



**BANGKOK  
UNIVERSITY  
GRADUATE SCHOOL**

**MBI**

MASTER OF MANAGEMENT IN BUSINESS INNOVATION

**2019 ENTRANTS  
(INTERNATIONAL PROGRAM)**

SATURDAY CLASS

**DEGREE PLAN  
FOR GRADUATE STUDENT**

# MBI

## Master of Management 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	-
	<b>Total Number of Core Courses</b>			<b>30</b>	

#### \* Plan A

Course	Course Code	Course Title	Credits
THESIS	BI 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 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)  
 2019 Entrants  
 Academic Year 2019 (First Year)

**Preliminary Course**

**(Sect. 7111)**

Course Code	Course Title	Credits	Remarks
PL 108	Business Management	-	July 2019
PL 109	Business Innovation	-	July 2019

**First Semester (1/2019)**

Course Code	Course Title	Credits	Remarks
BI 611	Creativity and Ideation Techniques	3	Aug. – Oct. 2019
BI 614	Global Market Research	3	
BI 612	Innovation Project Feasibility	3	Nov. – Dec. 2019
BI 613	New Product Development	3	
	Total	12	

**Second Semester (2/2019)**

Course Code	Course Title	Credits	Remarks
BI 622	Innovation Design	3	Jan. – Feb. 2020
	*Team Project (in partnership with the industry)	-	
BI 624	Knowledge-Based Innovation	3	Mar. – May 2020
	Total	6	

**Summer Semester (3/2019)**

Course Code	Course Title	Credits	Remarks
BI 621	Strategic Innovation Management	3	Jun. – Jul. 2020
BI 623	Innovation Research Methodology	3	
	Total	6	

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**Plan A**

First Semester (1/2020)

Course Code	Course Title	Credits	Remarks
BI XXX	Elective I	3	Sept. – Dec. 2020
BI 700	Thesis	12	
	Total	15	

**Plan B**

First Semester (1/2020)

Course Code	Course Title	Credits	Remarks
BI XXX	Elective I	3	Sept. – Oct. 2020
BI XXX	Elective II	3	
BI XXX	Elective III	3	Nov. – Dec. 2020
BI XXX	Elective IV	3	
BI 715	Independent Study	3	Sept. – Dec. 2020
	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.**

Student's Grade

Preliminary Courses	S	U	Exempted	Semester/ Academic Year
PL 108 Business Management				
PL 109 Business Innovation				

Academic year	Semester	Core/Elective Courses	Course Code	Credit	Grade	GPA	CUM GPA
1	2019						
2	2019						
3	2019						
1	2020						

Thesis (Plan A)

Title of Thesis

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Name of Thesis Advisors

Advisor :

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Co advisor :

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## 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.