



**BACHELOR OF BUSINESS  
ADMINISTRATION IN  
INTERNATIONAL BUSINESS  
(ENGLISH PROGRAM)**

**STUDENT HANDBOOK**

**ACADEMIC YEAR 2021**

**DPU**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**IN**  
**INTERNATIONAL BUSINESS (ENGLISH PROGRAM)**



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## GENERAL INFORMATION ABOUT DPU



Dhurakij Pundit University (DPU), founded in 1968, is one of Thailand's leading private universities with a proud and vigorous history and a reputation that is increasingly recognized by the international academic community. Its name means 'Knowledge of Business,' and throughout DPU's history, the underpinning philosophy has been to instruct students in the basic principles of modern business, no matter what their chosen discipline of study.

DPU is a private, co-educational and non-denominational university.

In 2003, DPU International College (DPUIIC) was established in order to promote a high standard of international education. The international programs included 5 undergraduate programs in IT, Business English, Business Administration, Interactive Design and Game Development, and Hospitality and Tourism Management, and 5 postgraduate programs in Business Administration, Business Informatics and Integrated Marketing Communications.

In 2016, DPU established the College of Innovative Business and Accountancy or CIBA. The International College is now a part of CIBA and had been rebranded as CIBA-International Programs.

Today, DPU comprises 6 faculties 7 colleges, including the College of Innovative Business and Accountancy (CIBA) which programs are Business Administration, Accountancy, Economics, and International Programs; College of Creative Design and Entertainment Technology (ANT); the College of Integrative Medicine (CIM); the College of Innovative Technology and Engineering (CITE), the College of Aviation Development and Training (CADT); the Chinese College; Faculty of Law Preedeeapanomyong; Faculty of Communication Arts; Faculty of Arts, Faculty of Fine and Applied Arts; Faculty of Public Administration; and Faculty of Tourism and Hospitality.

DPU is celebrating its 50th Year anniversary in 2018.

### **Mission**

Dhurakij Pundit University aims to nurture academic excellence as Thailand's premier business-knowledge-enhanced place of learning, providing business know-how for graduates in all disciplines, and to stay ahead in shaping the business leaders and knowledge experts of tomorrow in an international academic and research atmosphere. This mission reflects today's realities and requirements while

maintaining the underpinning philosophies and values of the university's foundation motto of nearly forty years ago: 'Business professionals build a nation' and 'Work purifies the soul.'

### **History of DPU**

DPU stands as a living tribute to its co-founders, Dr. Sawai Sudhipitak and Khun Sanan Ketudat, two Thais with a vision ahead of their time. They dreamt of founding and building a business-focused institution of higher education with the firm belief that it is businesspeople that create, build and develop a nation.

In June 1968, their dream became a reality when Dhurakij Pundit was founded as a three-year, private vocational school, granting diplomas under the Private School Act of 1954. Following the promulgation of the Private College Act in December, 1969, Dhurakij Pundit began to upgrade its programs to the level of a bachelor degree granting institution. On May 28, 1970, the school was upgraded to college status and renamed Dhurakij Pundit College, with authority to grant bachelor degrees after a four-year course of study.

The vocational program was phased out in 1971. Three more faculties were then added to the initial, single Faculty of Business Administration: Accountancy, Economics and Law. The Faculty of Humanities was later established in 1982, and in 1988, the Faculty of Communication Arts was established. The college was granted university status on October 26, 1984 and was renamed Dhurakij Pundit University (DPU). It thus became one of the first four private universities in Thailand.

DPU has continued to expand, and today boasts nine undergraduate faculties, encompassing business administration, accountancy, economics, laws, arts and sciences, engineering, communication arts, information technology and fine and applied arts, a language institute; a graduate school and most recently the College of Innovative Business and Accountancy (CIBA).

### **DPU Emblem**



The emblem of the university is Phra Siddhi Dhada, the God of Success, who is believed to remove all obstacles for human beings. Phra Siddhi Dhada is sitting with his/her vehicle-rat, in the middle of the two circles.

**DPU Colors** - Purple and blue, which symbolize business practice

## **Tree of DPU - Bamboo**

## REGIONAL AND INTERNATIONAL TRAINING AND RESEARCH PROGRAMS

In addition to its alliances with international universities offering joint degrees, Dhurakij Pundit University (DPU) actively fosters and promotes institutional and organizational research and academic enquiry and the benchmarking of professional standards through regional and international training and research programs. These include:

### **Institute for Professional Accountant Development (IPAD)**

Affiliated with the Faculty of Accountancy, the Institute for Professional Accountant Development (IPAD) has the objective to provide services to the public in all aspects of accountancy such as bookkeeping, auditing, internal control, risk management, financial management, and accounting information systems.

### **Legal Counseling Service**

The Legal Counseling Service, attached to the Faculty of Law, offers free legal advice to those in need.

## CAMPUS AND FACILITIES



### **Campus, Buildings and Facilities**

DPU sits on more than 30 acres (75 rai) in the northern suburbs of Bangkok. It is situated between two expressways and is about 60 minutes from Bangkok Suvarnabhumi International Airport and is about 30 minutes from downtown Bangkok.

All buildings and classrooms are fully air-conditioned and equipped with state-of-the-art amenities. The university provides not only the knowledge for academic work, but also for the social and cultural development of students. The university is conscious of the value of a tranquil environment for study and research and has created a garden atmosphere on campus, with manicured lawns, carefully chosen plants and shrubs, man-made lakes and ponds and tree-lined walkways.

### **Library and Theatres**

DPU Learning Center and Library (<http://lib.dpu.ac.th/>) has 150,000 texts and references, and general reading books, subscribes to 600 journals and periodicals in Thai, English and other languages, including daily selection of Thai and English language newspapers. It has many areas for study, research and quiet reflective reading.





- Second floor offers a coffee and baker shop, newspapers, Thai and English magazines, computer room, and tutorial rooms. Information desk and registration desk are located next to the entrance of the DPU Library.
- The third floor is called “Maker Space” where students and lecturers work on their projects. This area can be transformed into a workshop or exhibition area for student works.



- The fourth and fifth floors are quiet areas. Textbooks, journals, and reference books are displayed and allow students to read and study on their lessons and assignments. There are video, DVD, CD and cassette libraries with a limited but expanding range of reference volumes and general entertainment volumes. There are also theaters for small group screenings. A couple of tutorial rooms are available for students to book in advance and study together with their friends.



- DPU Learning Center and Library provides many services on 5th Floors. Computers are available for students including printing services (payable using student ID card as cash card). Study room can be booked online or ask at the service desk on 2nd and 4th floor. Quiet zone is on fourth and fifth floor.



## Computer Services

DPU Internet Services, located (in computer centers) under Building 6, provides computer laboratories, complete with Internet access for student research and assignments. The Self Access Language Learning Center (SALLC), in Building 5, provides state-of-the-art computer-assisted language learning for students at all levels of language acquisition.

## Printing Services

Photocopying, printing, binding and overhead projector slide production facilities are available at the printing Building 6 and the ground floor area of Building 7. A small fee is charged for these services.

## Gym, Sporting and Recreational Facilities

DPU features a modern, well-equipped gym, complete with basketball courts and exercise rooms. The gym is located in the south-west corner of the campus, at the end of the centrally-sited football and track field. Next to the gym is an Olympic-sized swimming pool and tennis courts.



DPU has many sports clubs and teams, which practice within the university and also compete in intervarsity games. Students have to use a student ID card to borrow equipment and access to pool and fitness.

## Medical Services

DPU provides a free emergency medical service at the clinic on the ground floor of Building 3. It is staffed by a medical doctor and qualified nurses. No additional fee for services.



## Coffee shop

There are several coffee shops in DPU. The first one is "Blend" located under build 6 offer premium coffee blend. The second one is Black Canyon which has two kiosks in DPU. The first one is located in DPU Library on the second floor and offers coffee and a bakery for library users. The second one is located under building 7 offer coffee, bakery, and selected dishes. The third coffee shop is True Coffee Shop on the first floor of building 10. There are many more coffee kiosks in DPU area such as the first floor of building 1, building 4, and on the first floor of building 6.



There is a fully Automatic teller machine (ATM) from Siam Commercial Bank (SCB), Kasikorn Bank (K-Bank), on the ground floor of building 6 and 7.

### **DPU Dormitories**

DPU Dormitories are available for international students upon request and availability. The dorms are located close to DPU, transport services, and shopping facilities, and top-class amenities are all close by.

Currently there are 10 DPU dormitories. DPU caters for over 3,000 international students from well over 15 countries, so living in a dorm is a great way to learn new languages, experience fascinating cultures and gain and enjoy independence.

Many of our international students come from China and study at DPU Chinese Colleges.

If dorms don't take your fancy, there are many private apartments around DPU premises which offer great affordable housing. Students can contact CIBA staff for more information. Come and enjoy wherever you live. The student experience is a one-way ticket to independence.

### **Thai Cultural Center**



To encourage the preservation and promotion of Thai culture and heritage, the Thai Cultural Center was built in accordance with traditional Thai architecture. It is located in the center of the campus, alongside a tranquil lake and gardens.

The aim of the DPU Cultural Center is to conserve the heritage of Thai culture; to collect traditional folk art and customs; to maintain cultural values, especially with the Thai language, religious practices, customs and traditions; and to promote cultural understanding between communities. Exhibits include collections of antiques, books, handicrafts, clothing, and other artifacts that reflect the Thai way of life.

The DPU Cultural Center is also the focal point of many university student groups, which play their part in the preservation of traditional Thai music, dance and theatre.

### **The Sawai Sudhipitak Museum**

The Sawai Sudhipitak Museum, on the 7<sup>th</sup> Floor of Building 6, is a tribute to DPU's co-founder and first president, Dr. Sawai Sudhipitak. Born in humble circumstances in 1917, Dr. Sawai rose from school student to youth leader, government official, politician and the confidant of prime ministers. Later he was to go on to greater heights as a businessman, writer, translator, teacher, educationalist and internationally-acclaimed scholar.

The museum provides a personal and sometimes intimate insight into the life of this extraordinary man, and also into the lifestyle and customs of the Thais with whom he grew up, was educated and worked.

The galleries of the museum preserve a fine collection of Dr. Sawai's personal possessions, and a fascinating array of memorabilia from the Thailand in which he lived.

### **Car Parks**

A car park building with a 400-car capacity is located on the western perimeter of the campus. A surface car park is located on the far eastern part of the campus.



**DHURAKIJ PUNDIT UNIVERSITY**  
**REGULATIONS AND REQUIREMENTS**  
**For Bachelor's Degree Education of the Year 2005**

Dhurakij Pundit University has annulled the Regulations and Requirements of the year 1998 and replaced them with a revised version on the subject of bachelor's degree education, as follows:

- 1 These regulations shall be called "Regulations and Requirements of Dhurakij Pundit University for Bachelor's Degree Education of the Year 2005."
- 2 The University's Regulations and Requirements of the Year 1998 shall be annulled and replaced by this new version as of the academic year 2005.
- 3 The President shall be responsible for the implementation of the regulations and requirements.

**4 Educational System**

4.1 Semesters and Trimesters

4.1.1 Semesters: An academic year comprises 2 semesters. The duration of study for each semester is approximately 16 weeks. There is also a summer session over a period of 8 weeks. A summer session course requires the same number of study hours as that provided in the daytime semester.

4.1.2 Trimesters: An academic year is composed of 3 terms: the first, the second, and the summer term each of which offers approximately 12 weeks of study.

4.2 Two programs of study are offered: the daytime program and the special program. The daytime program study hours are 09:00-16:30 from Monday to Saturday. The special program study hours are 09:00-17:00 on Saturday and Sunday.

