



**BANGKOK
UNIVERSITY**
GRADUATE SCHOOL

**MASTER
IN BUSINESS
INNOVATION
(MBI)**

Degree Plan

For Graduate Student
(1st Semester 2017 Entrants)

MBI
Master in Business Innovation
(International Program)

Curriculum

Year	Course	Course Code	Course Title	Credits	Prereq.
	PRELIMINARY COURSES	PL 108	Business Management	-	-
		PL 109	Business Innovation	-	-
1	CORE COURSES	BI 611	Creativity and Ideation Techniques	3	-
		BI 612	Innovation Project Feasibility	3	-
		BI 613	New Product Development	3	-
		BI 614	Global Market Research	3	-
		BI 621	Strategic Innovation Management	3	-
		BI 622	Innovation Design	3	-
		BI 623	Innovation Research Methodology	3	-
		BI 624	Knowledge-Based Innovation	3	-
	Total Number of Core Courses			30	

*** Plan A**

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

*** Plan B**

ELECTIVE COURSES

Students of Plan B must select 5 courses or 15 credits hours, one of which must be BI 715 Independent Study.

Course	Course Code	Course Title	Credits
INDEPENDENT ELECTIVE	BI 715	Independent Study	3
ELECTIVES COURSES	BI 631	IP Management & Legal Strategies for Innovation	3
	BI 632	Market-Centered Innovation	3
	BI 633	Emerging Technology Trends	3
	BI 634	Global Project Management	3
	BI 635	Knowledge-Based Systems	3

Remarks:

- Plan A : for MBI, comprising a minimum of 27 credits of both core and elective courses, and a minimum of 12 thesis credits.
- Plan B : for MBI, comprising a minimum or 39 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
 MBI (International Program)
 1st Semester 2017 Entrants
 Academic Year 2017 (First Year)

Preliminary Course

(Sect. 7111)

Course Code	Course Title	Credits	Remarks
PL 108	Business Management	-	July 2017
PL 109	Business Innovation	-	July 2017

First Semester (1/2017)

Course Code	Course Title	Credits	Remarks
BI 611	Creativity and Ideation Techniques	3	Aug. – Oct. 2017
BI 614	Global Market Research	3	
BI 612	Innovation Project Feasibility	3	Nov. – Dec. 2017
BI 613	New Product Development	3	
	Total	12	

Second Semester (2/2017)

Course Code	Course Title	Credits	Remarks
BI 622	Innovation Design	3	Jan. – Feb. 2018
	*Team Project (in partnership with the industry)	-	
BI 624	Knowledge-Based Innovation	3	Mar. – May 2018
	Total	6	

Summer Semester (3/2017)

Course Code	Course Title	Credits	Remarks
BI 621	Strategic Innovation Management	3	June – July 2018
BI 623	Innovation Research Methodology	3	
	Total	6	

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Plan A

First Semester (1/2018)

Course Code	Course Title	Credits	Remarks
BI XXX	Elective I	3	Sept. – Dec. 2018
BI 700	Thesis	12	
	Total	15	

Plan B

First Semester (1/2018)

Course Code	Course Title	Credits	Remarks
BI XXX	Elective I	3	Sept. – Oct. 2018
BI XXX	Elective II	3	
BI XXX	Elective III	3	Nov. – Dec. 2018
BI XXX	Elective IV	3	
BI 715	Independent Study	3	Sept. – Dec. 2018
	Total	15	

*** Note**

For Thesis Program (Plan A)

Core Courses	24	credits
Elective Course	3	credits
Thesis	12	credits
Total	39	credits

For Non-Thesis Program (Plan B)

Core Courses	24	credits
Elective Courses	12	credits
Independent Study	3	credits
Total	39	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
		Comprehensive Exam.			
		Comprehensive Exam.			
		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.