



Mahidol University
International College

BUSINESS ADMINISTRATION

www.muic.mahidol.ac.th

BA

BA

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

Gaining 21st century knowledge and skills through General Education courses while able to turn business ideas into action through Business Administration core and major courses. Explore an exciting and diverse business education with a global perspective in Business Economics, Finance, International Business, and Marketing.



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INTERNATIONAL
COLLEGE**

BUSINESS ECONOMICS MAJOR

Graduates from the Business Economics major are trained to be **Business Analysts** where they are able to analyze decisions made by consumers, firms, and policy makers to predict **the impact of economics and government policies on business** in the changing world.

MAJOR COURSES:

Business Economics focuses on the use of economic analysis and quantitative methods to deal with business problems. Studies include how and why corporations expand, the impact of entrepreneurs, the interactions among corporations and the role of governments and regulations on business decisions-making.

- Strategic Choice of Consumers and Firms
- World Economy
- Econometrics
- Markets and Prices
- Economic Policies

CAREER OPPORTUNITIES:

Public Sector: Foreign Trade Officer, Public and Government Affairs Officer, Business Development Officer, Economist, Public Policy Analyst

Private Sector: Data Analyst, Research Analyst, Entrepreneur, Business Consultant, Business Strategist, Business Planner, Industry Analyst, Trader, Banker

FINANCE MAJOR

Upon completion of the Finance Program, students will be able to: **conduct financial analyses** for family businesses and multinational corporations; and be able **to build financial models to solve business-related issues.**

MAJOR COURSES:

Applying theoretical and practical financial knowledge to analyze companies, and developing innovative solutions to complex financial problems in a world with disruptive technologies.

- Financial Management
- International Financial Markets
- Investment Analysis and Portfolio Management
- Multinational Corporate Finance
- Financial Analysis and Modeling

CAREER OPPORTUNITIES:

Financial Analyst, Investment Banker, Financial Consultant, Business Entrepreneur

BA

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INTERNATIONAL BUSINESS MAJOR

Upon completion of a program, students will be able to critically analyze the global markets, apply appropriate management framework to tackle international business problems and capture the opportunities, and formulate international business plans and strategies.

MAJOR COURSES:

Experiencing the entirety of the international business processes including developing the logistics and supply chain, understanding the trade policies and regulations, managing people from diverse background and cultures, analyzing risks, and formulating an internationalization strategy.

- Global Logistics and Supply Chain Management
- Diversity, Cross Culture and Expatriate Management
- Global Trade, Policies, and Regulations
- Risk Management in International Business
- Internationalization Strategy

CAREER OPPORTUNITIES:

Country manager, Import and export logistic service agent, Management consultant, Business development



MARKETING MAJOR

Upon completion of a program, students will be able to design a marketing plan for both small and large organizations to sustainably grow in a digital world and understand the impact of the marketing decisions.

MAJOR COURSES:

Using research to identify consumer insight and market potential as well as understand the impact of consumer decision to form a sustainable marketing strategy in a fast-changing digital world.

- Consumer Insight – Qualitative Approach
- Market Intelligence – Quantitative Approach
- Consumer Behavior and Decision Making
- Digital Marketing
- Marketing Strategy for Sustainability

CAREER OPPORTUNITIES:

Digital Marketer, Market Research Analyst, Brand Manager, Media Manager

MBA₄₊₁

MBA 4+1 PROGRAM

A combined Bachelor/MBA program provides an opportunity for students to take MBA courses while studying in a bachelor program.

WHY 4+1?

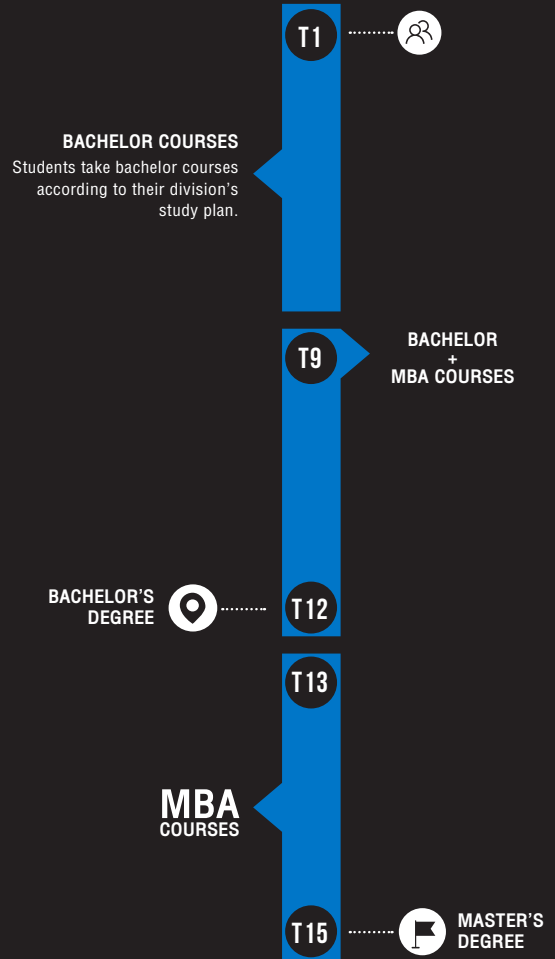
- +1 year MBA degree
- 2 specializations of your choice (Global Strategy, Innovation in Business)
- Networking within the business world
- Weekend classes

INTERNATIONAL GRADUATE STUDIES OFFICE (IGS)

Tel: 02 700 5000 ext. 4481-4

Email: icgrad@mahidol.ac.th

STUDY PLAN:



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