



**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	-
		BI 625	Team Project	3	-
	<b>Total Number of Core Courses</b>			<b>27</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 4 courses or 12 credits , 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
	BI 636	Creative Leadership	3
	BI 637	Strategic Foresight	3
	BI 638	Agribusiness of Biotechnology Strategic Management	3

### Remarks:

- Plan A : for MBI, comprising a minimum of 27 credits of core courses, and a minimum of 12 thesis credits.
- Plan B : for MBI, comprising a minimum or 39 credits of both core (27 credits) and elective courses (9 credits), 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.2019 – Jan.2020
BI 614	Global Market Research	3	
BI 613	New Product Development	3	
BI 622	Innovation Design	3	
	Total	12	

**Second Semester (2/2019)**

Course Code	Course Title	Credits	Remarks
BI 612	Innovation Project Feasibility	3	Jan. – June 2020
BI 621	Strategic Innovation Management		
BI 625	Team Project	3	
		3	
	Total	9	

**Summer Semester (3/2019)**

Course Code	Course Title	Credits	Remarks
BI 623	Innovation Research Methodology	3	June – July 2020
BI 624	Knowledge-Based Innovation	3	
	Total	6	

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**Plan A**

**First Semester (1/2020)**

Course Code	Course Title	Credits	Remarks
BI 700	Thesis	6	Aug.2020 – Jan.2021
	Total	6	

**Second Semester (2/2020)**

Course Code	Course Title	Credits	Remarks
BI 700	Thesis	6	Jan. – June 2021
	Total	6	

**Plan B**

**First Semester (1/2020)**

Course Code	Course Title	Credits	Remarks
BI XXX	Elective I	3	Aug.2021 – Jan.2022
BI XXX	Elective II	3	
BI XXX	Elective III	3	
	Total	9	

**Second Semester (2/2020)**

Course Code	Course Title	Credits	Remarks
BI 715	Independent Study	3	Jan. – June 2022
	Total	3	

**\* Note**

**For Thesis Program (Plan A)**

Core Courses	27	credits
Thesis	12	credits
Total	39	credits

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

Core Courses	27	credits
Elective Courses	9	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						
2	2020						

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.