

Study Program

Bachelor of Arts in International Business Communication

(Four - Year Program) 136 credits

Summer	Credits	First Semester	Credits	Second Semester	Credits
BSC 003 Foundation Skills Development		GEC 101 Tools for the Digital Age	3(2-2-5)	GEC 112 General Psychology	3(3-0-6)
		GEC 102 Thai Studies	3(3-0-6)	GEC 122 Intermediate English	3(2-2-5)
		GEC 111 Comparative Society and Culture	3(3-0-6)	GEC 133 Introduction to Statistics	3(3-0-6)
		GEC 121 Fundamental English	3(2-2-5)	BSC 261 Introduction to Economics	3(3-0-6)
		GEC 131 College Mathematics	3(3-0-6)	BSC 263 Management Information Systems	3(3-0-6)
		GEC 132 Use of Computers in Business	3(2-2-5)	IBC 281 Communications Concepts & Skills	3(3-0-6)
		Total			18
Summer	Credits	First Semester	Credits	Second Semester	Credits
		GEC 223 Advanced English	3(2-2-5)	BSC 259 Principles of Management	3(3-0-6)
		BSC 252 Principles of Marketing	3(3-0-6)	BSC 260 Introduction to Human Resources Management	3(3-0-6)
		BSC 253 Organization Behavior	3(3-0-6)	BSC 262 Introduction to Accounting	3(3-0-6)
		BSC 257 Business Finance	3(3-0-6)	IBC 243 Public Speaking and Presentation Skills	3(3-0-6)
		IBC 282 Business Communication Skills	3(3-0-6)	IBC 283 Organizational Communication	3(3-0-6)
		Major Elective (1)	3(2-2-5)	Major Elective (2)	3(2-2-5)
		Total			18
Summer	Credits	First Semester	Credits	Second Semester	Credits
		BSC 343 Business Writing	3(3-0-6)	BSC 360 Business Ethics	3(3-0-6)
		BSC 362 Introduction to International Business	3(3-0-6)	BSC 361 Current Issues in ASEAN Trade & Development	3(3-0-6)
		IBC 374 Group Dynamics and Team Building	3(3-0-6)	BSC 364 International Marketing	3(3-0-6)
		IBC 385 Digital Communications Strategies	3(3-0-6)	IBC 386 Social Media Marketing	3(3-0-6)
		Major Elective (3)	3(2-2-5)	IBC 387 Cross-cultural Communications Management	3(3-0-6)
		Free Elective (1)	3	Major Elective (4)	3(2-2-5)
		Total			18
Summer	Credits	First Semester	Credits	Second Semester	Credits
		BSC 461 Asian Culture and Business Studies	3(3-0-6)	IBC 499 Co-operative Education for International Business Communication	6(0-40-0)
		BSC 466 Negotiations	3(3-0-6)		
		IBC 482 Integrated Marketing Communication	3(3-0-6)		
		IBC 490 Communication Ethics	3(3-0-6)		
		IBC 493 Seminar in International Business Communication	3(3-0-6)		
		IBC 498 Pre-Cooperative Education for International Business Communication	1(0-2-1)		
		Major Elective (5)	3(2-2-5)		
Total			19	Total	6