4.3 The course of study is divided into two types according to the duration of study time:

4.3.1 A four-year course that requires four full years of study;

4.3.2 A two-year continuing course that requires two years of study.

4.4 A study load for each course is calculated in credits. One credit equals:

4.4.1 One hour of study per week in the form of lecture, seminar, or equivalent mode all through a daytime semester or about 16 hours for each semester.

4.4.2 2-3 hours of study per week in the form of practicum or laboratory experiment all through a daytime semester or about 32-48 hours for each semester.

4.4.3 3-6 hours of study per week in the form of job training, field trip, or any other kind of training all through a daytime semester or about 48-96 hours for each semester.

Other forms of study not mentioned above may be assigned credits at the university's discretion.

## **5 Qualifications of Applicants**

Applicants shall possess the following:

- 5.1 For the four-year course, a Mattayom 6 certificate or its equivalent from an educational institution accredited by the Ministry of Education;
- 5.2 For the continuing two-year course, a diploma in Vocational Educational equivalent to an associate degree from an institution accredited by the Ministry of Education;
- 5.3 Not be diagnosed as insane or mentally handicapped;
- 5.4 Not be afflicted by leprosy, tuberculosis, addiction to harmful drugs, alcoholism or any disease that may hinder their study;
- 5.5 Never been sentenced to imprisonment except for an offence caused by carelessness or a minor offence;
- 5.6 Not be of disreputable conduct, or have been expelled from a tertiary education institution for a disciplinary offence;
- 5.7 A fixed permanent address to enable the university to contact either the student or his/her guardian at all time.

## **6. Admissions**

Students are enrolled in accordance with the university's announcements regarding student admissions, which will be made prior to each enrollment.

## **7. Transfer of Credits**

- 7.1 Transfer of credits from other tertiary institutions for further study in this university is acceptable provided that it complies with the university's announcements on credit transfer concerning formal and informal education.
- 7.2 Transfer of credits within the university is allowed in the following cases:
  - 7.2.1 Students' requests to change faculties or departments have been approved.
  - 7.2.2 Dismissed students regain their student status.
  - 7.2.3 Students who have completed their undergraduate courses and wish to obtain another bachelor's degree.
  - 7.2.4 The course of study is indicated in the structure of the curriculum and contains similar or equivalent content to that offered in the curriculum of the department concerned.

## **8. Student Registration**

Applicants will gain official recognition as students of the university only when they have followed the registration procedures as prescribed by the university.

## **9. Payment of Tuition Fees, Educational Fees and Other Fees**

- 9.1 Students must pay tuition fees, educational fees and other fees at the rate and in the form required by the university.

- 9.2 For new students, payment of registration fees, tuition fees, educational fees, service fees and any other charges must be made on the registration day.
- 9.3 For second-year, third-year and fourth-year students, payment must be made prior to or by the registration date for each semester, which will be announced in advance.
- 9.4 Late payment of tuition fees, educational fees, and service fees will result in students having to pay a penalty fee or an increased amount of fees at the rate fixed by the university.

## **10. Course Enrollment**

- 10.1 Students who have applied for the daytime program or the evening program must register for the courses and examinations as indicated in their respective programs.
- 10.2 Students are not permitted to enroll in courses or examinations outside the program of their choice or take two programs concurrently unless approved by the President on a case-by-case basis.
- 10.3 In each semester, students must register for courses on the date and at the place in accordance with the university's announcements.
- 10.4 Semester Program: For a daytime program, students must register for at least 12 credits and not more than 24 credits in each semester. In the summer session, a maximum of 10 credits is allowed. Evening students must enroll a minimum of 9 credits and a maximum of 18 credits for each daytime semester. In the summer session, a minimum of 3 credits and a maximum of 9 credits are required.

The minimum requirement of credits is not applied to students who have studied all the courses required in the curriculum but have failed the examinations in some courses, or have not attained the required cumulative G.P.A., or to those who register in the semester expected to be their final one before graduation.

- 10.5 For a course that demands a prerequisite, students must have studied or passed the examination of that prerequisite course before they are permitted to register unless this condition is waived by the dean of the faculty.
- 10.6 Students cannot register without the approval of their advisors whose signatures on the registration forms are mandatory.
- 10.7 Registration for courses with total credits over or below the numbers specified in Item 10.4 may be permitted only when approved by the President after receiving recommendation from the student's advisor and the dean of the faculty.
- 10.8 Students should complete their registration before the first day of a semester. Late registration, which is allowed up to 14 days from the first day of daytime semester or up to 7 days for the summer session, will incur an extra payment.
- 10.9 Students, who fail to register within 14 days or 7 days from the first day of a daytime semester or a summer session respectively, will forfeit their rights to register for that particular term unless they obtain special consent from their dean and approval from the President.
- 10.10 Students may seek permission to register for certain courses provided by other tertiary institutions provided that it is in line with the university's terms and conditions.

## **11. Adding or Withdrawing From Courses**

Change in registration of courses is feasible under the following conditions:

- 11.1 The last day to add a course is 14 days from the first day of a daytime semester or within 7 days from the first day of the summer session. Advisors' consent is required.
- 11.2 Withdrawal from a course, which requires approval of the advisor will have the following consequences:
  - 11.2.1 A course withdrawal during the first 14 days of a regular semester, or the first 7 days of a summer session will not be recorded on the student's transcript and the course registration fee will be refunded.
  - 11.2.2 A course withdrawal after 14 days but not later than 8 weeks from the first day of a regular semester, or after 7 days but not later than 4 weeks from the first day of a summer session will be recorded as a "W" on the student's transcript and the registration fee will not be refunded.
- 11.3 A course may be withdrawn after the period of time stated in 11.2.2 only with the approval of the dean on a case-by-case basis. If the approval is granted, students will receive a "W" for the course but will not be reimbursed for the registration fee. If the approval is not granted, students will have to continue to study that course.
- 11.4 Requests for adding or withdrawing courses must correspond to the number of credits specified in the regulations 10.4 and 10.7.

## **12. Registration to Repeat a Course**

- 12.1 Students may register to repeat a course in which they have obtained an "F", or "D", or "D+" grade.
- 12.2 The grade students can obtain after repeating a course will not be higher than B+.
- 12.3 Students may apply to re-sit an examination for the course in which they have failed, instead of registering to repeat the course, provided that such an examination is held by the university and that their request is approved by the President. The highest grade that students can obtain is no greater than B+.

## **13. Class Attendance**

Students are entitled to attend classes only when they have completed the course registration. They will not be allowed to take an examination unless their attendance for each course amounts to at least 80 percent of the total class hours. However, the President may grant a special approval on the recommendation of the course instructor stating that students' failure to reach the attendance requirement is not due to their negligence.

## **14. Evaluation**

- 14.1 Evaluation is conducted at the end of each semester.
- 14.2 An evaluation is the sum total of the marks a student obtains from the final examination, mid-term examination, training sessions, and any other forms of assessment determined by the course instructor.
- 14.3 Each examination is conducted in accordance with the university's regulations and must comply with the following conditions:



- 14.3.1 Students who register for courses that are scheduled for examinations at the same time and on the same date are entitled to take only one examination and are required to withdraw the other courses as specified in 11.3.
- 14.3.2 Students who have been penalized for bad conduct and who fail to obtain a score of 60 percent for good conduct may, at the discretion of the President, forfeit their right to examinations for that semester.
- 14.3.3 Students who do not take an examination for any course will be considered as having failed in that particular course. Exceptions can be made if the cause for failing to sit the examination is beyond the students' control. In such a case, the instructor may grant a "W" grade for the course or if students are in their final semester, the instructor may, with the dean's consent and the President's approval, grade the student's coursework and mid-term examination.

#### 14.4 Grading System

- 14.4.1 Letter grades are used with the following meanings and values for the calculation of a student's G.P.A.

| <u>Letter</u> | <u>Quality of Performance</u> | <u>Grade Point Equivalent</u> |
|---------------|-------------------------------|-------------------------------|
| A             | Excellent                     | 4.0                           |
| B+            | Very Good                     | 3.5                           |
| B             | Good                          | 3.0                           |
| C+            | Fair                          | 2.5                           |
| C             | Satisfactory                  | 2.0                           |
| D+            | Rather Poor                   | 1.5                           |
| D             | Poor                          | 1.0                           |
| F             | Failure                       | 0.0                           |

- 14.4.2 Letter grades that have no bearing on a student's G.P.A.

| <u>Letter</u> | <u>Meaning</u> | <u>Grade Point Equivalent</u> |
|---------------|----------------|-------------------------------|
| AU            | Audit          | -                             |
| I             | Incomplete     | -                             |
| S             | Satisfactory   | -                             |
| U             | Unsatisfactory | -                             |
| W             | Withdrawal     | -                             |

- 14.5 Students who obtain a "D" are considered to have passed the course.
- 14.6 An "I" signifies an incomplete evaluation. Students who are awarded an "I" must contact their instructors to ensure that their evaluation is completed within 6 weeks after the

announcement of the examination results. Failure to do so will result in the “I” being changed into an “F”.

#### 14.7 Calculation of Cumulative Credits, Semester Grade Point Average and Cumulative Grade Point Average

14.7.1 Cumulative credits represent the total number of credits of the courses that a student has registered for. If a student has registered for any course more than once, the number of credits for that course will be calculated only once. However, if the student has already repeated the same course three times, the number of credits registered from the fourth time repeated onwards will be counted cumulatively in the calculation of the cumulative grade point average.

14.7.2 Accumulation of credits for completion of the degree will be governed by regulation 14.7.1 unless it is stated in the curriculum that only credits successfully completed with a passing grade may be counted.

14.7.3 The semester grade point average is calculated by multiplying the grade point equivalent earned for each course by the credits of the course enrolled in the semester. Then, the sum of the multiplication results is divided by the total number of credits taken in the semester.

14.7.4 A cumulative grade point average is calculated from all registered courses. If a student has registered for any course more than once, the last grade point equivalent earned for that course will be calculated towards a cumulative grade point average. However, if the course has been repeated more than three times, the grade point equivalent earned for that course from the fourth time repeated onwards will be calculated cumulatively towards a cumulative grade point average.

14.7.5 A cumulative grade point average is calculated, for the student's total enrollment period, by multiplying the grade point equivalent earned for each course by the credits of the course. Then, the sum of the multiplication results is divided by the total number of credits taken in the enrollment period (refer to Item 14.7.4).

### 15. Leave of Absence

#### 15.1 Personal Leave or Sick Leave

15.1.1 Students' personal leave of not more than 7 days requires a written request to be approved by their advisor. A personal leave of more than 7 days requires the approval of the dean with the prior consent of the advisor. Permission for a personal leave does not waive the Regulation stated in item 13 which specifies that a student must attend at least 80 per cent of all the class meetings.

With regard to a practicum examination or practical training that a student misses during his/her leave, the instructor may, at his/her own discretion, allow the student to forgo the activity, take an examination, or undertake make-up assignments.

15.1.2 In case of illness, either before or after an examination, resulting in a student not being able to take any or all the examinations, the student is required to submit a written request together with a doctor's certificate to the President after having received prior consent from his/her advisor and dean. Once approval is given, the letter “W” will be assigned to all the courses of which the student has not taken the examinations.

#### 15.2 Prolonged Leave of Absence

- 15.2.1 Students are entitled to take a prolonged leave only when they have studied for at least one semester.
- 15.2.2 A prolonged leave cannot be taken in more than two consecutive semesters unless approved by the President on a case-by-case basis.
- 15.2.3 A written request for a prolonged leave must be submitted to the advisor and the dean who will pass it on to the President for approval. The request should be supported by a valid reason and attached pertinent documents, for example, a serious illness that requires a long period of treatment, or a conscription to serve in the army, etc.
- 15.2.4 For a prolonged leave, a student is required to pay a fee to maintain his/her student status at a rate fixed by the university.
- 15.2.5 A student, who has enrolled for courses but has to take a prolonged leave, may submit a request for the leave one week before the final examination. In such a case, he/she will be awarded "W" for all his/her registered courses.

