

Undergraduate Curriculum 2024

For Student ID 67XXXX onwards



About the School

- Martin de Tours School of Management and Economics (**MSME Business School**) is the largest and the flagship unit of the University.
 - 4,000 enrollment
 - Roughly 50% of the University's enrollment
- Founded in 1969 and has produced over 50,000 graduates
- Nationally recognized as one of the top international business schools in Thailand for undergraduate business education

What We Offer to Our Students

Multidisciplinary Learning

- Students can personalize their learning among

8 Business Disciplines

Accounting | Economics | Digital Business Management | Finance & Risk Management | Global Business Management – International Business, Management and Supply Chain | Hospitality and Tourism Management | Marketing | Real Estate

8 Other Schools

Architecture | Arts | Biotechnology | Communication Arts | Engineering, Science and Technology | Law | Music | Nursing

Practical Knowledge

Learning-by-Doing Teaching Style

Simulation exercises
Real world projects, some with funding!
Business competition
On-the-job training

Insights from Industry

Talks from industry experts
Company visits
Project coaching

Dedicated Supporting Units

ABLE Center – Business incubation
CiSSEL Center – IT training
St Thomas Center – Upskill and reskill training

Global Exposure

1000+ International Students

From all the continents

25% International Faculty

And more who acquire long-term experience abroad

Study Abroad Opportunities

Exchanges (summer, one semester, or one year)
Double degrees

Professional Certificates

- Offered by third parties through Certiport
- Can choose up to five without additional fees

Microsoft Office Specialist (MOS)

IC3 Digital Literacy

Communication Skills for Business

Meta (Digital Marketing)

ESB Entrepreneurship and Small Business

PMI Project Management Ready

Job Market Results

Employers' Perceptions of Graduates

Ranked 1st

Private business school in Thailand

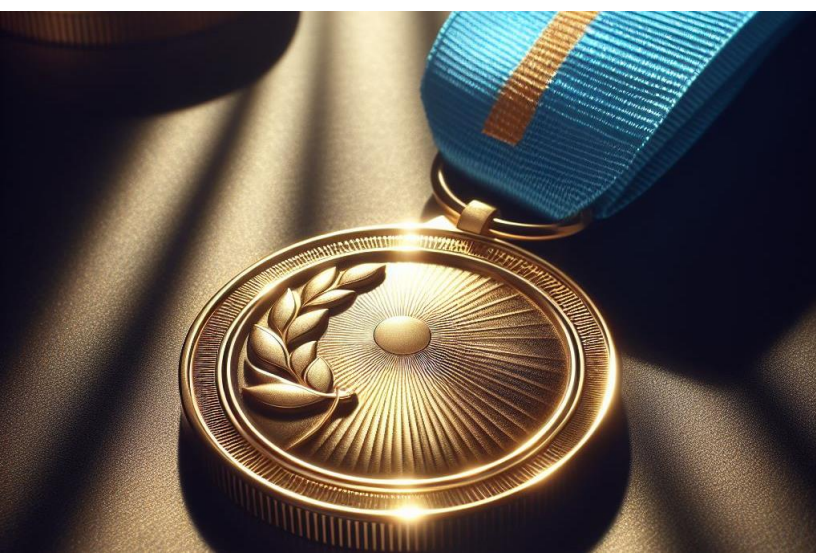
Ranked 3rd

International business school in Thailand

Reported key strengths against peers

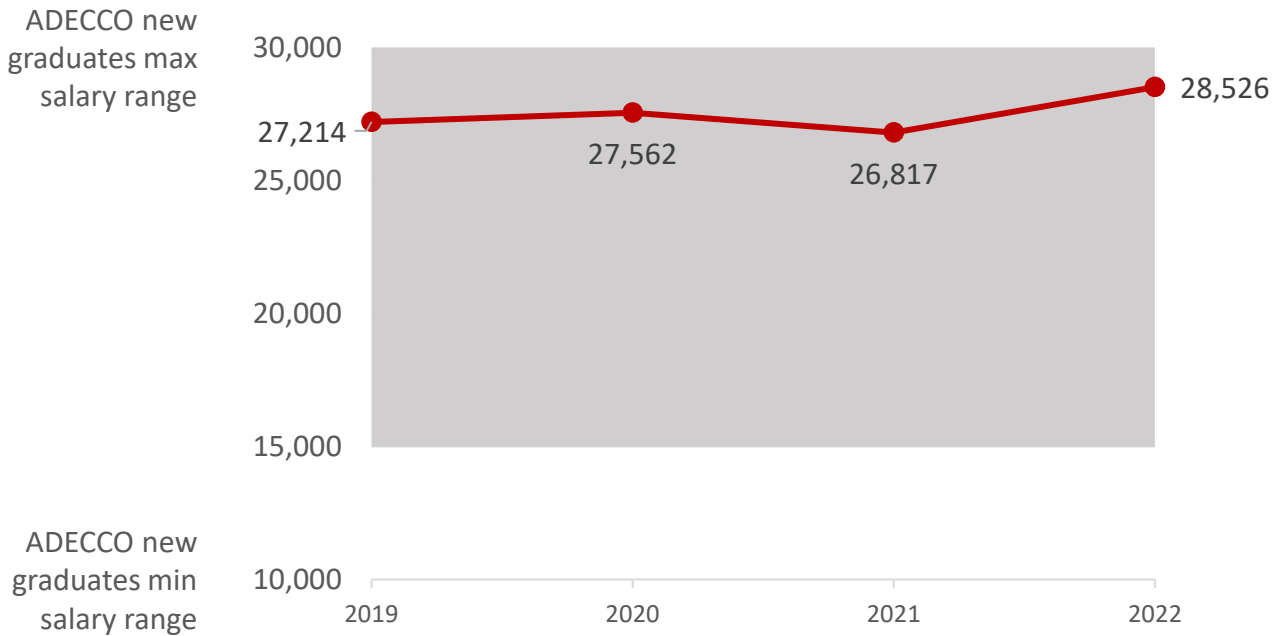
- Proficient English skills
- Self-survival skills
- Entrepreneurial mindset and risk taking
- Adaptability to various cultures and leadership skills

