E			< 50
I	20	n/a	Incomplete

Remarks : The grading and ranking scale for dual degree study plans may be subject to change depending on the approval of the program committee and the partner University.