



Chulalongkorn University Announcement
to international students (non-holders of the Thai passport) or Thai students
(who are holders of duo passports) for admission to the Bachelor of Business Administration
International Program Faculty of Commerce and Accountancy
for the academic year 2024

The Chulalongkorn University Board of Governance has authorized the Bachelor of Business Administration International Program, Faculty of Commerce and Accountancy Program, to select **international students (non-holders of the Thai passport) or Thai students (who are holders of duo passports)** to admit to the following two majors in the Academic Year 2024:

- 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 be international students who have a foreign passport or Thai students who have dual passports.
- 1.2 Applicants must not be younger than 17 years old and must have completed/be completing M6 or its equivalent levels in Thailand.
- 1.3 Applicants who obtain a high school diploma from the English speaking countries are waived from submitting the English proficiency test scores. (See the countries list in the attached document)
- 1.4 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 not lower than 101 (for the same test date) OR
(Chulalongkorn University Test of English Proficiency)
 - GaoKao Score of English Language not lower than 100 (out of 150)



1.5 Applicants will be evaluated on their Mathematic proficiency from any one of the following tests:

- SAT (Math Section) not lower than 600 OR
- GaoKao Score of Mathematics not lower than 80 (out of 150)

All scores according to 1.4 and 1.5 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 4.6

1.6 Applicants must submit video clip showing an outstanding performance in sport, performance art, science, mathematics, business, or communication.

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

2. Number of Available Places

The Bachelor of Business Administration International Program (International Business Management major and Accounting major) is authorized to admit up to **twenty (20) qualified applicants**.

3. Application Schedule and Application Fee

3.1 Application Schedule

3.1.1 Apply online at <http://admission-bba.acc.chula.ac.th/>. There are two rounds of application as follows;

First round application: 25th December 2023 – 5th February 2024

Second round application: 20th March – 10th May 2024 (The second round of application will take place on the condition that the announced number is not met in the first round.)

3.1.2 Application Fee Payment

For the first-round application, please pay the fee between 25th December 2023 – 5th February 2024. For the second-round application (if any), please pay the fee between 20th March – 10th May 2024. Enter your payment information at <http://payment.acc.chula.ac.th/fee/Admission/12400> and print out the Bank Payment Form and pay the application fee at the Siam Commercial Bank.

The payment can be done either at the bank or through mobile banking.

3.2 Application Fees

The application fee is 1,500 Thai baht (transaction fees and surcharges are not included).

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 clip 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> and print out the Bank Payment Form. The payment can be done either at the bank or through mobile banking.
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).

4.2 Application Package

Applicants must complete all required sections in the online application system and must ensure that all the information given is true and correct. All application forms must be accompanied by the following (scanned or electronic documents submitted in the online application system):

- 4.2.1 Application card with two one-inch (1) photographs.
 - 4.2.2 An official letter from the applicant's school certifying their current academic status
 - 4.2.3 A certified copy of academic transcript or graduation certificate.
 - 4.2.4 Copies of exam results as specified in requirements 1.4 and 1.5 above
 - 4.2.5 A copy of the applicant's passport
 - 4.2.6 Submit electronic exam results according to requirement 1.4 and 1.5 above :
 - 4.2.6.1 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
 - 4.2.6.2 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
 - 4.2.6.3 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.
 - 4.2.7 An application fee payment form (applicant's part) printed from <http://payment.acc.chula.ac.th/fee/Admission/12400> according to 3.1.2 affixed by the Siam Commercial Bank PCL 's rubber stamp or a transfer slip from the mobile banking.
- Incomplete application packet will not be considered.**

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 clip and portfolio. The weighting assigned to the **two** criteria is as follows:

- 5.1.1 50% 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 of the attached document.
- 5.1.2 50% is based on the applicant's portfolio displaying an international or domestic achievement in sport, performance art, 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 Evaluation Criteria for Applicants to be selected

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

5.2.1 Communication skill	20%
5.2.2 Critical thinking and the fundamental skill of answering questions effectively	30%
5.2.3 Basic business knowledge	30%
5.2.4 Inspiration of studying a business degree	10%
5.2.5 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.

6. Application Process Details

6.1 First Round Application

6.1.1 Interview Shortlist Announcement

Applicants short-listed for the interview will be announced on **February 12th, 2024** at the website: <http://bba.acc.chula.ac.th>

6.1.2 Interview (Online)

Applicants qualified for an interview will be hosted online between **February 16th – 18th, 2024**. If an applicant does not report for interview, that applicant will be disqualified.