Source: Employer survey conducted by Intage (Thailand) in 2023



Salary Comparison

MSME average salaries of bachelor's degree graduates who were employed within one year (THB)



MSME average salaries were almost in the max range

In 2022, MSME graduates earned 28K, while ADDECO max range was 30K.

Sources: AU Survey of New Graduates, 2023; ADECCO Report, 2023

Programs Offered

- Bachelor of Accountancy (B.Acc)
- Bachelor of Economics in Business Economics (B.Econ)
- Bachelor of Business Administration (BBA)
- Bachelor of Business Administration in Sustainable Business Management (SBM)
- Bachelor of Business Administration in Design and Digital Innovation (DDI)

Program Comparison

Degree	Highlights	Major Fields	Total credits	Duration (years)	Tuition and fees (THB)	Payment type	Main campus
Bachelor of Accountancy (B.Acc)	<ul style="list-style-type: none"> • Professional accountants • CIMA pathway 	N.A.	136	3.5	550,000	Per credit	SV
Bachelor of Economics in Business Economics (B.Econ)	<ul style="list-style-type: none"> • Analysts and business intelligence experts • Flexible last semester: minor, internship or master's pathway 	N.A.	134	3.5	540,000	Per credit	SV
Bachelor of Business Administration (BBA)	<ul style="list-style-type: none"> • Executives with 21st century skills and specialized knowledge 	Digital Business Mgt Finance & Risk Mgt Global Business Mgt Hospitality & Tourism Mgt Marketing Real Estate	134	3.5	540,000	Per credit	SV
Bachelor of Business Administration in Sustainable Business Management (SBM)	<ul style="list-style-type: none"> • Leaders with digital literacy and sustainability mindset • Up to 42 credits of design-it-yourself courses • One-semester tuition abroad included (Semester 2 of Year 1, 2, or 3) 	Corporate Sustainability Integrative Business Mgt	124	3	700,000	Per semester (lumpsum)	HM
Bachelor of Business Administration in Design and Digital Innovation (DDI)	<ul style="list-style-type: none"> • Startup entrepreneurs • Performance evaluation is project based rather than examination • One-year sandbox startup project with seed fundings 	N.A.	120	3	900,000 with MacBook Air	Per semester (lumpsum)	SV

Skill Comparison

Skills	B.Acc	B.Econ	BBA	SBM	DDI
Critical thinking	****	*****	***	***	***
Data analysis	***	*****	***	***	***
Emotional intelligence	***	***	****	****	****
Leadership	***	***	***	*****	***
Entrepreneurial mindset	***	***	****	***	*****
Sustainability mindset	***	***	***	*****	***
Specialized professional expertise	*****	**	****	**	*
Communication	***	***	***	***	*****

Subject Comparison

Subject	B.Acc	B.Econ	BBA	SBM	DDI	Subject	B.Acc	B.Econ	BBA	SBM	DDI
Mathematics for Business	*	*	*		N.A.	Mgt in Dynamic Context	*	*	*	*	N.A.
Statistics for Business	*	*	*		N.A.	Intercultural Comm and Nego	*		*	*	N.A.
Quantitative Techniques				*	N.A.	Developing Leadership			*	*	N.A.
Design Thinking	*	*	*	*	N.A.	Oper and Supply Chain Mgt			*	*	N.A.
Marketing in Practice	*	*	*	*	N.A.	Essential Strategies			*	*	N.A.
Consumer Behavior & Insights			*	*	N.A.	Fin Env and Fin Planning	*	*	*		N.A.
Digital Literacy	*	*	*	*	N.A.	Corporate Financial Mgt	*	*	*		N.A.
Data Analytics & Visualization	*	*	*	*	N.A.	Finance for Sustain Business				*	N.A.
Business Research	*		*	*	N.A.	Fund of Financial Accounting	*	*	*		N.A.
Microeconomics	*	*	*		N.A.	Fund of Managerial Accounting	*	*	*		N.A.
Macroeconomics	*	*	*		N.A.	Accounting for Professionals				*	N.A.
Thinking as an Economist				*	N.A.	Seminar in Business I-IV	*	*	*	*	N.A.
Entrepreneurship (3 credits)	*		*	*	N.A.	Professional Seminar (1 credit)		*	*		N.A.
Senior Project I & II (6 credits)		*				Profession Ethics (3 credits)	*				N.A.
Navi Global Bus Environment			*	*	N.A.	Bus Sustainability Mgt				*	N.A.
Business Law	*				N.A.						

