



International College
King Mongkut's University of Technology North Bangkok
Program Fact Sheet

Type of Degree : Bachelor of Business Administration

Program : BBA Aviation Business Management and Service in Digital Age (International Program) **Abbreviation:** ABMS

Level : Undergraduate (4 Years), 2 semesters per academic year

Language of instruction : English

Program Description

The Bachelor of Business Administration (BBA) in Aviation Business Management and Service in Digital Age (ABMS) is a dynamic and comprehensive international program designed to equip aspiring professionals with the essential knowledge, skills, and global perspective needed to excel in the rapidly evolving aviation industry. This program goes beyond foundational business principles, offering a specialized curriculum that delves deep into the unique operational, strategic, and service-oriented aspects of aviation industry and related sectors. The program is built upon 3 pillars 1) In-Flight Service Operation, 2) Ground Service Operation, and 3) Air Cargo Operation.

Program Highlights:

- **Holistic Industry Understanding:** Students gain a thorough understanding of airline operations, revenue management, marketing strategies, airport management, in-flight service, ground / airport service, air cargo, aviation law, and safety regulations.
- **International Perspective:** *Taught entirely in English*, the curriculum incorporates global best practices and addresses international aviation standards and trends, preparing graduates for careers in multinational airlines and aviation organizations worldwide.
- **Strong Business Foundation:** The program integrates core business administration courses, ensuring graduates possess robust skills in finance, accounting, economics, management, and marketing, applicable across various business contexts.
- **Service Excellence Focus:** A significant emphasis is placed on developing exceptional service management skills, crucial for delivering superior customer experiences in the competitive aviation industry. Students learn about passenger relations, crisis management, and the art of hospitality.
- **Practical & Industry-Relevant Learning:** The curriculum includes case studies, simulations, guest lectures from industry leaders, and opportunities for internships with airlines, airports, and related aviation businesses. This practical exposure bridges theoretical knowledge with real-world application. Students are required to complete 1 semester of cooperative education (internship) in Aviation or Air Logistics Industry.
- **Career Readiness:** Graduates will be prepared for a diverse range of roles within aviation industry (e.g., cabin crew, ground crew, operations, sales, marketing, customer service, human resources), airports, air cargo companies, aviation consultancies, travel agencies, and other tourism-related enterprises.
- **Networking Opportunities:** The international nature of the program fosters a diverse learning environment, providing students with valuable networking opportunities with peers and professionals from around the globe.

**Ideal Candidate:**

This program is ideal for highly motivated individuals with a keen interest in the aviation industry, a strong aptitude for business and management, excellent communication skills, and an eagerness to embrace a global career path.

Career Opportunities:

- Cabin Crew
- Ground Service
- Air Cargo
- Airline operation management
- Airport Personnel
- Logistics
- Airline marketing
- Tourist Agency
- Business owner

Tuition fee : 60,000 THB per semester (2 semesters per academic year)

Qualification

1. Completed High School level or equivalent
2. Able to communicate in English language (at least CEFR B1)
3. Physically and mentally healthy
4. Good attitude, open-minded, and eager to immerse in global work environment

Admission: TCAS

For more information

Email : inter.application@ic.kmutnb.ac.th

Facebook : International College KMUTNB



Course List

Core Courses

- Principles of Marketing in the Digital Age
- Organizational Management in the Digital Age
- Data Analysis and Decision Making
- Principles of Aviation and Service Economics
- Business Laws and Taxation
- Principles of Aviation Management in the Digital Age
- Principles of Accounting and Finance for Aviation Business

Professional Courses:

- Logistics and Supply Chain Management
- Import and Export Procedure
- Introduction to Aviation Business
- Air Transport and Cargo Management
- Airline Business Strategy and Management
- Ground and In-flight Operations
- Service Psychology and Cross-Cultural Management in the Aviation Industry
- Information System for Aviation Business Management
- Aviation Safety Management Systems
- Airport Management
- Crew Resource Management
- Airfare Management
- In-Flight Service Training
- Ground Service Training
- Dangerous Goods Management
- Aviation Law, Regulations, and Ethics

Professional Elective Course:

- Seminar in Aviation Business and Service Management
- Tourism and Hospitality Experience Management
- Airline Marketing and Branding
- Food and Beverage Service Management
- Immigration, Customs, and Quarantine
- Risk and Crisis Management
- Private and General Aviation Management
- Commercial and Revenue Generation in Airports
- Aviation Security Management
- Special Cargo Handling for Air Transport
- Sustainability in Aviation Industry
- Selected topic in Aviation Business and Service Management

General Education Courses:

- English Study Skills
- Academic Essay Writing
- English for Airline Service I
- English for Airline Service II
- Systematic Creative and Design Thinking
- Innovative Technopreneurs
- Writing for Business Communication
- Business Report Writing and Presentation



- Effective Speech
- Self-Defense
- Thai Cultural Heritage
- Human Relations and Professional Image

Free Elective Courses:

- Creative Communication in Digital Transformation
- Basic Chinese Language for Communication (For Non-Chinese speakers)
- Chinese Language for Aviation Service (For Non-Chinese speakers)
- Basic Thai Language for communication (For non-Thai speakers)
- Thai Language for Aviation Service (For non-Thai speakers)
- Foreign Language for Service