6.1.3 Announcement of Selected Applicants

Selected applicants will be announced on **February 26th, 2024** on the website <http://bba.acc.chula.ac.th>

6.1.4 Enrollment Confirmation with Payment

The admitted applicants must confirm their decision for enrollment online at <http://admission-bba.acc.chula.ac.th/> by paying the confirmed fee from **March 1st - 7th, 2024** (within 12.00 hrs.). Failure to do so will result in official rejection from the Program.

6.1.5 Additional Enrollment Confirmation with Payment (If Any)

The Additional selected applicants who passed the interview will be announced in order to reach the intended number of admitted applicants. The additional selected applicants must confirm their decision for enrollment online at <http://admission-bba.acc.chula.ac.th/> by paying the confirmed fee from **March 8th - 12th, 2024** (within 12.00 hrs.). Failure to do so will result in official rejection from the Program.

6.1.6 Announcement of Applicants who have Confirmed Acceptance of Offer of Place and Paid for the Admission Confirmation Fee



The Faculty of Commerce and Accountancy will announce the list of applicants who have confirmed acceptance of offer of place and paid for the admission confirmation fee by email between March 4th – 14th, 2024.

Successful applicants who have confirmed acceptance for the offered places and paid for the admission confirmation fee will not be eligible for the second-round application. The Faculty of Commerce and Accountancy reserves the right not to refund the application fee to applicants.

6.2 Second Round Application (If Any)

The second round of application will take place on the condition that the announced number is not met in the first round.

6.2.1 Interview Shortlist Announcement

Applicants short-listed for the interview will be announced on May 17th, 2024 at the website: <http://bba.acc.chula.ac.th>

6.2.2 Interview (Online)

Applicants qualified for an interview will be hosted online between May 21th–22th, 2024. If an applicant does not report for interview, that applicant will be disqualified.

6.2.3 Announcement of Selected Applicants

Selected applicants will be announced on May 30th, 2024 at the website <http://bba.acc.chula.ac.th>

6.2.4 Enrollment Confirmation with Payment

The admitted applicants must confirm their decision for enrollment online at <http://admission-bba.acc.chula.ac.th/> by paying the confirmed fee from June 4th – 10th, 2024 (within 12.00 hrs.). Failure to do so will result in official rejection from the Program.

6.2.5 Additional Enrollment Confirmation with Payment (If Any)

The Additional selected applicants who passed the interview will be announced in order to reach the intended number of admitted applicants. The additional selected applicants must confirm their decision for enrollment online at <http://admission-bba.acc.chula.ac.th/> by paying the confirmed fee from June 11th – 12th, 2024 (within 12.00 hrs.). Failure to do so will result in official rejection from the Program.

6.2.6 Announcement of Applicants who have Confirmed Acceptance of Offer of Place and Paid for the Admission Confirmation Fee

The Faculty of Commerce and Accountancy will announce applicants who have confirmed acceptance for the offered places and paid for the admission confirmation fee by email between June 11th – 14th, 2024

7. Announcement of Applicants with the Right to Study (from the first and second round applications)

Chulalongkorn University will announce applicants with the right to study for the Bachelor of Business Administration International Program, Faculty of Commerce and Accountancy Program, for the 2024 academic year (international round) on June 20th, 2024 on the website <http://bba.acc.chula.ac.th>



7. Enrollment Conditions

7.1 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>).

7.2 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.

8. University Fees and Special Tuition Fees

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

Announced on November 14, 2023



Professor Bundhit Eua-arporn, Ph.D.
President

Attached Document

To International students (non-holders of the Thai passport) or Thai students
(who are holders of duo passports) for admission to the Bachelor of Business Administration
International Program Faculty of Commerce and Accountancy
for the academic year 2024

To be considered for the International students (non-holders of the Thai passport) or Thai students (who are holders of duo passports) for admission to the Bachelor of Business Administration International Program, the applicant must submit both video resume and portfolio for evaluation by admission committee.

1. Video Resume Requirements

Applicants must create and share the video clip that 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.

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 sport, performance art, 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. Portfolio will not be returned back to the applicant in any case.

The applicant must fill in the youtube links to the video clip, and upload portfolio at the website: <http://bba.acc.chula.ac.th> by February 5, 2024 (For first round) and by May 10, 2024. (For second round)

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.

