

## BACHELOR OF ECONOMICS English Program



**About:** The undergraduate degree in Economics or B.Econ at the Faculty of Economics in KU combines an extensive knowledge and in-depth and rigorous training in theories and principles to be applied on various economic issues.

**Aim:** In this program, students master to blend their theoretical and practical learning to solve real life economic problems and be able to cope effectively with the challenges of an increasingly global economy.

Students will know how to effectively apply their acquired knowledge to think critically, analyze problems logically and respond effectively to changes which will result in them having competency in IT, mathematics and statistics.

Students are provided with the solid academic background necessary for their careers as competitive economists locally and internationally.

With **4** popular majors to choose from

1.  Economics of **Development and Planning**
2.  Business **Economics**
3.  International **Economics**
4.  Monetary **Economics and Finance**

Economic problems are an ever-present and inherent part of our lives. If you wish to understand how to improve the living conditions of people in their everyday lives and answer big questions on economic issues, come and join us!

## LOOKING FOR AN OPPORTUNITY AND CHALLENGE?

### WE ARE LOOKING FOR YOU!

What we offer here in Kasetsart University is both. If you're either in the final year of secondary education or looking for possible options on what path to take on for your future and you think you've got what it takes to create a great career, then we'd like to hear from you. Are you ready to meet it?

For more information about the admission process:



For inquiries: Faculty of Economic Center for International Affairs



✉ ecia@ku.th  
 🌐 <http://ecia.eco.ku.th>



☎ +66 (0) 2579 1544 ext 5602  
 +66 (0) 2579 2800

✉ eeba@ku.th  
 🌐 <http://eeba.eco.ku.ac.th>



☎ +66 2561 3474 ext 507, 515  
 ✉ becon.ku@gmail.com  
 🌐 <http://becon.eco.ku.ac.th>

Admission process for KU-TCAS1<sup>st</sup> round Portfolio



1. Fill up the online registration application form <https://admission.ku.ac.th/kuadm/en>
2. Pay for the application processing fee
3. Announcement of eligible applicants for interview
4. Interview Period
5. Announcement of accepted applicants
6. Confirmation of your enrollment
7. Attend the orientation day
8. See you on the first day of classes. Welcome to KU!



## BACHELOR OF ARTS IN ENTREPRENEURIAL ECONOMICS International Program



**About:** The Entrepreneurial Economics program) EEBA (offered by KU's Faculty of Economics equips students with knowledge of the business and economic world in order to cultivate entrepreneurial skills and thinking that students can apply in today's variety of modern business challenges.

**Aim:** The aim of this program is to train open-minded students who are internationally focused. The course provides solid and

general preparation in the most important economic fields and offers an excellent introduction to the dynamic fields of economics and entrepreneurship. Students will develop initiative, creativity, communication skills, and ability to identify opportunities and assess business risks as well as practical knowledge that is applicable in providing solutions to modern day economic challenges.

With **4** distinctive majors to choose from,



1. Economics of **Agricultural Business and Food**



2. Economics of **Applied Finance for Entrepreneurs**



3. Economics of **Logistics**



4. Economics of **Tourism and Hospitality**



If your future includes setting up and running your own business, or being an 'Entrepreneur,' working independently as a freelance advisor or developing an online venture, this program is designed to provide the knowledge and employability skills you will need to stand out and succeed.

## Why choose KU: Faculty of Economics?



Over  
**80**  
years of history



**No.1** in economics  
student enrollment-over  
3,800 students annually  
and large alumni network



**3<sup>rd</sup>**  
ranking nationally  
in QS Economics  
ranking



**10-15%**  
international exchange  
students every year

- Students will explore how to build and manage businesses from a practical perspective, enabling them to develop their own entrepreneurial spirit and attitude throughout both programs.

- Faculty members consist of degreed educators and business professionals with doctorates who know their subjects and have real-world experience.

- Collaboration with scholars and instructors from around the world to visit and attend

lecture classes introducing students to their internationally set economics background.

- Vast network of alumni to build valuable career connections.

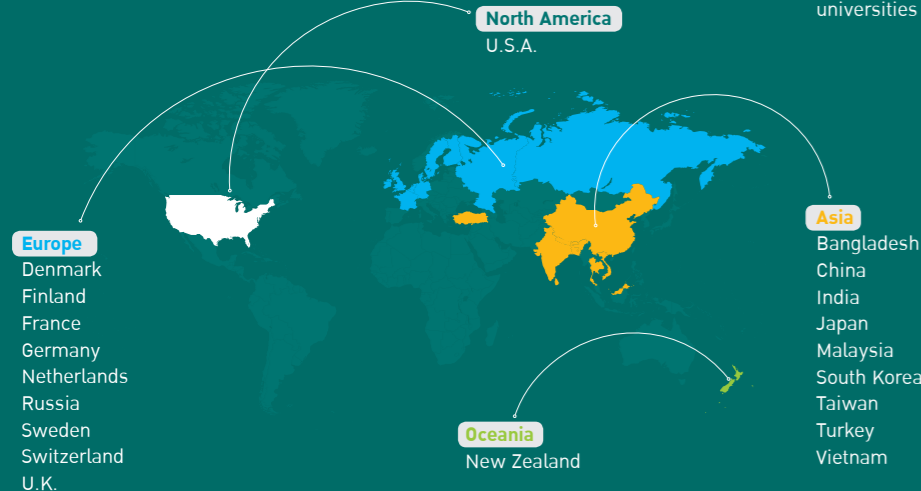
- Internship support and assistance as well as scholarships and funding options are provided to students.

