

Program of Study
Bangkok University International
Bachelor of Art Program in Film, Series and Global Content Production and Business (International Program)
Academic Year 2026

First Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN106	The Art of Writing	3			
IGE011	Thinking Skills for Lifelong Learning	3			
IGE012	Citizenship in Society and International Community	3			
IFM101	Global Creative Industry	3			
IFM102	Art of Storytelling	3			
IFM103	Fundamental Global Content Production Technique	3			
		18			

First Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN107	Critical Reading and Writing	3			
IGE014	Aesthetics and Well-being for Life	3			
IGE015	Entrepreneurial Spirit and Financial Literacy	3			
IFM104	Design and Visualisation for Global Content Production	3			
IFM105	Basic Acting	3			
GFM101	Music and Sound for Global Content	3			
GFMXXX	Free Elective I	3			
		21			

Program of Study
Bangkok University International
Bachelor of Art Program in Film, Series and Global Content Production and Business (International Program)
Academic Year 2026

Second Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IGE013	Technology and Innovation for the Future	3			
IFM201	Global Content Script Analysis	3			
IFM202	Trends in Global and Regional Context for Global Content	3			
GFM201	World and Character Building	3			
GFM202	Cinematography	3			
GFM203	Fundamental Post-production	3			
GFMXXX	Free Elective II	3			
		21			

Second Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN108	Persuasive Presentation	3			
IFM203	Art of Pitching	3			
GFM204	Writing for Global Content I	3			
GFM205	Global Content Production Studio I	3			
GFM206	Art of Directing	3			
GFM207	Producing for Film and Global Content	3			
GFMXXX	Free Elective III	3			
		21			

Program of Study
Bangkok University International
Bachelor of Art Program in Film, Series and Global Content Production and Business (International Program)
Academic Year 2026

Third Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IFM301	Audience and Creative Content Analysis	3			
IFM302	Fundamental of Intellectual Property Law	3			
GFM301	Pitch Deck Development	3			
GFM302	Writing for Global Content II	3			
GFM303	Global Content Marketing and Distribution	3			
GFMXXX	Free Elective IV	3			
GFMXXX	Free Elective V	3			
		21			

Third Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
GFM304	Global Content Production Studio II	3			
GFM305	Adaptation for Global Content	3			
GFM306	New Technology and Transmedia	3			
GFM307	Film Curating and Exhibition	3			
GFM308	Global Experience in Creative Industry	3			
GFM309	Intellectual Property Management	3			
		18			

Program of Study
Bangkok University International
Bachelor of Art Program in Film, Series and Global Content Production and Business (International Program)
Academic Year 2026

Fourth Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
GFM401	Seminar in Creative Content Industry	3			
GFM402	Research and Development for Degree Project	3			
		6			

Fourth Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
GFM403	Degree Project in Film, Series and Global Content Production	6			
		6			