Study Plan Comparing to BBA

Degree	Year 1 Semester 1	Year 1 Semester 2	Year 2 Semester 1	Year 2 Semester 2	Year 3 Semester 1	Year 3 Semester 2	Year 4 Semester 1	Summers	Study Abroad Possibility
Bachelor of Accountancy (B.Acc)	Same as BBA	Same as BBA	5/6 = 83% same as BBA	3/6 = 50% same as BBA	1/6 = 17% same as BBA	Not the same as BBA	1/6 = 17% same as BBA	One summer (2 subjects)	No
Bachelor of Economics in Business Economics (B.Econ)	Same as BBA	Same as BBA	4/6 = 67% same as BBA	2/6 = 33% same as BBA	Not the same as BBA	Note the same as BBA	Personalized	One summer (1 subject)	Year 4 Semester 1
Bachelor of Business Administration (BBA)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	One summer (1 subject)	Year 4 Semester 1
Bachelor of Business Administration in Sustainable Business Management (SBM)	4/6 = 67% same as BBA	2/6 = 33% same as BBA	1/6 = 17% same as BBA	3/6 = 50% same as BBA	Personalized	Personalized	Graduated	Two summers (4 subjects)	Up to one year in Year 1, 2, or 3
Bachelor of Business Administration in Design and Digital Innovation (DDI)	Not the same as BBA	Not the same as BBA	Not the same as BBA	Not the same as BBA	Personalized	Personalized	Graduated	No summer enrollment but have activities in Year 1 Summer	Year 3 Semester 1 and/or Semester 2

Notes: Excluding one-credit seminars

Bachelor of Accountancy (B.Acc)

High demand for accounting graduates from international programs

- Globalization and international trade requires professional accountants with in-depth knowledge of international accounting standards.
- International accounting firms offer highly competitive salaries.



Program Highlights

- 3.5-year program for those who want to be professional accountants
- Internship opportunities at Big 4 and other leading accounting firms
 - For the past five years, **all students interned at the Big 4 received the job offer after a completion of their internships.**
- CIMA pathway

Program Structure

General Education

(24 credits)

- Communicative English I
- Communicative English II
- Academic English
- Advanced Academic English
- Ethics
- Business Law
- Electives (6 credits)

Business Core Courses

(52 credits)

- Design Thinking
- Mathematics for Business
- Statistics
- Microeconomics
- Macroeconomics
- Financial Accounting
- Managerial Accounting
- Digital Literacy
- Data Analytics and Visualiz
- Fin Env and Fin Planning
- Corporate Financial Mgt
- Mgt in Dynamic Contexts
- Intercultural Comm & Nego
- Marketing in Practice
- Business Research
- Entrepreneurship
- Seminar in Business I-IV

Accounting Required Courses

(45 credits)

- Intermediate Act I and II
- Fin Report & Fin Statement
- Taxation I and II
- Cost Accounting
- Auditing
- Internal Control and Audit
- Advanced Accounting I and II
- Seminar in Accounting
- Bus and Act Prof Ethics
- Act Information Systems
- Act Software Packages
- IT Auditing

Electives

(15 credits)

- Choose among 5 concentrations (9 credits)
 - Accounting (5 possible tracks – A: Auditing, B: Financial Accounting, C: Management Accounting and Control, D: Accounting Information Management Systems, E: Others)
- Finance
- Hospitality and Tourism Management
- Management Information Systems
- Marketing
- Free electives (6 credits)

Study Plan

Year 1 Semester 1

- Communicative English I
- Design Thinking in Business
- Digital Literacy
- Mathematics for Business
- Microeconomics
- Seminar in Business I
- One GE Elective (1/2)

Year 2 Semester 1

- Academic English
- Data Analytics and Visualiz
- Intercultural Comm & Nego
- Fin Env and Fin Planning
- Fund of Man Accounting
- Seminar in Business III
- Business Law

Year 3 Semester 1

- Business Research
- Intermediate Act II
- Fin Report and Statement
- Taxation II
- Auditing
- Internal Auditing

Year 4 Semester 1

- Entrepreneurship
- Seminar in Accounting
- Act Software Package
- Concentration (2/3)
- Concentration (3/3)
- One Free Elective (2/2)

Year 1 Semester 2

- Communicative English II
- Marketing in Practice
- Mgt in Dynamic Context
- Statistics
- Fund of Fin Accounting
- Macroeconomics
- Seminar in Business II

Year 2 Semester 2

- Advanced Academic English
- Corp Financial Mgt
- Ethics
- Seminar in Business IV
- Intermediate Act I
- Taxation I
- Cost Accounting

Year 3 Semester 2

- Advanced Accounting I
- Advanced Accounting II
- Bus and Act Prof Ethics
- Act Information Systems
- IT Auditing
- Concentration (1/3)

Summers

- One Free Elective (1/2) + One GE Elective (2/2) in one of the 3 summers
- If choose Internship as Concentration subject (2/3), must do it in Year 3 Summer instead of Year 1 Semester 1

Bachelor of Economics in Business Economics (B.Econ)