- Foreign exchange and study abroad opportunities with our international partner universities are available in many parts of Europe and Asia.



QR code of partner universities

## Map of partner universities



## EEBA Testimonies

### Professor

**Dr. Nopporn Cheanklin, M.D., MPH**

**Socioeconomics of Oriental Healthcare industry Executive Director of Health Systems Research Institute**  
It's essential for the young generation to understand the changing of the global economic ecosystems and be equipped with the necessary knowledge and skill for their future career or further study. The faculty established the EEBA program to provide students a broad range of subjects to tackle challenging situations that they would be exposed to in the future. Building enthusiastic, young and smart economists is the ultimate goal of EEBA.

### Alumni

**Mr. Vittawin Veeravidhayanant, EEBA 7 Actor**

(EEBA) courses give you the proper mindset and skills that teach you how to cope and manage in our society. Once you reach the intermediate level of the program courses, there will be a variety of major and minor subjects that you could choose from to match your own capabilities and business ideas. No matter what major you choose, it's always great results you will get!

### Alumni

**Mr. Panuwat Treeveeranuwat, EEBA 6 Multi-Business Owner, Founder & CEO of B.A.N.K. Enterprise Co., Ltd. and Car Colini; Co-Founder of Shippspace Co., Ltd.**

EEBA is one of the best faculties in Kasetsart University. It is because every lecturer here is a veteran in the field of economics with PH.D. Degrees respectively and they will teach you new viewpoints and grounding experiences. If you are looking for a faculty that will not only give you the proper knowledge but also a good mindset about entrepreneurship, EEBA is suitable for you.

### Current Student

**Mr. Krit Amnuaydechorn, EEBA Actor, EEBA Senior Student (4th Year)**

I am currently a senior student at EEBA Kasetsart University. The environment here is unique from other faculties. Here, we are taught the abilities and right attitude we need to positively impact our standing in society as well as the plans for our future career.



### Alumni

**Mr. Ittimol Weeramongkolkul, EEBA 3 (Duke University, Master's degree 2017) Business Strategy Manager, Google**

(EEBA) equipped me with the right skill set for my future career path as well as practical learning opportunities that had set me up for a good start back in the day. Most importantly, the program connected me with lifelong friendships that I wouldn't trade anything for. I would recommend the program for anyone particularly interested in Economics and the practical implication aspects of the subject. You won't be disappointed here!



### Professor

**M.L. Kuntornrat Davivongs, Ph.D CFA FRM Economics of Venture Capital**

Successful entrepreneurs are the foundation for the economic strengthening of the country. Statistics show that only 30% of businesses survive in their tenth year. Lack of business management skills is one of key factors for failure.



### Professor

**Professor Matthew P. Downs Economics of Law**

EEBA blends economic principles with many facets of business development and business management. Students gain the theoretical knowledge and practical technical skills necessary to start-up a new business venture, assess the risks of innovations, or develop a strategic business plan that can improve the operations of an existing business. Graduates are qualified to launch rewarding careers or to run their own innovative businesses. Each year, a large number of our recent grads pursue postgraduate degrees abroad from highly regarded universities in the UK, Australia, Germany, the USA, China, or other locations



## B.Econ Testimonies

### Professor

**Dr. Navarat Temsumrit (University of St. Gallen, Switzerland) Financial Institutions and the Economy**

B.Econ offers you a rich understanding of the economic theoretical background with a holistic thinking framework. You will fully find supportive faculty staff and a friendly environment helping you to shape your bright future here.

### Alumni

**Ms. Pitchada Limsuwan, B.Econ 1 Digital Media Planner, YDM Thailand**

B.Econ taught me critical and analytical thinking skills that productively enhanced my learning curve. I loved my university life because I was in such a good environment with helpful teachers, staff and friends. I am very thankful to the faculty for the valuable guidance that has helped me become what I am today. I am really proud to be part of the B.Econ family!

### Alumni

**Ms. Thitinan Saiprapakorn, B.Econ 3 Plan and Policy Analyst, Secretariat of the Cabinet, Government House of Thailand**

For me, the most impressive and memorable experience of studying here is that B.Econ gave me the chance to study abroad in Germany with KU scholarship assistance. I'm grateful for all the opportunities I've had here. Moreover, with supportive staff members, amazing professors and classmates, I'm glad to say that my time at B.Econ was an incredible learning experience from start to finish.

