

SUIC's vision

Thailand's best public
international college
with world class
experiences.



B.B.A.

in Luxury Brand Management (LBM)

Bachelor of Business Administration
International Double Degree Programme between
Silpakorn University International College (Thailand)
and Paris School of Business (France)

SILPAKORN UNIVERSITY INTERNATIONAL COLLEGE (SUIC)

Silpakorn University (SU) was established in 1943 and is considered one of Thailand's top public universities with over 20,000 students spread across 4 different campuses. Silpakorn offers degree programmes at both graduate and undergraduate levels in all major fields of study including: art and design, science, technology, health science, social science, management and music.

In 2003, Silpakorn University International College (SUIC) was founded in order to provide high quality English-driven undergraduate and graduate programmes. Currently SUIC specialises in providing double degree programmes in 'Services', 'Business' and 'Art and Design'.

PARIS SCHOOL OF BUSINESS

Our programme provides specialised courses in business management, marketing and entrepreneurship for the luxury brand industry, along with world class experiences. There are multiple activities from various perspectives to help students explore marketing and luxury brands.



4 – Year Plan

**** SUIC provides an option of Fast track – 3 Year Plan for this programme.**

Year 1	Year 2	Year 3	Year 4
<ul style="list-style-type: none"> International Business Accounting Management Required course Language Science & Mathematics Social Science and Humanities 	<ul style="list-style-type: none"> Business Law Digital Business and Technology Required course Language Social Sciences and Humanities 	<ul style="list-style-type: none"> Internship in Luxury Business and industry Required course Free Elective 	<ul style="list-style-type: none"> Professional Elective course*
<ul style="list-style-type: none"> Marketing Management Economics of Luxury Management Required course Languages Science & Mathematics Social Sciences and Humanities 	<ul style="list-style-type: none"> Business Research and Analysis Human Capital and Talent Management Required course Language Social Sciences and Humanities 	<ul style="list-style-type: none"> Entrepreneurship and Luxury business development Required courses Professional Elective course Free Elective 	<ul style="list-style-type: none"> Professional Elective course*
Credits: 39	Credits: 36	Credits: 35	Credits: 22
132 Credits			

* These subjects are taught, assessed, and evaluated by a faculty member from Paris School of Business.

ACADEMIC EXPENSES (in Thai Baht)

ITEMS	Year 1		Year 2		Year 3		Year 4		GRAND
	Term 1	Term 2	Term 1	Term 2	Term 1	Term 2	Term 1	Term 2	TOTAL
Tuition Fee	90,000	90,000	90,000	90,000	90,000	90,000	90,000	90,000	720,000
University Fee	7,350	4,000	4,350	4,000	4,350	4,000	4,350	4,000	36,400
Total	97,350	94,000	94,350	94,000	94,350	94,000	94,350	94,000	756,400

* SUIC provides PLAN B as a fast track – 3 year plan with reduced tuition fee

* SUIC reserves the rights to change any fees without prior notice

* Students are responsible for any additional money transfer fees to Silpakorn University's bank account.

Bachelor of Business Administration in Luxury Brand Management (LBM)

An International Double Degree Programme in Collaboration
 with Paris School of Business (France)



3 – Year Plan

** SUIC provides an option of Fast track – 3 Year Plan for this programme.

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> International Business Accounting and Financial Management Consumer Behaviour and Experience History and Fundamentals of Luxury Language Science & Mathematics Social Science and Humanities 	<ul style="list-style-type: none"> Business Law & Ethics Digital Business and Technology Luxury Marketing Luxury Studies: Hospitality, Tourism, and Real Estate Language Social Science & Humanities Free Elective 	<ul style="list-style-type: none"> Professional Elective course* Social Science & Humanities
<ul style="list-style-type: none"> Marketing Management Economics of Luxury Management Human Capital and Talent Management Supply Chain and Logistics Management Creativity, Design, and Critical Thinking Luxury Studies: Jewellery and Timepieces Luxury Studies: Cosmetics and Fragrance 	<ul style="list-style-type: none"> Business Research and Analysis Entrepreneurship and Luxury Business Development Negotiation and Personal Development Luxury Studies: Fashion and Haute Couture Professional Luxury Project Professional Elective courses 	<ul style="list-style-type: none"> Professional Elective course* Free Elective
<ul style="list-style-type: none"> Language Science & Mathematics 	<ul style="list-style-type: none"> Internship in Luxury Business and Industry 	
Credits: 50	Credits: 51	Credits: 31
132 Credits		

