



**Admission Information in accordance with
Chulalongkorn University Announcement on
Admission to the Bachelor of Business Administration International Program
Faculty of Commerce and Accountancy
for the Academic Year 2025 (Early Admission)
“BBA – NextGen Admission”**

Admission Criteria:

The Chulalongkorn University Board of Governance has authorized the Bachelor of Business Administration International Program, Faculty of Commerce and Accountancy Program, to select applicants for the following two majors in the Academic Year 2023 (Early Admission) “BBA – NextGen Admission”:

- International Business Management major
 - Digital Business Management field
 - Financial Analysis and Investment field
 - Brand and Marketing Management field
- Accounting major

Admission Criteria:

1. Applicant Requirements

1.1 Applicants must not be younger than 17 years old and must have complete/be completing M6 or its equivalent levels in Thailand.

1.2 Applicants must achieve the minimum score on one of the following English proficiency tests:

- TOEFL (Internet-based) not lower than 79 OR
- IELTS (Academic) not lower than 6.5 OR
- CU-TEP & Speaking (Chulalongkorn University Test of English Proficiency)

not lower than 101 **(for the same test date)**

1.3 Applicants will be evaluated on their ability to communicate in English and their Mathematic proficiency from any one of the following test:

- CU-AAT (Chulalongkorn University Academic Aptitude Test) organized by the Chulalongkorn University Academic Testing Center (Math Section and Verbal Section) not lower than 1230 OR
- SAT (Math and Evidence-Based Reading and Writing) not lower than 1300 OR

To submit the scores of CU-AAT (Math Section and Verbal Selection) or SAT (Math and Evidence-Based Reading and Writing) the test scores must be from the exam on the same date.

All scores according to 1.2 and 1.3 must be for examinations taken within two years of the application date. The applicants must submit the electronic exam results according to the instructions specified under Items 4.2.4 and 4.2.5

1.4 Applicants must submit both video resume and portfolio displaying an outstanding performance (internationally or nationally) in science, mathematics, business, or communication.

1.5 Applicants must maintain a history of proper behavior and strictly abide by the existing and upcoming University's regulations, principles and announcements.

If there is evidence shown later that the application does not meet the requirements or contains fraudulent information, involves fake documents, the application will be rejected, even though an offer of admission has already been made. Moreover, the applicant may be prosecuted according to law.

2. Admissions

The Bachelor of Business Administration International Program (International Business Management major and Accounting major) is authorized to admit up to **10 qualified applicants qualified applicants**.

In case the number of qualified applicants is less than ten, the remaining slots will be added to the next admission of academic year 2025.

Applicants who have already applied for the Bachelor of Business Administration International Program, Faculty of Commerce and Accountancy for the Academic Year 2025 in the "BBA-Next Gen Admission" will not be allowed to apply for the Early Admission concurrently. If you applied for both, the BBA Program will consider the latest application fee payment as the selected application.

3. Application Calendar

No.	Admission Process	Date/Month/year
3.1	Register in the TCAS68 system Please visit http://student.mytcas.com for details on TCAS68 system registration	October 28, 2024 onwards
3.2	Online Application Qualified applicants can apply through our website http://admission-bba.acc.chula.ac.th/ only	November 25 - December 25, 2024

No.	Admission Process	Date/Month/year
3.3	Application packet submission Applicants fill out the application form and upload all required documents (.pdf format) in the system at website http://bba.acc.chula.ac.th only	November 25 - December 25, 2024
3.4	Interview shortlist announcement http://bba.acc.chula.ac.th	January 8, 2025
3.5	Interview At the Faculty of Commerce and Accountancy, Chulalongkorn University	January 11 – 14, 2025
3.6	Preliminary selection announcement http://bba.acc.chula.ac.th	January 20, 2025
3.7	Enrollment confirmation http://admission-bba.acc.chula.ac.th/	January 22, 2025
3.8	Additional preliminary selection announcement (if any) http://bba.acc.chula.ac.th	January 23, 2025
3.9	Additional enrollment confirmation (if any) http://admission-bba.acc.chula.ac.th/	January 24, 2025
3.10	Announcement of selected applicants http://admission-bba.acc.chula.ac.th/	February 3, 2025
3.11	Enrollment Confirmation through TCAS68 system http://student.mytcas.com	February 5-6, 2025
3.12	Waiving the right to enroll through TCAS68 system (for those who confirmed the enrollment in round 1) http://student.mytcas.com	February 7, 2025
3.13	Announcement of the list of confirmed applicants in the 1 st round of TCAS68 http://bba.acc.chula.ac.th	February 11, 2025
3.14	Enrollment confirmation with payment http://bba.acc.chula.ac.th	February 14, 2025
3.15	Announcement of the list of students admitted to the program http://bba.acc.chula.ac.th	February 21, 2025

