

BANGKOK



Stamford's BBA Entrepreneurship program is designed to build future entrepreneurs by providing the skills and knowledge needed to succeed in the business world. The program follows the entrepreneurial journey from inception and venture creation, to planning and analysis, to opening and managing a company.

- Other than building the entrepreneurs of the future, this program is also suitable for: those who are interested in starting a business; those who will inherit a family business and want to make it a success; those who want to become an effective entrepreneur of a big organization; and those who are interested in learning how to become a competent business owner in today's business world.
- This program is facilitated by our unique business incubator that enhances students entrepreneurial capability in accelerates the growth and success of businesses with relevant resources, mentoring and coaching as well as the built-in international entrepreneurial networking connections.
- The program includes: business ideation workshops, entrepreneurial seminars, business mentoring and coaching, living case study with real businesses, meet-the-entrepreneurs, venture pitching, and conferences on social, global, and industry-specific entrepreneurship.

CAREER OPPORTUNITIES

- Entrepreneur
- Business Analyst
- Project Manager
- Investment Analyst
- Business Consultant
- Marketing Development Manager
- Service Manager
- Strategic Business Executive
- Product and Brand Manager

Get hands-on experience with one internship and one ventureship!

Internship

You will be doing some groundbreaking work with other innovative employees at start-up companies, which is great way to bridge the gap between what you think you need to know, and what you really need to know to succeed in small and active companies.

Ventureship

With the embedded international network connections and our unique business incubator, you will demonstrate your entrepreneurial efficacy by pitching your own venture to the potential investors, securing possible initial funding and eventually executing your business venture with the assistance of professional and competent mentors and coaches.

APPLY NOW!
INTAKES: MARCH, JULY, NOVEMBER

FACULTY MEMBERS

Edward S. Tang | Malaysia

Head of Entrepreneurship Program

Mr Tang holds an MBA in General Management and a specialization in Human Resource Management from the UK. His entrepreneurial career path led him to become an awarded chartered marketer (UK) and a professional trained chemical engineer (USA). In his 20 years of career development, he has successfully ventured into various businesses in different industries and into business consultancy. He is still active today as a shareholder and director of these enterprises.

Jarupat Wongsangiam | Thailand

Lecturer

Ms Wongsangiam holds an MBA in Management from Australia. With her family business background and extensive business experience in the education industry from overseas and Thailand, she has been managing International BBA in Entrepreneurship programs for the last 6 years.

Hans Michael Guelich | Germany

Director of Entrepreneurship and Industry Collaboration

Mr Guelich is an experienced entrepreneur and German engineer. He has 25 years of practice as a business owner of an industrial production, spinning off IT industry 4.0 for automotive industry. Mr Guelich held positions as Member of Parliament and Presidium of the Chamber of Commerce.



CURRICULUM STRUCTURE | 160 CREDITS

General Education 40 credits

Humanities	4 credits
Social Sciences	8 credits
Languages	12 credits
Science & Mathematics	16 credits

Basic Core Courses 40 credits

ACC 101	Fundamental of Financial Accounting
ACC 102	Managerial Accounting
BUS 206	Principles of Management
ECO 200	Introduction to Economics
FIN 220	Business Finance
LAW 201	Business Law
MKT 213	Principles of Marketing
ENT 201	Innovation and Creativity
LIB 300	Business Communication
STA 201	Business Statistics

Major Required Courses 40 credits

ENT 101	Entrepreneurial Mindset
MGN 221	Human Resource Management
ENT 301	Business Development
BUS 421	Strategic Management
ENT 202	Design Thinking: Innovation in Products and Services
ENT 401	Business Venture Creation
ENT 350	Entrepreneurial Finance
ENT 302	Entrepreneurs in Actions (Incubator & Accelerator)
ENT 303	Organizational Design
ENT 304	Entrepreneur Perspective, Coping Processes and Exit Strategies

Major Elective Courses* 8 credits

Select 2 subjects for a total of 8 credits from the following

ENT 335	Social Entrepreneurship
ENT 336	Continuing the Family Business Legacy
ENT 337	Win-Win Negotiations and Profitable Sales
ENT 338	Technology for Entrepreneurs

*Not all major elective courses are available every semester.

Free Electives 8 credits

Internship 12 credits

Ventureship 12 credits

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