



Degree Level  Bachelor's  Grad.Dip.  Master's  Higher Grad.Dip.  Doctoral

Mahidol University International College

TQF2 Bachelor of Business Administration Program in Business Economics (International Program) Business Administration Division

## MU Degree Profile



Undergraduate Program	
<b>1. Program Title</b> (Thai) หลักสูตรบริหารธุรกิจบัณฑิต สาขาวิชาเศรษฐศาสตร์ธุรกิจ (หลักสูตรนานาชาติ) (English) Bachelor of Business Administration Program in Business Economics (International Program)	
<b>2. Degree Title</b> (Thai) บริหารธุรกิจบัณฑิต (เศรษฐศาสตร์ธุรกิจ) (English) Bachelor of Business Administration (Business Economics)	
Program Overview	
Type of Program	Bachelor's Degree (International Program), Academic Program
Number of Credits	No less than 183 credits
Duration of Program/ Program Cycle	Four-Year Program
Program Status and Schedule of Program Start Dates	Revised Program 2020 Program start: Trimester I Academic Year 2020
Degree Offered	One degree of one major
Institution Offering Degree (collaboration with other institutions)	Mahidol University
Organization Certifying the Standards of the Program	-



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Specific Data of the Program	
Purpose / Goals / Objectives	The main goal of the BBA program in Business Economics is to produce graduates who are entrepreneurial-minded . Graduates from this program will be able to demonstrate their leadership quality, ability to think critically, innovativeness, ethical and sustainability awareness, management skills and business economics-specific knowledge in actual business settings.
Distinctive Features	Students develop entrepreneurial mindset during the program, being able to turn ideas into actions .They are allowed to pursue a minor of interest in any discipline to broaden their learning perspective and are required to gain practical experience through internship program .Gaining practical teaching and learning experience in the program, students are equipped with general and discipline-specific knowledge and skills to be ready to contribute to a more innovative and sustainable global society .
Academic System (semester/trimester/quarter system)	Trimester system
Advancement Path of the Graduates	
Career Opportunities	<ul style="list-style-type: none"> <li>a. Business Analyst positions in the private sector</li> <li>b. Research position in research and/or information service businesses</li> <li>c. Employees in state enterprises</li> <li>d. State employees in governmental units or agencies</li> <li>e. Positions in international or non-profit institutions/ organizations</li> <li>f. Business entrepreneurs</li> </ul>



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	g. Working in their family's business
Further Study after graduation	a. Graduate School in Economics/ Business Economics/ Social Science/ Real Estate/ Logistic/ Demographics (either in Thailand or outside Thailand) b. Master of Business Administration (either in Thailand or outside Thailand)
<b>Educational Philosophy in Program Management</b>	
Program Philosophy	Mahidol University International College's Business Administration graduates are well equipped with 21 <sup>st</sup> century, core business and discipline-specific knowledge and skills, and entrepreneurial mindset through innovative and impactful academic, co-curricular and extra-curricular activities, so as to contribute to a more innovative and sustainable global society.
Strategy/ Practice in teaching and learning	<ol style="list-style-type: none"> <li>1. Students develop their 21st century skills through General Education courses, which serve to enhance students' core subject knowledge, learning and innovation skills, career and life skills.</li> <li>2. Students become global citizens who are able to communicate and work with other people from diverse cultural backgrounds.</li> <li>3. Students equip themselves with business knowledge and skills and develop entrepreneurial mindset through Core Business courses, mapped with five key expected characteristics )Leadership, Cognitive thinking, Innovativeness, Ethics and Sustainability, and Management.</li> <li>4. Students acquire business-economic-specific</li> </ol>



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	<p>knowledge and skills through Major Required and career-based Major Elective courses, mapped with discipline-specific learning outcomes .Classes are conducted with the involvement of practitioners through real-life projects.</p>
<p>Strategy/Practice for Evaluating Learning Outcomes of Students</p>	<p><u>Teaching Strategies;</u></p> <ol style="list-style-type: none"> <li>1. Group projects/assignments</li> <li>2. Presentation</li> <li>3. Interactive lecture with experience practitioner</li> <li>4. Case studies with an emphasis on morality &amp; ethics.</li> <li>5. Individual/group assignments and/or discussion</li> <li>6. Business practices</li> </ol> <p><u>Evaluation Strategies;</u></p> <ol style="list-style-type: none"> <li>1. Synthesis of group presentation</li> <li>2. Peer evaluation</li> <li>3. Written examination</li> <li>4. Class attendance and class participation</li> <li>5. Employer evaluation</li> </ol>
<p><b>Competencies Enhanced to the Students of the Program</b></p>	
<p>Generic Competence</p>	<ol style="list-style-type: none"> <li>1. Critical Thinking and problem solving skills to analyze business-related issues.</li> <li>2. Communication skills including written, presentation to communicate professionally in a business context.</li> <li>3. Creativity and innovation to propose new idea for solving new business problems.</li> <li>4. Interaction skill including leadership, interpersonal skill, teamwork</li> <li>5. Organizational skill especially project and time</li> </ol>



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	management
Subject-specific Competence	<ol style="list-style-type: none"> <li>1. Microeconomics, Macroeconomics</li> <li>2. Strategic Choices of Consumer and Finance, World Economy</li> <li>3. Economic Integration</li> <li>4. Econometrics and Data analysis</li> </ol>
<b>Learning Outcomes of the Graduates</b>	
At the end of the program, successful students will be able to:	<ol style="list-style-type: none"> <li>1. demonstrate an ability to work in a team.</li> <li>2. think critically with business economic concepts in order to formulate well-reasoned recommendations to decision-makers.</li> <li>3. develop new economic models and frameworks for business solutions and opportunities.</li> <li>4. assess ethical implications of business practices and to describe the importance of sustainability in business.</li> <li>5. explain management concepts and to accomplish tasks within a changing business environment.</li> <li>6. use business economics knowledge and skills to solve actual business problems.</li> </ol>