

Bachelor Exchange Program

Chulalongkorn Business School

Thailand



BBA

INTERNATIONAL PROGRAM
CHULALONGKORN BUSINESS SCHOOL



Triple Crown Accreditation

Chulalongkorn University & Business School

Chulalongkorn University, established in 1899, stands as Thailand's premier institution of higher learning, offering a diverse array of academic opportunities. With 42 faculties, schools, colleges, and institutes, and 441 academic programs, the university caters to over 37,626 students and employs 8,138 staff members. We have proudly maintained our position as the number one university in Thailand for 15 consecutive years according to the QS World University Rankings 2024.

Founded in 1940, Chulalongkorn Business School (CBS) is a top-tier institution recognized with the prestigious Triple Crown accreditation from AACSB, EQUIS, and AMBA. At CBS, we offer an array of vibrant extracurricular activities to enhance our students' academic and social experiences. Some of the prominent activities include the INTDEPT Club, Case Club, Investment Club, and Rural Project, along with our renowned exchange program that offers opportunities for students to study abroad and experience different cultures. Located in the heart of Bangkok, Chulalongkorn University offers students a unique blend of urban excitement and academic excellence. Students can explore historical landmarks, bustling street markets, world-class shopping malls, and diverse culinary scene. With convenient transportation options like the BTS Skytrain and MRT subway, exploring the city is easy and accessible. At Chulalongkorn University, we offer an unparalleled educational experience in one of the world's most dynamic cities.

Our BBA International Program

The Bachelor of Business Administration or BBA International Program was established in 1996 to demonstrate educational commitment to Thailand, the Asia-Pacific region and the global community. The BBA International Program was the first undergraduate program taught entirely in English at Chulalongkorn University. The program is rigorously selective and designed to provide students with academic and professional "business tools." Chulalongkorn University, as well as its BBA International Program, is consistently ranked as one of the best undergraduate and business programs in Thailand.

BBA International Program produces graduates in one of two specific areas of concentration:

1. International Business Management major: This major has three fields of study: Financial Analysis & Investment, Digital Business Management, and Brand & Marketing Management. These fields of study focus on understanding trade development and the diversity of culture, and effective and competitive management in these environments.

2. Accounting major: This provides students with extensive knowledge of international accounting practices for modern business management.

Students in both majors have abundant opportunities to interact with international students and they can select to intern with multinational firms or organizations. In addition, BBA students can fulfill some required courses by spending time abroad as exchange students, or by selecting a study tour arranged by the Program.

Academic Calendar

| | Fall Semester | Spring Semester |
|---------------------------------|--|----------------------------------|
| First day of class | Early August | Early January |
| Midterm exam | Last week September – Early October | Last week February – Early March |
| Final exam | Last week November – Early December | Last week April – Early May |
| Close of semester | Mid December | Mid May |
| Recommended arrival date | A few days prior to the start of the semester. | |

Student Exchange Program

The Student Exchange Program allows international students from our partner institutions around the world to study at the BBA Program for a semester or a year by paying tuition fees to their home university. Students will be exempt from paying tuition fees to Chulalongkorn University. This will allow students to take classes at the host university and transfer credits back to their home universities.

Online Nomination by Exchange Coordinators

The exchange coordinator of the home university will receive an email regarding the online nomination and application process from the exchange coordinator of the BBA Program.

Deadline for Online Nomination & Application

- Fall Semester : April 30
- Spring Semester : September 30

Online Application by Students

After nomination has been submitted, students will automatically receive instruction for application by email. They are required to fill in an online form. The following supporting documents are required to upload:

1. Color photo (In white shirt and background and not showing teeth).
2. ID page of the student's passport.
3. Recent academic transcript: Grade point average 2.5 or C+ in the 4 - point scale US system or equivalent.
4. Proof of the English language proficiency is not required if English is a medium of instruction. Otherwise, a letter from your school to certify language skills is required.

Number of Credits

Each course is typically worth 3 credits except Law courses and sport are 2 and 1.

Teaching Hours + Exams

- 3-credit course: 48 hours
- 2-credit course: 34 hours

Generic Grading System

| Letter Grade | Meaning | Equivalent Grade Point | Approx. Percent |
|--------------|-------------|------------------------|-----------------|
| A | Excellent | 4.0 | 100-90 |
| B+ | Very Good | 3.5 | 89-86 |
| B | Good | 3.0 | 85-80 |
| C+ | Fairly Good | 2.5 | 79-76 |
| C | Fair | 2.0 | 75-70 |
| D+ | Poor | 1.5 | 69-66 |
| D | Very Poor | 1.0 | 65-60 |
| F | Fail | 0 | < 60 |

