



**BANGKOK
UNIVERSITY**
THE CREATIVE UNIVERSITY

INTERNATIONAL PROGRAMS





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WHY BANGKOK UNIVERSITY'S INTERNATIONAL PROGRAMS?

SEE THE WORLD

by joining our extensive
international exchange
programs

LAND YOUR DREAM JOB

through our connections
with public and private
organizations

CREATIVITY & ENTREPRENEURSHIP

Learn directly from
INDUSTRY LEADERS
and get inspiration from our
distinguished **ALUMNI**

INTERNATIONAL PARTNERSHIPS

with respected
universities worldwide

**Think globally.
Act professionally.**

**Ready for
A BOUNDLESS FUTURE.**

Work with our
MULTINATIONAL FACULTY
to stimulate your creativity and
broaden your perspective

HANDS-ON CURRICULA
focused on learning by
doing in real-world
professional environments

**INTERNATIONAL
MINDSET &
PROFESSIONAL
SKILL SETS**

ENJOY THE DIVERSITY
and mingle with classmates
from over 50 countries

**WORLD-CLASS FACILITIES
AND EQUIPMENT**
to broaden and deepen your
learning experience

ALUMNI

(Left to Right)

Chonlathip Rayamas

Bachelor of Business
Administration in Marketing
(Influence Asia 2015 Award)
Food influencer and
@eatandshout page owner

Farida Waller

Bachelor of Arts in
Business English (1st class honors)
Miss Universe Thailand 2012
and actress

Nattaraht-Maurice Legrand

Bachelor of Arts in Business English
Actor

Kemisa Boonyakiate

Bachelor of Arts in
Hotel and Tourism Management
(1st class honors)
Founder and Managing Director,
Me Up Group Company Limited







Napat Chokejindachai
(Toptap)
Business English

Actor
Founder of Vermillion Clothing
and Sheldon Ekamai (Board Game Cafe)

Paleesa Salhani
(Mira)
Marketing

Actress and Model



Khunnarong Pratesrat
(Krating)
Marketing

Actor (Channel 3 Thailand)
Founder of Lalai Official Brand
(Clothing)

Masu Janyangdikul
(Masu)
Business English

Actor (Channel 3 Thailand)

INTERNATIONAL PROGRAMS

Bangkok University provides a creative learning environment and a wide range of international programs. With our hands-on and practical curricula, you will be equipped with an international mindset and professional skills for the globalized job market.

**International students from over
50 countries** around the world

Creative learning environment

**Strong connections with leading
industry partners, alumni, and experts**
supporting graduates in landing their dream jobs

**Extensive partnerships &
collaboration** with leading global
higher-education institutions

World-Class Programs
led by highly qualified faculty

Our programs

Bachelor of Business Administration in Entrepreneurship

Bachelor of Arts in Digital Media and Design

Bachelor of Arts in Business English

Bachelor of Business Administration in Marketing

Bachelor of Arts in International Tourism and Hospitality Management

Bachelor of Arts in Culinary Arts and Design

Bachelor of Communication Arts in Communication Strategy and Ideation

Bachelor of Communication Arts in Innovative Media Production

ENTREPRENEURSHIP

Learn how to start and run a business. Learn how to optimize risks and make leaps forward.



Ignite your entrepreneurial spirit and gain professional skills needed to succeed



- Learn from a curriculum developed from our partnership with Babson College (USA), the No.1 institution for entrepreneurship education
- Incubate your start-up and get the support needed for the future
- Prepare for the ever-changing global marketplace with our emphasis on risk management

Career Opportunities

- Start-up Entrepreneur
- Family-owned Company Successor
- Business Analyst
- Investment Analyst
- First Line Manager
- Marketing Professional
- Business Development Professional

DIGITAL MEDIA & DESIGN

Show off your
originality. Speak to
the world.



