

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. 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.

For those who opt for a mix of subjects between concentration in IB and concentration in HTM, 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.

**Degree Structure:**

- **Total Credits: 126**

Type	Module	Credits	Total Credits
General Education (27 credits)	Language Competency	9	27
	Digital Competency	9	
	Entrepreneurship, Innovation and Sustainable Literacy	9	
Professional Elective Courses (90 credits)	Core Courses	54	90
	CWIE (Cooperative Education)	9	
	<b>Concentration Courses</b> <ul style="list-style-type: none"> <li>• <b>Track 01: International Business</b></li> <li>• <b>Track 02: Hospitality &amp; Tourism Management</b></li> </ul>	27	
Free Electives		9	9
Total Credits			126

<b>Track 01: International Business (27 credits)</b>			
Module 01:	International Business	221-335 International Business Management	3
		221-411 International Finance	3
		221-412 International Marketing	3
Module 02:	International Business Environment	221-336 International Trade, Policies and Development	3
		221-337 Legal Environment for Business and Intellectual Property	3
		221-340 Global Supply Chain and Logistics Management	3
Module 03:	Business Research and Analytics	221-328 Research Methods	3
		221-463 Management Information Systems	3
		221-464 Data Science and Business Intelligence	3
Total Credits			27

<b>Track 02: Hospitality and Tourism Management (27 credits)</b>			
Module 01:	Hospitality and Hotel	221-213 Integrated Hospitality and Tourism Management	3
		221- 307 Innovative Room Division Management and Sustainability	3
		221-465 Front Office Operations and Digital Application	3
Module 02:	Food and Beverage	221-217 Food and Beverage Service	3
		221-306 Gastronomy	3
		221- 309 Restaurant and Catering Management	3
Module 03:	Exhibitions and Tourism	221-216 MICE Industry	3
		221-219 Recreation and Leisure Management	3
		221-341 Tourism Management	3
<b>Total Credits</b>			<b>27</b>

### **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 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	
<b>Bachelor of Business Administration</b>	1 <sup>st</sup> year	<b>54650</b>	42850	97,500
	2 <sup>nd</sup> year	42850	42850	85,700
	3 <sup>rd</sup> year	42850	42850	85,700
	4 <sup>th</sup> year	48,850	42,850	91,700
	<b>TOTAL</b>			