### 15.3 Withdrawal From University

- 15.3.1 A student who wishes to withdraw from the university may submit a request to his/her advisor and dean who will pass it on for the President's approval. In the case of a full-time student, the consent of his/her guardian is required.
- 15.3.2 Approval will be granted only to those who do not owe any money to the university. Insurance money against damage will also be returned in full provided that no damage has been inflicted on the university's property.

## 16. Changing Faculty, Department, or Study Program

- 16.1 A student will be entitled to request a change of faculty, department, or study program only after he/she has studied in the original faculty, department or study program for at least one semester excluding the period of time on leave or suspension.
- 16.2 The request for changing the faculty, department, or study program cannot be submitted more than once and must be made at least 8 weeks before the start of the next semester.
- 16.3 Students who are allowed to change their faculties or departments can transfer their courses and credits as stated in 7.2
- 16.4 In cases where students move from the daytime program to the evening program or vice versa, the maximum time of study spent on each program will be acknowledged and credited.

## 17. Termination of Student Status

Student status is terminated when a student:

- 17.1 Dies.
- 17.2 Withdraws from the university.
- 17.3 Suffers from a serious illness that hinders his/her study or has a harmful effect on other people.
- 17.4 Is dismissed for violation of the Code of Conduct for University Students

- 17.5 Has a cumulative grade point average lower than 1.50 for two consecutive semesters. However, the President may allow the student to stay on with or without any conditions being imposed if he/she can provide a valid justification.
- 17.6 Fails to complete his/her study within the specific period of time:
  - 17.6.1 Eight academic years for full-time students in the 4-year course.
  - 17.6.2 Twelve academic years for evening students in the 4-year course.

The enforcement of the above periods becomes effective from a student's first semester at the university regardless of change of faculty, department, or study program, or any leave of absence, suspension of study, or even when the student regains his/her student status after having withdrawn from the university.

## **18. Reinstatement of Student Status**

Students whose statuses have been terminated may submit a request to have their status reinstated in order to return to their studies at the university on the following conditions:

- 18.1 Those who lose their student status under 17.4 should follow the procedures required by the Code of Conduct for University Students.
- 18.2 Those who lose their student status under 17.2 should submit a request to the dean of the faculty where they used to study at least one month before the beginning of the semester. The final approval will be made by the President.
- 18.3 Those who regain their student status shall have to pay a fee for reinstatement of student status as well as tuition, educational and other fees at the current rate.

## **19. Degrees and Associate Degrees**

The university will confer degrees and associate degrees under the following terms and conditions:

- 19.1 The University Council approves the conferring of degrees and associate degrees to students whose names are proposed by the President.

The University Council holds three sessions a year to consider the conferring of degrees and associate degrees at the end of the first semester, second semester and the summer session respectively. The graduation ceremony is held once a year at a date to be announced by the university.

- 19.2 Students eligible for degrees or associate degrees must possess the following qualifications:
  - 19.2.1 Have successfully completed all the courses required by their department and faculty with a number of cumulative credits not less than that specified in the curriculum.
  - 19.2.2 Those whose cumulative grade point average is not lower than 2.00 will be nominated for a degree. However, those whose cumulative grade point average is lower than 2.00 but not lower than 1.75 will be nominated for an associate degree at their own request.
  - 19.2.3 Be a person of good conduct, morality and ethics, who has observed the rules and regulations of the university throughout his/her study.

- 19.3 The President may not nominate, or may withhold the nomination of any student who fails to meet the requirements in 19.2.3 in order to keep track of that student's conduct. The withholding of nomination cannot extend longer than a period of 3 years, at the end of which the President will nominate that student only when he/she has shown considerable improvement in his/her conduct.
- 19.4 If deemed appropriate, the university may organize a graduation seminar for students before their nomination for the degrees or associate degrees. The graduation seminar will be conducted in line with the university's regulations.

## **20. Graduation with Honors and Medals of Honors**

- 20.1 The university will award an honors degree to a student who:
  - 20.1.1 Has studied in a four-year course.
  - 20.1.2 Has not transferred credits from any other tertiary institution.
  - 20.1.3 Has acquired all the cumulative credits in the curriculum in 4 academic years without failing an examination or repeating any course.
  - 20.1.4 Students who have acquired a cumulative grade point average of 3.50 or higher will be awarded a first-class honors degree. Those who have graduated with a cumulative grade point average of 3.25 or higher but below 3.50 will be awarded a second-class honors degree.
- 20.2 Medals of honor are awarded to students with excellent academic performance and good conduct. There are 2 kinds of medals of honor:
  - 20.2.1 A gold medal is awarded to the student who obtains a first-class honors degree and the highest cumulative grade point average among all the students who graduate from the same department in the same year.
  - 20.2.2 A silver medal is awarded to the student who obtains a second-class honors degree and the highest cumulative grade point average among all the students who graduate from the same department in the same year.
21. Any of the rules and regulations may be waived or relaxed only when there is a strong valid cause, which is to be sanctioned by the President.
22. The President may authorize a person to act on her behalf with regard to the enforcement of any of the regulations.

These Regulations and Requirements shall take effect for all students from the academic year 2005 onwards.

Date of Announcement: June 1, 2005

(Assoc. Prof. Dr. Varakorn Samakoses)

President of Dhurakij Pundit University

# **DHURAKIJ PUNDIT UNIVERSITY**

## **Regulations and Requirements Regarding Student Code of Conduct**

### **For Bachelor's Degree Education of the Year 1996**

Whereas Dhurakij Pundit University sees it appropriate to revise the student code of conduct for a Bachelor's Degree Education to correspond with the policies of the university and present situation.

Therefore, in accordance with the powers given in Item 9 of Dhurakij Pundit University Regulations and Requirements Regarding Administration of the Year 1985, the revision of the Dhurakij Pundit University Regulations and Requirements Regarding the Student Code of Conduct for Bachelor's Degree Education of the Year 1996 is as follows:

- 1 These regulations shall be called "Dhurakij Pundit University Regulations and Requirements Regarding the Student Code of Conduct for Bachelor's Degree Education of the Year 1996."
- 2 These regulations and requirements shall be effective from the official announcement date onwards.
- 3 All regulations and requirements regarding student conduct, dress code and other notifications or announcements which are in conflict with these regulations and requirements shall be annulled and these regulations shall be used in their place.
- 4 The President shall be responsible for the implementation of these regulations and requirements.
- 5 The President shall appoint a Subcommittee on Student Conduct, to be nominated by the Student Affairs Committee, with authority as follows:
  - 5.1 Support, advise and oversee that students' conduct is in accordance with the regulations and requirements of the university;
  - 5.2 Coordinate and cooperate with teaching faculty, student advisors and other staff in directing and advising student conduct development;
  - 5.3 Recommend and impose sanctions on students who have engaged in misconduct in accordance with the university's standards within the Subcommittee's scope of authority. Other matters outside the Subcommittee's scope of authority shall be directed to the Student Affairs Committee
  - 5.4 Make recommendations regarding student conduct to the Student Affairs Committee;
  - 5.5 Act upon other requests made by the Student Affairs Committee.
- 6 Students shall act in accordance with the Regulations of the university as follows:
  - 6.1 Must carry their student ID cards with them at all times when on the university campus;
  - 6.2 Must dress in accordance with the dress code of the university when on the university campus;
  - 6.3 Must not be late for class or exit the classroom while the class is still in session except with the permission of the instructor;
  - 6.4 Must not talk or act inappropriately while the class is in session;
  - 6.5 Must attend classes regularly, must not be late or be absent from class;
  - 6.6 Must follow the lecturers' orders;

- 6.7 Must not act against or be disrespectful of the university, its administrators, faculty or staff of the university;
  - 6.8 Must not smoke in prohibited areas;
  - 6.9 Must not drink or bring alcoholic substances or drugs onto the university campus;
  - 6.10 Must not gamble or enter into areas where there is gambling;
  - 6.11 Must not bring outsiders into university buildings or classrooms;
  - 6.12 Must not argue with, fight with or harm other university students;
  - 6.13 Take care of classrooms and classroom materials, buildings and the university campus;
  - 6.14 Must not act in ways deemed as conflicting with good traditions, values and customs;
  - 6.15 Must not destroy or damage university property;
  - 6.16 Behave in a good way and refrain from acts that would harm or jeopardize the university;
  - 6.17 Must not engage in acts that are deemed harmful to the nation, religion or monarchy;
  - 6.18 Must not collect funds or donations within or outside the university without the university's prior approval;
  - 6.19 Must receive the university's prior approval in organizing trips;
  - 6.20 Must strictly abide by the regulations, notifications, announcements and memos of the university.
- 7 Students must dress according to the university's dress code as follows:
- Full-time students
- 7.1 Male students
    - (1) Wear a plain white long or short-sleeved shirt tucked in pants and wear a necktie for certain occasions;
    - (2) Wear black or navy-colored long trousers and wear a belt with the university's emblem;
    - (3) Wear covered black or dark-brown shoes.
  - 7.2 Female students
    - (1) Wear a white short-sleeve blouse, with university buttons and pin on the left side;
    - (2) Wear a black or navy-colored, knee-length or longer skirt and wear a belt with the university's emblem;
    - (3) Wear covered black or dark-brown shoes.
- Part-time students
- 7.3 Male students
 

Wear an appropriate shirt, trousers and covered shoes.
  - 7.4 Female students
 

Wear an appropriately colored and style blouse and skirt, covered shoes or shoes with ankle-straps.
- 8 A student who is found to have violated the Student Code of Conduct will be subject to one of the following sanctions:
- 8.1 Notify the student in writing that his/her behavior is unacceptable and that any other violation may warrant further sanctions;



- 8.2 Reduce points for behavior;
  - 8.3 Impose disciplinary probation;
  - 8.4 Impose disciplinary suspension for 1 or 2 semesters;
  - 8.5 Impose disciplinary dismissal from the university. Authority and procedures for imposing sanctions
  - 8.6 The university has established points for behavior to be 100 points per year.
  - 8.7 The university administrators and full-time and part-time faculty have the authority to impose disciplinary action in Items 8.1 and 8.2 on students who have violated the Student Code of Conduct.
  - 8.8 Reduction of points for behavior in Item 9.2 shall be reduced a maximum of 5 points each time and shall be reported through the chain of command and to the President.
  - 8.9 Reduction of 5 or more points for behavior and imposing disciplinary action in Items 8.3, 8.4 and 8.5 shall be proposed to the Student Affairs Committee of each faculty or to the Faculty Committee of the faculty members that the student belongs to, then to the Student Affairs Committee of the university for proposal to the President;
  - 8.10 Imposing of sanctions on a student, in Item 9.4, shall be recorded as the university's announcement and signed by the President.
- 9 In the following cases of student misconduct, the university has the right to dismiss the student:
- 9.1 Behaves publicly in a way that adversely affects the reputation of the university;
  - 9.2 Fights or inflicts harm against the university's students or another person;
  - 9.3 Does not respect, listen to or act in accordance with the directions of the university's administrators and faculty;
  - 9.4 Harms or destroys the property of the university or another person;
  - 9.5 Commits adultery and harms the university;
  - 9.6 Is indicted by the courts and incarcerated for an act that is not accidental or unintentional;
  - 9.7 Falsifies documents of the university or another person;
  - 9.8 Misbehaves, gambles, takes alcoholic substances and drugs or brings weapons onto the university campus;
  - 9.9 Has less than 60 points for behavior of in one academic year.
- 10 A student who has been dismissed by the university, and who wishes to be reinstated as a student, shall submit a request to the President which includes a letter from the student's father, mother or parental guardian stating that he/she will oversee that the student's behavior strictly follows the Student Code of Conduct of the university from then on.
- A request for reinstatement of student status may be considered by the President one year after the university has imposed a disciplinary dismissal on the student.
- 11 Any exceptions to these Regulations must be approved by the President or a person with authority in the matter.