Establish your creative identity
and learn to communicate your
ideas globally



- Unlock your creative potential while developing technical competencies in drawing, illustration, graphic design, and computer applications
- Learn to make sense of different design contexts and to create works that communicate effectively
- Expose yourself to the international way of thinking in design to prepare for careers in the global media industry

Career Opportunities

- Film and Television Producer
- Special Effects Developer
- Graphic Designer
- Motion Graphic Designer
- Print and Outdoor Media Producer
- Web Designer
- Social Media Coordinator or Designer
- Video and Motion Designer
- Animation Designer

BUSINESS ENGLISH

Discover endless possibilities in the global business world



Acquire the language, business, and intercultural competencies to help you succeed anywhere in the world

- Develop the English and intercultural skills needed in the international business environment
- Master the business fundamentals to maximize your entrepreneurial potential
- Benefit from the opportunities to practice with authentic business case studies

Career Opportunities

- Project Manager
- International Relations Director
- Human Resources Professional
- Writer and Editor
- Translator
- Television Anchor or Presenter
- Customer Service Coordinator
- Broadcaster
- Executive Secretary

MARKETING



Boost your business with consumer insights and impactful strategies



Discover the magic of marketing with our multinational experienced faculty and put your talent to the test in real-world projects

Career Opportunities

- Business Development Manager
- Marketing Manager
- Account or Sales Executive
- Brand or Product Manager
- Marketing Researcher
- Advertiser and Public Relations Officer

- Learn to develop global marketing strategies based on real consumer insights to build a strong foundation for any venture
- Enjoy a dynamic learning environment with international industry experts as your mentors
- Apply your learning to real case studies to you are ready to succeed ensure
- Connect with our corporate partners and benefit from the professional marketing community

INTERNATIONAL TOURISM & HOSPITALITY MANAGEMENT



Take the first step towards making people's travel dreams come true



Jump-start your own travel agency and equip yourself with the management skills and global perspective of the tourism industry

- Learn to create and sell your own tours and get feedback from real customers
- Gain practical work experiences in two separate internships via our extensive corporate network
- Graduate with the expertise in eTourism and MICE industry management

Career Opportunities

- Travel Entrepreneur
- Travel Consultant
- Flight Attendant
- Airline Management Team
- Spa and Resort Owner
- Hotel Manager

CULINARY ARTS & DESIGN

Create food that
pleases the eye and
delights the heart



- Combine artistic creativity and professional cooking skills to create your own master-chef dishes
- Learn directly from highly experienced chefs in our advanced kitchen facilities
- Intern at some of the finest establishments worldwide
- Discover and practice new and innovative cooking techniques you can't try at home

Develop your creative and culinary skills to offer unforgettable gourmet experiences

Career Opportunities

- Restaurant Owner
- Food Stylist and Designer
- Chef
- Caterer
- Food Consultant
- Cooking Show Host
- Food Business Entrepreneur
- Cooking Instructor

COMMUNICATION STRATEGY & IDEATION

Passion calls.
Creativity drives.
Intelligence delivers.



Learn the secret to creative and strategic communication with our practical curriculum and experienced faculty

Career Opportunities

- Strategic Communication Planner
- Public Relations and Campaign Manager
- Communication Specialist
- Media Planner and Event Coordinator

- Receive exclusive hands-on training from mass communication experts
- Learn to use advanced audio and visual technologies with the most up-to-date facilities
- Master writing and presentation skills to support your professional aspirations
- Focus on strategic and brand communication to meet the challenges of this fast-changing world

INNOVATIVE MEDIA PRODUCTION



Break boundaries.
Be innovative. Tell stories.

