



# Bangkok School of Management

**2+1 Bachelor of Business (Australia Pathway – conducted at Bangna Campus)**

**Specialization: Management & Information Systems**

**Intakes: Jan, May, September**

16-week Trimester (3 Trimesters per Academic Year)	Advanced Diploma of Business Each course has 16 weeks x 4 hours = 64 hours contact sessions	Advanced Diploma of Marketing Each course has 16 weeks x 4 hours = 64 hours contact sessions
<b>College Prep (English ++)</b>	For those who do not meet the requirement of IELTS 5.5 or its equivalent, or at least 80% on the BSM Placement Test	For those who do not meet the requirement of IELTS 5.5 or its equivalent, or at least 80% on the BSM Placement Test
<b>Trimester 1</b>	<ol style="list-style-type: none"> <li>1. Communication for Workplace</li> <li>2. Manage Business Resources</li> <li>3. Accounting Fundamentals</li> <li>4. Product Recommendation and Direct Marketing</li> <li>5. Business English 1</li> </ol>	<ol style="list-style-type: none"> <li>1. Communication for Workplace</li> <li>2. Manage Business Resources</li> <li>3. Accounting Fundamentals</li> <li>4. Product Recommendation and Direct Marketing</li> <li>5. Business English 1</li> </ol>
<b>Trimester 2</b>	<ol style="list-style-type: none"> <li>1. Customer Services and Presentation</li> <li>2. Financial Accounting</li> <li>3. Marketing Promotion and Activities</li> <li>4. Commercial Law and Workplace Safety</li> <li>5. Business English 2</li> <li>6. Conversational Chinese 1</li> </ol>	<ol style="list-style-type: none"> <li>1. Customer Service and Presentation</li> <li>2. Analyse Consumer Behavior</li> <li>3. Marketing Activities and Promotion</li> <li>4. Commercial Law and Workplace Safety</li> <li>5. Business English 2</li> <li>6. Conversational Chinese 1</li> </ol>
<b>Trimester 3</b>	<ol style="list-style-type: none"> <li>1. Crisis Management</li> <li>2. Workforce Planning and Risk Management</li> <li>3. Staffing and Persuasive Writing</li> <li>4. Manage Budgets and Financial Plans</li> <li>5. Project Management</li> <li>6. Business English 3</li> <li>7. Conversational Chinese 2</li> </ol>	<ol style="list-style-type: none"> <li>1. Crisis Management</li> <li>2. Develop Marketing Mix and Implementation</li> <li>3. Staffing and Persuasive Writing</li> <li>4. Evaluate Marketing Opportunities</li> <li>5. Workforce Planning and Risk Management</li> <li>6. Business English 3</li> <li>7. Conversational Chinese 2</li> </ol>
<b>Trimester 4</b>	<ol style="list-style-type: none"> <li>1. Change Management</li> <li>2. Develop and Implement Strategic Plan</li> <li>3. Advertising Management</li> <li>4. Organizational Development and Risk Management</li> <li>5. Business English 4</li> <li>6. Conversational Chinese 3</li> </ol>	<ol style="list-style-type: none"> <li>1. Change Management</li> <li>2. Develop and Implement Strategic Plan</li> <li>3. Marketing Process and Research</li> <li>4. Develop Marketing Plan</li> <li>5. Business English 4</li> <li>6. Conversational Chinese 3</li> </ol>
<b>Trimester 5</b>	Internship	Internship

## Tuition Fee: Jan 2012-Dec 2013 Academic Year Bangna Campus Only

Thai Baht (THB)	Trimester 1	Trimester 2	Trimester 3	Remark
<b>1<sup>st</sup> Year</b>	83,180	93,380	108,725	Students whose English Proficiency is not at the level suitable for College/University study will have to do the College Prep English ++ during Trimester 1 (additional 45,000 THB)
<b>2<sup>nd</sup> Year</b>	93,380	10,000 (Internship)		Students who possess proficiency in the English language could complete their studies in less than two years
<b>Grand Total for 2 years = 388,665 THB</b>				

### Third/Final Year Option:

1. **Bachelor of Business** at Kent Institute of Business & Technology, Sydney, Australia with specialization in Management or Information Systems; Tuition fee: AUD 21,600 + Living Expenses: Approx. AUD 18,000
2. **BA (Hons) in Business Management** from the University of Sunderland (Distance Learning Mode) to be completed in Thailand itself: USD 8,000 + 10,000 THB (Admin Fee)

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