



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

## University Profile

### **Background:**

Bangkok University was officially founded in Bangkok on December 25, 1962. As one of the first and largest private universities in Thailand, Bangkok University is a non-profit institution of higher learning under the patronage of the Bangkok University Foundation, with the goals to educate and develop students to their highest potential in this competitive, fast changing world.

### **General Information:**

Bangkok University incorporates two campuses – City Campus in Kluaynamthai, Bangkok and Rangsit Campus in Rangsit, Pathumthani Province. With a total enrollment of approximately 30,000 students, the university houses not only Thai but also International programs in both undergraduate and graduate levels. The university's 39 Thai programs are conducted through 12 undergraduate schools and 8 Master's programs. International programs are likewise found in both undergraduate and graduate levels: 9 Bachelor's programs, 5 Master's programs, and 3 doctoral programs. Bilingual Programs are also taught in 7 Bachelor's programs (as of August, 2017).

### **Bangkok University and the Future:**

Bangkok University strives for excellence and implements the national standards of educational quality assurance that accords with the global standards of education. One change from traditional education is that students today are stimulated to become creatively involved in the learning process. The learning of English makes Thai students confident to deal with the growing internationalization of their society. While the future may hold surprising changes and developments, Bangkok University seeks to be ahead of the developments in the academic and professional fields and keeps abreast of its international counterparts worldwide.

### **Infrastructure and Facilities:**

Facilities provided by Bangkok University include the Artificial Intelligence and Virtual Environments (ALIVE) Laboratory, Bangkok University Creativity Center, Central Library, Surat Osathanugrah Library and Learning Space, Tourism Tower, Imagine Lounge, Institute of Research Promotion and Innovation Development, Computer Center, Innovation Center, Educational Technology Center, Bangkok University Center of Research in Optoelectronics and Communications and Control Systems (BU-CROCCS), Center for Cinematic and Digital Arts, Media Production Center, Italian Center, Black Box Theatre, International Center, Student Activity Center, Seminar and Conference Facilities, Bangkok University Gallery, Southeast Asian Ceramics Museum, Bookstore, Student Union, Counseling Office and Career Center, Internet Service, Financial Aids and Emergency Fund, Accident Insurance, Medical Service, Fitness Center/Gymnasium, Sports Stadium, and Tennis Court.

# Curriculum

Bangkok University offers a variety of programs for students – regular programs, special programs, and international programs. Twelve undergraduate schools provide instruction in Thai for regular and special programs. Bangkok University International and Bangkok University Chinese International offer only international programs for undergraduate studies whereas the Graduate School offers both Thai and international programs for graduate studies.

## Undergraduate Programs

### Regular Programs (Thai)

#### **School of Accounting**

- Accounting

#### **School of Business Administration**

- Business Computer
- Digital Marketing
- Finance
- Financial and Investment Planning
- International Business Management
- Logistics and Supply Chain Management
- Management
- Marketing

#### **School of Communication Arts**

- Advertising
- Brand Communications
- Broadcasting
- Journalism
- Performing Arts
- Public Relations

#### **School of Economics and Investment**

- Economics

#### **School of Architecture**

- Architecture
- Interior Design

#### **School of Law**

- Law

#### **School of Information Technology and Innovation**

- Computer Science
- Games and Interactive Media
- Information Technology
- Software Engineering

#### **School of Fine and Applied Arts**

- Communication Design
- Fashion Design
- Product Design
- Visual Arts

#### **School of Humanities and Tourism Management**

- Airline Business Management
- English
- Hotel Management
- Thai
- Tourism and MICE Management

#### **School of Engineering**

- Computer Engineering
- Electrical Engineering
- Electronics Engineering
- Multimedia and Internet System Engineering

#### **School of Entrepreneurship and Management**

- Entrepreneurship

#### **School of Digital Media and Cinematic Arts**

- Digital Media
- Film

## **Special Programs (Thai)**

Special Programs Office offers both 4-year programs in the following areas:

- Marketing
- Modern Business Management

**Bilingual Programs:** Undergraduate Programs offered are as follows.

- Accounting
- Advertising
- Airline Business Management
- Broadcasting
- International Business Management
- Marketing
- Financial and Investment Planning

## **International Programs**

### **Bangkok University International**

<http://www.bu.ac.th/en/>

- Marketing (B.B.A.)
- International Tourism Management (B.A.)
- Communication Arts (B.A.)
- Business English (B.A.)
- Computer Graphics and Multimedia (B. Tech)
- Entrepreneurship (B.B.A.)
- Hotel and Restaurant Management (B.A.)