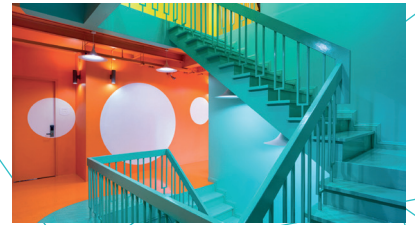


Career Opportunities

- Content Creator
- YouTuber or Vlogger
- Creative Director or Scriptwriter
- Producer or Director
- TV Host, TV/Radio Presenter
- TV/Radio Personality
- Editor
- Visual Designer
- Broadcast Technician
- Media Business Fundraiser

Prepare to become a global content creator who can work anywhere on any platform

- Equip yourself with the professional skills to become a media entrepreneur of the future
- Create influential content with creativity, versatility and innovation
- Learn to work comfortably with multi-platform media and technology, including both traditional and new media
- Join a foreign exchange program and get practical training from our global-media partners



INDUSTRY EXPERT LECTURERS





(Left to Right)

Pavarisa Phenjati

Group Director for Sales Promotion of
The Union Mosaic Industry Public
Company Limited
Founder and Creative Director of PAVA

Lecturer, Marketing

Stanley Kang

Chairman of Joint Foreign Chambers
of Commerce in Thailand

Lecturer, Business English

Kamonwan Wipulakorn

CEO of One Origin
Former President of the Erawan Group

**Lecturer, International Tourism
Management**

Komrit Kavinakarathiti

Chief Marketing and Business
Development Officer of Vichaivej
International Hospital Group

Lecturer, Marketing

GLOBAL STANDARD FACILITIES



PROFESSIONAL EQUIPMENT LABORATORY AND PRACTICAL CLASSES INTERNATIONAL ENVIRONMENT



SYNERGY FOR THE FUTURE



CHINESE INTERNATIONAL PROGRAMS

Understand China
and tap into the biggest
market in the world



Future-proof your career as an expert in the Chinese market with our practical Chinese + business programs

Business Chinese

- International Business and Trade
- Tourism Business

- Pursue a joint degree with world-leading universities in China
- Learn from both Thai and native Chinese faculty in a project-based learning environment
- Apply your skills and conduct activities with Chinese students
- Improve your career opportunities through our partnerships with Thai and Chinese business organizations, especially in the tourism industry
- Get full support from a BU office specifically dedicated to exchange students
- Develop your Chinese language skills in the Chinese preparatory course and get the support you need to take the HSK Chinese Proficiency and BCT Business Chinese tests

Career Opportunities

- China and International Business Coordinator
- International Marketing Professional specializing in the Chinese market
- Customer Relations Professional
- Business Interpreter
- Entrepreneur in hospitality, tourism, and service industries
- Executive Assistant

DOUBLE DEGREE PROGRAMS

Discover the world while earning an extra degree





Enjoy a once-in-a-lifetime opportunity to study abroad, become more multicultural, and get two degrees in only 4 years

2+1.5 Double Degree Programs

In partnership with **Macquarie University, Australia**

- Marketing
- International Business
- Human Resources Management

3+1 Double Degree Programs

In partnership with **Middlesex University, United Kingdom**

- International Tourism and Hospitality Management
- Business Management
- 3D Animation and Games
- Digital Media and Design



In partnership with **International Management Institute (IMI), Switzerland; Manchester Metropolitan University, United Kingdom; and Oxford Brooks University, United Kingdom**

- International Hotel Management
- International Tourism Management
- Culinary Arts and Design

