BBA International Program
Chulalongkorn Business School
Chulalongkorn University
Presentation Objectives

• Key factors to keep balance of exchange students at BBA, Chulalongkorn University.
BBA Program

- Established year in 1996
- 1st International Program of Chulalongkorn University
- 3 Majors available:
  - International Business Management
  - Accounting
  - Financial Analysis and Investment (effective 2009)
- Objective is to supply business organizations’ demand and support internationalization
- Started the Exchange Program in 1997, trend and growth of the program
- Faculty Management Level
Full-time Students

Year:
- 1996: 56
- 1997: 112
- 1998: 176
- 1999: 232
- 2000: 226
- 2001: 243
- 2002: 271
- 2003: 327
- 2004: 346
- 2005: 352
- 2006: 383
- 2007: 382
- 2008: 419
- 2009: 482
- 2010: 534

Graph showing the increase in full-time students from 1996 to 2011.
Accreditations

The Only Thai University Ranked among the World’s Top 200 Universities accredited by

First Accounting Program in Thailand accredited by

First and Only Undergraduate Finance Program in Thailand accredited by

2011 Best Practices Award for Student Exchange Program
Awards

First Place in the "Marshall International Case Competition 2009"

First Place in "Global Leader Challenge" for the Third Consecutive Year
Awards (continued)

First Place in “1-2-Call Brand age Award for the Bangkok Region”

First Place in “2010 SIFE National Champion”
Awards (continued)

First Place in "7th MFC Talent Award 2011"

First Place in "Bualuang iExcel Contest 2011"
Key factors to keep balance of exchange students

- Curriculum
- Inter-University Relationships
- Procedure and Activity
- Facility & Infrastructure
Wide Range of Class Offered

<table>
<thead>
<tr>
<th>Course Structure for Students ID 54 (2011-2015)</th>
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<tbody>
<tr>
<td>Semester</td>
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<tr>
<td>Summer</td>
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</tbody>
</table>

Notes:

- Preparation Courses for Freshman students:
- For BS Students
- For MS Students
- For PhD Students

(a) *For students who join the Exchange Program in Spring Semester
(b) *For students who join the Exchange Program in Fall Semester
Non-Business Courses

• 0201232 MULTI RURAL STUDY
• 2207103 PHILOS LOGIC
• 2303165 MAN & ENV
• 2400104 POL GOVT THAI
• 3401250 BUS LAW
• 3405251 INTL BUS LAW
• 3401260 TAXATION LAW
NAFSA Exhibition
North America (continued)

University of Victoria, Canada
Queen’s University at Kingston, Canada
University of Toronto, Canada
HEC Montréal Business School, Canada
NAFSA Exhibition
Europe

Maastricht University,
The Netherlands

VU University Amsterdam,
The Netherlands

ISC Paris School of Management, France

European Business School, Germany
NAFSA Exhibition
Europe (continued)

Jonkoping International Business School, Sweden

Copenhagen Business School, Denmark

University of St. Gallen, Switzerland

University of Exeter, England
NAFSA Exhibition
Australia & New Zealand

Griffith University, Australia

Queensland University of Technology, Australia

Auckland University of Technology, New Zealand

IMC University of Applied Sciences, Australia
Executive Visits

University of New South Wales, Australia

Queensland University of Technology, Australia
Executive Visits

The University of Queensland, Australia

Deakin University, Australia
Executive Visits

Hitotsubashi University, Japan
Executive Visits

Michigan State University, USA

University of Northern Colorado, USA
Executive Visits

the University of Exeter Business School, UK

Aston Business School, Aston University, UK
Executive Visits

Linnaeus University, Sweden

EPSCI International Management, France
Executive Visits

Groningen University, Netherlands

Maastricht University, Netherlands
Executive Visits

Wichita State University, USA

San Jose State University, USA
MIT Professor conducted a BBA course

Dean Annop Tanlamai, Director Kriengkrai Boonlert-U-Thai and faculty members hosted a reception on June 14 to Professor Reinhard Goethert and students from Massachusetts Institute of Technology (MIT) and University of California (UC-Berkeley). Professor Goethert from MIT conducted a BBA course from June 15-30, 2009 at the BBA International Program. The event marked the very first academic collaboration among BBA Chula, MIT and UC-Berkeley.
Group Visit of USC Marshall School of Business’ Students

