

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 3 fields of study:

- **Financial Analysis & Investment**
- **Digital Business Management**
- **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 plain background and not showing teeth).
2. ID page of the student's passport.
3. Recent academic transcript: We do not require official grades or a **GPA**, as we trust our exchange partners to select students with strong academic records.
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 typically carries 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	Intermediate Accounting I Managerial Accounting Accounting Info System Taxation Auditing Advanced Accounting I Prin Tech Internal Audit Advanced Accounting II	Intermediate Accounting I Intermediate Accounting II Managerial Accounting Cost Accounting Auditing Advanced Accounting I Profit Planning Control Ana Design Accounting Data Base International Accounting EDP/IS Audit Advanced Auditing Seminar in Accounting
Commerce	Business Cpts and Ethics Human Resource Mgt Leader Development Production Operations Mgt Enterprise Resource Plan Digital Business Prin of Intl Bus Mgt Business Plan Entrepreneur Business Strategy	Business Cpts and Ethics Quantitative Business Analysis Quality Product Management Production Operations Mgt Prin of Intl Bus Management Logistic Supply Chain Mgt Business Strategy Entrepreneurship Cur Issues in Intl Bus Mgt
Statistics	Intro to Statistics	Business Statistics Fundamental Risk Management
Banking & Finance	Financial Intermediaries Business Economics Bank Management Business Finance Current Issues in Finance Ethics Finance Professional Analysis Financial Reports Feasibility Study Project International Economics International Financial Mgt Comp App in Fin Mgt Investment Banking	Business Economics Financial Econometrics Principles of Investment Principles of Equity Analysis Business Finance Personal Finance Analysis Financial Reports Advanced Business Finance Feasibility Study Project International Trade International Financial Mgt Financial Derivatives Fixed Income Security Analysis
Marketing	Principles of Marketing Consumer Behavior Current Issues in Marketing Brand Building Develop Marketing Channel Marketing Planning Control Pricing	Principles of Marketing Brand Building Develop Current Issues in Marketing Digital Marketing Integrated Brand Marketing Comm Global Marketing Marketing Strategy Brad Service Marketing Pricing Marketing Research
Sciences	Calculus for Business I Calculus for Business II	Calculus for Business II
Economics	Economics I	Economics I
Law	Taxation Law (2 cr) Inter Business Law (2 cr)	Business Law (2 cr) Taxation Law (2 cr) Inter Business Law (2 cr)
General Education <small>graded on an S/U basis</small>	Culture Tradition in Thai Life Elementary Food Tech Creative Critical Prob Solving Creative Urban Living Design Thinking Innovation Psychology for Life Work Man and Environment Politics and Gov of Thailand Philosophy & Logic	Culture & Tradition in Thai Life Elementary Food Tech Creative Critical Prob Solving Creative Urban Living Design Thinking Innovation Psychology for Life Work Man and Environment Politics and Gov of Thailand Philosophy & Logic

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. Certain **General Education courses** may not be available to students due to capacity constraints, and they will be graded on an **S/U** (Satisfactory/Unsatisfactory) basis.

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?

Please check our BBA's website for all necessary information <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, only one course might be allowed according to the rules.

Q5: Is an on-campus dormitory available?

Yes, an on-campus dormitory (CU i House) is available, but spaces are limited. Alternatively, we partner with nearby apartments conveniently located near the subway line.

Q6: Is a scholarship available for students?

No, we do not offer scholarships. Students participating in the exchange program are responsible for their own financial support.

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

- Accommodation : 2,100
- Food : 1,500
- Transportation : 500
- Textbooks : 150
- Insurance : 60
- Miscellaneous : 1,200

Total (USD): 5,510 /Exchange rate USD 1 = THB 36

Q8: Is internship opportunity available for students?

Limited internship opportunities. Please check this link for a list of companies that might accept them. Please review it to see if any roles align with your skills and interests. <https://shorturl.at/ofqzM>

Q9: Are Short-Term customized programs for groups of students from partner universities available?

Yes, they are available. Please contact our business school for more information.

Contact Us

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