BANGKOK UNIVERSITY
GRADUATE SCHOOL



MBA

Master of Business Administration (International Program)

DEGREE PLAN
FOR GRADUATE STUDENT
2027 ENTRANTS

MBA

Master of Business Administration (International Program)

Curriculum

Year	Course	Course Code	Course Title	Credits
	Preliminary Courses	PL 101	Introduction to Accounting	-
		PL 103	Fundamental Statistics for Business Research	-
		PL 108	Introduction to Academic Writing	
1	Core Courses	IBA 611	Ethical Leadership and Human Capital in Diverse Teams	3
		IBA 612	Financial Strategy and Financial Technology Innovations	3
		IBA 613	Accounting Analytics for Strategic Alignment	3
		IBA 614	Omnichannel Marketing and Customer Experience Management	3
		IBA 716	Data-Driven Business Analytics and Information Technology Integration	3
		IBA 717	Global Business Dynamics and Geopolitics Strategy	3
		IBA 718	Applied Research Methodologies for Business Innovation	3
		IBA 719	Global Business Strategy and Holistic Evaluation	3
	Total			**24**

*** Plan A**

Course	Course Code	Course Title	Credits
THESIS	IBA 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 credits).

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

Course	Course Code	Course Title	Credits
Electives in Artificial Intelligence and Digital Transformation	IBA 831 IBA 832 IBA 842 IBA 851	People Analytics for Collaborative Team Management Human Resource Information Systems and the Future of Work Artificial Intelligence and Information Technology Enabled Decision Support Systems Data-Driven Supply Chain Strategy and Planning	3 3 3 3

Course	Course Code	Course Title	Credits
Electives in Entrepreneurship and Venture Finance	IBA 814 IBA 823 IBA 861	Service Innovation and Sustainable Business Models Project Evaluation and Corporate Valuation Entrepreneurial Strategies and Practical Venture Solutions	3 3 3

Course	Course Code	Course Title	Credits
Electives in Wealth Management	IBA 821 IBA 822 IBA 824	Sustainable Investment and Wealth Technologies Financial Modeling and Data-Driven Insights Behavioral Finance and Investment Psychology	3 3 3

Course	Course Code	Course Title	Credits
Electives in Real Estate Management and Investment	IBA 825 IBA 826 IBA 872	Real Estate Investment and Asset Management Real Estate Project and Corporate Valuation Special Topics in Real Estate Business	3 3 3

Course	Course Code	Course Title	Credits
Electives in Sustainability and Environmental, Social, and Governance (ESG) Leadership	IBA 841 IBA 843 IBA 852	Corporate Sustainability and Innovation Management Corporate Ethics, Social Responsibility, and Business Law Sustainable Logistics and Circular Supply Chains	3 3 3

Course	Course Code	Course Title	Credits
Electives in Strategic Marketing and Consumer Insights	IBA 811 IBA 812 IBA 853	Digital Analytics and Information Technology Driven Marketing Strategy Strategic Corporate Communication and Immersive Media Holistic E-Commerce Fulfillment and Operations	3 3 3

Course	Course Code	Course Title	Credits
Electives in Experiential Learning and Executive Capstone	IBA 863 IBA 864 IBA 871	Global Learning Experiences in Business Mindset Project-Based Corporate Practicum Special Topics in Business Administration	3 3 3

Remarks:

- Plan A : For MBA, comprising a minimum of 24 credits of core courses, and a minimum of 12 thesis credits.
- Plan B : For MBA, comprising a minimum or 36 credits of both core and elective courses, no less than 3 credits of which must be completed as an independent study course.

● Program of Study

Plan A: Thesis / Plan B: Independent Study

Preliminary Courses **Section 7210**

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

First Semester (1/2027 : Sept. 2027 – Jan. 2028) **Section 7211 / 7212**

Course Code	Course Title	Credits
IBA 611	Ethical Leadership and Human Capital in Diverse Teams	3
IBA 613	Accounting Analytics for Strategic Alignment	3
IBA 716	Data-Driven Business Analytics and Information Technology Integration	3
IBA 718	Applied Research Methodologies for Business Innovation	3
	Total (Plan A & Plan B)	**12**

Second Semester (2/2027 : Feb. – Jul. 2028) **Section 7211 / 7212**

Course Code	Course Title	Credits
IBA 614	Omnichannel Marketing and Customer Experience Management	3
IBA 612	Financial Strategy and Financial Technology Innovations	3
IBA 717	Global Business Dynamics and Geopolitics Strategy	3
IBA 719	Global Business Strategy and Holistic Evaluation	3
	Total (Plan A & Plan B)	**12**

Summer Semester (3/2027 : Jul. – Aug. 2028) **Section 7211 / 7212**

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

First Semester (1/2028 : Sept. 2028 – Jan. 2029) **Section 7211 / 7212**

Course Code	Course Title	Credits
IBA xxx	Elective I	3
IBA xxx	Elective II	3
	2 Elective Courses (Plan B)	6
IBA 700	Thesis (Plan A)	1 - 9
	Total **Plan A**	**6 + (1 - 9)**
	Plan B	**12**

*** Note**

For Thesis Program (Plan A)

Core Courses	24	credits
Thesis	12	credits
Total	36	credits

For Non-Thesis Program (Plan B)

Core Courses	24	credits
Elective Courses	9	credits
Independent Study	3	credits
Total	36	credits

*Plan B: Pass comprehensive examination (registration: February 2029) *For more details (such as registration or examination exact dates) please check "Comprehensive Examination Schedule" via admission.bu.ac.*

Student's Grade Record

Master of Business Administration

Preliminary Courses	S	U	Exempted	Semester/ Academic Year
PL 101 Introduction to Accounting				
PL 103 Fundamental Statistics for Business Research				
PL 108 Introduction to Academic Writing				

Semester	Academic Year	Core/Elective Courses	Course Code	Credit	Grade	GPA	CUM GPA
1	2027						
2	2027						
3	2027						
1	2028						

Thesis (Plan A)

Title of Thesis .....

.....

.....

.....

.....

.....

.....

.....

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 until the completion of thesis.

Comprehensive Examination (Plan B)

Academic Year	Semester	Comprehensive Examination	Number of Attempts	Result	Remarks
		Comprehensive Exams.			
		Comprehensive Exams.			
		Comprehensive Exams.			

Remarks : 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.