



# BANGKOK UNIVERSITY GRADUATE SCHOOL

Updated: May 7, 2022

# MBI

## MASTER OF MANAGEMENT IN BUSINESS INNOVATION (INTERNATIONAL PROGRAM)

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

**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 and 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 of 39 credits of both core (27 credits) and elective courses (12 credits), no less than 3 credits of which must be completed as an independent study course.

BANGKOK UNIVERSITY  
Program of Study  
MBI (International Program)  
2022 Entrants  
Academic Year 2022 (First Year)

**Preliminary Course** **(Sect. 7111)**

Course Code	Course Title	Credits	Remarks
PL 108	Business Management	-	July 2022
PL 109	Business Innovation	-	July 2022

**First Semester 2022 (1/2022)** **(Sect. 7111)**

Course Code	Course Title	Credits	Remarks
BI 611	Creativity and Ideation Techniques	3	Aug.2022 – Jan.2023
BI 614	Global Market Research	3	
BI 613	New Product Development	3	
BI 622	Innovation Design	3	
	Total	12	

**Second Semester 2022 (2/2022)** **(Sect. 7111)**

Course Code	Course Title	Credits	Remarks
BI 621	Strategic Innovation Management	3	Jan. – June 2023
BI 623	Innovation Research Methodology	3	
BI 625	Team Project	3	
	Total	9	

**Summer Semester 2022 (3/2022)** **(Sect. 7111)**

Course Code	Course Title	Credits	Remarks
BI 612	Innovation Project Feasibility	3	June – July 2023
BI 624	Knowledge-Based Innovation	3	
	Total	6	

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**Plan A**

First Semester 2023 (1/2023)

(Sect. 7111)

Course Code	Course Title	Credits	Remarks
BI 700	Thesis	6	Aug.2023 – Jan.2024
	Total	6	

Second Semester 2023 (2/2023)

(Sect. 7111)

Course Code	Course Title	Credits	Remarks
BI 700	Thesis	6	Jan. – June 2024
	Total	6	

**Plan B**

First Semester 2023 (1/2023)

(Sect. 7111)

Course Code	Course Title	Credits	Remarks
BI XXX	Elective I	3	Aug.2023 – Jan.2024
BI XXX	Elective II	3	
BI XXX	Elective III	3	
	Total	9	

Second Semester 2023 (2/2023)

(Sect. 7111)

Course Code	Course Title	Credits	Remarks
BI 715	Independent Study	3	Jan. – June 2024
	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

*Plan B: Pass comprehensive examination (registration: February or July 2024) \*For more details (such as registration or examination exact dates) please check “Comprehensive Examination Schedule” via [admission.bu.ac.th/grad](http://admission.bu.ac.th/grad)*

Student's Grade Record

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	1/2022						
	2/2022						
	3/2022						
2	1/2023						
	2/2023						

**Thesis (Plan A)**

Title of Thesis .....

.....

.....

**Name of Thesis Advisors**

Advisor : .....

Co advisor : .....

Semester/ Academic Year	Attempt	Total Credits	Date of Thesis Proposal Defense	Date of Thesis Oral Defense
	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.