### **Bangkok University Chinese International**

<http://www.buchina.net>

- Chinese for Tourism and Hotel
- Chinese for International Business

### **Academic Semesters:**

1 <sup>st</sup> Semester:	August – December
2 <sup>nd</sup> Semester:	January – May
Summer session:	June – July

### **Estimated Non-Academic Expenses Per Year:**

Living expenses and Accommodation:	US\$6,958
Health Insurance:	US\$187

(The rate of 33.5 Baht per 1 US\$ as of August, 2017)

## Graduate Programs

### Master's Programs

- Master of Communication Arts in Global Communication (M. Com. Arts.)\*
- Master of Business Innovation (M.B.I)\*
- Master of Engineering in Electrical and Computer Engineering (M. Eng)\*
- Master of Business Administration (M.B.A.)\*\*
- Master of Management in Entrepreneurship(M.M.E)\*\*
- Master of Arts in Hospitality and Tourism Industry Management (M.A.)\*\*\*
- Master of Interior Architecture (M. Arch)\*\*\*
- Master of Business Administration in Small and Medium-Sized Enterprises (M.B.A.)\*\*\*\*
- Master of Communication Arts in Strategic Communications (M. Com. Arts)\*\*\*\*
- Master of Communication Arts in Digital Marketing Communication (M. Com. Arts)\*\*\*\*
- Master of Science in Information Technology and Management (M.S.)\*\*\*\*
- Master of Laws (LL.M.) in International Business and Electronic Transactions, and Intellectual Property and Information Technology\*\*\*\*
- Master of Science in Finance (M.S.)\*\*\*\*

\* Offers International Programs

\*\* Offers both Thai and International Programs

\*\*\* Offers Bilingual Programs

\*\*\*\* Offers Thai Programs

### Doctoral Programs (International)

- Communication Arts
- Electrical and Computer Engineering (D. Eng)
- Knowledge Management and Innovation Management (Joint with Telecom Business School, France)

#### Academic Semesters:

1<sup>st</sup> Semester: August – December

2<sup>nd</sup> Semester: January – May

Summer session: May – July

#### Qualification of Applicants

Bachelor	Master	Ph.D.
High-school diploma or equivalent	Bachelor's Degree with a minimum GPA of 2.50	Master's Degree with a minimum GPA of 3.50

Admission will be based on the results of the Written and Oral Entrance Examinations, and the candidate's experience and achievements. The Written Entrance Examinations will be exempted for applicants who meet one of the following requirements:

Requirements	Bachelor	Master	Ph.D.
English Proficiency Test	TOEFL 500 (61 IBT) or IELTS 5.0	TOEFL 550 (213 CBT) or IELTS 6.0	TOEFL 550 (213 CBT) or IELTS 6.5
Standardized Test	SAT 1,000	GMAT 500 GRE 1,000 In selected disciplines	GMAT 550 GRE 1,000 In selected disciplines

### Tuition and Fees (whole program)\*

Program	Bachelor	Master's	Ph.D.
International - Soc. Science	US\$10,789-12,386	US\$6,195- 9,761	US\$22,952-25,758
International – Science Engineering (M.Eng and Ph.D.)	US\$15,393	US\$11,549	US\$15,579

\*The rate of 33.5 Baht per 1 US\$ as of August, 2017

For more information, please visit the following websites.

BU International: <http://www.bu.ac.th/en/>

Graduate School: <http://www.bu.ac.th/bui/curriculum/masters-degree>

### International Collaborations

Bangkok University has established and maintained pleasant and collaborative relationships with more than 140 institutions from 36 countries in Africa, Asia, Australia, Europe, North America and South America. Collaborations between Bangkok University and those international institutions cover various areas such as exchange of students and faculty, study visits, research collaboration, exchange of information, academic publications, and teaching materials, as well as promotion of cultural and sports activities.

### Affiliated International Institutions by Country:

#### Australia

- Deakin University
- University of Canberra
- University of Macquarie
- University of Wollongong

#### Austria

- Carinthia University of Applied Sciences
- Fachhochschule Kufstein Tirol University of Applied Sciences
- Management Center Innsbruck
- University of Applied Sciences Wiener Neustadt
- Upper Austria University of Applied Sciences

#### Bangladesh

- IBAIS University (International Business Administration and Information System)
- North South University

#### Belgium

- Artesis University College of Antwerp
- Katholieke Universiteit te Leuven (KU Leuven)
- Thomas More Kempen University College

#### Cambodia

- BELTEI International University
- Norton University

**Canada**

- University of Victoria

**China, P.R.C.**

- Beijing University of Technology
- China International Publishing Group
- Communication University of China
- Guangdong University of Foreign Studies
- Guangxi Normal University
- Guangxi University
- Guangxi University for Nationalities
- Guizhou University for Nationalities
- Jilin Animation Institute
- School of Journalism and Communication, Tsinghua University
- Shanghai International Studies University
- South China Normal University
- Yunnan Normal University

**Croatia**

- Zagreb School of Economics and Management

**Cyprus**

- Frederick University

**Czech**

- University of New York in Prague

**Finland**

- Helsinki Metropolia University of Applied Sciences
- South-Eastern Finland University of Applied Sciences
- Satakunta University of Applied Sciences
- University of Vaasa

**France**

- E.M Normandie
- Ecole Supérieure des Sciences Commerciales Angers (ESSCA)
- European Business School (EBS) – Paris
- Groupe ESC Troyes - Champagne School of Management
- Telecom Ecole de Management
- University of Grenoble

**Germany**

- Hochschule Aschaffenburg University of Applied Sciences
- Hochschule Bremen, University of Applied Sciences
- International School of Management (ISM) Dortmund
- International University of Applied Sciences - Bad Honnef Bonn