The BBA program arranged a visiting program for a group of 40 undergraduate business and engineering from USC Marshall School of Business students and their professors on January 6, 2010. The group made a visit to MAMA (Sriracha Factory) and to the Stock Exchange of Thailand to learn about the workings of Thai business and capital markets. The USC students also joined the presentation and interaction sessions conducted by BBA students. A warm welcome reception was led by BBA committee Asst. Prof. Dr. Mongkolchai Wiriyapinit.
Visit of the Robert H. Smith School of Business, University of Maryland

Faculty Dean Annop Tanlamai and BBA Director Kriengkrai Boonlert-U-Thai greeted Dean G. Anand Anandalingam, Associate Dean Patricia Cleveland, faculty members and undergraduate students of the Robert H. School of Business, University of Maryland, representatives from Ministry of Foreign Affairs, Office of Higher Education Commission, Mahidol University International College, Burapha University International College, Chiangmai University and keynote speaker Chavapas Ongmahutmongkol for their participation in “The Global Business and Management Education” Workshop co-hosted by the Robert H. Smith School of Business, University of Maryland and BBA International Program on Wednesday, January 20, 2010 at Faculty of Commerce and Accountancy, Chulalongkorn University
80 Partner Universities Around the World
Process for Incoming Exchange Students

1. Provide Info to Partners
2. Receive Applications
3. Mailing Acceptance Letters
4. Buddy Program
5. Online Registration
6. Thai Class
7. Welcome Party
8. Student ID Card
9. Open Bank Account
10. Orientation Session
11. One Day/Night Cultural Trip
12. Provide Up-To-Date Info During the Semester
13. Visa Extension
14. Farewell & Feedback Session
15. Mailing Transcripts
Buddy Program Process

Create a database which includes the exchange’s names, photos and universities

Advertise and recruit a buddy by sending an email, posting on BBA board

Create a database which includes the buddy’s names, years, emails and phone numbers
<table>
<thead>
<tr>
<th>No.</th>
<th>Photo</th>
<th>Name / Company</th>
<th>University</th>
<th>Role</th>
<th>Email</th>
<th>Phone</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
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<td></td>
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<td>6</td>
<td></td>
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</table>
Sign Up Now!! Buddy Program for Exchange Students
Available Up Until June 30th.
ID Card for Exchange Student

ID 5200213026

BBA International Program
Faculty of Commerce and Accountancy
Chulalongkorn University

Mr. Angel Pachov
Exchange Student
Date of issue: August 10, 2009
Date of expiry: December 31, 2009

Student

Director
Thai Class
Welcome Party
One Day Trip

Cultural Trip at Rose Garden
One Day Trip

Cultures and Daily Living Activities at Amphawa in Samut Songkram
The past 7 months have been a great experience and I enjoy the 2nd semester in 2010 at Chulalongkorn even more. The University is located in the centre of Bangkok and offers everything a student needs: a delicious canteen, a big campus, a shopping centre with everything you desire, good class rooms, a gym, own buses to different places in Bangkok centre. I can’t think about any disadvantages I noticed over the months.
Brainstorming for BBA Program Development
Facilities & Infrastructures

- **Staff**
  - Staff

- **Classroom**
  - Classroom

- **Website**
  - Entirely in English
  - Up-To-Date Information

- **Housing**
  - Serviced Apartments
  - Hotel
  - International House

- **Transportations**
  - MRT
  - BTS
  - Shuttle Bus (POP Bus)
Staff

BBA Staff

- Bachelor: 86%
- Master: 14%

Proportion of BBA Staff to Full-time and Exchange Students

- 1996: 28
- 1997: 39
- 1998: 48
- 1999: 49
- 2000: 48
- 2001: 54
- 2002: 61
- 2003: 66
- 2004: 65
- 2005: 71
- 2006: 71
- 2007: 76
- 2008: 77
- 2009: 75
- 2010: 85
Email Listing

Distribution List Name:  In-Coming Fall 2011

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Classroom
BBA Website
Housing

Serviced Apartment
- Evergreen Place
- Nonsi Residence

Hotel
- Montien Hotel

International House
Serviced Apartments

Evergreen Place

Nonsi Residence
Hotel

Montien Hotel
Transportations
END