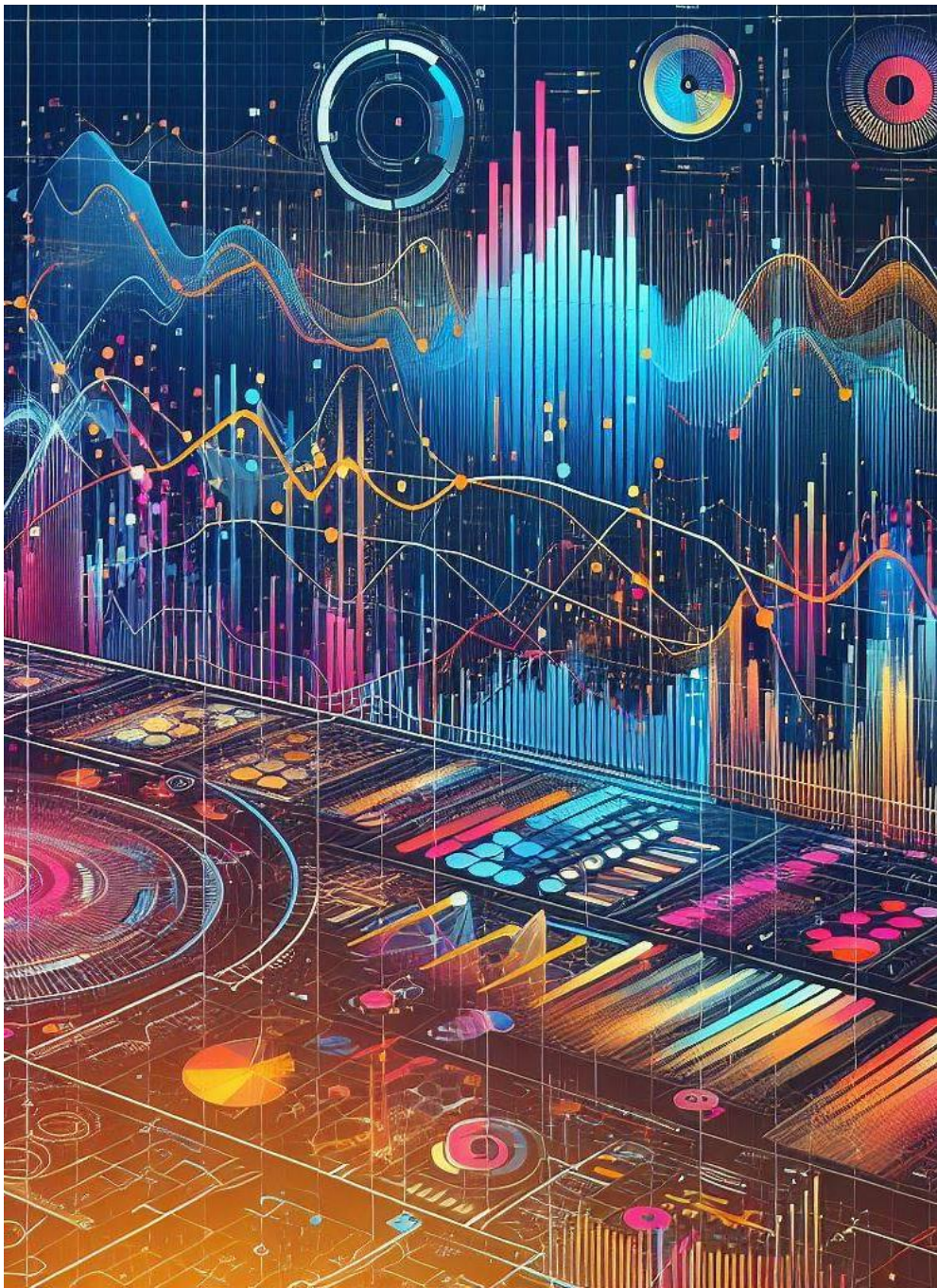
People who can reason with data are in high demand

Harvard Business School's Top 10 Business Skills	World Economic Forum's Top 10 Fastest Growing Jobs
An understanding of economics	AI and machine learning specialists
Data analysis skills	Sustainability specialists
Financial accounting skills	Business intelligence analysts
Negotiation skills	Information security analysts
Business management skills	Fintech engineers
Leadership skills	Data analysts and scientists
Effective communication	Robotic engineers
Emotional intelligence	Electrotechnology engineers
Decision-making skills	Agricultural equipment operators
Networking	Digital transformation specialists

Source: HBS Online, 10 Important Business Skills Every Professional Needs, 2019; World Economic Forum, Future of Jobs Report 2023

In business, reasoning with data requires much more than IT skills

- IT skills can help generate hundreds and thousands of results but to pick impactful ones and make sense of them require business knowledge and critical thinking skills
- One with good data reasoning skills is more likely to find goldmines of valuable business data from pile of seemingly useless data



Program highlights

- 3.5-year program for those who want to be business analysts or business intelligence experts
- Focus on microeconomics theory, business knowledge, and data reasoning
- Flexibility in last semester: business minor, internship or master's pathway