Date of Announcement: January 24, 1996

(Professor Paitoon Pongsabutra)  
President of Dhurakij Pundit University

## DPU POLICIES

### Plagiarism Policy Statement

Plagiarism is an academic offense which DPU takes seriously and is a form of dishonesty that will not be tolerated. Each student is responsible for reading, understanding and abiding by this policy. Examples of plagiarism include, but are not limited to, the following examples:

1. **Submitting Another Writer's Paper:** A student puts their name on someone else's work.
2. **Using Copy-And-Paste:** A student copies phrases, sentences, or larger sections from a source and pastes them into their paper without proper citation.
3. **Neglecting Necessary Quotation Marks:** A student fails to add the necessary quotation marks (" ") around the words of another author.
4. **Paraphrasing Without Citing Source:** A student paraphrases the work of another without acknowledging and citing the source of the original text.

**Plagiarism is a DPU Offense:** Instructors are required to report all instances of plagiarism to the relevant Program Director. *Students found to have violated this policy will at least receive a zero (0) for the assignment or fail the whole course and receive a notation in their academic record.*

**All Parties to Plagiarism are Considered Equally Guilty:** If a student shares their work with another student and the other student plagiarizes it, both students are equally guilty, as the first student enabled the plagiarism to take place. *Under no circumstances should a student make their coursework available to other students.*

### *Inadvertent Plagiarism*

Copying someone's work is a blatant act of plagiarism. However, it is sometimes possible for a student to plagiarize without realizing they have done so. This generally happens when a student accidentally fails to acknowledge the work of another. While unintentional plagiarism may be treated more leniently than intentional plagiarism, it is nonetheless a sign of sloppiness and/or the failure to educate oneself about plagiarism. In any specific case, it is best to talk with your instructor if you are unsure about what is or is not acceptable. In general, it is better to cite too much than not cite enough.

### Alcohol and Illegal Drugs Policy Statements

Possession or use of illicit drugs or alcohol on campus, or whilst participating in other student activities, is against the university's no alcohol or drugs policy. Unlawful possession, use or distribution of illicit drugs or alcohol by students or employees on CIBA-International Program property or as part of any of its activities is prohibited. Compliance with the following policy is mandatory and violation of the policy will be cause for disciplinary action.

### *Policy Statement Regarding Alcohol*

DPU faculty members, administrators, staff and students recognize the responsibility and potential harm inherent in the use of alcoholic beverages. The following university policy will govern all undergraduate university social activities on and off campus. Undergraduate university social activities are any social activities on university property or for which university funds or other resources are used. All members of the university community have an individual and collective responsibility to adhere to the following policy:

1. In all circumstances, the university expects its faculty members, administrators, staff, students, alumni and their respective guests to conduct themselves, both individually and collectively, in

a responsible manner. Therefore, CIBA-International Business (English Program) has a no alcohol policy for all persons (students, faculty members, and guests) during undergraduate university social activities. This rule prohibits purchase, possession and drinking. Breach of this policy may result in disciplinary action and in extreme cases your suspension or expulsion from the CIBA-International Business (English Program).

2. If university faculty members, administrators, staff, students, alumni, and their respective guests consume excessive alcohol, or become abusive, resulting in interference with the rights of other persons, personal injury or damage to property, it will result in severe disciplinary action up to and including suspension or expulsion from the CIBA-International Business (English Program).
3. If a member of the faculty or a student is aware of alcohol consumption by faculty members, students, or guests of the university on campus or during an undergraduate student affairs activity they must report the incident to the Dean of the respective faculty.

#### *Policy Statement Regarding Illegal Drugs*

CIBA-International Business (English Program) faculty members, administrators, staff and students recognize the responsibility and potential harm inherent in the use of illegal drugs. The following university policy will govern all undergraduate university social activities on and off campus. Undergraduate university social activities are any social activities on university property or for which university funds or other resources are used. All members of the university community have an individual and collective responsibility to adhere to the following policy:

1. The university cannot deny access to its property to properly constituted law enforcement agents. Therefore, activities involving the unlawful use or sale of drugs by one student may also, by bringing law enforcement agents to the campus or on any undergraduate student activities, risk compromising the privacy of the academic community. With the legal and medical welfare of the students in mind, the university cannot approve the medically unsupervised use, possession or distribution of drugs. When such medically unsupervised use, possession or distribution of drugs comes to the attention of the university, the student will be subject to disciplinary action which could include suspension or expulsion.
2. In any instance where a violation of the laws concerning drugs occurs on the DPU campus or in connection with the activities of CIBA-International Business (English Program) students, the disciplinary policy of the university will permit taking action beyond or separate from any which may be taken by civil authorities.
3. The medically unsupervised possession, use or distribution of potentially harmful drugs such as marijuana, hallucinogens, amphetamines, barbiturates and opiates is illegal and subject to very harsh penalties. Although the university does not assume the responsibility of acting as an arm of the law, members of the academic community have no immunity from enforcement of the law. Use of many of these drugs may threaten the physical and mental health of the user. Use by one student may also threaten the welfare of other students. Distribution by any student clearly threatens the welfare of the academic community.

Therefore, students found in the possession of illegal drugs or associated paraphernalia will be reported to the appropriate law enforcement agency, with the potential outcome being prosecution for breach of the law. Breach of this policy may result in disciplinary action and in all cases your suspension or expulsion from the CIBA-International Program.

#### **DPU Classroom Code of Conduct**

The following seven rules are for classroom conduct at CIBA-International Programs:

1. Be on time
2. Silence or switch off your mobile phone
3. Do not engage in side conversations
4. Eat and drink responsibly
5. Leave class during emergencies only

6. Use your laptop or mobile device for class activities only

# **DHURAKIJ PUNDIT UNIVERSITY**

## **Regulations and Requirements Regarding Final Examinations**

### **For Bachelor's Degree Education of the Year 2005**

Whereas Dhurakij Pundit University sees it appropriate to revise the Regulations and Requirements Regarding Examinations for Bachelor's Degree Education to correspond with the policies of the university and present situation.

Therefore, in accordance with the powers given in Item 9 of Dhurakij Pundit University Regulations and Requirements Regarding Administration of the Year 1985, a revision of the Regulations and Requirements Regarding Examinations for Bachelor's Degree Education of the Year 1996 is as follows:

- 1 These regulations shall be called "Dhurakij Pundit University Regulations and Requirements Regarding Examinations for Bachelor's Degree Education of the Year 1996."
- 2 These regulations and requirements shall be effective from the official announcement date onwards.
- 3 The Regulations and Requirements Regarding Examinations for Bachelor's Degree Education of the Year 1996 shall be annulled along with all other notifications or announcements which are in conflict with these regulations and requirements, and these regulations shall be used in their place.
- 4 The President shall be responsible for the implementation of these regulations and requirements.
- 5 Administration and Overseeing of Examination Process
  - 5.1 The President shall appoint an Examination Committee to oversee the examination process.
  - 5.2 The Chairperson of the Examination Committee shall appoint the committee or working committee in various areas, with scope of authority designated by the Examination Committee.
  - 5.3 Instructors shall submit the original examination to the Academic Committee of the faculty or External Examination Committee for approval, and then submit it to the Quality Assurance Division of the Academic Affairs Department. Thereafter, the Registration and Processing Department shall proceed with it.
  - 5.4 If a student violates these examination regulations, the Chairperson of the Examination Committee or an authorized committee member has the authority to forbid the student from entering the examination room or remove the student from the examination room as he/she deems appropriate;
  - 5.5 Instructors shall submit grades to the Academic Committee of the faculty or External Examination Committee for approval, and then submit it to the Quality Assurance Division of the Academic Affairs Department for approval. Thereafter, the Registration and Processing Department shall make official announcements of the grades.
- 6 The student shall act in accordance with the Regulations of the university as follows:
  - 6.1 The student must take examinations on the date, time and in the room in which the university designates. All other cases shall be considered as absences;
  - 6.2 The student must show his/her student ID cards to the examination proctor upon entering the examination room or else he/she cannot enter;

If the student's ID card is damaged or expired, the examination proctor may allow the student to take the examination by submitting the student ID card to the Registration and Processing Department to issue a new card;

- 6.3 The student must dress in accordance with the dress code of the university or else will not be permitted to enter the examination room;
- 6.4 A student who takes examinations for another student is in severe violation of Item 8.2 and in the event where an outside individual takes the exam, the university may take legal action upon this person;
- 6.5 The student must bring his/her own writing utensils and supplies to the examination and is not permitted to borrow from another student unless he or she receives permission from the examination proctor;
- 6.6 The student is not permitted to bring textbooks, course materials, notes, calculators or other items into the examination room unless the instructor of that course has given prior permission to do so and indicated it in the remarks of the examination;
- 6.7 The student is not permitted to bring communication devices of any kind into the examination room;
- 6.8 The student must enter the examination room when a signal is given. If he/she enters the examination room before the signal is given, he/she will forfeit his/her right to take the examination.

If the student arrives more than 30 minutes late to the examination, he/she will not be permitted to enter the examination room;

- 6.9 The student must use the examination booklet and blank paper provided by the university only;
- 6.10 The student must sit in the examination seat assigned by the university and is forbidden from changing seats;
- 6.11 Upon entering the examination room, the student must sign the examination attendance sheet or else he/she will be considered absent;
- 6.12 During the examination, if the student has a question or needs something, he/she should ask the examination proctor and is forbidden from speaking to other students or causing disturbance;
- 6.13 The student must follow the instructions given in the examination paper and given by the examination proctor or else the instructor may not grade the student's answer booklet;
- 6.14 Once the examination is over, the student must stop writing and immediately submit the answer booklet and/or examination paper to the examination proctor. No changes are allowed;
- 6.15 The student may exit the examination room 45 minutes from the time that the examination begins and must wait until the examination proctor has collected his/her examination papers and/or answer booklet. The student may temporarily leave the examination room at the discretion other examination proctor.
- 6.16 Once the student has submitted the answer booklet and/or answer paper to the examination proctor, he/she must leave the testing area immediately and not make noises or signals which may help those students who are still taking the examinations.

