



Mahidol University
International College



BUSINESS ECONOMICS

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

OVERVIEW:

THE BUSINESS ECONOMICS MAJOR
is **BASED ON THE ECONOMIC
FOUNDATIONS AND DEVELOPMENTS**

that have occurred in this subject area over the last several decades. Business Economics majors will be well-equipped in both the micro and the macro aspects of economics and their analytical applications to the operational aspects of any business in any particular industry.

Upon completion of the program, students are trained to be **BUSINESS ANALYST**, who are able to analyze decisions made by consumers, firms, and policy makers to predict **THE IMPACT OF ECONOMICS AND GOVERNMENT POLICIES ON BUSINESS** in a changing world.



AREAS OF STUDY:

The curriculum will provide opportunities for students to integrate and synthesize both managerial and quantitative concepts to solve business-related issues in the broader context of the organization and society through major courses. These courses include

- Market Structure and Pricing Strategies
- Strategic Choice of Consumer Behaviour
- World Economy
- Economic Policy Analysis
- Econometrics and Data Analysis



CAREER OPPORTUNITIES:

- Consulting / analyst positions in the private sector
- Research position in research and / or information service businesses
 - State employees in governmental units or agencies
- Positions in international or non-profit institutions / organizations
 - Business entrepreneurs
- Working in their family's business



BUSINESS ECONOMICS

HOW TO APPLY

BUSINESS ECONOMICS

FAST TRACK

SUBMIT YOUR SCORE

ENGLISH
MINIMUM SCORES

TOEFL
(IBT)

69

OVERALL

22

WRITING

OR

IELTS
(ACADEMIC)

6.0

OVERALL

6.0

WRITING

OR

PTE
(ACADEMIC)

50

OVERALL

50

WRITING

MATHEMATICS
MINIMUM SCORES

SAT
(MATH SCORE)
NOT LOWER THAN

600

OR

ACT
(MATH SCORE)
NOT LOWER THAN

25

TUITION & FEE

(Approximately in Thai baht)

70,XXX

TRIMESTER

84X,XXX

4 YEARS

REGULAR TRACK

MUIC EXAM



TOEFL
ITP

OR

+



WRITING
TEST

+



MATH
TEST

SUBMIT
DUOLINGO
100
OVERALL

Applicants are eligible to submit
English/Mathematics Minimum
scores to waive for MUIC Exam.



Contact us
for more information

ADMISSIONS OFFICE

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