Program structure

General Education (24 credits)	Business Core Courses (43 credits)	Economics Required Courses (46 credits)	Electives (21 credits)
<ul style="list-style-type: none"> • Communicative English I • Communicative English II • Academic English • Advanced Academic English • Ethics • Electives (9 credits) 	<ul style="list-style-type: none"> • Microeconomics I • Macroeconomics II • Design Thinking • Mathematics for Business • Statistics • Financial Accounting • Managerial Accounting • Digital Literacy • Data Analytics and Visualiz • Fin Env and Fin Planning • Corporate Financial Mgt • Mgt in Dynamic Contexts • Marketing in Practice • Seminar in Business I-IV 	<ul style="list-style-type: none"> • Economic Reasoning • Microeconomics II • Macroeconomics II • Calculus • Applied Econometrics • Time-series & Forecasting • Business Intelligence • Computer Tools • Game Theory • Industrial Organization • International Economics • Cost and Benefit Analysis • Senior Project I and II • Seminar in Business Econ 	<ul style="list-style-type: none"> • Choose among 3 options: <ul style="list-style-type: none"> • Business Minor (15 credits) + Free Electives (6 credits) • Internship (18 credits) + Free Electives (3 credits) • Master's Pathway (18 credits) + Free Electives (3 credits)

Study plan

Year 1 Semester 1	Year 2 Semester 1	Year 3 Semester 1	Year 4 Semester 1
<ul style="list-style-type: none"> • Communicative English I • Design Thinking in Business • Digital Literacy • Mathematics for Business • Microeconomics I • Seminar in Business I • One GE Elective (1/3) 	<ul style="list-style-type: none"> • Academic English • Data Analytics & Visualiz • Fin Env and Fin Planning • Fund of Man Accounting • Ethics • Seminar in Business III • One GE Elective (2/3) 	<ul style="list-style-type: none"> • Microeconomics II • Macroeconomics II • Time-series Anal & Forecast • Business Intelligence • Managerial Economics • Computer Tools for Econ • Prof Seminar in Bus Econ 	<ul style="list-style-type: none"> • Choose among 3 options <ul style="list-style-type: none"> • Business Minor (Five Business Electives + One Free Elective) • Internship 1-6 • Master's Pathway
Year 1 Semester 2	Year 2 Semester 2	Year 3 Semester 2	Summers
<ul style="list-style-type: none"> • Communicative English II • Marketing in Practice • Mgt in Dynamic Context • Statistics • Fund of Fin Accounting • Macroeconomics I • Seminar in Business II 	<ul style="list-style-type: none"> • Advanced Academic English • Corporate Financial Mgt • Calculus • Economic Reasoning • Applied Econometrics • Seminar in Business II • One GE Elective (3/3) 	<ul style="list-style-type: none"> • International Economics • Game Theory • Industrial Organization • Cost and Benefit Analysis • Senior Project I • Senior Project II 	<ul style="list-style-type: none"> • One Free Elective in one of the 3 summers

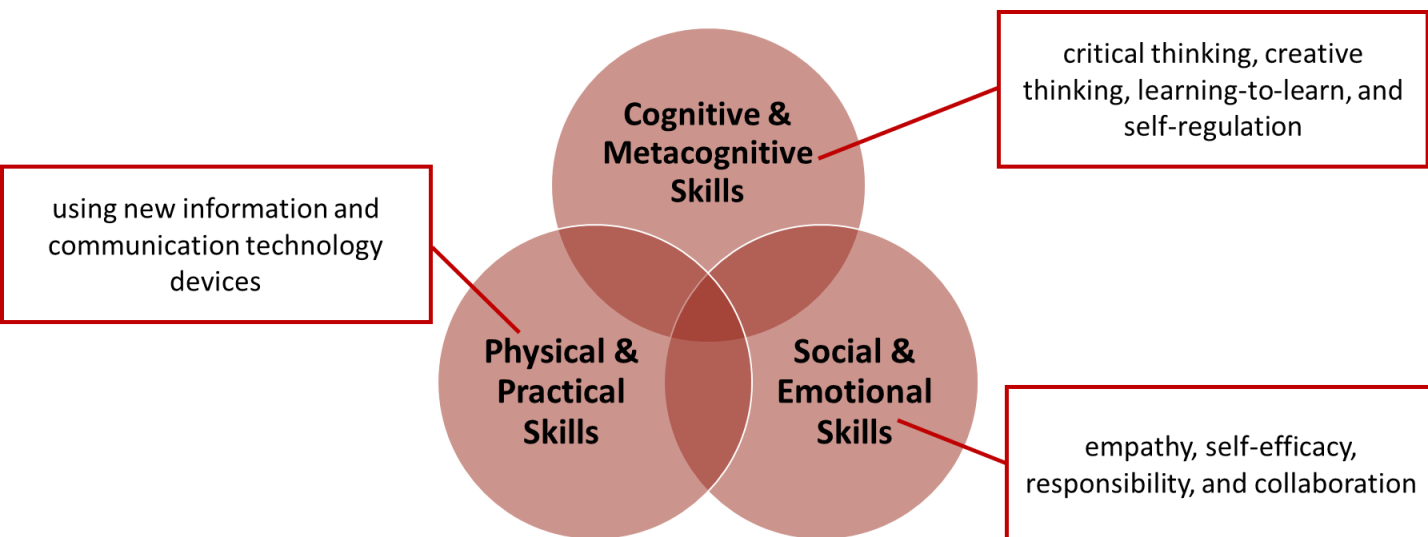
Bachelor of Business Administration (BBA)

The Business World has Changed Greatly

- Tomorrow's job may not exist. Non-traditional job functions arise.
 - New technologies lead to new businesses and new organizational structures.
 - Core business functions are now blurred.
- Humans compete with AI and other digital solutions for jobs.