4. Application Process and Required Documents

4.1 Application Step

Qualified applicants as **requirement 1** can **apply online** through our website as follows:

- 4.1.1 Enter data through our website <http://admission-bba.acc.chula.ac.th/>
- 4.1.2 Checking the information and click “save” (applicant cannot change any information after clicking save) and print the application card.
- 4.1.3 The applicants upload the certified required document from item 4.2 (.pdf format) in the system. And fill out the link of the video resume and upload a portfolio through the BBA International Program website at <http://admission-bba.acc.chula.ac.th/>
- 4.1.4 Enter data for application fee of Baht 1,500 at <http://payment.acc.chula.ac.th/fee/Admission/12400>
Payment can be made through one of the following methods:
 1. Credit card payment (Bank charge on your own). **or**
 2. Scan QR Code (for Individuals use). **or**
 3. Payment via K PLUS application : Scan the barcode on the payment form. **or**
 4. Payment via K PLUS application: Manually enter information as indicated on the payment form ;
 - Select "Payment" transaction.
 - Choose "Services" and search for "COM.&ACC.CHULA"
 - Enter Reference 1 and Reference 2 according to the payment form. **or**
 5. Take the payment form and make the payment at any branch of Kasikorn Bank. Ensure that the document is stamped by Kasikorn Bank as proof of payment.

For more information please contact BBA Office, 4th Floor, Building 8, Faculty of Commerce and Accountancy, Chulalongkorn University Tel: 02-218-6113 (in official working time and day only).

The applicants must check that they meet requirements according to the requirements announced. If there is any mistake from the applicants or the applicant Packet does not meet the requirements, the applicants will be disqualified.

4.2 Application Packet

- 4.2.1 Application card with two one-inch (1) photographs.
 - Taken in full-face view directly facing the camera
 - Student uniforms or polite attire should be worn in your photo
 - Hat and Sunglasses are not allowed in your photo
 - Taken within the last 6 months to reflect your current appearance
- 4.2.2 A certified copy of the official letter from the applicant’s school certifying their current academic status (for those currently studying) or a certified copy of the academic certificate (for graduate students). The copy must be signed and certified as a true copy.

4.2.3 A certified copy of academic transcript or graduation certificate. The copy must be signed and certified as a true copy.

4.2.4 Submit Electronic exam results according to **requirement 1.2:**

4.2.4.1 If an applicant selects the TOEFL, the result must be sent by ETS directly to the Bachelor of Business Administration International Program. Please use the code for the **Chulalongkorn BBA 4559**

4.2.4.2 If an applicant selects the IELTS exam, the result must be sent by British Council or its testing center directly to the Bachelor of Business Administration International Program. Please use the code for the **Chulalongkorn BBA 138499**

4.2.4.3 If an applicant selects the CU-TEP & Speaking exam, the original score report issued by Chulalongkorn University Academic Testing Center must be submitted. The score report can be obtained at Chulalongkorn University Academic Testing Center, 3rd floor Chamchuri 8

4.2.5 Electronic exam results according to **requirement 1.3:**

4.2.5.1 If an applicant selects the CU-AAT exam, the original score report issued by Chulalongkorn University Academic Testing Center must be submitted. The score report can be obtained at Chulalongkorn University Academic Testing Center, 3rd floor Chamchuri 8

4.2.5.2 If an applicant selects the SAT Exam, The electronic SAT result must be sent by the College Board directly to the Bachelor of Business Administration International Program. Please use the code for the **Chulalongkorn BBA 4559**.

Note: The electronic exam results according to requirement 4.2.4.1–4.2.4.2 and 4.2.5.2 the applicants must inform the ETS, The College Board or IELTS to report electronic results officially to the BBA Program before the applicants create the online application at our website: <http://admission-bba.acc.chula.ac.th/>

4.2.6 A certified copy of Thai identity card, or passport for international applicants.

4.2.7 An application fee payment form (applicant's part) printed from <http://payment.acc.chula.ac.th/fee/Admission/12400> according to 4.1.4 affixed by the Siam Commercial Bank PCL's rubber stamp.

4.2.8 Video resume and portfolio as mentioned in item 1.4 (Details of the portfolio can be found in the attached document)

The applicants must submit all documents in the applicant packet. An incomplete application packet will not be considered.

When the application has been submitted, it means that the applicant already checked their eligible requirements. No refund will be made after the application has been submitted.

