



**BANGKOK
UNIVERSITY
GRADUATE SCHOOL**

MBA

MASTER OF BUSINESS ADMINISTRATION
2015 ENTRANTS
(ENGLISH PROGRAM)

DEGREE PLAN
FOR GRADUATE STUDENT
(1ST SEMESTER 2015 ENTRANTS)

Curriculum

Master of Business Administration

Year	Course	Course Code	Course Title	Credits	Prereq.
	PRELIMINARY COURSES	PL 101	Introduction to Accounting	-	-
		PL 103	Fundamental Statistics for Business Research	-	-
		SSP	Study Skills Program	-	-
1	CORE COURSES	BA 611	Organizational Behavior Management in Business	3	-
		BA 612	Financial Management	3	-
		BA 613	Financial and Management Accounting	3	-
		BA 614	Marketing Management	3	-
		BA 615	Operations Management	3	-
		BA 716	Information Technology	3	-
		BA 717	International Business	3	-
		BA 718	Applied Research in Business	3	-
2	CORE COURSES	BA 712	Strategic Management and Business Policy	3	-
		BA 713	Managerial Economics	3	-
Total Number of Core Courses				30	

*** Plan A**

Course	Course Code	Course Title	Credits
THESIS	BA 700	Thesis (Students have to register as required of thesis registration)	12
Total			12

*** Plan B**

ELECTIVE COURSES

Students of Plan B must select 4 courses or 12 credits hours, one of which must be BA 715 Independent Study.

Course	Course Code	Course Title	Credits
INDEPENDENT ELECTIVE	BA 715	Independent Study	3
ELECTIVES IN MARKETING	MK 711	Quantitative Technique in Marketing	3
	MK 712	International Marketing Management	3
	MK 713	Advertising Strategy	3
	MK 714	Marketing Cost and Revenue Analysis	3
	MK 715	Marketing Policy and Strategy	3
	MK 716	Promotion Management	3
	MK 717	Consumer Analysis and Market Segmentation	3
	MK 718	Marketing Research	3
	MK 719	Seminar in Marketing Management	3
	MK 721	Marketing Distribution Strategy	3
	MK 722	Internet Marketing	3
	MK 723	Service Marketing	3
	MK 724	New Product Planning and Development	3
	MK 725	Strategic Branding Management	3
	MK 726	Intelligent Marketing Communication	3
	MK 727	Innovative Marketing Project and Activity	3
	MK 728	World Class Marketing for Thai Products and Services	3
	MK 729	Hub Management for Industry Sectors	3

Course	Course Code	Course Title	Credits
ELECTIVES IN FINANCE	FI 721	Advanced Financial Management	3
	FI 722	International Financial Management	3
	FI 723	Agro-Industry Credit	3
	FI 724	Quantitative Analysis in Financial Decision	3
	FI 725	Financial Information System	3
	FI 726	Money and Capital Market	3
	FI 727	Inventory Management	3
	FI 728	Budgeting	3
	FI 731	Investment	3
	FI 732	Project Feasibility Studies	3
	FI 733	Seminar in Financial Management	3
	FI 734	Real Estate Operations	3
	FI 735	Credit and Debt Management	3
	ELECTIVES IN HUMAN RESOURCE MANAGEMENT	HR 731	Individual and Organization
HR 732		Managing Task - Oriented Groups	3
HR 733		Personnel Procurement and Evaluation	3
HR 734		Directed Research in Human Resource Management	3
HR 735		Seminar in Labor Relations	3
HR 736		Seminar in Human Resource Management	3

Course	Course Code	Course Title	Credits
ELECTIVES IN MANAGEMENT	MG 741	Managing Complex Organization	3
	MG 742	Management Information System	3
	MG 743	Seminar in Group Process and Leadership	3
	MG 744	Seminar in Business Management	3
	MG 745	Retail Business Management	3
	MG 746	Supply Chain and Logistics Management	3
	MG 747	Innovation and Organization Development	3
	MG 748	Transnational Organization Management	3
	MG 749	Competitive Strategy in Technology	3
	MG 751	System Analysis and Design	3
	MG 752	Decision Support System	3
	MG 753	Creative Multidisciplinary Project	3
	MG 754	Organizational Relationship Management	3
	MG 755	Corporate Communication Management	3
	MG 756	Quality Standard Management for Organization	3

Remarks:

- Plan A : for MBA, comprising a minimum of 30 credits of both core and elective courses, and a minimum of 12 thesis credits.
- Plan B : for MBA, comprising a minimum of 42 credits of both core and elective courses, no less than 3 credits of which must be completed as an independent study course.

BANGKOK UNIVERSITY
Program of Study
MBA (English Program)
1st Semester 2015 Entrants
Academic Year 2015 (First Year)

Preliminary Course (2015)

Course Code	Course Title	Credits
PL 101	Introduction to Accounting	-
PL 103	Fundamental Statistics for Business Research	-

First Semester (1/2015)

1/2015 Entrants (Sect. 7211)

Course Code	Course Title	Credits
BA 611	Organizational Behavior Management in Business	3
BA 613	Financial and Management Accounting	3
BA 716	Information Technology	3
BA 718	Applied Research in Business	3
	Total	12

Second Semester (2/2015)

1/2015 Entrants (Sect. 7211)

Course Code	Course Title	Credits
BA 612	Financial Management	3
BA 614	Marketing Management	3
BA 615	Operations Management	3
BA 717	International Business	3
	Total	12

Summer Semester (3/2015)

1/2015 Entrants (Sect. 7211)

Course Code	Course Title	Credits
BA 700	Thesis (Plan A)	3 - 12
	2 Elective Courses (Plan B)	6
	Total	Plan A 3 - 12 Plan B 6

BANGKOK UNIVERSITY
 Program of Study
 MBA (English Program)
 1st Semester 2015 Entrants
 Academic Year 2016 (Second Year)

First Semester (1/2016)

1/2015 Entrants (Sect. 7211)

Course Code	Course Title	Credits
BA 712	Strategic Management and Business Policy	3
BA 713	Managerial Economics	3
BA 715	Independent Study (Plan B)	3
	1 Elective Course (Plan B)	3
BA 700	Thesis (Plan A)	1-9
	Total	Plan A 6 + (1-9)
		Plan B 12

*** Note**

For Thesis Program

Core Courses	30	credits
Thesis	12	credits
Total	42	credits

For Non-Thesis Program

Core Courses	30	credits
Elective Courses	9	credits
Independent Study	3	credits
Total	42	credits

***Pass the Comprehensive Examination.**

Thesis (Plan A)

Title of Thesis

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Name of Thesis Advisors

Advisor :

Co advisor :

Thesis (Plan A)

Semester/ Academic Year	Attempt	Total Credits	Date of Thesis Proposal Defense	Date of Thesis Oral Defense
	1	3		
	2			
	Total			

Remark : Students who do not register for thesis credits nor for other courses in a particular semester are required to maintain their status by paying a fee equivalent to that of one credit hour until the completion of thesis.

Name of External Committee :

Date of Submission of Thesis :

(1 copy of thesis, 3 copies of abstract, 1 diskette of the thesis)

Comprehensive Examination (Plan B)

Academic Year	Semester	Comprehensive Examination	Number of Attempts	Result	Remarks
20.....		Comprehensive Exam.			
20.....		Comprehensive Exam.			
20.....		Comprehensive Exam.			

Remark : Students who do not register for Comprehensive Examinations are requested to fill out the leave of absence form and pay a fee of ₺ 1,000 to maintain their student status.