

Bachelor of Business Administration Program
in Computer Innovation for Business Communications

CURRICULUM STRUCTURE

(Total credit not less than 127 credits)

1. General Education (GE) Courses	30 Credits
GE Compulsory Courses	27 credits
1.1 Languages	9 Credits
1501101 English for Communication in Daily Life	3 Credits
1501102 Applied Conversational English	3 Credits
1051103 Thai for Communication	3 Credits
1.2 Humanities and Social Sciences	9 Credits
2001101 The Beauty of life	3 Credits
2001102 King's Philosophy	3 Credits
<ul style="list-style-type: none"> ▪ Choose to study at least 3 credits in the GE courses in the group of Humanities and Social Sciences. 	3 Credits
1.3 Science, Mathematics, and Technology	9 Credits
4001101 Mathematics and Science for Life-Solving	3 Credits
4001102 Science for Life	3 Credits
4001103 Digital Literacy	3 Credits
GE Elective Courses	3 Credits
1.4 Choose to study the GE elective courses according to different subject groups that is not the same as the courses that have been studied before, not less than 3 credits.	3 Credits
2. Specific Courses	91 Credits

Core Courses		30 Credits
3561002	Business Ethics and Social Responsibility	3 Credits
3601001	Management Information Technology for Business	3 Credits
3521101	Principle of Accounting	3 Credits
3591101	Principle of Economics	3 Credits
3532202	Business Taxation	3 Credits
3532401	Financial Management	3 Credits
3562004	Human Resource Management	3 Credits
3542403	Marketing Management	3 Credits
3563009	Statistics and Computer Program for Business	3 Credits
3564010	Strategic Management	3 Credits
Compulsory Major Courses		39 Credits
3601101	Computer Innovation for Business Communication	3 Credits
3601304	Data Structures and Algorithms	3 Credits
3602101	Digital Entrepreneurship	3 Credits
3602202	Modern Communication Innovations for Businesses	3 Credits
3602301	Computer Programming	3 Credits
3602302	Web Programming	3 Credits
3602401	Database System	3 Credits
3602402	Data Communication and Computer Networks	3 Credits
3603102	Information Systems Security	3 Credits
3603105	System Analysis and Design	3 Credits
3603107	Seminar Management for Computer Innovation for Business Communication	3 Credits
3603202	Development of Innovative Computer for Business Communication	3 Credits
3604102	Innovative Computer for Business Communication Project	3 Credits
Major Elective Courses		15 Credits

<p>■ Every Students of Computer Innovation for Business Communications choose to study from the following major elective courses, not less than 15 credits.</p>		
3601002	Electronic Commerce	3 Credits
3601202	Multimedia Applications for Business	3 Credits
3601402	English for Information Technology and Communications	3 Credits
3602204	Computer Graphic and Animation	3 Credits
3602205	Digital Marketing	3 Credits
3602206	Computer Applications Advertising and Public Relations	3 Credits
3602303	Java Programming	3 Credits
3602403	Operating Systems Installation and Management	3 Credits
3603201	Digital Photography	3 Credits
3603203	Business Intelligence	3 Credits
3603204	Database Management Systems	3 Credits
3603301	Visual Programming	3 Credits
3603302	Object-Oriented Programming	3 Credits
3603304	Development Mobile Applications	
3603401	Data Warehouse and Data Mining	3 Credits
3604101	Research Methodology of Innovation Computer	3 Credits
3604001	Strategic Information System	3 Credits
Internship / Cooperative Education		7 Credits
3604501	Preparation for Professional Experience in Computers Fields	2 credits (90 hours)
3604502	Professional Experience in Computers	5 Credits (350 hours)
or		
3604503	Pre-Cooperative Education	1 Credit

<p>3604504 Cooperative Education</p>	<p>(30 training- hours) 6 Credits (1 semester / 16 weeks)</p>
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<p>3. Free Elective Courses</p>	<p>6 Credits</p>
<ul style="list-style-type: none"> ▪ Choose to study any course from the curriculum of Surindra Rajabhat University without repeating any courses that have previously taken, not less than 6 credits. 	<p>6 Credits</p>