

Educational Philosophy of the Program

The Business Administration Program (International Program) has been developed in accordance with the educational philosophy of the University, “Innovation Builds the Nation; Rajamangala University of Technology Thanyaburi Creates Innovation,” which is committed to providing education and research and to producing innovators and innovations of value to the economy, society, and the environment for the sustainable development of the nation. This philosophy is integrated with the educational philosophy of the Faculty, “Creating Professionals,” which is dedicated to developing internationally recognized, high-quality business administration education through modern and continuously advancing technology in order to cultivate professional practitioners in business administration. Together, these principles culminate in the educational philosophy of the Business Administration Program (International Program): “Developing Business Administration Professionals for Society at the National and International Levels.” The program emphasizes teaching and learning through courses of specific relevance to business and its various operations, such as international business administration and logistics, digital marketing and media creation, business management innovation, and finance and economics. Instruction is delivered through approaches that emphasize research and hands-on practice, the application of relevant technologies, and opportunities for authentic workplace internships, so that graduates gain an understanding of the business, economic, capital-market, and cultural environments both domestically and internationally; possess the skills and initiative to create or apply innovations in business administration, finance, and marketing; are proficient in the use of the necessary tools, software, and digital technologies; are able to communicate and collaborate effectively with business partners and government agencies at home and abroad; and emerge as graduates fully endowed with morality and ethics, who conduct their professions with good governance and generate benefits for the community, the industrial sector, society, and the environment, in pursuit of continuous and sustainable development.

Objectives of the Program

The program aims to produce graduates with the following attributes:

1. To produce graduates who are able to perform duties relating to business administration in various fields, including internationally operating enterprises, with competencies in coordination, decision-making, planning, control, monitoring, and evaluation.
2. To strengthen knowledge of business administration and academic inquiry, enabling graduates to solve problems and make decisions systematically on the basis of sound principles and reasoning, and to apply their ideas and knowledge to practice in a structured manner through methods of effective planning and control, so that their work achieves its intended objectives and yields concrete, measurable results.
3. To foster and develop business thinking at the international level, together with ethics, honesty and integrity, and commitment to professional codes of conduct, integrated with wholesome culture, customs, and traditions.
4. To cultivate sound interpersonal relations and a sense of responsibility in working with others within an organization.
5. To strengthen skills in numerical analysis, communication, and the use of information technology employed within business organizations.
6. To provide a foundation for research and the development of new knowledge, and a basis for further study.

Mission of the Program

1. To produce internationally oriented business administration graduates whose learning outcomes align with the needs of stakeholders, who embody the qualities of innovators and entrepreneurs, and who are prepared to work in an international context.
2. To deliver outcome-based teaching and learning employing methods that emphasize research and hands-on practice, integrating digital technology and innovation, and providing opportunities for authentic workplace internships both domestically and internationally.
3. To promote research and the creation of innovations in business administration, finance, and marketing that are of value to the economy, society, and the environment for the sustainable development of the nation.
4. To provide academic services to the community, the industrial sector, and society, while fostering collaboration with partner networks in both the public and business sectors at the national and international levels, coupled with the cultivation of morality, ethics, professional codes of conduct, and good governance.
5. To manage and continuously develop the curriculum, faculty, learning-support resources, and educational quality assurance system in accordance with AUN-QA criteria in order to raise the quality of educational provision to international standards.