## 7 Requirements of the Examination Proctor

- 7.1 Must have at least two per examination room
- 7.2 Responsibilities of the Examination Proctor

- 7.2.1 Must pick up and sign for the examination papers, booklets, blank paper and other materials 30 minutes before the start of the examination;
  - 7.2.2 Must arrive at the examination room 10 minutes before the start of the examination in order to distribute the examination papers, face down on the desks, with the answer booklets and/or answer paper on top, before the signal to begin the examination;
  - 7.2.3 Does not have the authority to permit the students to bring textbooks, course materials, notes, calculators or other items into the examination room unless the instructor of that course has given prior permission to do so and indicated in the remarks of the examination;
  - 7.2.4 Must collect the answer paper and/or answer booklet from the desks of absent students 30 minutes after the start of the examination;
  - 7.2.5 Must supervise and oversee the examination room. In the event where the examination proctor must leave the examination room temporarily, he/she must inform the other examination proctor in advance;
  - 7.2.6 Must not make loud noises, read, use any communication devices or bring other work into the room while proctoring the examination.
- 7.3 Students entering and exiting the examination room
- 7.3.1 The examination proctor must make sure that all students enter the examination room within 10 minutes of the signal to enter the examination room. If a student is more than 30 minutes late to the examination, the examination proctor does not have the authority to allow the student into the room;
  - 7.3.2 The examination proctor shall permit the student to exit the examination room 45 minutes from the time that the examination begins; In the event that the student must leave the examination room, it is at the discretion of the examination proctor and if permitted to do so, the examination proctor must oversee it as well.
  - 7.3.3 The examination proctor must see to it that individuals who have no role in the examination process are not close to the examination area.
- 7.4 Checking the names of students sitting for the examination
- 7.4.1 The examination proctor must check the student ID card of each student before entering the examination room. If the student does not have a student ID card, he/she is not permitted from entering the examination room.
  - 7.4.2 The examination proctor must have the student must sign the examination attendance sheet as evidence of his/her attendance and check his/her student ID card. In the event that the student's name does not appear on the examination attendance sheet, he/she must have a form from the Registration and Processing Department showing the addition of his/her name to the examination.
  - 7.4.3 Once 45 minutes have passed, the examination proctor shall complete the Examination Proctoring Report to be reported to the Examination Committee, after reporting to the responsible individual assigned to each building.
- 7.5 The examination proctor is forbidden from explaining or answering questions regarding the examination of the students. Any changes or additions to the examination will be notified by the Registration and Processing Department.
- 7.6 The examination proctor shall hand out the answer papers and/or answer booklets to the students, who may request no more than one additional answer paper and/or answer booklet.



The examination proctor must sign his/her name, date and time on the extra answer paper and/or answer booklets.

#### 7.7 The end of the examination period

7.7.1 When the examination time has ended, the examination proctor shall direct all students to stop writing and submit their answer papers and/or answer booklets to the examination proctor immediately.

7.7.2 If a student continues to write after the examination time has ended, the examination proctor shall record the excess time on the student's answer paper and/or answer booklet for the instructor to consider. Collection of answer books and/or answer paper

7.7.3 The examination proctor shall not permit the student from removing the examination paper, answer paper and/or answer booklet from the examination room.

7.7.4 The examination proctor shall sign all answer papers and/or answer booklets.

7.7.5 In the event that the answer papers and/or answer booklets must be separated in order to give to more than one instructor, the Registration and Processing Department will inform the examination proctor to separate the answer papers and/or answer booklets and write on each envelope the name of the instructor and the number of additional answer papers and/or answer booklets collected.

7.7.6 The examination proctor shall put the answer papers and/or answer booklets in order of examination ID of the students into the envelope. Extra examination papers, answer papers and/or answer booklets shall be put separately in another envelope and these shall be submitted to the Registration and Processing Department.

7.7.7 In submitting the answer papers and/or answer booklets to the Examination Committee to return to the Registration and Processing Department, the staff of the Registration and Processing Department shall immediately sign and seal the envelope of answer papers and/or answer booklets.

7.8 In the event that the examination proctor cannot proctor the examination as scheduled, he/she must find a substitute and propose this person to the Examination Committee or an authorized committee member. In emergency situations where advance approval cannot be sought, the examination proctor shall notify the faculty of which he/she is affiliated once he/she is able to, and then propose to the Examination Committee.

7.9 The examination proctor who does not abide by these regulations shall be considered irresponsible and may be punished as appropriate.

### 8 Cheating on Examinations

#### 8.1 Requirements of the examination proctor

8.1.1 In the event that there are noises made, signals given or acts deemed as cheating during the examination, the examination proctor shall issue a warning to the student. If the warning is not heeded, the examination proctor shall write a report which must be signed by the student, to the authorized person of the examination building and the Examination Committee.

8.1.2 Any dishonesty or deception such as passing on, showing, possessing or bringing notes, class materials, calculators, any instruments that contain formulas, notes or others materials related to the examination which the instructor has not permitted in the examination instructions; or another student or person assists in doing or sitting for the examination instead shall be reported in writing by the examination

proctor as cheating and signed by the individual, to be proposed to the authorized person of the examination building and the Examination Committee.

8.1.3 If a student who is caught cheating in Item 8.1.1 or 8.1.2 refuses to sign the report of the incident, his/her actions shall be recorded to determine the appropriate punishment.

8.2 Punishment of students who cheat on examinations may include the following:

8.2.1 First time violation

- (1) Fail the course
- (2) Fail all registered courses in the semester
- (3) Fail all registered courses in the semester and academic suspension for 1 more semester
- (4) Fail all registered courses in the semester and academic suspension for 2 more semesters
- (5) Termination of student status

a. Punishment shall be proposed by the Student Affairs Committee of the Student Affairs Department for consideration by the President.

8.2.2 Second time violation shall result in the student's termination from the university.

9 Results of the Examination

9.1 The university will announce the results of the examination in a timely manner.

9.2 It is the student's responsibility to keep his/her examination results. The university will not permit the student to look at or check the exams afterwards unless he/she has the approval of the Dean.

9.3 If the student has any question about the examination grade, he/she should submit a request for an investigation with the President or an authorized representative.

9.4 In the request for an investigation of the examination grade, a reason must be clearly stated by the student and the President or an authorized representative may or may not approve the request.

9.5 The request for an investigation of the examination grade must be submitted within 14 days of the university's announcement of grades, or else the student forfeits this right.

10 Midterm examinations or quizzes shall be subject to these regulations.

11 Exceptions or postponement of abiding by these regulations shall be given by the President or an authorized representative as necessary.

Date of Announcement: June 1, 2005

(Associate Professor Dr. Varakorn Samakoses)

President of Dhurakij Pundit University



## **ADMISSION PROCESS AND REQUIREMENTS**

In order to apply to CIBA- Bachelor Degree in International Business (English Program), students must:

- 1) Have an IELTS score of at least 4.5 or equivalent standard English tests such as TOEFL or
- 2) Pass the DPU English Proficiency Test. For applicants who do not pass the English Proficiency Test, further intensive academic English study will be recommended before beginning the degree program.

Students who are natives or residents of English-speaking countries (the United States, Australia, United Kingdom, etc.) do not need to take the English Proficiency Test. However, an interview with the Dean or the Head of the Bachelor of Business Administration Program (BBA) is required.

- 3) Submit a complete application form with the following documents:

- Two copies of Academic Record /Transcript
- Health certificate
- Copy of house registration
- One 1.5" color photo (wearing university uniform for undergrads only)
- Copy of Thai citizen ID card (or passport)

Application forms may be obtained at the office of CIBA-International Business (English Program).

- 4) Students who have graduated from a school outside Thailand must obtain a Certificate of High School Equivalency from:

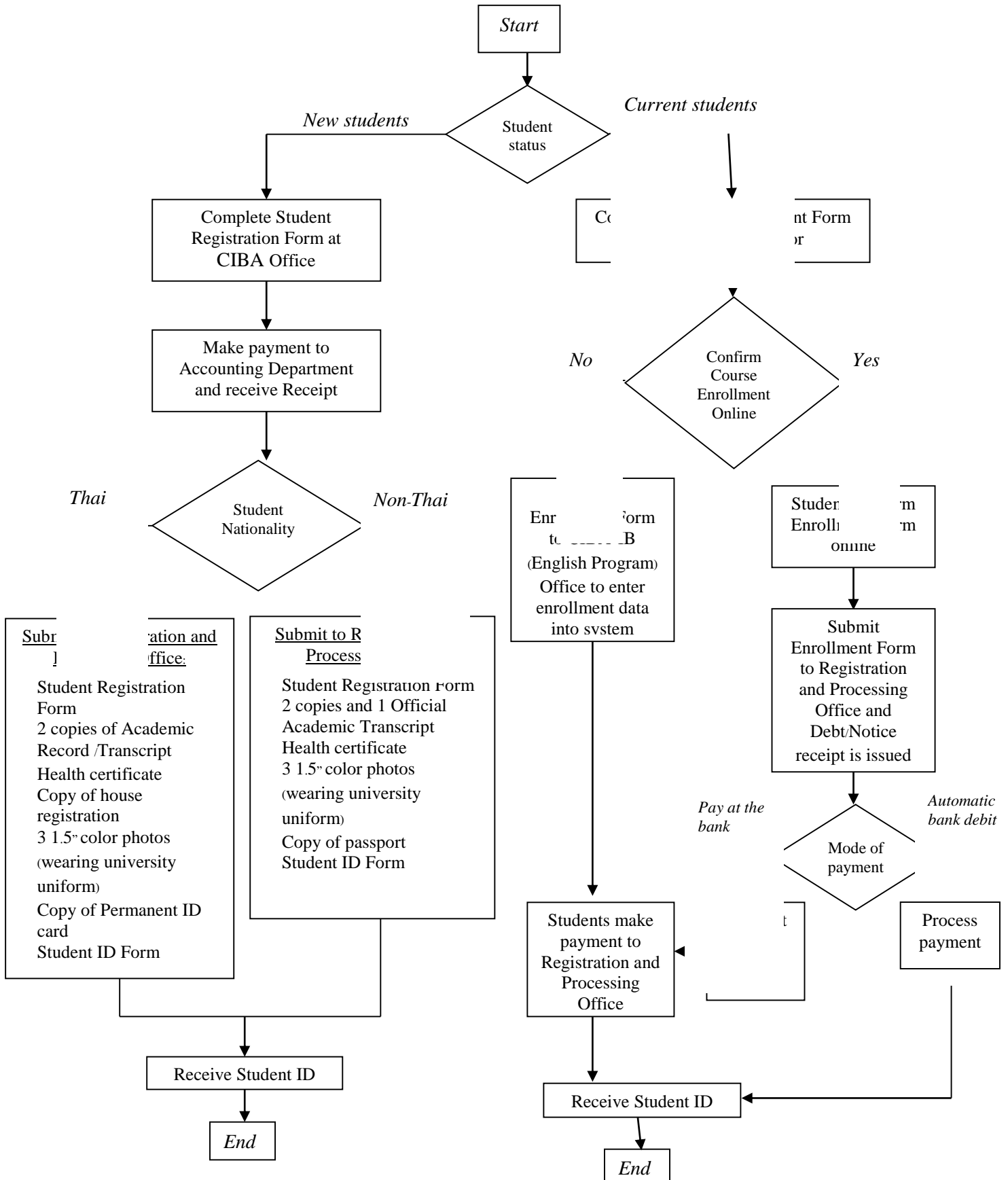
Bureau of Educational Testing  
Office of Basic Education Commission  
Ministry of Education  
Rachadamnoen Nok Road  
Bangkok  
Tel.No. 0-2288 5791  
Fax.No. 0-2281-6236

Documents to be submitted to The Office of Education Assessment and Testing Service include:

- Two 2 inch black and white photos
- Original Thai citizen ID card (or passport) and two copies
- Original diploma and two copies
- Original academic transcript and two copies
- Evidence of last completed high school level in Thailand (if any)
- Evidence of name change (if any)
- A letter from the student's country embassy or the Ministry of Education certifying the existence of your school (if you graduated from a private school)

## REGISTRATION PROCESS FLOW DIAGRAM

Student registration takes place on the dates announced by the university.



**BACHELOR OF BUSINESS ADMINISTRATION IN  
INTERNATIONAL BUSINESS (ENGLISH PROGRAM)  
UNDERGRADUATE PROGRAMS**

**BACHELOR OF BUSINESS ADMINISTRATION  
IN INTERNATIONAL BUSINESS (ENGLISH PROGRAM)**

Dhurakij Pundit University offers a tailored range of academic programs with supporting state-of-the-art technical and research facilities. These are combined with plenty of opportunities for sport and other pursuits. Additionally, the beautifully landscaped DPU campus provides an ideal setting in which to learn.

The following Programs include a number of globally recognized international courses.