### Alumni

**Mr. Tanapol Chanyanit, B.Econ 1 Digital Marketing Officer and Assistant Warehouse Manager (Family Business)**

I believe that the B.Econ program has an effective teaching system. My favorite subjects are Financial Marketing Theory, History Economic Thought and



Marketing Business Economics. Along with the courses taught in English, its focus on consistent learning and development of necessary academic skills was textbook and very detailed--still applicable to today's economic principles.

### Professor

**Asst. Prof. Thanasin Tanompongphandh, Ph.D. Applied Economics and Management (Cornell University) Investment in Global Market for Entrepreneurs (EEBA); Economics of Real Estate (B.Econ)**

With the classroom becoming more like a playground for creativity, I used group projects to challenge student's intellectual capacity to learn and to build their leadership and teamwork skills at the same time.

### Alumni

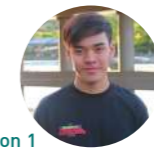
**Mr. Pit Jongpaisan, B.Econ 1 Currently pursuing a Master's Degree in Business Analytics Management at Xi'an Jiaotong Liverpool University, China**

Economics is with us everywhere. It can also be learned anywhere, however B.Econ does not just teach you simply the hard skills required but also the strong foundation that you will not find elsewhere. Whether it was the exchange program that gave me the chance to study in the Netherlands or the cooperative project that I participated in with Japanese exchange students, everything in B.Econ are all openings and opportunities. Students here are well-prepared for their future career.

### Alumni

**Mr. Tanapat Manasampvong, B.Econ 1 Assistant Account Manager, dFusion Company**

The fact that I attended and graduated from B.Econ has gained me great friendships along the way. I acquired the right knowledge from in-class lectures and extracurricular activities as well as advice from experienced professors--all of which has helped me efficiently in my life and career.



## Other information

| Program Requirements                     | EEBA   | B.Econ  |
|--|--|---|
| <b>Prior Education Level</b>             | Highschool graduate (or equivalent diploma/certificate)              | Highschool graduate (or equivalent diploma/certificate) |
| <b>GPA</b>                               | ≥ 2.20   | ≥ 2.25  |
| <b>English Proficiency Test</b>          | Applicants must submit at least one of the following:                | Applicants must submit at least one of the following:   |
| TOEFL (IBT)                              | ≥ 70   | ≥ 62  |
| TOEFL (ITP)                              | ≥ 520  |   |
| IELTS                                    | ≥ 5  | ≥ 5   |
| O-NET                                    | ≥ 76   | ≥ 56  |
| KU-EPT                                   | ≥ 60   | ≥ 60  |
| GAT GENERAL (English)                    | ≥ 75   | ≥ 75  |
| OOPT                                     | ≥ 60   |   |
| CU-TEP                                   |  | ≥ 70  |
| TU_GET                                   |  | ≥ 500   |
| SAT I (Evidence-Based Reading & Writing) |  | ≥ 350   |
| <b>Mathematics Proficiency Test</b>      | Applicants must submit at least one of the following:                | Applicants must submit at least one of the following:   |
| SAT [MATHEMATICS]                        | ≥ 450  | ≥ 530   |
| PAT 1 [MATHEMATICS]                      | ≥ 60   | ≥ 60  |
| O-NET [04 MATH]                          |  | ≥ 40  |
|  | or having a GPA on Mathematics within 5 semesters ≥ 2.50 out of 4.00 |   |

### Note:

- All proficiency exam scores must be dated within two years of the date of application.
- All applicants are required to pass the admission interview, which will be conducted in English.
- Portfolio of activities and talents as well as awards and certificates will be given special consideration.
- Applicants whose family is a business owner/co-owner would also be considered.
- All given requirements will be deliberated in making the final admission decision for each applicant.

1st semester: Aug - Dec , 2nd semester: Jan - May

### Tuition & Fees

Actual tuition, fees and other miscellaneous charges are subject to change by Kasetsart University without prior notice. The amounts given below are estimates based on currently approved amounts. Both programs require new enrollees a one-time payment for entrance fee and insurance fee respectively.



Thai Student

EEBA  
approx.  
**70,000**  
THB per semester

BECON  
approx.  
**60,000**  
THB per semester



Non-thai Student

EEBA  
approx.  
**80,000**  
THB per semester

BECON  
approx.  
**70,000**  
THB per semester

### Admission Period

Applications for KU-TCAS 1st round starts in December. Applicants and current students are required to regularly check the academic calendar regarding important dates and other academic matters. For more information about admission: <https://admission.ku.ac.th>

An economics degree provides a solid foundation for many different professions and jobs.

## CAREER PROSPECTS

The job field for economic degree undergraduates is wide open in areas such as:

Entrepreneurship  
Corporate Management  
Small Business Management  
Logistics  
Banking and Finance Industry

Consulting  
Research Associate  
Non-profit Business  
Professorship  
Graduate School