



BBA Thammasat – Building Blocks for Your Future

4 years ago, I was refreshing the internet browser hoping for the coming announcement of a list of successful candidates who would become parts of BBA family. Thinking of the moment I got admitted to BBA Thammasat always makes me smile. During the 4 years of studies, BBA has transformed me from a little kid who wasted most of his time in games to a young financial professional who knows more about his life direction. By writing this, I want to share with you three main things that I have got from BBA: 1) Laying a strong foundation, 2) Pushing your boundary, and 3) Developing your soft skills.

The knowledge today is most likely the derivative of the knowledge yesterday. Because of this, sometimes, it's difficult for one to identify a true foundation of knowledge. Everyone has his or her own definition of "foundation". For business, Foundation is neither accounting, nor finance or even marketing. In my opinion, it's logic. For a concrete example, most of finance students study free cash flow models probably in 3rd or 4th year. Its foundation solely comes from Time Value of Money in your 1st year. Time Value of

Money, in turn, results from such a simple logic as "Why does your money grow in your bank accounts?" As an Analyst in Private Equity industry, Logic is very important because deal structure can be extremely complicated and, sometimes, completely new. Fortunately, BBA has always stressed the linkages between bodies of knowledge. From my perspective, you don't need highly-advanced knowledge to get solutions to real world problems. You just need to correctly identify related foundations underlying such problems.

In working life, it's quite important to always say to yourselves "I can do it". At BBA you will have a chance to read what we, BBA Alumni, usually referred to "Finance Journal." Usually, students in the master or doctoral level will be exposed to this kind of thing. As BBA students, however, you earn the chance to do it and, unfortunately, you simply can't ask for mercy. Regardless of jobs, however, one certain thing that you will benefit from these is the "can-do" attitude. Assigned project can take you a year or two to complete especially for jobs with transactional-based nature such as private equity, investment banking, and management consulting.

Now, it comes to soft skills or what we usually refer to as "people" skill. I usually work in group with my colleagues (bosses) when the private equity deal becomes real. Then, in addition to dealing with people, internally, I have to deal with investors, managers, or financial advisors. Now, I think you can see the importance of soft skills. BBA gives you opportunities to make tons of friends such as extra curriculum activities, BBA sport day, and, most importantly, BBA exchange program. You never know where your friends will bring you but it is worth to have more and more. Trust me.

For all of these, I hope you have learnt something from my experiences and I would like to say "Thank You" to BBA who gave me all of those valuable opportunities and experiences. Now, let us swim. We, BBA alumni, will show you how far we can go. BBA: Be the Best Always!