* These subjects are taught, assessed, and evaluated by a faculty member from Paris School of Business.

PROGRAMME ORGANISATION

In the 1st year, students take general education courses as well as introductory courses in Business Administration. During the 2nd year, students develop further knowledge of business and management in luxury brands which help prepare students for their 3rd year. Students will have an internship course, entrepreneurship, negotiation, personal development, and a professional luxury project, which will strengthen each student both in terms of academic and practical work for the luxury industry. In the final year, students will take advanced specialised professional elective courses at Paris School of Business, which are advanced integration of academic courses in luxury brand management



BENEFITS OF THE PROGRAMME

- International Double Degree curriculum from two of the most experienced and prestigious universities in the field of business in their respective countries
- The programme emphasises developing the latest practical skills and theoretical knowledge for the luxury business.
- Qualified graduates can professionally apply the latest skills in the field of luxury business for both local and overseas markets.
- Cross cultural awareness and professional development for a thought provoking, creative, and successful career

CAREER OPPORTUNITIES

- Supervisor, middle management, and executive management position in the luxury industry
- Entrepreneurs in the luxury industry
- Sales and marketing related positions; marketers, sales and sales management, product and brand management, product and service marketing, public relations
- Lecturers and researchers in the luxury industry.

OBJECTIVES

- 1) To produce graduates who can manage areas of the luxury business globally
- 2) To produce agile graduates who can thrive and change under various business circumstances and dynamic environments.
- 3) To produce graduates who are able to practice professionalism, ethical manners and social responsibility in the luxury industry or luxury-related fields of work
- 4) To produce graduates who are able to work in multicultural environments with an entrepreneurial mindset and receive excellent practice in Thailand or abroad.

ADMISSION REQUIREMENTS

- 1) A high school education level approved by the Ministry of Education or equivalent from an accredited school/ institution, or educational system: GED, NZQA, IGCSE at least 5 subjects + A or AS level 3 subjects with grade result A*-E, IBDP, or PEARSON Level 3 BTEC.
- 2) English proficiency within 2 years of the application: a minimum TOEFL score of 72 IBT or 543 ITP, IELTS score of 5.5, TOEIC score of 785 (Listening and Reading), Oxford Online Placement Test of 61, Cambridge English of 160, CU-TEP score of 70, proof of English proficiency at B2 level of Silpakorn Test of English Proficiency (STEP) or higher, according to The Common European Framework of Reference for Languages (CEFR). This is subject to the latest announcement from Silpakorn University on English proficiency standards.
- 3) Motivational Interview

Programme Learning Outcomes (PLOs)

PL01	Explain theoretical knowledge in business management.
PL02	Apply managerial and entrepreneurship knowledge in the luxury business.
PL03	Analyse effective and creative solutions to operational problems in the luxury industry.
PL04	Analyse strategic communication in multicultural environments.
PL05	Investigate analytical techniques with information technology literacy.
PL06	Demonstrate development of luxury attitudes, lifestyle and characteristics.
PL07	Conduct professionalism, integrity, and ethics in business management.
PL08	Construct good teamwork and negotiation practice in the luxury industry.
PL09	Create sustainable, innovative, and social responsibilities in the luxury industry.
PL010	Integrate luxury brand concepts into the service industry.



Scan to know more
about LBM



CONTACT

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