

About the BBA Program:

The Bachelor's Degree in Business Administration (BBA) International Program is a four-year undergraduate course offering students a choice of three majors: Accounting, Finance, and Marketing. The program is dedicated to shaping a new generation of globally prepared managers equipped for international business challenges. Established in 1990, the program was a pioneer in Thailand, introducing an exchange program that allows students to study abroad and transfer credits back to Thammasat. With a focus on high standards of international business education, BBA Thammasat provides students and faculty the opportunity to explore business management and accounting through internationally recognized case studies.

About Thammasat Business School (TBS):

Thammasat Business School (TBS) is committed to excellence in accounting and business education, with a goal to develop ASEAN's future business leaders who will drive sustainable change. TBS proudly holds the prestigious Triple Crown accreditation, becoming the first institution in Thailand to achieve this distinction for its international standard in business management and accounting curricula. This accreditation includes AACSB (Association to Advance Collegiate Schools of Business) from the United States, EQUIS (European Quality Improvement System) from Belgium, and AMBA (Association of MBAs) from the United Kingdom, awarded specifically to MBA programs. Additionally, TBS has been recognized as the top business school in Thailand by the QS World University Rankings in 2025, marking our second consecutive year in this esteemed position.

Uniqueness of BBA Thammasat

- › Interactive learning in class and hands-on experiences in research with well-respected faculties and industry experts and practitioners.
- › Extracurricular student activities which enhances student's intellectual skills and management skills such as Thammasat Undergraduate Business Challenge, CFA Research Challenge, BBA Charity Concert, BBA Rural Development camp, Sustainability bootcamp and social responsibility activities.
- › Internship opportunities with leading international organizations in Bangkok.
- › Exchange opportunities with the University of California (UC) Systemwide and Partnership in International Management (PIM) Schools (www.pimnetwork.org), and other leading business schools worldwide.
- › Complete career management program through career talk, career exposition day, business link through Career Consulting Center, Consulting day and Company Roadshow.
- › Cross-registration with other international programs in Thammasat University, such as Economics, British and American Studies, Political Science, and Thai Studies which adds to the diversity of program.
- › Excellence alumni network of more than 3,000 alumni
- › Substantial network of Graduate alumni from leading universities including UCLA, Stanford, Harvard, U. of Pennsylvania, etc.
- › Excellent achievement track records, e.g., Chartered Financial Analyst (CFA) Global Champions, Winners of McGill Management International Case Competition, Winners of Alberta International Case Competition, Winners of Global Business Case Competition (North America), Winners of Copenhagen Business School Case Competition (Europe), Winners of Citi International Case Competition, Winners of UOB/NUS International Case Competition (Asia), Winners of L'Oreal Brandstorm etc.

International Opportunities

BBA Thammasat values international opportunities for its students through international faculty member and international students. The international aspect of the program has been enhanced through our long-standing exchange programs. Each year we welcome approximately 120 foreign incoming exchange students and more than 100 outgoing exchange students, making our classes a truly international and dynamic place to study. Apart from the UC Systemwide and PIM networks, we have established an exclusive exchange program with over 40 leading business schools worldwide, such as Tsinghua University, University of Richmond, University of Southern California, University of Western Ontario and Vienna University of Economics and Business (WU), just to name a few. Moreover, we always welcome the qualified non-degree students or free movers wishing to study at BBA Thammasat for a semester or a year.

Semester

1st semester	2nd semester	Summer semester
August - December	January - May	June - July

Tuition & Fee

Semester	Non - Thai
Regular semester	129,600 Baht
Summer semester	41,500 Baht
Whole program fees (4 years) approx.	1,036,800 Baht

Scholarship

The BBA International program offers full scholarship for students with excellent admission score and excellent academic performance.



Admissions Qualification

Applicants must have or expect to receive a high school certificate, or an equivalent from an educational institution in Thailand or a foreign country.

Admissions Requirement

Applicants must have

1. Satisfactory SAT test scores and/or Gaokao Score

AND

2. English proficiency test scores TOEFL or IELTS or TU-GET

AND

3. Interview.

1. SAT (Scholastic Aptitude Test) and/or Gaokao Score

SAT scores are valid for two years prior to the final application deadline. Official SAT score reports must be sent directly to the BBA International Program from the Educational Testing Service (ETS). The institution code for BBA International Program, Thammasat University is **0288**. For detailed information regarding the SAT, please visit www.collegeboard.org

The minimum SAT score requirements and weights assigned are specified below:

SAT	Minimum Score	Weights Assigned
Mathematics	600	50%
Evidence-Based Reading and Writing	460	50%
Total	1,200	100%

SAT score Mathematics and Evidence-Based Reading and Writing parts must be taken on the same date.

Gaokao Score are valid for two years prior to the final application deadline. The minimum Gaokao score requirements and weights assigned are specified below:

Gaokao	Minimum Score	Weights Assigned
Mathematics	80	50%
English	100	50%
Total	180	100%

2. **TOEFL** or **IELTS** or **TU-GET** Test score are valid for two years prior to the final application deadline. The minimum score requirements are specified below:

English Proficiency Test	Minimum Score
TOEFL Internet-based	80
IELTS	6.0 With at least 5.5 in each individual section
TU-GET Paper-based	550
TU-GET Computer-based	80

3. Interview

Admissions Schedule

Admissions Schedule Activities	Date for Non-Thai 1	Date for Non-Thai 2
Application submission	December 1, 2025 - March 31, 2026	
Application fee due	December 1, 2025 - April 1, 2026	
Period of qualifying candidates for an interview	December 1 - 26, 2025	December 27, 2025 - March 31, 2026
Announcement of qualified candidates for interview	January 7, 2026	April 7, 2026
Interview date	January 17, 2026	April 17, 2026
Announcement of successful candidates	January 22, 2026	April 22, 2026
Enrollment Confirmation with Payment	January 25 - 31, 2026	April 25 - 30, 2026

Curriculum 2023

General Basic Courses:

Communication Skills in English
English through Social Media
Academic English and Study Skills 1
Critical Thinking, Reading, and Writing
Civic Engagement
Thailand, ASEAN, and the World or
Innovation and Entrepreneurial Mindset
Life & Aesthetics
Life and Sustainability or
Digital Skill and Problem Solving
Creativity and Communication
Law in Everyday Life

Business Core Courses:

Fundamental Accounting
Business Law
Taxation
Business Statistics
Strategic Management
Introductory Microeconomics
Introductory Macroeconomics
Communicative Business English 1
Communicative Business English 2

Business Finance
Modern Management and Entrepreneurship
Digital Technology for Business
Principles of Marketing
Operations Management
Management Accounting (Finance and Marketing Major Only)

Major Compulsory Courses (Accounting, Marketing, Finance)

Accounting Major:

Intermediate Accounting 1
Intermediate Accounting 2
Cost Accounting
Cost Management
Accounting Information Systems
Auditing
Enterprise Risk Management and Internal Control
Tax Accounting
Advance Accounting 1
Advance Accounting 2
Financial Reporting and Statement Analysis

Marketing Major:

Consumer Behavior
Customer Analytics and Management
Strategic Brand Management
Marketing Research for Decision Making
Product and Service Management
Pricing Management & Profitability
Distribution Channel Management
Integrated Marketing Communications
From Data to Decisions
Digital Marketing Strategy
Sustainability Marketing
Marketing Management Capstone

Finance Major:

Financial Mathematics and Statistics
Financial Management
Investments
International Finance
Financial Institutions Management
Financial Risk Analysis and Management
Finance for Sustainability