

# PROGRAM STRUCTURE

**LEVEL** : Graduate  
**SCHOOL** : School of Management  
**PROGRAM** : 605120303 : Master of Business Administration Program in Business Administration Plan B  
**PROGRAM YEAR** : 2560

## PHILOSOPHY

This 2-year MBA programme is designed for graduates who are mainly working in both the government and private sectors. Students can take classes at the weekends and receive training in modern management, including effective techniques to achieve the knowledge of sustainable management needed to meet the standards of the business world and the society. Students have to produce a thesis or independent study on a subject of their personal interests under the guidance of expert faculty members.

## PURPOSE

1. Have knowledge and principles in various management fields and focus on the concepts of organisational management, including modern management techniques to effectively improve organisational processes.
2. Have management skills with the vision to keep up with social, political economic, and technological changes.
3. Have business concepts and leadership skills.
4. Have skills and expertise in analysing problems professionally with analytical skills and systemic decision making.
5. Have knowledge in researching and effective implementation of work .
6. Have virtue and ethics and apply knowledge in practices. Have virtue and ethics and apply knowledge in practices.

### 1 Foundation Course (Non-credit Course) MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
<a href="#"><u>1201711</u></a>	Financial Accounting	0 (3-0-6)
<a href="#"><u>1203703</u></a>	Fundamental and Theory of Management	0 (3-0-6)

### 2 Core Course MINIMUM CREDIT : 15

Course Code	COURSE	CREDIT
<a href="#"><u>1202701</u></a>	Economic Analysis for Global Business Management	3 (3-0-6)

<a href="#"><u>1203707</u></a>	Financial and Accounting Management	3 (3-0-6)
<a href="#"><u>1203721</u></a>	Marketing Management	3 (3-0-6)
<a href="#"><u>1203742</u></a>	Process of Management	3 (3-0-6)
<a href="#"><u>1203856</u></a>	Innovation and Operations Management	3 (3-0-6)

### 3 Required Course MINIMUM CREDIT : 12

Course Code	COURSE	CREDIT
<a href="#"><u>1203702</u></a>	Business Research	3 (3-0-6)
<a href="#"><u>1203752</u></a>	Quantitative Analysis for Management	3 (3-0-6)
<a href="#"><u>1203810</u></a>	Strategic Management in Digital Transformation	3 (3-0-6)
<a href="#"><u>1203839</u></a>	Innovative Entrepreneurship and Business Ventures	3 (3-0-6)
<a href="#"><u>1203857</u></a>	Regional Study	0 (0-3-1)

### 4 Elective Course MINIMUM CREDIT : 12

#### 4.1 MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
<a href="#"><u>1203773</u></a>	Digital Business Models	3 (3-0-6)
<a href="#"><u>1203821</u></a>	Human Resource Management	3 (3-0-6)
<a href="#"><u>1203825</u></a>	Investment Planning	3 (3-0-6)
<a href="#"><u>1203827</u></a>	Integrated Marketing Communication and Brand Management in Digital Age	3 (3-0-6)
<a href="#"><u>1203838</u></a>	Business Negotiation E1: 1203833 Negotiation 3 (3-0-6)	3 (3-0-6)

#### 4.2 MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
<a href="#"><u>1203864</u></a>	International Business and Border Trade Management	3 (3-0-6)
<a href="#"><u>1203865</u></a>	Doing Business in the GMS Emerging Market	3 (3-0-6)
<a href="#"><u>1203866</u></a>	International Logistics and Supply Chain Management	3 (3-0-6)

#### 4.3 MINIMUM CREDIT : -

Course Code	COURSE	CREDIT
<a href="#"><u>1203867</u></a>	Sustainable Social Enterprise	3 (3-0-6)
<a href="#"><u>1203868</u></a>	Special Topics in Business Management	3 (3-0-6)
<a href="#"><u>1205806</u></a>	Risk Management in Tourism Industry	3 (3-0-6)
<a href="#"><u>1205808</u></a>	Creative Tourism	3 (3-0-6)
<a href="#"><u>1205811</u></a>	Hospitality Management	3 (3-0-6)

5 Independent Study MINIMUM CREDIT : 3

Course Code	COURSE	CREDIT
<u>1203807</u>	Independent Study	3 (0-9-3)

**REMARKS**

P : Prerequisite Course

E1 : One-way Equivalent

E2 : Two-way Equivalent

รายวิชา 1006393 Principles of Translation 3(3-0-6) ในกรณีที่นักศึกษาไม่สามารถใช้ภาษาไทยได้ ให้เรียนรายวิชา 1006382 Directed Studies แทน

รายวิชา 1006397 Comparative Study of English and Thai 3(3-0-6) ในกรณีที่นักศึกษาไม่สามารถใช้ภาษาไทยได้ ให้เรียนรายวิชา 1006381 Selected Reading แทน