**Hungary**

- Budapest Business School (BBS)
- Kodolanyi Janos University of Applied Sciences

**India**

- AICAR Business School
- BK Birla Institute of Engineering and Technology
- Mudra Institute of Communications, Ahmedabad (MICA)
- Vellore Institute of Technology (VIT) University

**Indonesia**

- Binus University
- Petra Christian University
- Semarang State University
- Universitas Negeri Malang
- Universitas Pancasila
- Universitas Ubudiyah Indonesia

**Italy**

- University of Foggia
- University of Udine

**Japan**

- Asia University
- Dohto University
- Haboromo University of International Studies
- Josai University Educational Corporation
- Joshibi University of Art and Design
- Kansai Gaidai University
- Kanto International Senior High School
- Nagaoka University of Technology
- Osaka Gakuin University
- Osaka International University
- Osaka University of Economics
- Tokoha University

**Republic of Korea**

- Baekseok University
- Chosun University
- Dong Ah Institute of Media and Arts (DIMA)
- Dongseo University
- Ewha Womans University
- Hannam University
- Hanyang University
- Kookmin University
- Pai Chai University
- Pusan University of Foreign Studies
- Solbridge International School of Business, Woosong University
- Sungkyunkwan University

**Laos**

- The Lao - American College

**Malaysia**

- Taylor's University
- Universiti Malaysia Perlis
- Universiti of Utara Malaysia
- Universiti Putra Malaysia
- Universiti Sains Malaysia

**Mexico**

- Instituto Tecnológico y de Estudios Superiores de Monterrey
- University of Colima

**Monaco**

- International University of Monaco

**Myanmar**

- Thabyay Education Foundation

**Netherlands**

- Fontys University of Applied Sciences
- Hanze University Groningen

**Norway**

- Aalesund University College
- Buskerud University College
- Hedmark University College

**Philippines**

- Miriam College
- Philippine Normal University
- University of Mindanao
- University of Perpetual Help System DALTA

**Russian Federation**

- Moscow Region State University

**South Africa**

- Durban University of Technology

**Sweden**

- Linnaeus University
- Mälardalen University

**Switzerland**

- IMI University Centre
- World Intellectual Property Organization (WIPO)

**Taiwan R.O.C.**

- Chinese Culture University
- Fu Jen Catholic University
- MingDao University
- National Chengchi University
- National Kaohsiung University of Hospitality and Tourism
- National Pingtung University of Sciences and Technology
- Providence University
- Shih Chien University
- Tamkang University
- Wenzao Ursuline University of Languages



**Thailand**

- Asian Institute of Technology

**U.K.**

- City University of London
- Falmouth University
- Middlesex University
- Northumbria University
- University of the West of Scotland

**U.S.A.**

- Babson College
- Fairleigh Dickinson University
- Hawaii Pacific University
- Marietta College
- Murray State University
- Ohio University
- Pittsburg State University
- Southern Illinois University-Carbondale
- University of Central Missouri
- University of Mississippi
- University of Montana
- University of Nebraska-Lincoln
- Utah State University

**Vietnam**

- Cantho University
- Duy Tan University
- Hanoi University
- Ho Chi Minh City University of Technology
- Saigon Information Technology College
- University of Economics and Finance
- University of Social Science and Humanities, Vietnam National University, Ho Chi Minh City
- Vietnam University of Commerce

Furthermore, Bangkok University has been actively involving in activities organized by leading international organizations and consortia such as ASEM-DUO Fellowship Program, Asia Summer Program (ASP), Asian University Presidents Forum (AUPF), Association of Southeast Asian Institutions of Higher Learning (ASAIHL), Global Access Asia (GAA), Erasmus Mundus, International Association of University Presidents (IAUP), University Mobility in Asia and Pacific (UMAP, among others.

## Contact Information

### **Bangkok University**

Website: <http://www.bu.ac.th>

Email: [info@bu.ac.th](mailto:info@bu.ac.th)

### **International Affairs Office:**

Website: <http://buiiao.bu.ac.th>

BUIAO Online News: [http://buiaoonline.bu.ac.th/archive\\_inter.php](http://buiaoonline.bu.ac.th/archive_inter.php)

Facebook: <https://www.facebook.com/pg/Bangkok.University.International.Affairs.Office>

Email: [buiiao@bu.ac.th](mailto:buiiao@bu.ac.th)

Director: Dr. Panadda Unyapho, [panadda.u@bu.ac.th](mailto:panadda.u@bu.ac.th)

### **Bangkok University International:**

Website: <http://www.bu.ac.th/bui>

Email: [buic@bu.ac.th](mailto:buic@bu.ac.th)

### **Bangkok University Chinese International:**

Website: <http://www.bu.ac.th/buci/>

Email: [buci@bu.ac.th](mailto:buci@bu.ac.th)

### **Graduate School:**

Website: <http://www.bu.ac.th/bui/curriculum/masters-degree>

Email: [graduate@bu.ac.th](mailto:graduate@bu.ac.th)

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