



**BANGKOK  
UNIVERSITY**  
GRADUATE SCHOOL

# MBA

Master of Business Administration

(English Program)

Weekend Program: Saturday Class (Group 1 +2)

## Degree Plan

For Graduate Student  
(1<sup>st</sup> Semester 2017 Entrants)

# MBA

## (English Program)

### 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	Organization Leadership and Human Resource Competencies	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 for Business Management	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	-
	<b>Total Number of Core Courses</b>			<b>30</b>	

#### \* Plan A

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

## \* 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

Course	Course Code	Course Title	Credits
ELECTIVES IN MARKETING	MK 712	International Marketing Management	3
	MK 717	Consumer Analysis and Market Segmentation	3
	MK 718	Marketing Research	3
	MK 721	Marketing Distribution Strategy	3
	MK 722	Digital Marketing	3
	MK 723	Service Marketing	3
	MK 724	Creativity and Innovation in New Product Management	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 731	Digital Brand Communication in Marketing	3

### ELECTIVES IN FINANCE

Course	Course Code	Course Title	Credits
ELECTIVES IN FINANCE	FI 722	International Financial Management	3
	FI 725	Financial Information System	3
	FI 726	Money and Capital Market	3
	FI 731	Investment	3
	FI 732	Project Feasibility Studies	3
	FI 734	Real Estate Operations	3
	FI 735	Credit and Debt Management	3
	FI 736	Business Valuation for Decision Making	3
	FI 737	Financial Forecasting and Business Performance	3

**ELECTIVES IN HUMAN RESOURCE MANAGEMENT**

Course	Course Code	Course Title	Credits
ELECTIVES IN HUMAN RESOURCE MANAGEMENT	HR 731	Individual and Organization	3
	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

**ELECTIVES IN MANAGEMENT**

Course	Course Code	Course Title	Credits
ELECTIVES IN MANAGEMENT	MG 741	Managing Complex Organization	3
	MG 742	Management Information System	3
	MG 745	Retail Business Management	3
	MG 746	Logistics and Supply Chain and Management	3
	MG 747	Innovation and Organization Development	3
	MG 748	Transnational Organization Management	3
	MG 749	Competitive Strategy in Technology	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
	MG 757	Seminar in Business Crisis and Risk Management	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 or 42 credits of both core and elective courses, no less than 3 credits of which must be completed as an independent study course.

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 Program of Study  
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 1<sup>st</sup> Semester 2017 Entrants

Plan A: Thesis / Plan B: Independent Study  
 (Group 1 Sect. 7211 / Group 2 Sect. 7212)

**Preliminary Courses**

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

**First Semester (1/2017)**

1/2017 Entrants

Course Code	Course Title	Credits
BA 611	Organization Leadership and Human Resource Competencies	3
BA 613	Financial and Management Accounting	3
BA 716	Information Technology for Business Management	3
BA 718	Applied Research in Business	3
	Total	12

**Second Semester (2/2017)**

1/2017 Entrants

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
BA 715	Independent Study (Plan B)	3
	Total	15

**Summer Semester (3/2017)**

1/2017 Entrants

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

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First Semester (1/2018) 1/2017 Entrants

Course Code	Course Title	Credits
BA 712	Strategic Management and Business Policy	3
BA 713	Managerial Economics	3
	2 Elective Courses (Plan B)	3
BA 700	Thesis (Plan A)	0 - 9
	Total	Plan A 6 + (0 - 9)
		Plan B 9

**\* Note**

**For Thesis Program (Plan A)**

Core Courses	30	credits
Thesis	12	credits
Total	42	credits

**For Non-Thesis Program (Plan B)**

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

*Plan B: Pass comprehensive examination (registration : Feb. 12 – 13, 2019)*

*\*For more details (such as registration or examination exact dates) please check*

*“Comprehensive Examination Schedule” via [admission.bu.ac.th/grad](http://admission.bu.ac.th/grad)*



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		
	Total			

Name of External Committee : .....

Date of Submission of Thesis : .....

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

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 (4,000 baht) until the completion of 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.