OECD Skills for 2030



Source: OECD Future of Education and Skills 2030: Conceptual Learning and Framework [Online]. Accessed from https://www.oecd.org/education/2030-project/teaching-and-learning/learning/skills/Skills_for_2030_concept_note.pdf

Top 10 Business Skills

US News	Harvard Business School Online
Communication	An understanding of economics
Negotiation	Data analysis skills
Leadership	Financial accounting skills
Management	Negotiation skills
Critical thinking	Business management skills
Data analysis	Leadership skills
Financial literacy	Effective communication
Emotional intelligence	Emotional intelligence
Organization	Decision-making skills
Trainability	Networking

Sources: US News, Top Business Skills for Success on the Job, 2020; HBS Online, 10 Important Business Skills Every Professional Needs, 2019

Program Highlights

- 3.5-year program for those who want to be business executives
- Build 21st century skills: critical and creative thinking, emotional intelligence, digital literacy, and life-long learning
- Offer specialized business knowledge: one major and one minor

Major and Minor Portfolio

Major field: 30 credits (shared 8 credits)

Minor concentration: 15 credits

Marketing

Creative/innovative thinking + Entrepreneurship

Digital Marketing

Small Business

Comm. Arts

Global Business Management

Critical/strategic thinking + Global mindset

Human Resource

Supply Chain

Global Exposure

Languages

Finance and Risk Management

Investment/Wealth Management

Finance

Risk Management

Hospitality and Tourism Management

Service/Hospitality Management

Hotel & Restaurant

Digital Business Management

IT in Business + Data analytics

ERP

Economics (Data)

Technology

Comm. Arts

Real Estate

Any given major can be paired with any minor. But, suggested pairings between majors and minors are shown above. One can also design-it-yourself (Integrative Business Minor in shaded blocks).

Program Structure

General Education

(24 credits)

- Communicative English I
- Communicative English II
- Academic English
- Advanced Academic English
- Ethics
- Electives (9 credits)

Business Core Courses

(59 credits)

- Design Thinking
- Mathematics for Business
- Statistics
- Microeconomics
- Macroeconomics
- Financial Accounting
- Managerial Accounting
- Digital Literacy
- Data Analytics and Visualiz
- Fin Env and Fin Planning
- Corporate Financial Mgt
- Mgt in Dynamic Contexts
- Essential Strategies
- Oper and Supply Chain Mgt
- Navi Global Environment
- Intercultural Comm & Nego
- Marketing in Practice
- Consumer Behavior
- Business Research
- Seminar in Business I and II

Major Required Courses

(30 credits)

- Developing Leadership
- Entrepreneurship
- Seminar in Business III and IV
- Major Required (1/7)
- Major Required (2/7)
- Major Required (3/7)
- Major Required (4/7)
- Major Required (5/7)
- Major Required (6/7)
- Major Required (7/7)
- Major Professional Seminar

Electives

(21 credits)

- Choose among 3 options:
 - Business Minor (15 credits) + Free Electives (6 credits)
 - Internship (18 credits) + Free Electives (3 credits)
 - Global Exposure (18 credits) + Free Electives (3 credits)

The 7 Major Required Courses

Digital Business Mgt

- Digital Commerce
- Systems Analysis and Design
- Enterprise Resource Planning
- Big Data Analytics
- Data Structures and Algorithms
- Database Systems
- Business Intelligence

Finance & Risk Mgt

- Bus Strategic Analysis & Sustain Fin
- Investment Management & Analysis
- Risk Management and Insurance
- Financial Reporting and Analysis
- Investment Strategy & Valuation
- Financial Modeling and Analysis
- Value Based Mgt & Financial Decisions

Global Business Mgt

- Diversity and Culture in Global Env
- Marketing Strategies for Global Ven
- Global Business Strategies
- Strat Export-Import Prac & Research
- Global Supply Chain Management
- Global Bus Feasibility & Risk Mgt
- Strategic Decision Making

Hospitality & Tourism

- Gateway to Service Industry
- Food Service Management
- Talent Mgt in Hospitality & Tourism
- Information Technology
- Operations and Leadership
- Strategic Mgt in Hospitality & Tourism
- Internship in Hospitality and Tourism

Marketing

- Brand Driven Innovation
- Integrated Marketing Communications
- Marketing Analysis and Strategy
- Product and Pricing Strategy
- Marketing Research
- Marketing Metrics and Decisions
- Capstone Marketing Project

Real Estate

- Real Estate Business
- Building Design & Construct Technique
- Real Estate Appraisal
- Commercial Property Management
- Real Estate Fin & Investment Analysis
- Real Estate Development & Project Mgt
- Contemporary Issues in Real Estate Bus

Study Plan

Year 1 Semester 1

- Communicative English I
- Design Thinking in Business
- Digital Literacy
- Mathematics for Business
- Microeconomics
- Seminar in Business I
- One GE Elective (1/3)

Year 2 Semester 1

- Academic English
- Navi Global Environment
- Data Analytics and Visualiz
- Intercultural Comm & Nego
- Fin Env and Fin Planning
- Fund of Man Accounting
- Seminar in Business III

