



# STUDENT EXCHANGE PROGRAM



# BBA

INTERNATIONAL PROGRAM  
CHULALONGKORN BUSINESS SCHOOL



Triple Crown Accreditation



## Chulalongkorn University

Chulalongkorn University was established in accordance with the Royal Proclamation of 1899 decreed by King Chulalongkorn on March 30, 1899 to reform the Royal Guard Regiment. The most significant point of the royal proclamation was to require the Royal Guard Regiment to provide education to young men that would equip them to perform civil service work, as well as to conform to the royal policy aimed at impartially providing freedom and equality in education to all Thai citizens.

After its establishment by King Chulalongkorn, the institution was elevated to the status of a university by his son, King Vajiravudh, who named it after his father. The university, as the country's first institution of higher learning, has surmounted obstacles and incorporated numerous major changes to make it the strong and progressive school it is today. In Thailand Chulalongkorn University has always been the national leader in education and knowledge creation through research. It has done this while also setting the standard for ethics, integrity and social progress. Today the reputation of Chulalongkorn University has spread well beyond the borders of the Kingdom so that it is widely recognized as **"A World Class University"**.

## Chulalongkorn Business School

Since its inception in 1940, the Faculty of Commerce and Accountancy, or internationally known as the Chulalongkorn Business School, has become a world leader in producing high quality graduates that will be successful in and contribute greatly to the Thai as well as international business communities. Graduates are employed in the private as well public sectors as well as non-profit enterprises. Grounded in strong theoretical as well as practical knowledge, the school is dedicated to producing individuals that excel in business decision making as well as ethical behavior. Currently, there are approximately 2,500 undergraduate and 1,500 graduate students enrolled in five departments, taught by a faculty of nearly 150 full time and visiting academics.

## 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. The International Business Management major. This major has three fields of study: Financial Analysis & Investment, International Business, 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. The 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
<b>First day of class</b>	Early August	Early January
<b>Midterm exam</b>	Last week of September – Early October	Last week of February – Early March
<b>Final exam</b>	Last week of November – Early December	Last week of April – Early May
<b>Close of semester</b>	Mid December	Mid May
<b>Recommended arrival date</b>	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: TOEFL 79ibt, IELTS 6.5 or any proof from your institution. (required only a non-English native speaker)

## Number of Credits

Each course is typically worth of 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
<b>Accounting</b>	2601121 Principles of 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	2601121 Principles of Accounting 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
<b>Commerce</b>	2602171 Business Cpts and Ethics 2602241 Intro IT/IS 2602311 Intercultural Comm 2602313 Management Organization 2602327 Quantitative Bus Analysis 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 2602241 Intro IT/IS 2602313 Management Organization 2602327 Quantitative Business Analysis 2602336 Quality Product Management 2602344 Production Operations Mgt 2602371 Prin of Intl Bus Management 2602376 Logistic Supply Chain Mgt 2602399 Managing Org Change Inno 2602416 Business Strategy 2602417 Entrepreneurship 2602475 Cur Issues in Intl Bus Mgt
<b>Statistics</b>	2603210 Intro to Statistics	2603330 Business Statistics 2603347 Fundamental Risk Management
<b>Banking &amp; Finance</b>	2604260 Financial Intermediaries 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 2604492 Comp App Fin Management 2604496 Investment Banking	2604271 Business Economics 2604313 Financial Econometrics 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 2604493 Advanced Topics in Finance (2 credits)
<b>Marketing</b>	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
<b>Sciences</b>	2301115 Calculus for Business I 2301116 Calculus for Business II 2303165 Man and Environment	2301116 Calculus for Business II 2303165 Man and Environment
<b>Political Sciences</b>	2400104 Politics and Government of Thailand	2400104 Politics and Government of Thailand
<b>Economics</b>	2900111 Economics I	2900111 Economics I
<b>Law</b>	3401260 Taxation Law (2 credits) 3405251 International Business Law (2 credits)	3401250 Business Law (2 credits) 3401260 Taxation Law (2 credits) 3405251 International Business Law (2 credits)
<b>Arts</b>	2207103 Philosophy & Logic 222601 Mandarin I 222003 Business Chinese 2223003 Japanese III	2222002 Mandarin II 2207103 Philosophy & Logic
<b>General Education</b>	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 their 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 as long as they have appropriate prerequisites and schedules fit the whole plan.

**Q3: Where can student find information about course syllabus?**

All necessary exchange information has been updated and posted on the website:  
<http://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 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. And it is located nearby 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

Thirawut Sutabut (Mr.)  
BBA International Program  
Chulalongkorn Business School  
Chulalongkorn University  
Phayathai Road, Bangkok 10330  
THAILAND

**Tel:** +662 218 5840

**Email:** [Thirawut@cbs.chula.ac.th](mailto:Thirawut@cbs.chula.ac.th)

**Website:** <http://bba.acc.chula.ac.th>