In partnership with **University of Canberra, Australia**

- Advertising
- Public Relations
- Marketing
- Tourism

PROGRAM SUMMARIES

School (Department)	Loan *		Day Program	
	SLF	ICL	Bachelor Degree	High Vocational Certificate
INTERNATIONAL PROGRAMS				
Innovative Media Production	✓		Main Campus	Main Campus
Communication Strategy and Ideation	✓		Main Campus	Main Campus
Culinary Arts and Design	✓	✓	Main Campus	Main Campus
Marketing	✓		Main Campus	Main Campus
Business English	✓	✓	Main Campus	Main Campus
International Tourism and Hospitality Management	✓	✓	Main Campus	Main Campus
Digital Media and Design	✓	✓	Main Campus	Main Campus
Entrepreneurship	✓		Main Campus	Main Campus
CHINESE INTERNATIONAL PROGRAMS				
Business Chinese (International Business and Trade)	✓	✓	Main Campus	Main Campus
Business Chinese (Tourism Business)	✓	✓	Main Campus	Main Campus
THAI PROGRAMS				
School of Accounting	✓	✓	Main Campus	Main Campus
School of Business Administration (Marketing)	✓		Main Campus	Main Campus
School of Business Administration (Finance)	✓		Main Campus	Main Campus
School of Business Administration (Management)	✓		Main Campus	Main Campus
School of Business Administration (International Business Management)	✓	✓	Main Campus	Main Campus
School of Business Administration (Logistics and Supply Chain Management)	✓	✓	Main Campus	Main Campus
School of Business Administration (Financial and Investment Planning)	✓		Main Campus	Main Campus
School of Business Administration (Digital Marketing)	✓		Main Campus	Main Campus
School of Business Administration (International Business Management) (Focus on Chinese Business)	✓	✓	Main Campus	Main Campus
School of Communication Arts (Creative Content Production and Digital Experience)	✓		Main Campus	Main Campus
School of Communication Arts (Public Relations)	✓		Main Campus	Main Campus
School of Communication Arts (Advertising)	✓		Main Campus	Main Campus
School of Communication Arts (Broadcasting and Streaming Media Production)	✓		Main Campus	Main Campus
School of Communication Arts (Performing Arts)	✓		Main Campus	Main Campus
School of Communication Arts (Brand Communications)	✓		Main Campus	Main Campus
School of Communication Arts (Event Production and MICE Management)	✓	✓	Main Campus	Main Campus
School of Law	✓		Main Campus	Main Campus
School of Humanities and Tourism Management (English)	✓	✓	Main Campus	Main Campus
School of Humanities (Tourism Management and MICE Business)	✓	✓	Main Campus	Main Campus
School of Humanities (Hotel Management)	✓		Main Campus	Main Campus
School of Humanities (Airline Business Management)	✓	✓	Main Campus	Main Campus
School of Economics and Investment	✓		Main Campus	Main Campus
School of Information Technology and Innovation (Computer Science) (Focus on Data Scientist and Cybersecurity)	✓	✓	Main Campus	Main Campus
School of Information Technology and Innovation (Games and Interactive Media)	✓	✓	Main Campus	Main Campus
School of Information Technology and Innovation (Computer Sciences)	✓	✓	Main Campus	Main Campus
School of Information Technology and Innovation (Information Technology)	✓		Main Campus	Main Campus
School of Fine and Applied Arts (Communication Design)	✓		Main Campus	Main Campus
School of Fine and Applied Arts (Visual Arts)	✓		Main Campus	Main Campus
School of Fine and Applied Arts (Fashion Design)	✓	✓	Main Campus	Main Campus
School of Engineering (Artificial Intelligence Engineering and Data Science)	✓	✓	Main Campus	Main Campus
School of Engineering (Electrical Engineering)	✓	✓	Main Campus	Main Campus
School of Engineering (Computer and Robotics Engineering)	✓	✓	Main Campus	Main Campus
School of Engineering (Multimedia and Entertainment Engineering)	✓	✓	Main Campus	Main Campus
School of Architecture (Architecture)	✓	✓	Main Campus	Main Campus
School of Architecture (Interior Design)	✓		Main Campus	Main Campus
School of Entrepreneurship and Management (Entrepreneurship)	✓		Main Campus	Main Campus
School of Digital Media and Cinematic Arts (Film)	✓		Main Campus	Main Campus
School of Digital Media and Cinematic Arts (Digital Media)	✓	✓	Main Campus	Main Campus

Remark: * For Thai Nationality Only

SLF: Student Loan Fund

ICL: Income Contingent Loan for Higher Education

For more information on student loan funds, please visit <http://www.studentloan.or.th>.



