



**BANGKOK
UNIVERSITY**
GRADUATE SCHOOL

MBA

Master of Business Administration

(English Program : Saturday Class)

Degree Plan

For Graduate Student
(1st Semester 2018 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 | - |
| | 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

| 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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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 Year

First Semester (1/2018)

1/2018 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 (2/2018)

1/2018 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 (3/2018)

1/2018 Entrants

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

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Second Year

First Semester (1/2019)

1/2018 Entrants

| Course Code | Course Title | Credits |
|-------------|--|---------------------------------------|
| BA 712 | Strategic Management and Business Policy | 3 |
| BA 713 | Managerial Economics | 3 |
| | 2 Elective Courses (Plan B) | 6 |
| BA 700 | Thesis (Plan A) | 0 - 9 |
| | Total | Plan A 6 + (0 - 9) Plan B 12 |

*** 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: February 2020)

**For more details (such as registration or examination exact dates) please check
 "Comprehensive Examination Schedule" via 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.