



B.B.A.

(Global Entrepreneurship)

Why choose the program?

In a world where economic, social, political, and technological aspects rapidly changes, there is an urgent need for entrepreneurs who are able to respond and create values by coping with the changes. Due to the contexts stated, the program has been developed and based on multidisciplinary fields, such as entrepreneurship and innovation, finance, management, and digital marketing. In particular, the program covers three entrepreneurial stages, namely, venture searching and planning; marshaling; and implementing. The program is equipped with the essential tools in order to sustainably facilitate and co-create you who will become a global entrepreneur.

Your program of study

- **Your first and second years** introduce and provide you with business knowledge and skills to develop entrepreneurial mindset.
- **In your third and fourth years** you will be required to take specific entrepreneurial modules focusing on developing the skills that are essential for entrepreneurs.



Program structure

Year 1

General Education

English for Management	(3 Credits)
English for Professional Presentation	(3 Credits)
English for Marketing	(3 Credits)
English for Academic Purpose	(3 Credits)
Development of Reading and Writing Skills in English	(3 Credits)
English for Business	(3 Credits)

Core Business

Principles of Economics	(3 Credits)
Cross Cultural Management	(3 Credits)
International Human Capital Management	(3 Credits)
Principles of Accounting	(3 Credits)
International Marketing Management	(3 Credits)
Global Citizenship in The 21st Century	(3 Credits)

Year 2

General Education

Computer in Daily Life	(3 Credits)
English for Communication	(3 Credits)
Thai Society and Culture	(3 Credits)
Knowledge Management	(3 Credits)

Core Business

Business Finance	(3 Credits)
Management Information System	(3 Credits)
International Organizational Management and Behavior	(3 Credits)
Operations Management	(3 Credits)
International Business Management	(3 Credits)
Elective Business Course 1	(3 Credits)
Elective Business Course 2	(3 Credits)
Free Elective Course 1	(3 Credits)

Year 3

Module 1: Venture Searching and Planning

Business Ideation and Product Development for Entrepreneurs	(3 Credits)
Global Business Law and Intellectual Property for Entrepreneurs	(3 Credits)
Cost Analysis and Decision Making for Entrepreneurs	(3 Credits)
Business Plan and Feasibility Study for Entrepreneurs	(3 Credits)
New Venture Creation	(3 Credits)

Module 2: Venture Marshaling

Entrepreneurial Finance	(3 Credits)
Personal Finance for Entrepreneurs	(3 Credits)
Pitching, Sales, and Presentation Skills for Entrepreneurs	(3 Credits)
E-Commerce and E-CRM for Entrepreneurs	(3 Credits)
Digital Marketing and Social Media for Entrepreneurs	(3 Credits)
Free Elective Course 2	(3 Credits)

Final Year

Module 3: Venture Implementing

Entrepreneurial Leadership and Strategy	(3 Credits)
Creative Teamwork, Collaboration, And Networking for Entrepreneurs	(3 Credits)
Performance Measurement for Entrepreneurial Firms	(3 Credits)
Family Business and Transgeneration	(3 Credits)
Sustainability for Social Entrepreneurs	(3 Credits)
Alternative Education	(3 Credits)

More information

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