

Program of Study  
 Bangkok University International  
 Bachelor of Arts Program in Business English (International Program)  
 Academic Year 2024

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	3		
IEN107	Critical Reading and Writing	3	3		
IEN108	Persuasive Presentation	3	3		
IGE011	Thinking Skills for Lifelong Learning	3	3		
IGE012	Citizenship in Society and International Community	3	3		
IGE013	Technology and Innovation for the Future	3	3		
		18	18	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
IEN108	Persuasive Presentation			3	3
IGE014	Aesthetics and Well-being for Life	3	3	3	3
IGE015	Entrepreneurial Spirit and Financial Literacy	3	3	3	3
IBE101	Business Essentials	3	3	3	3
IBE102	Digital Technology in Business	3	3	3	3
IBE103	Data-driven Business Presentation	3	3	3	3
IBE104	Professional Reading and Writing Strategy	3	3	3	3
		18	18	21	21

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**Second Year First 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	3
IBE201	Business Management and Innovation	3	3	3	3
IBE202	Principles of Marketing for Global Business	3	3	3	3
IBE203	Data Analytics Fundamentals	3	3	3	3
IBE204	English for Global Economy and Investment	3	3	3	3
IBE211	Business Communication Essentials	3	3	3	3
IBE212	Business Training	3	3	3	3
		18	18	21	21

**Second Year Second Semester**

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBE205	Managerial Competency for Business	3	3	3	3
IBE206	Sales Pitching in English	3	3	3	3
IBE207	Global Business Readings and Research	3	3	3	3
IBE208	Logistics Management & Communication in English	3	3	3	3
IBE213	Communication Strategy in Business Writing	3	3	3	3
IBE214	English for Business Meeting	3	3	3	3
IEN107	Critical Reading and Writing			3	3
		18	18	21	21

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Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBE311	International Trade and Industrial Management	3	3	3	3
IBE312	International Relations in Business	3	3	3	3
IBE313	Storytelling for Business	3	3	3	3
XXXXXX	Major Elective 1	3	3	3	3
XXXXXX	Major Elective 2	3	3		
XXXXXX	Free Elective 1	3	3		
IGE011	Thinking Skills for Lifelong Learning			3	3
IGE012	Citizenship in Society and International Community			3	3
IGE013	Technology and Innovation for the Future			3	3
		18	18	21	21

Third Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IBE314	Business Proposal and Report	3	3	3	3
IBE315	Negotiations in Business	3	3	3	3
XXXXXX	Major Elective 3	3	3	3	3
XXXXXX	Major Elective 4	3	3	3	3
XXXXXX	Free Elective 2	3	3	3	3
		15	15	15	15

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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
IBE411	Seminar in Global Business Environment	3	3	3	3
IBE412	Business Professionals and Job Application In English	3	3	3	3
IBE413	Intercultural Communication in Business	3	3	3	3
XXXXXX	Major Elective 5	3		3	
ICO601	Pre-cooperative Education (Major Elective 5)		3		3
XXXXXX	Free Elective 3	3	3	3	3
XXXXXX	Free Elective 1			3	3
XXXXXX	Major Elective 2			3	3
		15	15	21	21

Fourth Year Second Semester		Credits			
Course Number	Course Title	August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
XXXXXX	Major Elective 6	3		3	
XXXXXX	Major Elective 7	3		3	
IBE602	Cooperative Education (Optional Track)		6		6
		6	6	6	6