

Sharing Professional Viewpoints:
Direction of Business Administration Program

Amphai Booranakittipinyo
Rattanakosin International College of Creative Entrepreneurship (RICE)
Rajamangala University of Technology Rattanakosin (RMUTR), Nakhon Pathom, Thailand
Email: amphai.boo@rmutr.ac.th

1. Introduction

As known, the undergraduate program in Business Administration or BBA is one of the popular options to first-year university students for the reason that its discipline in social science related to business practically promises a good job in local and international business. The BBA program typically encompasses other business-related disciplines, such as accounting, finance, marketing, management of various branches, international trade, entrepreneurship and industry, and digital applications. In general, the program is designed to equip learners with both general and specific business concepts, skills and strategies to meet with demands in the job market. As of now, we can see a shift of the BBA program toward creative entrepreneurship and management, as well as integrates creative thinking by combination of various disciplines, such as the BBA program in Biomedical Science and Business Administration at Australian Catholic University (<https://www.bachelorsportal.com>), Music Business and Production Program at University of Kent in the United Kingdom (<https://www.kent.ac.uk>), Business Analytic Program at University of Miami in USA (Business Administrative Program, 2020), to name but a few. We can say that the innovation of business administration program has emerged in response to diverse business contexts.

2. Importance of Business Administration Program

Over the past fifty years, business educators have created and offered the Business Administration Program in many universities worldwide. Overaker (2020) asserted that studying business can develop crucial communication skills, ranging from writing a convincing report, drafting business documents in accounting and budgeting and email messages to presenting a winning pitch to customers, entrepreneurs, investors and project leaders. Beach (2020), Program Chair of the Bachelor of Arts Program in Business Administration for the Forbes School of Business and Technology® at Ashford University, stated that the skills needed in business administration come down to two types: business management and leadership. BBA students will gain critical thinking and leadership skills needed for comparison and contrast of different business environments, financial information analysis for decision-making, planning for strategic business, and other key business-related abilities. Likewise, the Business Administration Program is currently created to teach learners to have a comprehensive understanding of the business world and function effectively in business transaction tasks.

3. RICE Business Administration Program

This section shows an example of the BBA program toward creative entrepreneurship and management, as well as integration of creative thinking into a combination of various disciplines. It is the Bachelor of Business Administration Program in International Creative Industry Entrepreneurship (International Program) operated for almost three years since 2018 by Rattanakosin International College of Creative Entrepreneurship (RICE) of Rajamangala University of Technology Rattanakosin (RMUTR), Thailand. The program has 138 credits with five majors: (1) Accounting and Finance, (2) Asia and International Business, (3) Service Business, (4) MICE and Special Events, and (5) Aviation Management. Students are trained in creative thinking with internship required in the fourth year to apply their knowledge and skills to the real working life. The program commits to development of high qualities and competencies in young talents for their professional and business opportunities as entrepreneurs/ intrapreneurs. The program equips students with the most needed critical qualities--critical and creative thinking, networking, and communication skills. Extensive discussion of the cutting-edge industries and business practices helps enlarge the perspective of young people to vision themselves and their ideas in the new business arena. The business course contents have been updated and modified to ensure that the graduates be equipped with the most progressive business skills and visions. By the end of their second-year study, students choose to explore specific business sectors of their choice and a “true and through” understanding of present and future perspectives of their selected areas. Graduates are expected to enter the workforce confidently both in Thailand and elsewhere.

4. Program Operations

As of now, the currently registered students in the BBA Program in International Creative Industry Entrepreneurship are mainly Chinese. First of all, foreigner students are provided from the first day of their arrival with airport pick-up service, dormitory, student visa application, and other supporting facilities. The Program arranges for an orientation to inform students of the curriculum, academic regulations, followed by a university tour to get access to the central library, working space, computer rooms, and recreation facilities. Regular academic, social and cultural activities and projects are organized and supported to enrich their learning experience in successful entrepreneurship as well as Thai culture and tradition. Moreover, the Chinese coordinator helps with communication in Chinese with students.

From the author’s observation, most Chinese students are well-disciplined, conscientious, polite, rather shy and cooperate well with the program staff according to the given guidance. Only a few of them encountered slight problems in adjusting themselves to academic and social life on campus in the first stage of program attendance and later on managed to overcome those limitations. The Program has provided for students supplementary tutorial sessions in subject contents as well as communication skills as needed, and organized social activities and cultural trips to ease up their adjustment into the new cultural environment. In particular,

the activity *Toast Master Club* is meant to develop leadership and public speaking skills. Students are guided in their project work and assisted with additional review of the course contents before the final presentation or examination as required by individual courses. They are taken on business trips to learn from successful organizations prior to internship and program completion.

5. Reflection

In 2019 the Program had to cope with the pandemic COVID-19, and arranged for online teaching and learning achievement assessment. Students' parents were concerned about hygiene safety and precautions. As a result, online meetings like Microsoft Team, Zoom and VooV have become the main teaching tool to reach students in China, most probably until the pandemic is over in one year's time. It is really a true challenge for the program staff to provide the online teaching option that best suits international students in time of crisis and beyond.

Having been through the BBA program operations for almost three years, the author has noticed that Chinese students' strength lies in business content and digital knowledge, but need more support for development of the 21st century soft skills that deal with interpersonal relations, teamwork, and communication skills and strategies. To the author, diligence and good self-discipline shown by students would certainly be a good potential for their development in critical thinking and creative entrepreneurship and management as the ultimate goal of the BBA Program at Rattanakosin International College of Creative Entrepreneurship.

6. The Author

Amphai Booranakittipinyo, M.B.A., is a lecturer in the Department of Business Administration in International Creative Industry Entrepreneurship, Rattanakosin International College of Creative Entrepreneurship (RICE), Rajamangala University of Technology Rattanakosin (RMUTR), Salaya, Nakhon Pathom, Thailand. Her academic and research interest lies in the areas of Marketing, Management and Creative Entrepreneurship.

7. References

Beach, R. (2020). The Benefits of a BA in Business Administration. Retrieved from <https://www.ashford.edu/online-degrees/business/why-study-business-administration-the-4-benefits>.

Business Administrative Program. (2020). Retrieved from <https://www.studyusa.com/en/schools/p/fl028/university-of-miami>.

<https://www.bachelorsportal.com/studies/285786/biomedical-science-business-administration.html>.

<https://www.kent.ac.uk/courses/undergraduate/2505/music-business-production>.

Overaker, R. (2020). 6 reasons why should study business. Retrieved from <https://www.hult.edu/blog/reasons-to-study-business/>.