Year 3 Semester 1

- Business Research
- Developing Leadership
- One GE Elective (2/3)
- One GE Elective (3/3)
- Major Required (1/7)
- Major Required (2/7)
- Major Prof Seminar

Year 4 Semester 1

- Entrepreneurship
- Major Required (5/7)
- Major Required (6/7)
- Major Required (7/7)
- Bus Concentration (4/5)
- Bus Concentration (5/5)

Year 1 Semester 2

- Communicative English II
- Marketing in Practice
- Mgt in Dynamic Context
- Statistics
- Fund of Fin Accounting
- Macroeconomics
- Seminar in Business II

Year 2 Semester 2

- Advanced Academic English
- Consumer Behavior
- Oper and Supply Chain Mgt
- Essential Strategies
- Corp Financial Mgt
- Ethics
- Seminar in Business IV

Year 3 Semester 2

- Major Required (3/7)
- Major Required (4/7)
- Bus Concentration (1/5)
- Bus Concentration (2/5)
- Bus Concentration (3/5)
- Free Elective (1/2)

Summers

- One Free Elective (2/2) in one of the 3 summers

Bachelor of Business Administration in Sustainable Business Management (SBM)

ESG Mindset is Now Required

- Environmental, Social, and Corporate Governance (ESG) is now a must-have factor in running businesses
 - **Energy:** Renewable and clean energy sources
 - **Manufacturing:** Responsible manufacturing and waste reduction
 - **Food and beverages:** Sustainable agriculture and responsible sourcing of raw materials
 - **Consumer goods:** Responsible marketing
 - **Banking:** Responsible lending and investment
- Due to a shift in societal expectations, regulatory changes, and a growing recognition of the link between business success and well-being of stakeholders



Top 10 business skills and jobs

US News	Harvard Business School Online	World Econ Forum's Top 10 Fastest Growing Jobs
Communication	An understanding of economics	AI and machine learning specialists
Negotiation	Data analysis skills	Sustainability specialists
Leadership	Financial accounting skills	Business intelligence analysts
Management	Negotiation skills	Information security analysts
Critical thinking	Business management skills	Fintech engineers
Data analysis	Leadership skills	Data analysts and scientists
Financial literacy	Effective communication	Robotic engineers
Emotional intelligence	Emotional intelligence	Electrotechnology engineers
Organization	Decision-making skills	Agricultural equipment operators
Trainability	Networking	Digital transformation specialists

Sources: US News, Top Business Skills for Success on the Job, 2020; HBS Online, 10 Important Business Skills Every Professional Needs, 2019; World Economic Forum, Future of Jobs Report 2023

Program highlights

- 3-year program for those who want to be leaders with digital literacy and sustainability mindset
- Two majors: Corporate Sustainability and Integrative Business Management
- Up to 42 credits of design-it-yourself set of courses
- Up to two semesters of global exposure with **one-semester tuition included** (e.g. Australia, Europe, and the U.K.)
 - Studying one semester abroad can be in the second semester of Year 1, 2, or 3
 - Studying two semesters abroad should be in Year 3

Program structure

General Education (24 credits)

- Communicative English I
- Communicative English II
- Academic English
- Advanced Academic English
- Ethics
- Electives (9 credits)

Business Core Courses (46 credits)

- Design Thinking
- Quantitative Techniques
- Thinking as an Economist
- Accounting for Professionals
- Digital Literacy
- Data Analytics and Visualiz
- Finance for Sustain Business
- Mgt in Dynamic Contexts
- Essential Strategies
- Oper and Supply Chain Mgt
- Navi Global Environment
- Intercultural Comm & Nego
- Marketing in Practice
- Consumer Behavior
- Business Research
- Seminar in Business I

Major Required Courses (30 credits)

- Developing Leadership
- Business Sustainability Mgt
- Sustainable Entrepreneurship
- Seminar in Business II-IV
- Major 1: Corporate Sustain
 - Project Mgt and Feasibility
 - Strategic Brand Mgt & Comm
 - Bus Intel & Strategic Decision
 - Strategic Supply Chain Mgt
 - Integrative Marketing Mgt
 - Integrative Strategic Mgt
- OR Major 2: Integrative Bus
 - Six Business Electives (18 credits)

Electives (24 credits)

- Choose among 3 options (18 credits):
 - Six Business Electives
 - Internship
 - Global Exposure
- Two Free Electives (6 credits)

Study plan

Year 1 Semester 1

- Communicative English I
- Design Thinking in Business
- Digital Literacy
- Quan Techniques for Bus
- Thinking as an Economist
- Seminar in Sustain Bus I
- One GE Elective (1/3)

Year 2 Semester 1

- Academic English
- Business Research
- Consumer Behaviors
- Finance for Sustain Business
- Mgt in Dynamic Contexts
- Sustain Supply Chain Mgt
- Seminar in Sustain Bus III

Year 3 Semester 1: A

- Major: Corporate Sustain
- Bus Intel & Strategic Dec
 - Integrative Marketing Mgt
 - Integrative Strategic Mgt
 - Project Mgt and Feasibility
 - Strategic Brand Mgt & Com
 - Strategic Supply Chain Mgt

