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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BANGKOK UNIVERSITY
Program of Study
MBA (English Program)
Saturday Class
1ˢᵗ Semester 2018 Entrants

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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

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

Master of Business Administration

Preliminary Courses	S	U	Exempted	Semester/ Academic Year
PL 101 Introduction to Accounting				
PL 103 Fundamental Statistics for Business Research				
SSP Study Skills Program				

Academic Year/ First Year	Semester	Core/Elective Courses	Course Code	Credit	Grade	GPA	CUM GPA
1	2018						
2	2018						
3	2018						

Academic Year/ Second Year	Semester	Core/Elective Courses	Course Code	Credit	Grade	GPA	CUM GPA
1	2019						

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.