**Bachelor of Business Administration**

Business Administration practitioners are coming under increasingly challenging competitive and environmental pressures. This regionalization has forced companies to recruit graduates with a strong comprehension of international business, tourism entrepreneurship, digital marketing, business English communication, and logistics and supply chain management. Companies are also under pressure to hire graduates who understand and can address the impacts that business causes to society and the environment. In response, CIBA-International Business (English Program) has designed programs that teach the fundamental skills necessary to succeed in the modern world of international business, tourism entrepreneurship, digital marketing, business English communication, or logistics and supply chain management.

The programs cover theoretical and practical issues in global business and equip students with first-hand and real-world knowledge to become a successful international business or tourism professional. The professors and visiting scholars in the program are recognized and experienced practitioners in international business, tourism entrepreneurship, digital marketing, business English communication, or logistics and supply chain management. Students have a chance to take courses with one of our university's partners in Australia, China, Denmark, France, Japan, South Korea, Sweden, Taiwan, the United States of America, and other countries. Graduates of the program will have solid background knowledge as well as the necessary skills and ethics required to succeed in international business, tourism entrepreneurship, digital marketing, business English communication, or logistics and supply chain management.

## **BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATIONAL BUSINESS (ENGLISH PROGRAM)**

### **Abbreviation of the program**

BBA

### **Title of the Degree**

Full English Name: Bachelor of Business Administration in International Business (English Program)

**Length of Program** Four years, full-time program

**Degree Requirement** 126 Credits

### **Qualifications of Applicants**

To apply, applicants must:

- Have completed upper secondary education or its international equivalent as recognized by the Ministry of Education
- Have formally demonstrated English Language Proficiency. Applicants must have at least one of the following:
  - An IELTS score of at least 4.5 or equivalent Standard English Tests such as TOEFL, or
  - Pass the CIBA-International Program English Proficiency Test.
- Pass the program committee interview.

*Note:* Applicants who do not meet the English Language proficiency requirements may be admitted on a provisional basis, which requires that they enroll in the Intensive Academic Program until their proficiency meets the program requirements.

### **Educational Structure**

The Bachelor of Business Administration Program in International Business (English Program) is a four year, eight semester program. The academic year is divided into two semesters of four months each. To graduate, candidates must complete 126 credits of the curriculum, and have a grade point average (GPA) of no less than 2.0

### **Term of Study**

Students must complete at least 7 semesters and be enrolled for no more than 8 years.



## Curriculum structure

Curriculum structure is divided in relation to standard curriculum of Ministry of Education as follows:

|                                 |           |                |
|---------------------------------|-----------|----------------|
| <b>A. General Education</b>     | <b>30</b> | <b>credits</b> |
| 1) Humanities                   | 6         | credits        |
| 2) Social Sciences              | 6         | credits        |
| 3) Sciences and Mathematics     | 9         | credits        |
| 4) Language                     | 9         | credits        |
| <b>B. Specific Courses</b>      | <b>90</b> | <b>credits</b> |
| 1) Core Courses                 | 24        | credits        |
| 2) Major Courses                | 51        | credits        |
| 3) Minor Courses                | 15        | credits        |
| <b>C. Free Elective Courses</b> | <b>6</b>  | <b>credits</b> |

## List of Courses

### A. General Education 30 credits

#### Humanities 6 credits

GE 171 Creative Thinking and Innovation 3 (3-0-6)

#### **Select 1 Course 3 credits**

GE 122 Philosophy and Life 3 (3-0-6)

GE 123 Thai Studies 3 (3-0-6)

GE 172 New Economy and Cultures of AEC Countries and China 3 (3-0-6)

GE 173 Life and Digital Culture 3 (3-0-6)

#### Social Sciences 6 credits

GE 170 Thai Society and Economy in Thailand 4.0 3 (3-0-6)

#### **Select 1 Course 3 credits**

GE 136 Positive Psychology for Quality of Life 3 (3-0-6)

GE 138 Civic Education 3 (3-0-6)

GE 147 Public Mind for Community 3 (3-0-6)

LW 103 Law in Everyday Life 3 (3-0-6)

PA 101 Quality of Life through Sufficiency Economy Philosophy 3 (3-0-6)

EO 100 Digital Economy 3 (3-0-6)

BA 103 Digital Entrepreneurship 3 (3-0-6)

BA 104 High Value Services 3 (3-0-6)

#### Science and Mathematics 9 credits

MA 109 Mathematics and Statistics 3 (3-0-6)

SC 106 Science and Technology 3 (3-0-6)

#### **Select 1 Course 3 credits**

CE 100 Introduction to Robotics 3 (3-0-6)

CT 101 Artificial Intelligence World and Internet of Things (IoT) 3 (3-0-6)

CT 102 Introduction to Virtual Reality and Augmented Reality 3 (3-0-6)

**Language 9 credits**

LA 130 Fundamental English 3 (3-2-6)

LA 131 English for Communication 1 3 (3-2-6)

LA 132 English for Communication 2 3 (3-2-6)

**B. Specific Courses 90 credits**

**Core Courses 24 credits**

AT 215 Accounting for Business 3 (3-0-6)

BA 208 Quantitative Analysis and Business Statistics 3 (2-2-5)

BA 211 Law and Ethics for Business Operation 3 (3-0-6)

EO 200 Business Economics 3 (3-0-6)

FT 201 Business Finance 3 (3-0-6)

LS 201 Innovations in Operation, Logistics and Supply Chain Management 3 (3-0-6)

MG 201 Principles of Marketing and Marketing Innovation 3 (3-0-6)

MS 201 Organization and Strategic Management in the Digital Era 3 (3-0-6)

**Major Courses 51 credits**

IB 301 International Business Management 3 (3-0-6)

IB 318 International Marketing Strategies 3 (3-0-6)

IB 320 International Trade and Finance 3 (3-0-6)

IB 321 Principles of Export and Import Management 3 (3-0-6)

IB 322 Regional Business Environment 3 (3-0-6)

IB 323 Export and Import in Action 3 (3-0-6)

IB 324 Business Operation in AEC and China 3 (3-0-6)

IB 325 English for International Business Communication 3 (3-0-6)

IB 326 Global Innovative Supply Chain Management 3 (3-0-6)

IB 334 Cross-Cultural Negotiation Skills 3 (3-0-6)

BA 350 Business English 3 (3-2-4)

IB 401 Seminar in International Business 3 (3-0-6)

IB 454 Capstone Business Project in International Business 6 (0-18-0)

**Select 9 credits**

IB 411 Operational Co-Operative Education 9 (0-0-27)

**Or**

**Select 2 Courses 6 credits**

IB 327 International Business Operation in the Digital World

IB 331 Research Methods in Business 3 (3-0-6)

IB 332 Consumer Behavior in the Digital Era 3 (3-0-6)

IB413 Special Topics in International Business 3 (3-0-6)

**And Select 1 Course 3 credits**

IB 315 International Entertainment Business Management 3 (3-0-6)

IB 316 International Food Industry Management 3 (3-0-6)

IB 336 International Automotive Industry Management 3 (3-0-6)

IB 333 Business Management Strategy 3 (3-0-6)

### **Elective Courses 15 credits**

Students must complete 15 credits from courses offered by Dhurakij Pundit University (International program) with approval from the program committee.

1. Core course of another program
2. Elective course of another program
3. Minor course of another program

### **C. Free Elective courses 6 credits**

Students must complete 6credits from courses offered by Dhurakij Pundit University (International program) or any international programs in other universities with approval from the program committee.

## Study Plan

| <b>Year 1</b>                  |  |         |                                |   |         |
|--------------------------------|--|---------|--------------------------------|---|---------|
| <b>Semester 1 (15 credits)</b> |  |         | <b>Semester 2 (21 credits)</b> |   |         |
| Code                           | Subject  | credits | Code                           | Subject   | credits |
| GE170                          | Thai Society and Economy in Thailand 4.0                 | 3       | AT215                          | Accounting in Business  | 3       |
| GE171                          | Creative Thinking and Innovation                         | 3       | BA211                          | Law and Ethics for Business Operation                           | 3       |
| MG201                          | Principles of Marketing and Marketing Innovation         | 3       |                                | Elective course in Science and Mathematics                      | 3       |
| MS201                          | Organization and Strategic Management in the Digital Era | 3       | LS201                          | Innovations in Operation, Logistics and Supply Chain Management | 3       |
| IB301                          | International Business Management                        | 3       | LA130                          | Fundamental English   | 3       |
|                                |  |         | SC106                          | Sciences and Technology   | 3       |
|                                |  |         | IB318                          | International Marketing Strategies                              | 3       |

| <b>Year 2</b>                  |  |         |                                |                                     |         |
|--------------------------------|--|---------|--------------------------------|-------------------------------------|---------|
| <b>Semester 1 (18 credits)</b> |  |         | <b>Semester 2 (18 credits)</b> |                                     |         |
| Code                           | Subject                                    | credits | Code                           | Subject                             | credits |
|                                | Elective course in Humanities              | 3       | LA132                          | English for Communication 2         | 3       |
| LA131                          | English for Communication 1                | 3       | FT201                          | Business Finance                    | 3       |
| MA109                          | Mathematics and Statistics                 | 3       | IB322                          | Regional Business Environment       | 3       |
| IB334                          | Cross-cultural Negotiation Skills          | 3       | IB323                          | Export and Import in Action         | 3       |
| IB320                          | International Trade and Finance            | 3       | IB324                          | Business Operation in AEC and China | 3       |
| IB321                          | Principles of Export and Import Management | 3       |                                | Free elective course                | 3       |

| Year 3                  |  |         |                         |   |         |
|-------------------------|--|---------|-------------------------|---|---------|
| Semester 1 (18 credits) |  |         | Semester 2 (18 credits) |   |         |
| Code                    | Subject  | credits | Code                    | Subject   | credits |
| BA208                   | Quantitative Analysis and Business Statistics    | 3       | BA103                   | Digital Entrepreneurship                            | 3       |
| EO200                   | Business Economics                               | 3       | BA350                   | Business English                                    | 3       |
| IB325                   | English for International Business Communication | 3       | IB454                   | Capstone Business Project in International Business | 6       |
| IB326                   | Global Innovative Supply Chain Management        | 3       |                         | Minor course 1                                      | 3       |
| IB401                   | Seminar in International Business                | 3       |                         | Minor course 2                                      | 3       |
|                         | Free elective course                             | 3       |                         |   |         |

| Year 4                 |                                      |         |                        |                |         |
|------------------------|--------------------------------------|---------|------------------------|----------------|---------|
| Semester 1 (9 credits) |                                      |         | Semester 2 (9 credits) |                |         |
| Code                   | Subject                              | credits | Code                   | Subject        | credits |
| BN411                  | Operational Co-operative Education   | 9       |                        | Minor course 3 | 3       |
|                        | Or                                   |         |                        | Minor course 4 | 3       |
| IB331                  | Research Methods in Business         | 3       |                        | Minor course 5 | 3       |
| IB332                  | Consumer Behavior in the Digital Era | 3       |                        |                |         |
| IB333                  | Business Strategic Management        | 3       |                        |                |         |

## Course Descriptions

### A. General Education 30 credits

#### Humanities 6 credits

##### **GE 171 Creative Thinking and Innovation**

**3 (3-0-6)**

Creative thinking and innovation; base ideas in producing innovative products; powering the country with technology and creativity; developing people to have creative thinking and innovation; factors to success in business sectors and in entering the labor market.

#### **Choose 1 course 3 credits**

##### **GE 122 Philosophy and Life**

**3 (3-0-6)**

The theories, concepts and principles of philosophy; the application of philosophy in analyses and criticisms of various issues in daily life and society; and the adoption of ethical, moral, and philosophical thoughts for improving the quality of life.