5. Selection Process

5.1 Evaluation Criteria for Interview Shortlist

Faculty of Commerce and Accountancy will evaluate the applicants eligible for interview based on video resume and portfolio. The weighting assigned to the three criteria is as follows:

5.1.1 **10%** is based on the evidence that demonstrates the applicant's characters and goals.

This includes personal interests and related experiences in the business area. This criterion is listed in item 1.1 of the attached document.

5.1.2 **40%** is based on the applicant's ability to answer

clearly and concisely on a selected question. This criterion is listed in item 1.2 of the attached document.

5.1.3 **50%** is based on the applicant's portfolio

displaying an international or domestic achievement in science, mathematics, business, or communication. This criterion is listed in item 2 of the attached document.

Total 100%

Applicants must have achieved a minimum cumulative weighed score of 70% to be considered for interview.

5.2 Interview Shortlist Announcement

Applicants short-listed for the interview will be announced on **January 8, 2025** at the website: <http://bba.acc.chula.ac.th>

The announced number of applicants shortlisted for interview may be greater than the intended number of students to be admitted to the program due to the expectation of not showing up for the interview by some applicants and not confirming the enrollment.

5.3 Interview

Interviews for the short-listed applicants will be held during the **January 11-14, 2025** period at the Faculty of Commerce and Accountancy. Applicants not coming for the interview on the specified date will forfeit their opportunity for admission.

5.4 Evaluation Criteria for Applicants to be selected

Faculty of Commerce and Accountancy will evaluate the interviewees based on the following weighted criteria:

5.4.1 Communication skill	20%
5.4.2 Critical thinking and the fundamental skill of answering questions effectively	30%
5.4.3 Basic business knowledge	30%
5.4.4 Inspiration of studying a business degree	10%
5.4.5 Personality	10%
Total	100%

Faculty of Commerce and Accountancy will consider the applicants who passed the interview based on the ranking of their total interview scores, in descending order, and the intended number of admitted students.

5.5 Preliminary Selection Announcement

Preliminary selected applicants will be announced on **January 20, 2025** at the website: <http://bba.acc.chula.ac.th>. The Faculty of Commerce and Accountancy will announce the list of selected applicants who passed the interview in accordance with the intended number of admitted applicants to the program. The number of selected applicants may be more than the intended number of admitted applicants if those selected applicants in the lowest ranking eligible for selection have the same score according to requirement 1.3

5.6 Enrollment Confirmation

The preliminary selected applicants must do the online enrollment confirmation at <https://admission-bba.acc.chula.ac.th> on **22 January 2025 within 12.00 PM**. Failure to do so means giving up the opportunity to enroll in the BBA International Program in Academic Year 2025 (Early Admission “BBA-NextGen Admission”). and the additional selected applicants who passed the interview will be announced in order to reach the intended number of admitted applicants on **January 23, 2025 (12:00 PM)**. The preliminary selected applicants from the waiting list must then confirm their enrollment online at <https://admission-bba.acc.chula.ac.th> on **24 January 2025, within 12.00 PM**. After the applicants from the waiting list are announced (if any), the Faculty will not announce any additional candidates for Early admission “BBA-NextGen Admission”. in any case.

5.7 Announcement of Selected Applicants

Selected applicants will be announced on **February 3, 2025** at the website: <http://bba.acc.chula.ac.th>.

5.8 Enrollment Confirmation through TCAS68 system

The selected applicants must perform an online confirmation report (round 1) through the TCAS68 system (<http://student.mycas.com>) during **February 5–6, 2025** according to the Council of University Presidents of Thailand. If selected applicants do not perform the online confirmation report within the specified period, it means that the applicants reject the admission to the program for the academic year 2025 (Early Admission “BBA – NextGen Admission”). In case there are fewer than **10** selected applicants who performed the online confirmation report in the TCAS system, the remaining seats will be added to the next admission round for the academic year 2025. And this is the end of the application process. The university will not announce any additional selected applicants.

5.9 Waiving the Right to enroll through the TCAS System

The selected applicants to the program for the Early admissions “BBA – NextGen Admission” round who already performed the online confirmation report in the TCAS68 system during February 5–6, 2025, but wish to waive the right to enroll in the program. The applicants could waive their right through the TCAS68 system (<http://student.mycas.com>) during **February 7, 2025**.

5.10 Announcement of the list of confirmed applicants in the 1st round of TCAS68

The Faculty of commerce and accountancy will announce the list of confirmed applicants from the TCAS68 system in the 1st round on **February 11, 2025**. at the website: <http://bba.acc.chula.ac.th>.

