

International College

Bachelor of Business Administration:

- General Program
- Concentration in International Business
- Concentration in Hospitality & Tourism Management

The Bachelor of Business Administration program at International College offers a dynamic educational experience with two primary focus areas: International Business and Hospitality and Tourism Management. Students have the autonomy to shape their academic journey by selecting subjects according to their interests. The university confers the degree certificate as "Bachelor of Business Administration" for all students, irrespective of their chosen focus area. However, the degree transcript is customized to meet individual preferences based on the studied subjects.

For students aspiring to specialize in "International Business," a focused effort is required. They must successfully complete three modules (27 credits) specifically related to the concentration of International Business. Conversely, students aiming for a concentration in "Hospitality and Tourism Management" need to complete the compulsory three modules (27 credits) related to this specialized area to receive the corresponding transcript.

For those who opt for a mix of subjects, the university awards a transcript indicating a "General BBA" without specifying any concentration. This degree program stands out for its remarkable flexibility, providing students with the unique opportunity to adapt their course selections to current trends. By empowering students to tailor their education, the program aligns with the dynamic demands of the job market, ensuring that graduates possess relevant skills for their future careers.

Concentration in International Business

The BBA with a concentration in International Business offers students a rigorous curriculum across three key modules, strategically designed to cultivate a profound understanding of international business practices, strategies, and the broader economic and legal landscape. Module 01 delves into core principles of International Business Management, providing essential skills for effective global operations, encompassing international finance and marketing. Module 02 focuses on the International Business Environment, exploring critical aspects such as trade policies, legal considerations, and the intricacies of global supply chains. In Module 03, Business Research and Analytics empower students with skills in research methods, management information systems, and data science, fostering strategic thinking in a global context. Upon successful completion of the program, students receive a specialized transcript, highlighting their expertise in this dynamic field and positioning graduates with a competitive advantage in careers demanding a nuanced understanding of international business dynamics. The BBA with a concentration in International Business stands as a testament to graduates' comprehensive knowledge and readiness to excel in the global business landscape.

Concentration in Hospitality & Tourism Management

The BBA program, specializing in Hospitality and Tourism Management at International College, offers a comprehensive curriculum organized into three core modules. Module 01 explores Integrated Hospitality and Tourism Management, Innovative Room Division Management, Sustainability, Front Office Operations, and Digital Application. Module 02 encompasses Food and Beverage Service, Gastronomy, and Restaurant and Catering Management. Module 03 further expands horizons with a focus on the Meetings, Incentives, Conferences, and Exhibitions (MICE) Industry, Recreation and Leisure Management, and Tourism Management. Successful completion of this concentration provides students with a specialized transcript, recognizing their expertise in the field and positioning them competitively within the flourishing hospitality and tourism sector. This program symbolizes graduates' readiness to contribute meaningfully to the dynamic industry landscape.

TUITION FEE STRUCTURE

Siam University International Student Admissions: International Bachelor Degree Programs

The following table illustrates the current tuition fee structure of International bachelor Degree Programs at Siam University.

All fees are in Thai Bhat (THB)

Degree Program	Academic Year	Semester		Total
		1 st Semester	2 nd Semester	
Bachelor of Business Administration	1 st year	54650	42850	97,500
	2 nd year	42850	42850	85,700
	3 rd year	42850	42850	85,700
	4 th year	48,850	42,850	91,700
	TOTAL			360,600