Year 3 Semester 1: B

- Major: Integrative Bus Mgt
- Bus Elective (1/6)
 - Bus Elective (2/6)
 - Bus Elective (3/6)
 - Bus Elective (4/6)
 - Bus Elective (5/6)
 - Bus Elective (6/6)

Year 1 Semester 2

- Communicative English II
- Intercultural Comm & Nego
- Marketing in Practice
- Data Analytics and Visualiz
- Navi Global Bus Env
- Accounting for Professionals
- Seminar in Sustain Bus II

Year 2 Semester 2

- Advanced Academic English
- Bus Sustainability Mgt
- Developing Leadership
- Essential Strategies
- Ethics
- Sustain Entrepreneurship
- Seminar in Sustain Bus IV

Year 3 Semester 2

- Choose among 3 options (18 credits)
 - Six Business Electives
 - Internship 1-6
 - Global Exposure (can also shift to do it in Y1 S2 or Y2 S2 instead)

Summers

- One GE Elective (2/3)
 - One GE Elective (3/3)
 - One Free Elective (1/2)
 - One Free Elective (2/2)
- Max 2 courses each summer

Bachelor of Business Administration in Design and Digital Innovation (DDI)

High Demand for a Program that Serves Young Talent Individuals

- Multidisciplinary foundations
 - Business acumen (MSME Business School)
 - Technology (Science and Technology)
 - Design (Architecture and Communication Arts)
 - Soft skills (Music)
- Hands-on knowledge rather than theory
 - Provide hands-on knowledge about starting and running new business since day 1 of their study.
 - Taught by industry experts



Program highlights

- 3-year program for those who want to be startup entrepreneurs
- Project-based performance evaluation rather than examination
- Up to 39 credits of design-it-yourself set of courses
 - Either one or two semesters of internship/global exposure is possible
- One-year sandbox startup project **with seed fundings**

Program structure

General Education

(30 credits)

- English for Effective Comm
- English for Academic Purposes
- Integrated English Skills
- Happiness Advantage
- Bus Etiquettes & CEO Branding
- Pitching and Story Telling
- Legal Aspects
- Well-being for Learning & Life
- Future Skills Forum
- Glob History of Art and Design
- Aesthetic
- Designing Life with Passion
- Empathy and Customer Centric
- AI for Business
- Practical Data Science
- Bus Intel for Strategic Planning

Core Courses

(21 credits)

- Digital Mindset & Sustainability
- Entrepreneurial Inspiration
- Bus Innov and Design Thinking
- Leadership for a Digital Age
- Global Strategy and Comm
- Brand-Driven Innovation
- Preparation for Design
- Intro to Creative Culture
- Photo and Cinematography
- Intro to Environmental Design
- Tech Startup
- Application Design and Coding
- Overview of Design & Digital

Required Courses

(30 credits)

- Digital Consumer Insights
- Digital Marketing
- Bus Networking & Incubation
- Lifestyle & Experiential Mkt
- Glob Bus & Commercialization
- Entrepreneurial Finance
- Entrepreneurial Accounting
- Economics for Entrepreneur
- Design Thinking/Methods
- Graphic Comm & Presentation
- Design Studio
- Agile Methods
- UI/UX Design In Technology
- Workshop I and II

Electives

(39 credits)

- Personalized Courses (30 credits)
 - Three Free Electives (9 credits)
- Possible to do one-semester or two-semester Internship/Global Exposure

Study plan

Year 1 Semester 1

- Preparation for Design
- English for Effective Comm
- Digital Mindset and Sustainability
- Bus Innov and Design Thinking
- Tech Startups
- Intro to Creative Culture
- Photography & Cinematography
- Happiness Advantage
- Designing Life with Passion
- Aesthetics
- Overview of Design & Digital

Year 2 Semester 1

- Integrated English Skills
- Bus Networking & Incubation
- Entrepreneurial Finance
- Glob Bus and Commercialization
- Practical Data Science for Entre
- UI/UX Design in Technology
- Global History of Art and Design
- Empathy and Customer Centric
- Workshop I

Year 3 Semester 1

- Personalized Course (1/10)
 - Personalized Course (2/10)
 - Personalized Course (3/10)
 - Personalized Course (4/10)
 - Personalized Course (5/10)
 - Free Elective (1/3)
- These courses can be entirely Internship and Global Exposure

Year 1 Semester 2

- English for Acad Purposes
- AI for Business
- Leadership for a Digital Age
- Global Strategy and Comm
- Digital Marketing
- Graphic Comm and Presentation
- Intro to Environmental Design
- Design Thinking/Method
- Bus Etiquettes & CEO Branding

Year 2 Semester 2

- Brand-Driven Innovation
- Lifestyle and Experiential Mkt
- Entrepreneurial Accounting
- Economics for Entrepreneur
- Agile Methods
- Bus Intel for Strategic Planning
- Application Design and Coding
- Design Studio
- Pitching and Storytelling
- Legal Aspects
- Well-being for Learning and Life
- Future Skill Forum
- Workshop II

Year 3 Semester 2

- Personalized Course (6/10)
 - Personalized Course (7/10)
 - Personalized Course (8/10)
 - Personalized Course (9/10)
 - Personalized Course (10/10)
 - Free Elective (2/3)
- These courses can be entirely Internship and Global Exposure

Summers

- One Free Elective (3/3)
- There are workshop activities in the summer of Year 1



For more information,
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