

Program-Level Expected Learning Outcomes (PLOs) and Levels of Learning (Bloom's Taxonomy)

Program Learning Outcomes (PLOs)	Learning Outcomes under the Thai Qualifications Framework for Higher Education (TQF)				Generic/ Specific	Taxonomy		
	1. Knowledge (K)	2. Skills (S)	3. Ethics (E)	4. Character (C)		K	S	A
PLO1 Correctly apply concepts and principles of business administration, accounting, technology, and economics appropriate to given business situations.	✓	✓			Specific	A	M	
PLO2 Demonstrate the competencies of a business innovator through analytical thinking, problem-solving, data access and analysis, initiative, and design.	✓	✓			Specific	A	P	
PLO3 Apply the concept of diverse cultural dimensions in conducting business and working within multinational corporations.	✓	✓			Specific	A	M	
PLO4 Exhibit global-citizenship behavior, collaborate with others, relate global issues to the business environment, uphold business ethics and social responsibility, and apply communication skills for cross-cultural communication and negotiation.		✓	✓	✓	Generic		P	V
PLO5 Employ technology to analyze data in support of the conduct of international business and logistics.	✓	✓			Specific	Ap	P	
PLO6 Analyze business models appropriate to changes at the international level.	✓				Specific	A		
PLO7 Design and develop new business models that are appropriate to and aligned with international-level change in a sustainable manner.	✓	✓		✓	Specific	C	P	V

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PLO8 Apply digital-marketing principles, tools, and related technologies to conduct digital-marketing activities effectively.	✓	✓			Specific	Ap	P	
PLO9 Analyze digital-marketing data, consumer behavior, market trends, and competitive conditions in order to formulate digital-marketing and media strategies that respond to business objectives.	✓	✓		✓	Specific	A	P	V
PLO10 Creatively create strategic digital media to enhance marketing communication and the competitiveness of businesses in the digital era.	✓	✓		✓	Specific	C	A	V
PLO11 Select fundamental management concepts and theories to explain and make correct problem-solving decisions appropriate to business situations.	✓				Specific	Ap		
PLO12 Demonstrate leadership in strategic decision-making and motivate followers to collaborate in driving operations toward the achievement of goals.	✓	✓		✓	Specific	A	P	V
PLO13 Select managerial innovations that systematically integrate people, processes, and resources to suit change in the context of modern business.	✓	✓			Specific	E	P	
PLO14 Make business and household decisions using financial and economic principles and concepts.	✓				Specific	Ap		

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PLO15 Select information technology to support economic and financial decision-making in business development.	✓	✓			Specific	Ap	P	
PLO16 Make investment decisions on securities, portfolios, alternative assets, and digital assets in accordance with efficient portfolio investment theory.	✓				Specific	A		