



BANGKOK UNIVERSITY GRADUATE SCHOOL

MBI

Master of Management in Business Innovation

(International Program)

Degree Plan

For Graduate Student

2023 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	-
	Total Number of Core Courses			27	

* Plan A

Course	Course Code	Course Title	Credits
THESIS	BI 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 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.

Program of Study

Preliminary Course

(Sect. 7111)

Course Code	Course Title	Credits	Remarks
PL 108	Business Management	-	July 2023
PL 109	Business Innovation	-	July 2023

First Semester 2023 (1/2023)

(Sect. 7111)

Course Code	Course Title	Credits	Remarks
BI 611	Creativity and Ideation Techniques	3	Aug.2023 – Jan.2024
BI 614	Global Market Research	3	
BI 613	New Product Development	3	
BI 622	Innovation Design	3	
	Total	12	

Second Semester 2023 (2/2023)

(Sect. 7111)

Course Code	Course Title	Credits	Remarks
BI 621	Strategic Innovation Management	3	Jan. – June 2024
BI 623	Innovation Research Methodology	3	
BI 625	Team Project	3	
	Total	9	

Summer Semester 2023 (3/2023)

(Sect. 7111)

Course Code	Course Title	Credits	Remarks
BI 612	Innovation Project Feasibility	3	June – July 2024
BI 624	Knowledge-Based Innovation	3	
	Total	6	

Plan A

First Semester 2024 (1/2024)

(Sect. 7111)

Course Code	Course Title	Credits	Remarks
BI 700	Thesis	6	Aug.2024 – Jan.2025
	Total	6	

Second Semester 2024 (2/2024)

(Sect. 7111)

Course Code	Course Title	Credits	Remarks
BI 700	Thesis	6	Jan. – June 2025
	Total	6	

Plan B

First Semester 2024 (1/2024)

(Sect. 7111)

Course Code	Course Title	Credits	Remarks
BI XXX	Elective I	3	Aug.2024 – Jan.2025
BI XXX	Elective II	3	
BI XXX	Elective III	3	
	Total	9	

Second Semester 2024 (2/2024)

(Sect. 7111)

Course Code	Course Title	Credits	Remarks
BI 715	Independent Study	3	Jan. – June 2025
	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 2025) *For more details (such as registration or examination exact dates) please check “Comprehensive Examination Schedule” via 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	1/2023						
	2/2023						
	3/2023						
2	1/2024						
	2/2024						

Thesis (Plan A)

Title of Thesis

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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.