##### **GE 123 Thai Studies**

**3 (3-0-6)**

The foundations of Thai civilization and ethnic groups; development in various aspects including history, politics, government, economy, society, religion, and the arts; the preservation of Thai culture; improving the Thai way of life in the present and the future.

##### **GE 172 New Economy and Cultures of AEC Countries and China**

**3 (3-0-6)**

Roles and impacts of ASEAN Economic Community (AEC) and China on Thailand; adaptation to impacts of AEC's and China's economy, new businesses, societies, and cultures; differences among AEC's and China's societies, environments, arts, and cultures; cross-cultural communication.

##### **GE 173 Life and Digital Culture**

**3 (3-0-6)**

People's ways of life in the digital age; concepts of being good citizens in the digital age; having media literacy to develop oneself to have a good quality of life in the digital age; self-esteem and respect for others; use of digital systems with creativity and social responsibility; digital cultures; digital security; digital etiquettes; digital access; digital rights and responsibility; digital law.

#### Social Sciences 6 credits

##### **GE 170 Thai Society and Economy in Thailand 4.0**

**3(3-0-6)**

Concepts of Thailand 4.0; society, economy, and advanced industry; using innovation and technology to upgrade the country's traditional industries and building up new industries; new paths of the country's society and economy; opportunities in new businesses and careers; developing the society and economy with sustainability and responsibility.

#### **Choose 1 course 3 credits**

##### **GE 136 Positive Psychology for Quality of Life**

**3 (3-0-6)**

Integration of knowledge and psychological theories by learning about human development and nature; encouraging the acquisition of such characteristics as self-acceptance and acceptance of others, self-esteem, intelligence and emotional quotient, adaptation and problem-solving skills, good ethics; promoting positive thinking for happy living.

**GE 138 Civic Education** **3 (3-2-6)**  
Definitions of citizenship in a democratic society; focusing on the realization of Thai and global citizens' roles in terms of responsibility, participation, law-abidingness, ethics and morality.

**GE 147 Public Mind for the Community** **3 (3-2-6)**  
Critical analysis and learning communities through various principles and theories; sociology, anthropology, psychology and environments, and the implementation of these theories in communities aiming at community benefits and building character in terms of responsibility and contributions to society.

**LW 103 Law in Everyday Life** **3 (3-0-6)**  
Laws related to daily life; rule of law; principles of constitutional democracy; basic knowledge in various laws including private law, public law, the rights and duties of citizens, dispute resolution, and the justice system of Thailand; case studies of law use in daily life.

**PA101 Quality of Life through Sufficiency Economy Philosophy** **3 (3-0-6)**  
Background, meaning, and concept of sufficiency economy philosophy, sufficiency economy and Thai King's new theory or self-sufficiency economy; the relationship between sufficiency economy philosophy and quality of life; the use of sufficiency economy philosophy to balance life and be ready for changes from globalization; case studies of sufficiency economy and new theory that are successful and become models for Thai society.

**EO 100 Digital Economy** **3 (3-0-6)**  
Concepts of digital economy; elements of digital economy in aspects of infrastructure, data security, service infrastructure, and digital society.

**BA 103 Digital Entrepreneurship** **3 (3-0-6)**  
Concepts of digital entrepreneurship; entrepreneurs' shift in ways of doing businesses (particularly SMEs) to the competitive strategies in increasing product value and service innovation; adding values to products and services through the application of digital technology and innovation; key elements of how to be successful digital entrepreneurs with social responsibility; strategies for digital businesses; online and social media marketing; sources of fund; organization management for digital business; development of organizations into social enterprises.

**BA 104 High Value Services** **3 (3-0-6)**  
Concepts of high value services; new directions of high value services; business opportunities and new careers in high value services, pushing the country's economy and entrepreneurs forward – shifting from traditional services to high value services, which require labors with knowledge and expertise, and skills, who are capable of using creativity, innovation, science, technology, and research.

### **Sciences and Mathematics**

**MA 109 Mathematics and Statistics** **3 (3-0-6)**  
Application of mathematics and statistics in developing the 21st century's innovation and technology and Thailand 4.0 economy; principles of mathematics and statistics - function, equation, probability, random variables, sampling, estimation, hypothesis testing, data collection and analysis, and application of statistical package; important mathematics and statistics skills for new careers emerging in Thailand 4.0 economy.

**SC 106 Science and Technology** **3 (3-0-6)**

Application of science and new technology in business and everyday life; nano technology; hydrogen cars; 3D Printing systems; business opportunities and careers in the future that emerge from science and technology; creative use of science and technology with social responsibility.

**Choose 1 course 3 credits**

**CE 100 Introduction to Robotics 3 (3-0-6)**

Basic principles of robot/robotics in reducing human labors, reducing production costs, increasing quality products, and limiting environmental impacts; application of robotics in helping humans in daily life and various industries; robots for manufacturing, services, medical professions, recreation and entertainment, education, and tourism; simple testing of robot/robotics systems.

**CT 101 Artificial Intelligence World and IoTs 3 (3-0-6)**

Artificial Intelligent world; use of technology and intelligent tools in helping human lives more convenient by solving any business problems and complicated daily tasks; use of resources in decreasing environmental impacts; equipment connection through the internet for social and business benefits; application of AI and IoTs in business and daily life for opportunities in business and new careers in the future.

**CT 102 Introduction to Virtual Reality and Augmented Reality 3 (3-0-6)**

Basic principles of Virtual Reality (VR) and Augmented Reality (AR); application of VR and AR in arts, medical professions, education, tourism, recreation and entertainment, productive industry, and commerce; case studies of VR and AR development by Google, Facebook, and Apple; application and testing of VR and AR systems.

**Language**

**LA 130 Fundamental English 3 (3-2-6)**

The development of English language skills in listening, speaking, reading and writing through everyday situations and activities; basic conversations in familiar surroundings, self-introduction, general illness, living activities and social events.

**LA 131 English for Communication 1 3 (3-2-6)**

The development of English language skills in listening, speaking, reading and writing for work; self-information and relevant experiences explanation; expressing opinions on activities and situations; communication, appointments and workplace technology.

**LA 132 English for Communication 2 3 (3-2-6)**

Prerequisite: LA131 English for Communication 1

The development of English language skills in listening, speaking, reading and writing for communication at work; job interview; describing tasks and activities in the workplace; e-mail writing; correspondence and business documents.

**B. Specific Courses 90 credits**

**Core Courses 24 credits**

**AT 215 Accounting for Business 3 (3-0-6)**

Principles and accounting entry for double-entry accounting systems, accounting transaction analysis and economic situation; preparation of trial balance, statement of financial position and basic



financial statement; accounting information systems; application of financial statement data to assess organizational performance.

**BA 208 Quantitative Analysis and Business Statistics 3 (3-0-6)**

Business problem analysis and decision-making under resource constraints in mathematical models such as linear program model, transport model, and other models; simulations for business planning and decision-making; data analysis using suitable statistics; descriptive statistics related to business research.

**BA 211 Law and Ethics for Business Operation 3 (3-0-6)**

Laws related to business organization management and business activities; civil and commercial laws which are related to managing business; laws related to financial instruments; laws related to financial institutions and the stock market; intellectual property laws; laws related to labor; insurance law; ethics in business operations; electronic transaction laws; laws related to financial technology and new concepts in finance such as Bitcoin and crowdfunding etc.

**EO 200 Business Economics 3 (3-0-6)**

Principles of economics in terms of value, price, and resource management; consumer behavior; demand and supply factors for products in perfect and imperfect competitive markets; competitive strategy of business in perfect and imperfect competitive markets; trading, investment, financial and fiscal policy; international money exchange rate; international balance of payments; concepts and types of digital economy; and the national e-payment system of Thailand.

**FI 201 Business Finance 3 (3-0-6)**

Objectives, roles and ethics in finance; analysis of financial budget; planning and forecasting of finance; investment decision; determination of capital structure and capital costs; time value of money; dividend policy and working capital management; applications of technology in financial matters such as Virtual Reality (VR) and Augmented Reality (AR) including Artificial Intelligence (AI), cryptocurrency; applications of financial technology in business organizations.

**LS 201 Innovations in Operation, Logistics and Supply Chain Management 3 (3-0-6)**

The basic concepts and importance of production management and operation; design and managing production systems and operations under technological change; product design and process; project management; productivity planning; layout of the company; inventory control; logistics management to transport and distribute products including supply chain management; applications of Virtual Reality (VR) and Augmented Reality (AR), and Artificial Intelligence (AI).

**MG 201 Principles of Marketing and Marketing Innovation 3 (3-0-6)**

Elements of market systems; marketing concepts; business environments that affect the operation of marketing activities; consumer behavior and purchasing decision process; market share; choosing target market and product positioning; traditional and modern marketing-mix; ethics of marketers; marketing communication; basic digital marketing communication techniques; applications of technology in marketing of the business including Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI).

**MS 201 Organization and Strategic Management in the Digital Era 3 (3-0-6)**

The concepts and theories in organization management which are related to organizational management, human capital management, the command, leadership, motivation, teamwork, communication, decision-making, and ethical control management; applications of technology in organizational management; establishment of sustainable high competency organizations in the digital era; concepts and types of modern organizations in the industrial era 4.0; identify the strategic direction of organizations; relation of an organization to the internal and external environment.

## Major Courses 51 credits

- IB 301 International Business Management** **3 (3-0-6)**  
Principal and meaning of international business, types of business transaction, activities, and fundamentals of international business; factors and environment in economics, politics, law, and cultural society that affect international business; international business management in marketing, human resource management, financial management, cross-cultural management, production management, including problems and solutions in consistent with the environment and factors related to overview of international business.
- IB 318 International Marketing Strategy** **3 (3-0-6)**  
Prerequisite: MG201 Principles of Marketing and Marketing Innovation  
Principal of international marketing, environmental analysis of economics, politics, society and culture; formation of competitive advantage in international markets, choosing target market; identify strategic direction to enter international market; fine-tuning marketing mix, brand creation; strategic direction to response to the specific needs in the international market.
- IB 334 Cross-Cultural Negotiation Skills** **3 (3-0-6)**  
Prerequisite: IB301 International Business Management  
The study of concepts, and principals of cross-cultural management on organization culture, communication, motivation formation, work performance, leadership; policy of human resource management of multinational organizations; the essence of international business negotiation; the study and evaluation of cultural differences on business negotiation; cultural differences that affect the negotiation procedure, negotiation technique and strategy, and etiquette in negotiation.
- IB 320 International Trade and Finance** **3 (3-0-6)**  
Prerequisite: IB301 International Business Management  
Trading theory and international trade policy, leading international organizations; economic integration, the use of international economic data to identify trade policy and economics; analytical study of principal of international finance in international monetary and funding structure including exchange system, balance of payment, exchange rate monitor, risk management in international transaction, management of working capital in international business, financial management as authorized agent and international business operator.
- IB 321 Principles of Export and Import Management** **3 (3-0-6)**  
Prerequisite: IB301 International Business Management  
Study of export and import procedures, relevant documents in international business, payment methods, issue a letter of credit, international transportation, insurance, and loans for export and import.
- IB 322 Regional Business Environment** **3 (3-0-6)**  
Prerequisite: IB301 International Business Management  
The study of the environment, including global and regional trends; international politics, international law, convergence of international socio-culture and world economic trend including integration of country group that focus on regional trading among group members.
- IB 323 Export and Import in action** **3 (3-0-6)**  
Prerequisite: IB321 Principles of Export - Import Management  
Analysis to choose target market, types of international business procedure, writing quotation and related details comprise quality and quantity of products, packaging, international contracts, compensation for disputes, and study visit to export-import Company.

