

## Faculty of Business Administration: Department of Management

The Department of Management teaches management to those students who desire to make Management their major in their B.B.A. program. Students graduating in this program will have gained many management skills to equip them for a career in management. The curriculum covers the major business topics that students need to know in order to take up senior positions in key organizations. The method of teaching enables students to think like a leader so that they will be able to rapidly make a valuable contribution to any organization that they join.

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### B.B.A Management

#### Rationale

In a today highly competitive business world, productivity, efficiency and innovation are definitely the three critical factors among many for successful organization. To stay competitive both locally and internationally modern managers must be knowledgeable, flexible and very dynamic. Stamford International University therefore, offers a degree in Management to prepare graduates to become modern managers and leaders.

This curriculum is designed to furnish students with the knowledge and skill in general management as well as humanities, social sciences, basic sciences, mathematics, and computers, which will enable the students to work well with their counterparts from diverse cultures. The combination of modern texts and computer and electronic instructional support and exercises will provide ample opportunity for students to practice and prepare themselves to work in the international environment.

#### Objectives

This program aims to develop highly knowledgeable graduates who will:

1. Have a high level of proficiency, skill and ability in management.
2. Be able to apply the knowledge and skills learned in order to perform effectively as manager for both local and international business organizations.
3. Be able to demonstrate personal discipline, moral and social responsibility.
4. Have a positive attitude toward business functions and appreciate the value of hard work to achieve advancement in the management profession.
5. Continue their professional education in management and related fields.

#### Curriculum Structure

All majors in the Faculty of Business Administration take a set of General Education courses and a common set of courses called the *Professional Core Courses*. Each course below comprises three credit hours, except for PHE, LIB 299, BUS 299, which are one credit hour each, and internships, which are six credit hours.

#### General Education

35 credits

##### Humanities (11 credits total)

##### Required courses (2 credits)

BUS	299	Professional Lectures
LIB	299	Social Service and Etiquette
PHE	XXX	Physical Education

##### Elective courses (choose 9 credits from the following)

ART	101	Art Appreciation
GEO	101	World Geography
HIS	101	Thailand in Global Perspective
HIS	102	E & W Worlds in Contemporary Perspective
HIS	103	Asia in Global Perspective
HIS	104	Foundation of Western Civilization
MUS	101	Music of World Cultures
PHI	101	Philosophy
XXX	101	Foreign Language (Chinese, French, German, Italian, Japanese, Spanish or Thai)

**Social Science (choose 6 credits from the following)**

ATH	101	Cultural Anthropology
POL	103	Society and Government
PSY	101	General Psychology
PSY	102	Personality Development
SOC	101	People and Society

**Language (9 credits)**

ENG	101	College English I
ENG	102	College English II
ENG	103	College English III

**Science and Mathematics (9 credits)**

ISM	103	Computer Applications
MAT	101	Basic Mathematics
STA	101	Introduction to Statistics

**Professional Core Courses****45 credits**

ACC	101	Principles of Accounting I
ACC	102	Principles of Accounting II
ACC	314	Managerial Accounting
BUS	206	Principles of Management
BUS	326	Taxation
BUS	331	Operations Management
BUS	421	Strategic Management
ECO	202	Microeconomics
ECO	203	Macroeconomics
LIB	300	Business Communications
FIN	220	Business Finance
ISM	200	Information Technology
MKT	213	Principles of Marketing
BUS	375	Business Research
STA	201	Business Statistics

**Major requisites****30 credits**

MGN	221	Human Resource Management
MGN	320	Office Management
MGN	340	Organizational Behavior
MGN	360	Leadership
MGN	378	SME Management
MGN	384	Project Management
MGN	394	Organization Analysis and Development
MGN	440	Business Relationship Management
MGN	499	Internship

**Major Electives****6 credits**

IBM	221	Introduction to International Business
MGN	350	Import - Export Management
MGN	380	E – Commerce Management
MGN	449	Current Issues in Business Management
MGN	480	Seminar in Business Management
MKT	433	Supply Chain Management

**Minor****15 credits**



### 3-Year Study Plan: Management *First Year*

Term I (June Semester)		Term II (October Semester)		Term III (January Semester)	
ENG 101	3	ENG 102	3	ENG 103	3
ACC 101	3	STA 101	3	ISM 200	3
PSY 101	3	ISM 103	3	STA 201	3
MAT 101	3	ACC 102	3	PSY 102	3
ART 101/GEO 101/MUS 101/ PHI101/ HIS 101/102/103/104 PHE xxx	3 1	ART 101/GEO 101/MUS 101/ PHI101/ HIS 101/102/103/104	3	ART 101/GEO 101/MUS 101/ PHI101/ HIS 101/102/103/104	3
	16		15		15

### *Second Year*

Term I (June Semester)		Term II (October Semester)		Term III (January Semester)	
ECO 202	3	ECO 203	3	LIB 300	3
BUS 206	3	MGN 340	3	MGN 378	3
MGN 221	3	MGN 360	3	ACC 314	3
MGN 320	3	FIN 220	3	Major Elective 1/2	3
MKT 213	3	Major Elective 1/3	3	Free Elective 1/2	3
BUS299/LIB299	1				
	16		15		15

### *Third Year*

Term I (June Semester)		Term II (October Semester)		Term III (January Semester)	
BUS 326	3	MGN 384	3	BUS 421	3
BUS 331	3	MGN 394	3	Minor 4/5	3
BUS 375	3	MGN 440	3	Minor 5/5	3
Minor 1/5	3	Minor 2/5	3	MGN 499(Internship)	6
Major Elective 2/2	3	Minor 3/5	3		
	15		15		15