The admitted applicants must do the online to confirm their decision for Enrollment with the BBA International Program by paying the confirmed fee on **February 14, 2025 (9:00a.m.– 12:00 p.m.)** at <https://admission-bba.acc.chula.ac.th>. The confirmation fee is non-refundable in any case. On the same day, applicants must also submit the proof of M6 completion or equivalent level. Applicants who are given time extension for providing their proof of M6 completion or equivalent level, must submit the proof by **July 31, 2025**. **Failure to do so will result in official rejection from the Program.**

5.11 Announcement of Student admitted to the Program

The list of student admitted to the BBA International Program will be announced on **February 21, 2025**, at the website: <http://bba.acc.chula.ac.th>.

The Committee's resolution is absolute.

6. Enrollment Conditions

6.1 To be eligible to enroll for the first registration as University students, enrollees must have completed M6 or its equivalent level. In case the University later found out that the applicants have not graduated or cannot fulfill any requirement of the admission criteria, the eligibility to of applicants for the enrollment shall be void and the University reserves the right not to refund application fee, confirmation fee, and tuition fee in any case.

For the ones who graduated from international schools in Thailand or from overseas, which are not certified by the Ministry of Education of Thailand. It is required to get a high school equivalence certificate according to the Council of University Presidents of Thailand regarding the criteria on a high school equivalence certificate for the Thai University Central Admission System. (For more information, please visit website <https://www.mytcas.com>).

6.2 In the presence of any falsification of *documents*, *forgery*, or *fraud* in registration, the student status will be terminated, and the university might take a legal action against the admitted applicant.

6.3 If the University subsequently discovers that an applicant performed the enrollment confirmation through the TCAS68 system for more than one program, their right to study will be rescinded without prior notice.

7. Tuition Fees and Special Tuition Fees

Tuition fees and special tuition fees are charged in accordance with the Announcement of Chulalongkorn University.

Announced on October 4, 2024

Professor Wilert Puriwat, D.Phil. (Oxon)
President

Attached Document

Admission to the Bachelor of Business Administration International Program
Faculty of Commerce and Accountancy
for the Academic Year 2025 (Early Admission)
“BBA – NextGen Admission”

To be considered for the NextGen Admission of Bachelor of Business Administration (International) Program, the applicant must submit both video resume and portfolio for evaluation by admission committee.

1. Video Resume Requirements

The applicant must create and share the following two video clips:

1.1 **Cover-letter video** includes an interesting background of the applicant, goal and interests in business area, business-related experience, and unique qualities or skills that help you distinguish yourself in studying in business program. **The video clip must be in English, cannot be longer than 3 minutes** and must be consistent with Portfolio in item 2. Upload the clip to Youtube and change the privacy settings to Unlisted.

1.2 **Essay video** contains the answer to the following essay question:

Since Chulalongkorn University is striving to become an AI-focused institution, what skills and knowledge do you believe are essential for success in an AI-driven business world, and how will the BBA program help you prepare to meet these challenges?

The answer must be clear and concise. **The video clip must be in English, cannot be longer than 3 minutes** and must be consistent with Portfolio in item 2. Upload the clip to Youtube and change the privacy settings to Unlisted.

2. Portfolio Requirements

Applicants must submit the portfolio that consists of collection of the applicant’s works as well as activities. This portfolio displays an international or national achievements in science, mathematics, business, or communication, which includes:

- Award or achievement in international or national competition.
- Activities or local contests arranged by the reliable organization (with an official certificate of participation).

Only personal accomplishments that occurred within 3 years before the application date will be taken into the admission consideration. Portfolio must be uploaded in a single PDF file, and all documents in it must be clearly visible. Any other documents can be brought to the interview.

3. Portfolio will not be returned back to the applicant in any case.

4. The applicant must fill in the youtube links to the video resume, and upload portfolio at the website: <http://bba.acc.chula.ac.th> by **December 25, 2024**. It is the applicant’s

responsibility to make sure all documents and video clips are complete and capable of being opened. Any incomplete materials will not be considered for admission.

Attached Document

Additional Instructions for Submitting the Application for

“BBA – NextGen Admission”

Video Resume Submission

- To submit your cover letter video, please provide the YouTube link. The video must be in English, no longer than 3 minutes, and aligned with the content of your portfolio.
- To submit your Essay video, please provide the YouTube link. The video must be in English, no longer than 3 minutes, and must be consistent with Portfolio.

Portfolio Submission

- To submit your awards or achievements, please provide no more than two awards or achievements from international or national competitions within three years prior to the application date, in the fields of science, mathematics, business, or communication. Submissions with more than two achievements will not be considered for admission.
- To submit your activities or local contests arranged by the reliable organization, please provide no more than two activities or local contests from within three years prior to the application date, along with an official certificate of participation, in the fields of science, mathematics, business, or communication. Submissions with more than two activities will not be considered for admission.