**IB 324 Doing Business in AEC and China** **3 (3-0-6)**  
Prerequisite: IB301 International Business Management  
Business environment of member countries in ASEAN and China; analysis of factors effecting regionalization of economic group both opportunity and difficulty in trade and investment in each country; study and planning in management including agreements within the group to develop business potential of Thailand, AEC and China; roles and principals of China towards AEC.

**IB 325 English for International Business Communication** **3 (3-0-6)**  
Using foreign languages especially English for international business communication, study of vocabulary, idioms, and language for documents, news, data; writing report in international business, e-mail communication, focus on listening, speaking, reading and writing skills for international business communication.

**IB 326 Global Innovative Supply Chain Management** **3 (3-0-6)**  
Prerequisite: IB301 International Business Management  
Principle and essence of supply chain management towards international business; factors affecting entering global market; the principle of standard in the global market; strategic planning, inventory and warehouse management, transportation management, calculate price for international transaction and tax calculation; trade terms according to preparation of export documents and custom clearance, international delivery planning to save cost.

**BA 350 Business English** **3 (3-2-4)**  
Listening and speaking for professionals, creating real experiences by using situations related to active business report writing, chart explaining, discussions in the meeting, and writing for business communication inside and outside the organization.

**IB 401 Seminar in International Business** **3 (3-0-6)**  
Prerequisite: MS201 Organization and Strategic Management in the Digital Era  
Case study of current issues in international business; identifying strategy to solve the problem; decision to use theory; discussion about issues in international business in order to manage the business sustainably.

**IB 454 Capstone Business Project in International Business** **6 (0-18-0)**  
The study and comparison of theory and practice, environmental analysis related to international business, planning and design capstone project, application of theory to practice with consultation from the experts; development of capstone project, evaluation of business project to reflect the practical development in an organization, prepare and present innovation summary from issues and problems in environmental analysis related to international business.

**Select 9 credits**

**IB 411 Operation Co-operative Education** **9 (0-0-27)**  
Working in international business in government and private sectors in order for students to apply principles and methods in workplace.

**Or Select 2 courses 6 credits**

**IB 327 International Business Operation in the Digital World** **3 (3-0-6)**  
Principles of e-commerce for international business, effects of e-commerce on economic activities in global market; factors affecting international business in the digital world; online business; communication via electronic mean; security and safety of online transaction; rules and international law for online business, issues in international business management in the digital world.

**IB 331 Research Methods in Business 3 (3-0-6)**

The concepts, objectives, and importance of business research and research process; conceptualization of research study; qualitative and quantitative research methods; data collection and management; challenges and problems in business which needs research as a decision making tool; research process, research procedure and data analysis; package software for data recording and data analysis; writing a research proposal and conducting research.

**IB 332 Consumer Behavior in the Digital Era 3 (3-0-6)**

The psychological aspects of consumers in relation to marketing theories, purchasing behaviors; factors influencing buyers' decision-making process; consumer decision-making models that explain the relationship between consumer behavior and marketing strategy; internal and external factors that influence consumers including motivation, relationship and participation, personality, image, lifestyle, communication, culture, social class, and reference group and family.

**And select 1 course 3 credits**

**IB 315 International Entertainment Business Management 3(3-0-6)**

Concept and principals of international entertainment industry in management by studying different environment of each country in order to formulate strategies to enter entertainment business overseas including to adjust international marketing plan for the target market; and study channels to expand the entertainment business to reach wider audience overseas, focus on case study of Japan and South Korea.

**IB 316 International Food Industry Management 3(3-0-6)**

Concept and principals of international food industry in management by studying different environment of each country in order to formulate strategies to enter food business overseas; international marketing plan for the target market in each country; and study channels to expand the food business; logistic management system; current and future technology for food business, and value added of product and raw material; case study of success Thai food companies in the world area.

**IB 336 International Automotive Industry Management 3(3-0-6)**

Concept and principals of international automotive part industry, study strategy to enter business oversea, marketing management, exhibition planning or collaboration in the exhibition of global automotive event, create partner and network to deliver auto parts in the region.

**IB333 Business Management Strategy 3 (3-0-6)**

Theory and practice of defining and implementing business polices and strategies; the link between strategic planning and the process of management including developing, organizing, financing, and operating a business firm; problem analysis, administration and control, and the development of policies and objectives; ethics and related regulations in the business sector.

**Elective Courses 15 credits**

Students must complete 15 credits from courses offered by Dhurakij Pundit University (International program) with approval from the program committee.

1. Core course of another program
2. Elective course of another program
3. Minor course of another program

**C. Free Elective 6 credits**

Select 2 courses 6 credits from courses offered by Dhurakij Pundit University (International Program) or any international programs in other universities with approval from the program committee.

## ENGLISH PREPARATION COURSE (EPC)

### Head of English Support

#### **Mr. Stephen Cannell**

M.A. (with merit, English Language Teaching), University of Reading, United Kingdom

B.A. (Honours, Political Economy), University of Greenwich United Kingdom

### Course Overview

The English Preparation Course (EPC) program at CIBA-International Business (English Program) offers intensive English for all individuals, at any skill level, who are currently enrolled or wish to prepare for admission to one of the undergraduate programs (English Program). Although all language skills and systems are covered, the emphasis is on oral communicative development and acquisition / reinforcement of basic academic writing skills.

Course design and content is based on innovative and successful UK preparation courses and is taught by professional, trained native English speakers. The course is helpful for all first year IC students, but is especially important for students who obtained conditional entry to their undergraduate program.

CIBA-International Business (English Program) offers the EPC courses during the summer semester and it runs for approximately 100 hours including self-learning and computer laboratory work.

## HOW TO MAINTAIN YOUR NON-IMMIGRANT EDUCATION VISA (STUDENT VISA)

Students enrolled at CIBA-International Business Program, DPU are eligible to extend their non-immigrant education visa. Please be sure to review this document to understand the basics of maintaining your non-immigrant education visa. Please contact our staff if you are unsure which documents to submit or if you require our assistance to complete one of the following immigration processes.

### **Non-Immigrant Educational Visa Extension Durations**

| <b>Number of Visas</b> | <b>Period of Time</b> | <b>Year of Education</b> |
|------------------------|-----------------------|--------------------------|
| First Visa             | 3 Months (90 Days)    | 1st Year                 |
| Second Visa            | 6-9 Months            | 1st Year                 |

### **Required Items to Extend a Thai Education Visa**

In order to extend your non-immigrant education visa, you will need to collect the following items and present them to CIBA-International Program at least 2-3 weeks prior to the expiration of your current visa:

1. Completed **Application For Extension of Temporary Stay in The Kingdom (TM.7)**
2. One 4 x 6 cm color photograph
3. Original passport with attached Departure Card (TM.6)
4. Enrollment Documents:
  - a. Acceptance Letter to CIBA-International Program\*\*\*
  - b. DPU Tuition Receipt
  - c. A copy of your DPU student ID card
  - d. A copy of your high school diploma (or its equivalent)\*\*\*
  - e. Registration Payment Invoice
  - f. Grade Report Semester / Academic Year
5. A document verifying your place of residence
6. Visa extension processing fee of 1,900 Baht

\*\*\* Only required for 1st year students

### **90 Day Reporting Rule**

Foreigners living in Thailand must report to any Thai Immigration Bureau every 90 days. The purpose of this visit is to report where you currently reside. The process requires you to complete and submit Form TM.47 entitled "Form for Alien to Notify of Staying Longer Than 90 Days". You can begin the process up to 7 days prior to the 90 day deadline.

There are no fees associated with submitting this form unless you report after the 90 day deadline. **Those who allow the 90 day deadline to expire will be required to pay a 2,000 - 5,000 Baht penalty.** Once the process is complete, the Immigration Bureau will attach a Receipt of Notification onto the last page of your passport. The Receipt of Notification will include your next reporting deadline. Make sure to mark this date on your calendar. This process is typically completed on the day the proper documentation is submitted. It is strongly recommended that this process be done in person.

### **Re-Entry Permits**

Foreigners residing in Thailand must complete and submit Form TM.8 entitled "Application for Re-Entry Permit into the Kingdom" prior to exiting Thailand. Those who ignore this requirement will face immigration issues upon their return to Thailand even if they still have a valid Thai visa. In order to obtain a Re-Entry Permit, you will need to collect the following items and present them to CIBA-International Program at least 2-3 weeks prior to your intended departure from Thailand, if you require our assistance:

1. Completed TM.8 entitled "**Application for Re-Entry Permit Into The Kingdom**"
2. Original passport
3. One 4 x 6 color photograph

4. Processing fee:
  - a. Single Re-Entry: 1,000 Baht
  - b. Multiple Re-Entry: 3,800 Baht

In cases where students have left Thailand and did not request a re-entry permit, their student (or Non-ED) visa will be canceled automatically. When they return to Thailand, an immigration officer will change the students' visa type to a Tourist Visa. This Tourist Visa will allow them to stay in Thailand for up to 30 days (if arriving in Thailand by airplane) or 15 days (if arriving in Thailand by bus). In this case, it is important that students change their visa type immediately. The student is responsible for the visa fees.

**Ultimately, it is each student's responsibility to ensure compliance with all the requirements set forth by the Thai Immigration Bureau.**

**If you request assistance from CIBA-International Program staff, it is also your responsibility to check the progress of your immigration documentation with CIBA International Program staff.**



## LIVING IN THAILAND

With a tropical climate, inspiring temples, and millions of smiling locals, Thailand is the heartbeat of Southeast Asia. Studying abroad in Thailand is a unique, affordable, and adventurous opportunity. It's known for its tropical beaches, opulent royal palaces, ancient ruins and ornate temples displaying figures of Buddha.

In Bangkok, the capital, an ultramodern cityscape rises next to quiet canal-side communities and the iconic temples of Wat Arun, Wat Pho and the Emerald Buddha (Wat Phra Kaew). Nearby beach resorts include bustling Pattaya and fashionable Hua Hin.



Another reason to come to Thailand can be summed up in two words: the food. To keep your mind sharp for classes, it's a good idea to keep your stomach full. There is no better way to do this than by sampling tom kha kai or tom yum goong, two flavorful soups, som tam, papaya salad, pad thai, a favorite noodle dish, or yam nua, a spicy beef dish.



Despite the heavy flow of tourism, Thailand retains its amazing cultural identity with its own unique way of life and history and a carefree people famed for their smiles. The only trouble with planning a trip to Thailand is in deciding which incredible things to see. Just come here and enjoy yourself.

### Cost of living

Given that our students come from so many different countries, it is difficult to make a comparison in terms of cost of living, as it is relative to each student's home country. As a general idea, the following costs are usual for university students:

Rent and utility bills: approx. 150 USD/month (if you live alone, although most students share)  
Food: approx. 120 USD/month

Other expenses: approx. 50 USD/month

As you can see, it is quite possible to live in Thailand for approximately 300 USD/month, or even less.

**Health and safety**

Thailand has excellent medical care services. It is common practice to go to the hospital even to visit general practitioners (i.e. for minor medical issues) rather than clinics. All students have basic insurance which covers doctor's visits at hospitals.

If you respect the unique culture, the amazing traditions and fantastic people Thailand is a very safe place to visit, so what are you waiting for?

## DPU LOCATION MAP-BANGKOK



## DPU NEIGHBORING AREA



Dhurakij Pundit University  
 110/1-4 Prachachuen Rd. Laksi, Bangkok,  
 Thailand 10210 Tel. 0-2954-7300

- |   |            |   |                 |
|---|------------|---|-----------------|
|  | Expressway |  | Hospital        |
|  | Tollway    |  | Railway Station |
|  | Sideway    |  | Railways        |
|  | Canal      |  | Airport         |