**BANGKOK
UNIVERSITY**
THE CREATIVE UNIVERSITY

APPLICATION FORM FOR UNDERGRADUATE ADMISSION BANGKOK UNIVERSITY

PERSONAL DETAILS

Title: ☐ Mr. ☐ Miss ☐ Other.....
First Name.....Middle Name.....Last Name.....
Date of Birth.....(mm/dd/yy) Nationality.....Religion.....
Telephone.....Mobile.....E-mail.....
Country of Citizenship (as on passport or National ID Card).....Country of Birth.....

FOREIGN STUDENTS ONLY

Visa type ☐ Student ☐ Tourist Visa Expiry Date.....(mm/dd/yy) Passport Number.....
Country of Citizenship (as on passport or National ID Card).....Country of Birth.....

EDUCATION (Highest level of education completed)

☐ M.6 (High school in Thailand) ☐ College/University
☐ M.6 Equivalent (GED, GCSE, IB, NZQA, etc.) ☐ Other (Please specify).....
Name of School.....Year Completed.....
Mailing Address.....

ENGLISH LANGUAGE PROFICIENCY INFORMATION

Please check the appropriate boxes. You must provide documentary evidence of your English language proficiency test score.

- 1) English is my first language ☐ Yes ☐ No
2) English proficiency test: (Check one)
☐ IELTS
☐ TOEFL
☐ SAT (Critical and Mathematics)
☐ Other (Please specify).....

MAJOR/COURSE PREFERENCES

Main Campus

- ☐ Marketing
☐ Business English
☐ International Tourism
and Hospitality Management
☐ Digital Media and Design
☐ Entrepreneurship

- ☐ Culinary Arts and Design
☐ Communication Strategy
and Ideation
☐ Innovative Media Production

I certify that the information provided in the application form is complete and accurate. I understand that making false statements (providing incorrect information) or violating any university rules and regulations may result in the denial of my admission.

Applicant's signature.....
...../...../.....

S U R V E Y

Name-Surname.....School Name.....
Studying in ☐ M.4/Year 10 ☐ M.5/Year 11 ☐ M.6/Year 12 Other (Please specify).....
Which program are you interested in? ☐ Bachelor ☐ Master ☐ Ph.D.
Subject of interest.....University of interest.....

The contact information below will help Bangkok University provide you with more information.

Phone Number.....E-mail.....
Line IDFacebook.....
Questions or comments for Bangkok University representatives?.....
.....
.....

QUALIFICATIONS & APPLICATION INFORMATION

Academic Qualifications of Applicants

Applicants with any of the following qualifications are eligible to apply:

- Grade 12 (or M.6) certificate or high-level vocational certificate or its equivalent
- IGCSE / GCSE / GCE "O" level certificates with a minimum of 5 subjects at grade C or above and "A" level certificates with a minimum of 3 subjects at grade C or above
- GED transcript with a minimum score of 720 in the new scoring system or 3,600 in the old scoring system to get exemption from writing test.
- IB Certificate with scores not lower than "4" in at least 5 subjects
- Record of Learning with scores not lower than 7 credits in at least 5 subjects for applicants who graduated from New Zealand
- Certificate of Education and Statement of Results within the Australian Qualifications Framework for applicants who graduated from Australia

Application Documents

- High school diploma and official transcript or equivalent certification and Thai students must have their certificates approved by the Ministry of Education.
- Three 1" x 1" photographs taken not more than 6 months prior to application
- A copy of your identification card (Thai students) or all pages of your current passport (foreign students)
- A copy of your English-language proficiency test score report:
 - TOEFL (500 PBT, 173 CBT or 61 iBT)
 - IELTS (5.0 in all skills)
 - SAT (1,000 in both Critical Reading and Mathematics sections)
 - GAT English score (100)
 - BU Test is available if you do not have any test score report and native English speakers are exempt.
- A copy of certificate of name or surname change (if any)

All Overseas, Transfer, Exchange and Visiting Students must pay an admission application fee of US \$53.00 with a bank-issued cashier's check made payable to "Bangkok University." Local students are exempt.