Tentative Course list

| Department | Fall Semester | Spring Semester |
|------------------------------|--|--|
| Accounting | 2601123 Intermediate Accounting I 2601224 Managerial Accounting 2601226 Accounting Info System 2601227 Taxation 2601322 Auditing 2601323 Advanced Accounting I 2601325 Prin Tech Internal Audit 2601423 Advanced Accounting II | 2601123 Intermediate Accounting I 2601223 Intermediate Accounting II 2601224 Managerial Accounting 2601225 Cost Accounting 2601322 Auditing 2601323 Advanced Accounting I 2601324 Profit Planning Control 2601326 Ana Design Acctg Data Base 2601424 International Accounting 2601426 EDP/IS Audit 2601428 Advanced Auditing 2601497 Seminar in Accounting |
| Commerce | 2602171 Business Cpts and Ethics 2602330 Human Resource Mgt 2602331 Leader Development 2602344 Production Operations Mgt 2602349 Enterprise Resource Plan 2602368 Digital Business 2602371 Prin of Intl Bus Mgt 2602411 Business Plan Entrepreneur 2602416 Business Strategy | 2602171 Business Cpts and Ethics 2602327 Quantitative Business Analysis 2602336 Quality Product Management 2602344 Production Operations Mgt 2602371 Prin of Intl Bus Management 2602376 Logistic Supply Chain Mgt 2602416 Business Strategy 2602417 Entrepreneurship 2602475 Cur Issues in Intl Bus Mgt |
| Statistics | 2603210 Intro to Statistics | 2603330 Business Statistics 2603347 Fundamental Risk Management |
| Banking & Finance | 2604271 Business Economics 2604314 Bank Management 2604361 Business Finance 2604420 Current Issues in Finance 2604421 Ethics Finance Professional 2604463 Analysis Financial Reports 2604468 Feasibility Study Project 2604472 International Economics 2604477 International Financial Mgt 2604496 Investment Banking | 2604271 Business Economics 2604332 Principles of Investment 2604334 Principles of Equity Analysis 2604361 Business Finance 2604362 Personal Finance 2604463 Analysis Financial Reports 2604467 Advanced Business Finance 2604468 Feasibility Study Project 2604471 International Trade 2604477 International Financial Mgt 2604481 Financial Derivatives 2604482 Fixed Income Security Analysis |
| Marketing | 2605311 Principles of Marketing 2605314 Consumer Behavior 2605320 Current Issues in Marketing 2605328 Brand Building Develop 2605329 Marketing Channel 2605431 Marketing Planning Control 2605452 Pricing | 2605311 Principles of Marketing 2605328 Brand Building Develop 2605320 Current Issues in Marketing 2605327 Digital Marketing 2605330 Integrated Brand Marketing Comm 2605419 Global Marketing 2605425 Marketing Strategy 2605429 Brad Service Marketing 2605452 Pricing 2605481 Marketing Research 2605491 Seminar in Marketing |
| Sciences | 2301115 Calculus for Business I 2301116 Calculus for Business II 2303165 Man and Environment | 2301116 Calculus for Business II 2303165 Man and Environment |
| Political Sciences | 2400104 Politics and Gov of Thailand | 2400104 Politics and Gov of Thailand |
| Economics | 2900111 Economics I | 2900111 Economics I |
| Law | 3401260 Taxation Law (2 cr) 3405251 International Business Law (2 cr) | 3401250 Business Law (2 cr) 3401260 Taxation Law (2 cr) 3405251 International Business Law (2 cr) |
| Arts | 2207103 Philosophy & Logic 2222601 Mandarin I 2222003 Business Chinese | 2222002 Mandarin II 2207103 Philosophy & Logic |
| General Education | 0201123 Culture Tradition in Thai Lifestyle 2314255 Elementary Food Technology 2541152 Creative Critical Problem Solving 2541160 Creative Urban Living 2542003 Design Thinking Innovation 3800202 Psychology for Life Work | 0201123 Culture & Tradition in Thai Lifestyle 2314255 Elementary Food Technology 2541152 Creative Critical Problem Solving 2541160 Creative Urban Living 2542003 Design Thinking Innovation 3800202 Psychology for Life Work |

Remark: Course list and timetable in the current semester that students are going to join will be available 1 month prior to the start of the semester. Students should have contingency to adjust the plan.

FAQ

Q1: Do you have Thai language course to be taken for credits?
Yes, Communicative Thai for Foreigner level 1 and 2 will be normally offered for credits each semester.

Q2: What is the maximum number of courses that students can enroll in one semester?
Students are free to choose any courses from year 1 to 4 up to 7 in a semester if they have appropriate prerequisites and schedules fit the whole plan.

Q3: Where can students find information about course syllabus?
All necessary exchange information has been updated and posted on the website:
<https://bba.acc.chula.ac.th/index.php/2014-06-27-06-11-06/exchange-incoming>

Q4: Can students enroll in other courses outside the Business School?
Yes, but one course only will be allowed according to the rules.

Q5: Is an on-campus dormitory available?
Yes, Chulalongkorn International House (CU i House) has been fully operated since November 2013. However, there are limits of available rooms presently. Students can also choose to stay in an apartment outside where we have a good deal with them. And it is located near the subway line.

Q6: Is a scholarship available for students?
No, we do not have a scholarship. Students who are interested in participating in the exchange program should comprehensively plan their own financial support before arrival.

Q7: What is the approximate cost for one whole semester?

- Accommodation : 2,100 (+ water & electricity fees)
- Food : 1,500
- Transportation : 500
- Textbooks : 150
- Insurance : 60
- Miscellaneous : 1,200 (traveling, shopping, etc.)

Total (USD) : 5,510

Remark: Exchange rate USD 1 = THB 36

Contact Us

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