EFMD GLOBAL MEMBER

KRIRK UNIVERSITY 泰国格乐大学

วิทยาลัยบริหารธุรกิจหนานหยางกรุงเทพ
NANYANG BANGKOK BUSINESS SCHOOL
南洋曼谷商学院

NANYANG BANGKOK BUSINESS SCHOOL

Innovating leaders for Asia's sustainable future

Nanyang Bangkok Business School

Nanyang Bangkok Business School (NBBS) was established as a separate school in August 2025. It originated in 2018 as the Business Administration Department within the International College. Since 2022, the International College has been a member of the EFMD globally. This affiliation signals a commitment to international quality standards. NBBS strengthens management education, student services, and research capacity. It aligns with industry demands outlined in prospectuses and respects regional priorities. It seeks to attract international students and support Thailand's role as a regional education hub.

NBBS has developed ethical and globally aware leaders. It prepares graduates for a digital and sustainable economy. The school integrates theory with practice through industrial projects and international collaborations. It emphasizes innovation, responsible decision-making, and social impact. These degree programs focus on leadership, entrepreneurship, and sustainability. Graduates are expected to make significant contributions to Thailand's development and its broader region. The school aims to create measurable value for businesses and society.

Over the next two to three years, the NBBS will focus on three main tasks. First, we will prepare the MBA program for EFMD accreditation to improve program quality and international recognition. Second, we will develop new degree programs, such as the Master of Science in Business & Management, and establish study areas that match current trends, including fintech, business or organizational psychology, sustainable organizational leadership and management, and artificial intelligence and accounting analytics. Third, we will strengthen internationalization by expanding exchange programs and student mobility and by promoting international engagement in teaching, academic work, and research among faculty members. In addition, we will seek membership in the Association of Asia-Pacific Business Schools (AAPBS) to expand international collaborations and enhance the College's influence.

Vision Statement:

Shaping Asia's future in business through innovation, sustainability, and digital leadership.

Mission Statement:

Empowering global business education through innovation and sustainability, fostering digital leadership, and aligning with Thailand's progress.

Degree Programs:

Master of Business Administration (MBA)

The MBA develops graduates with business knowledge, management competence, and decision-making ability. Students are expected to analyze business problems, apply knowledge in practice, lead organizations, and respond to market and technology change. The program also emphasizes ethics, social responsibility, and the integration of knowledge for sustainable business development. Overall, the MBA focuses on management practice, career development, and applied business skills for professionals and future managers.

Doctor of Business Administration (DBA)

The DBA develops senior professionals with advanced business knowledge and the ability to create and apply new knowledge in business practice. Students are expected to conduct analysis, synthesize complex issues, solve business problems, and generate applied research that supports organizational improvement. The program also requires professional ethics and social responsibility. Overall, the DBA focuses on practice-oriented research, advanced management applications, and business consulting or executive development.

Doctor of Philosophy in Business and Management (PhD)

The PhD develops scholars and researchers in business and management. Students are expected to build deep knowledge in the field, conduct independent research, develop new knowledge, and apply research to academic and professional contexts. The program also prepares graduates for roles in teaching, research, management, and public or private sector leadership. Overall, the PhD focuses on theory development, research competence, innovation, and academic contribution in business and management.

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KRIRK SINCE 1950

ฝ่ายการตลาด

สมัครออนไลน์ได้ทุกวัน

065-6546185
065-6546189
4009-939-969

No. 3 Soi Ramindra 1,
Khwaeng Anusawari,
Khet Bang Khen, Krung Thep
Maha Nakhon 10220

E-mail : nbbs@krirk.ac.th