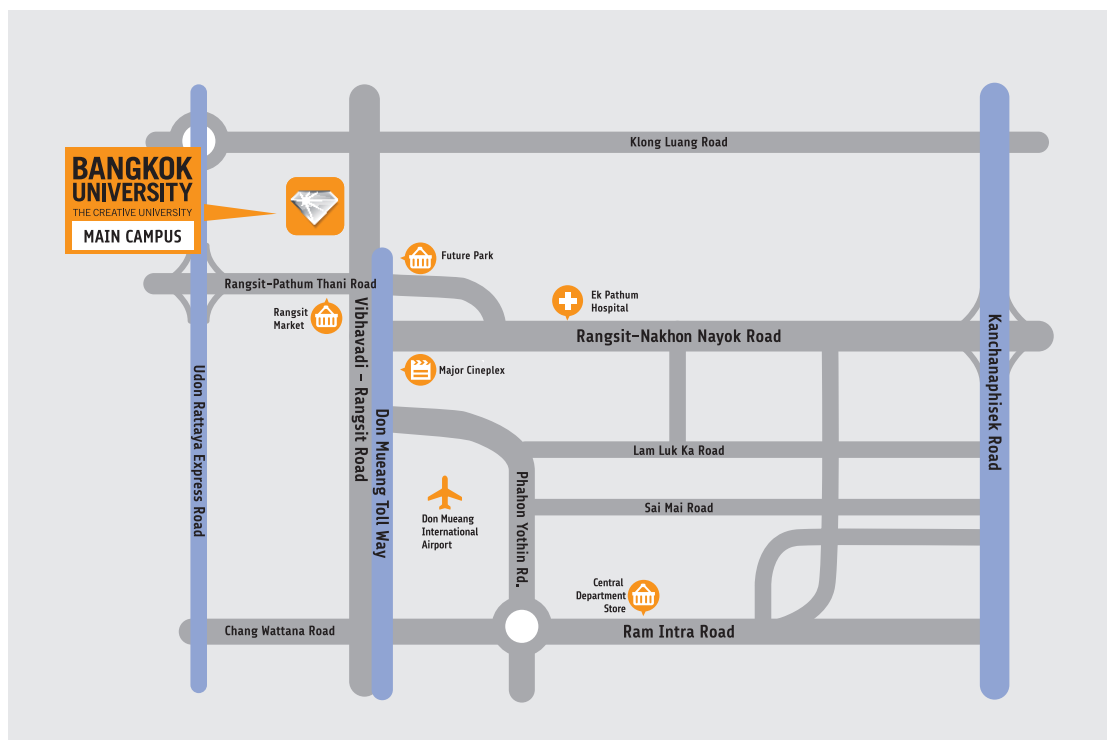
Application Information

Application can be completed online at https://www.bu.ac.th/en/international_programs

Note : All copies of official documents must contain an endorsement signature. For any documents not written in English or Thai, please also submit an official English translation certified by the applicant's embassy or education ministry.



WHERE IS BU CAMPUS?



MAIN CAMPUS

9/1 Moo 5 Phaholyothin Road, Klong Nueng,
Klong Luang, Pathumthani 12120
Tel : +662 407 3888

Admissions Office

Tel : +662 407 3888 Press 1

Email : admission@bu.ac.th

Website : www.bu.ac.th/en/international-programs

Facebook : www.facebook.com/bangkokuniversity



14 kilometers from Don Mueang
International Airport



The nearest BTS is Mo Chit station
and then take a bus



Bus Number
29 34 39 59 95n,
Air-Conditioned Bus Number
504 510 520 29 39



For more information

Bangkok University

9/1 Moo 5 Phaholyothin Road, Klong Nueng,
Klong Luang, Pathumthani 12120

Tel +662 407 3888

Fax +662 407 3999, +662 407 3800

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