



IBBA Program (International)

PLOs of IBBA program which has been approved by the Academic Council of Siam University on 1st April 2022

The Program Learning Outcomes (PLO's) of the program "Bachelor of Business Administration in International Business" has been approved by the academic council which was held on 1st April 2022.

There are eight (8) PLOs and they are;

PLO1: Communication: *Demonstrate professional communication level for "International Business" area*

PLO 2: Research Knowledge: *Able to conduct academic and marketing research in International Business*

PLO 3: Analyze International Business Issues: *problems in international business will be able to solve, such as how to handle sudden market failures due to unavoidable circumstances such as under pandemics/disasters or other issues or due to technological failures or cross boarder issues. Data analytics and Big data to be used for analyzing such issues.*

PLO 4: Innovative Leadership: *Analyze issues in human capital management in international business organizations, and solve and provide innovative solutions by leading teams*

PLO 5: Digital & Technological: *practical exposure to IT and related knowledge, how to use other online platforms in tech business, digital tools, mobile apps and technologies to expand and run business in international environment, including use of Artificial Intelligence (AI), basic programming or basic coding knowledge or guidelines to design simple webpages.*

PLO 6: Global Perspective in International Business: *acquire knowledge on international business environment such as how to handle multi-currency environments, applications across multiple industries (Tech Business) and cross-boarder business, international logistics, marketing and financial management, international business law etc.*

PLO 7: Environment & Sustainability: *How to build an environmentally friendly eco/green product or service to compete with global markets, understand and practice concepts of Corporate Social Responsibilities (CSR), sufficiency economy, concepts of circular cities, and circular economies and Sustainable Development Goals (SDGs).*

PLO 8: Entrepreneurship: *Obtain knowledge and practice on start-up skills, tech business startups and intellectual property aspects.*