



BANGKOK UNIVERSITY GRADUATE SCHOOL

Updated: May 7, 2022

MBA

MASTER OF BUSINESS ADMINISTRATION (ENGLISH PROGRAM)

**DEGREE PLAN
FOR GRADUATE STUDENT
2022 ENTRANTS
(SATURDAY CLASS)**

MBA
MASTER OF BUSINESS ADMINISTRATION
(ENGLISH PROGRAM)
CURRICULUM

Year	Course	Course Code	Course Title	Credits	Prereq.
	PRELIMINARY COURSES	PL 101	Introduction to Accounting	-	-
		PL 103	Fundamental Statistics for Business Research	-	-
		PL 108	Introduction to Academic Writing	-	-
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		BA 712	Strategic Management and Business Policy	3	-
		BA 713	Managerial Economics	3	-
	รวมจำนวนหน่วยกิตวิชา 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 , one of which must be BA 715 Independent Study (3 credit).

Course	Course Code	Course Title	Credits
INDEPENDENT ELECTIVE	BA 715	Independent Study	3

Course	Course Code	Course Title	Credits
ELECTIVES IN MARKETING	BA 811	Digital Marketing Analytics and Strategy	3
	BA 812	Integrated Marketing Communication	3
	BA 813	Value Creation and Innovative Marketing Project	3
	BA 814	Service Business Marketing and Management	3

Course	Course Code	Course Title	Credits
ELECTIVES IN FINANCE	BA 821	Financial Investment	3
	BA 822	Data Analytics for Finance	3
	BA 823	Business Valuation for Decision Making	3
	BA 824	Forecasting Technique for Business and Finance	3
	BA 825	Real Estate Investment	3

Course	Course Code	Course Title	Credits
ELECTIVES IN HUMAN RESOURCE MANAGEMENT	BA 831	Human Resources Analytics and Insights	3
	BA 832	Digital Platforms for Human Resources Processes and Information Management	3

Course	Course Code	Course Title	Credits
ELECTIVES IN MANAGEMENT	BA 841	Innovation and Organizational Development	3
	BA 842	Intelligent Decision Support Systems	3

Course	Course Code	Course Title	Credits
ELECTIVES IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT	BA 851	Data Analytics in Supply Chain Planning	3
	BA 852	Cost Optimization in Distribution System	3
	BA 853	Retail Supply Chain Operations	3

Course	Course Code	Course Title	Credits
ELECTIVES IN MANAGEMENT FOR SMALL AND MEDIUM ENTERPRISES - SMEs	BA 861	Venture Initiation for Entrepreneurship	3
	BA 862	Strategic Management for SMEs: Business Model and Strategy	3

Course	Course Code	Course Title	Credits
SPECIAL TOPICS	BA 871	Special Topics in Business Administration	3

Remarks:

- Plan A : For MBA, comprising a minimum of 30 credits of core courses, and a minimum of 12 thesis credits.
- Plan B : For MBA, comprising a minimum of 42 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

MBA (English Program)

Saturday Class

2022 Entrants

Plan A: Thesis / Plan B: Independent Study

Preliminary Courses

Section. 7211

Course Code	Course Title	Credits
PL 101	Introduction to Accounting	-
PL 103	Fundamental Statistics for Business Research	-
PLX 108 (PL 108)	Introduction to Academic Writing	-

First Year

First Semester (1/2022: Aug. – Dec., 2022)

Section. 7211

Course Code	Course Title	Credits
EBA 611 (BA 611)	Organization Leadership and Human Resource Competencies	3
TBA 613 (BA 613)	Financial and Management Accounting	3
EBA 615 (BA 615)	Operations Management	3
BA 718	Applied Research in Business	3
	Total	12

Second Semester (2/2022: Jan. – May, 2023)

Section. 7211

Course Code	Course Title	Credits
BA 612	Financial Management	3
BA 614	Marketing Management	3
BA 716	Information Technology for Business Management	3
BA 717	International Business	3
	Total	12

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Summer Semester (3/2022: Jun. – Jul., 2023)

Section. 7211

Course Code	Course Title	Credits
BA 700	Thesis (Plan A)	3
BA 715	Independent Study (Plan B)	3
	1 Elective Course (Plan B)	3
	Total	Plan A 3 Plan B 6

Second Year

First Semester (1/2023: Aug. – Dec., 2023)

Section. 7211

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)	1 - 9
	Total	Plan A 6 + (1 - 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 2024) *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 :

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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 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 to maintain their student status.