

# BACHELOR OF BUSINESS ADMINISTRATION PROGRAM IN

## FAMILY BUSINESS MANAGEMENT AND INNOVATION

หลักสูตรบริหารธุรกิจบัณฑิต  
สาขาวิชาการจัดการธุรกิจครอบครัวและนวัตกรรม (หลักสูตรนานาชาติ)



INHERITING LEGACIES, CREATING NEW SUCCESS  
MASTERING FAMILY BUSINESS MANAGEMENT & INNOVATION

**For the Next Generation of  
Family Business Owners & Entrepreneurs**

Graduate in 3 Years

Hands-on Learning from Real Business Cases

Exclusive Global Business Exposure in Asia & Europe

One-on-One Mentorship with Business Experts

Strong Alumni & Family Business Network

# MASTERING THE ART OF FAMILY BUSINESS LEADERSHIP

The Bachelor of Business Administration (BBA) in Family Business Management and Innovation is **designed for aspiring entrepreneurs and next-generation family business leaders**. This program equips students with the knowledge, skills, and mindset required to sustain, expand, and innovate family-owned enterprises in an ever-changing business landscape.



## PROGRAM HIGHLIGHTS

- **Super DIY** from each category of studies
- **Hands-on Projects** built from the students' own family businesses
- **One-on-One Mentorship** from mentors, industry experts, and the alumni network
- **Incubation Support** for new business ventures
- **Leadership Training and Soft Skills Development**
- **"Learning by Doing"** approach
- **International Exposure** (2 international exposure trips in Europe\* and Asia\*)
- **Networking** with other future business owners

## WHY CHOOSE THIS PROGRAM?

- **Tailored Curriculum:** Focused on family business dynamics, governance, succession planning, and entrepreneurship.
- **Experiential Learning:** Case studies, live projects, and industry interactions.
- **Networking Opportunities:** Connect with successful family business owners and mentors.
- **Global Perspective:** International exposure through exchange programs and industry visits.

## KEY LEARNING AREAS

- Family Business Strategy & Governance
- Entrepreneurship & Innovation
- Leadership & Succession Planning
- Finance & Risk Management
- Digital Transformation in Family Businesses
- Legal & Ethical Aspects of Family Enterprises





## STUDY PLAN

### YEAR 1 – SEMESTER 1

SRX 1001	English for Effective Communication
BFB 1001	Information Technology and Digital Literacy
BFB 1002	Arts and Culture Appreciation
BFB 1101	Design Thinking for Family Business
BFB 1102	Data Analytics
BFB 1103	Marketing and Branding for Family Business

### YEAR 1 – SEMESTER 2

SRX 1002	English for Academic Purposes
BFB 1003	Communication and Presentation
BFB 1004	Business Law
BFB 1005	Ethics
BFB 1104	Accounting for Entrepreneurs
BFB 1105	Economics for Entrepreneurs

### YEAR 1 (SUMMER) – INTERNATIONAL EXPOSURE TRIP 1

### YEAR 2 – SEMESTER 1

SRX 1003	Integrated English Skills
BFB 2101	Digital Marketing
BFB 2102	Consumer Insight
BFB 2201	Financial Management for Family Business
BFB 2202	Strategic Management and Commercialization
1 Free Elective	

### YEAR 2 – SEMESTER 2

SBFB 2103	Family Business Leadership
BFB 2203	Internationalization and Growth Strategy
BFB 2204	Succession Planning in Family Business
BFB 2205	Governance and Conflict Management in Family Enterprises
2 Free Electives	
<b>Choose 1 from any personalized courses</b>	

### YEAR 2 (SUMMER) – INTERNATIONAL EXPOSURE TRIP 2

### YEAR 3 – SEMESTER 1

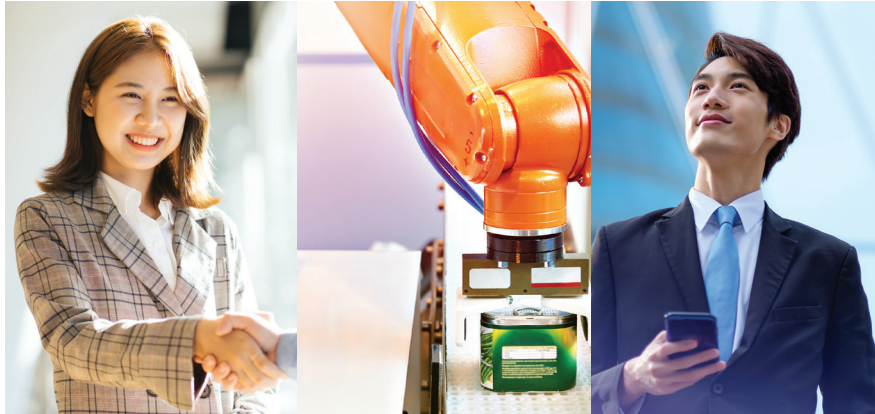
BFB 3101	Supply Chain Management
BFB 3102	Human Resource Management in Family Business
<b>Choose 5 from any personalized courses</b>	

### YEAR 3 – SEMESTER 2

<b>INDEPENDENT PROJECT – WHOLE SEMESTER</b>	
<b>(Final Project tied to family business of each student)</b>	
BFB 3103	Digital Transformation in Family Business
BFB 3201	Family Business Consulting Project
BFB 3202	Business Plan Development for Family Enterprises
BFB 3203	Seminar in Family Business Project
BFB 3204	Family Business Venture I
BFB 3205	Family Business Venture II

# BUILDING VISIONARY LEADERS FOR FAMILY ENTERPRISES

TRANSFORMING TRADITIONS, DRIVING INNOVATION,  
CREATING LASTING SUCCESS



## CAREER PROSPECTS

Graduates of this program are well-equipped to:

- **Lead and transform their family businesses** with modern strategies and innovation
- **Establish new entrepreneurial ventures** in both **traditional and digital spaces**
- **Expand family businesses into foreign markets** with a global mindset
- **Leverage AI and digital tools** for smarter business decision-making
- **Develop online business models** and e-commerce strategies for sustainable growth
- **Implement digital marketing and branding strategies** for competitive advantage
- **Become consultants in family business, governance, and innovation**

## INVEST IN YOUR FUTURE

- **Comprehensive Program Fee: 1,200,000 THB**
- Covers 3 Years of Learning, Mentorship & Global Exposure

Limited seats – **only 30 students per intake.**



ABACFRIENDS

## HOW TO APPLY

All qualified applicants will receive  
**MacBook Air 15 inch (256 GB)\***

\*Upon completion of your registration and tuition payment.



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