

Program of Study
Bangkok University International
Bachelor of Business Administration (International Program)
(Concentration track: Digital Marketing)
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
IGE011	Thinking Skills for Lifelong Learning	3			
IGE014	Aesthetics and Well-being for Life	3			
IGE012	Citizenship in Society and International Community	3			
IEN106	The Art of Writing	3			
IBA112	Business Fundamentals	3			
IBA113	Essentials of Marketing	3			
IBA114	Essentials of Management	3			
		21	0	0	0

First Year Second 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		3	
IGE015	Entrepreneurial Spirit and Financial Literacy	3		3	
IEN107	Critical Reading and Writing	3		3	
IEN108	Persuasive Presentation	3		3	
IBA115	Fundamental of Accounting	3		3	
IBA116	Fundamentals of Economics	3		3	
IBA117	Business Law and Taxation	3		3	
		21	0	21	0

First Year Summer Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA112	Business Fundamentals			3	
IBA113	Essentials of Marketing			3	
IBA114	Essentials of Management			3	
		0	0	9	0

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		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA210	Human Resource and Leadership Management	3		3	
IBA211	Organizational and Multicultural Adaption in Business	3		3	
IBA212	Corporate Finance	3		3	
IBA213	Managerial Accounting for Business Management	3		3	
IBA214	Business Technology	3		3	
IBA215	Operations Management	3		3	
IBA221	Consumer Psychology and Behavior	3		3	
		21	0	21	0

Second Year Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA222	Business Research	3		3	
IBA223	Data Analytics for Business	3		3	
IBA224	Intelligence Tools for Modern Management	3		3	
IBA225	Innovative Management for Business	3		3	
IBA226	Leadership and Team Management	3		3	
IBA227	Global Business Strategy	3		3	
IBA228	Strategic Management	3		3	
		21	0	21	0

Second Year Summer Semester

Course Number	Course Title	Credits			
		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	
		0	0	6	0

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Third Year First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA321	Project Management	3		3	
IBA322	Business Ethics and Sustainability	3		3	
IBA323	Business Transformation Management	3		3	
IBA324	Services Marketing and Customer Experiences	3		3	
IBA325	Business Communication and Negotiation	3		3	
IBA340	Product and Brand Management in Digital Platform (Major Elective 1)	3		3	
XXXXXX	Free Elective 1	3		3	
		21	0	21	0

Third Year Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA326	Seminar in Business and Trends	3		3	
IBA327	Risk and Change Management	3		3	
IBA341	Data Management in Digital Marketing (Major Elective 2)	3		3	
IBA342	Digital Marketing Content and Design (Major Elective 3)	3		3	
IBA343	Modern Marketing Channel and E-Commerce (Major Elective 4)	3		3	
IBA344	Essential of Social Media & Digital Marketing (Major Elective 5)	3		3	
XXXXXX	Free Elective 2	3		3	
		21	0	21	0

Third Year Summer Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA349	Practical Training in Digital Marketing (Major Elective 6)	3			
IGE014	Aesthetics and Well-being for Life			3	
IGE012	Citizenship in Society and International Community			3	
		3	0	6	0

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Fourth Year First Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBA349	Practical Training in Digital Marketing (Major Elective 6)			3	
		0	0	3	0