BANGKOK UNIVERSITY
GRADUATE SCHOOL



MBA-i

Master of Business Administration in Innovation Management

International Program

DEGREE PLAN

FOR GRADUATE STUDENT
2027 ENTRANTS

MBA-i

Master of Business Administration in Innovation Management

(International Program)

Curriculum

Year	Course	Course Code	Course Title	Credits
1	CORE COURSES	IM 601	Business Innovation Management	3
		IM 611	Knowledge Management	3
		IM 612	Introduction to Research	3
		IM 621	Creativity and Ideation Techniques	3
		IM 622	Design Thinking	3
		IM 631	New Product Development	3
		IM 632	Strategic Foresight and Planning	3
		IM 641	Global Market Research	3
		IM 642	Innovation Project Feasibility	3
		IM 651	Creative Leadership	3
Total Number of Core Courses				**30**

*** Plan A**

Course	Course Code	Course Title	Credits
THESIS	IM 702	Thesis (Students have to register as required of thesis registration)	12
Total			**12**

*** Plan B**

ELECTIVE COURSES

Students of Plan B must select 6 courses or 12 credits, one of which must be IM 701 Independent Study. Students must select the elective courses either in Track I: Innovative Marketing Analytics or in Track II: Entrepreneurial Project Innovation.

Course	Course Code	Course Title	Credits
INDEPENDENT ELECTIVE	IM 701	Independent Study	3
		Track I: Innovative Marketing Analytics	
ELECTIVE COURSES	IM 661	Marketing Analytics Foundations	3
	IM 662	Consumer Behavior Analysis	1.5
	IM 663	Data-Driven Marketing Strategy Development	1.5
	IM 664	Data Visualization	1.5
	IM 652	Selected Topics	1.5
		Track II: Entrepreneurial Project Innovation	
ELECTIVE COURSES	IM 671	Entrepreneurship and New Ventures Foundations	3
	IM 672	Project Management for Entrepreneurs	1.5
	IM 673	Business Model Innovation	1.5
	IM 674	Entrepreneurial Finance	1.5
	IM 652	Selected Topics	1.5

Remarks:

- Plan A: for MBA-i, comprising a minimum of 30 credits of core courses, and a minimum of 12 thesis credits.
- Plan B: for MBA-i, comprising a minimum or 39 credits of both core (30 credits) and elective courses (9 credits). Another 3 credits must be completed as an independent study course.

- **Program of Study**

First Semester 2027 (1/2027) **(Sect. 7111)**

Course Code	Course Title	Credits
IM 601	Business Innovation Management	3
IM 612	Introduction to Research	3
IM 621	Creativity and Ideation Techniques	3
IM 622	Design Thinking	3
Total		**12**

Second Semester 2027 (2/2027) **(Sect. 7111)**

Course Code	Course Title	Credits
IM 611	Knowledge Management	3
IM 631	New Product Development	3
IM 632	Strategic Foresight and Planning	3
IM 651	Creative Leadership	3
Total		**12**

Summer Semester 2027 (3/2027) **(Sect. 7111)**

Course Code	Course Title	Credits
IM 641	Global Market Research	3
Total		**3**

Plan A

First Semester 2028 (1/2028) **(Sect. 7111)**

Course Code	Course Title	Credits
IM 642	Innovation Project Feasibility	3
IM 702	Thesis	6
Total		**9**

Second Semester 2028 (2/2028) **(Sect. 7111)**

Course Code	Course Title	Credits
IM 702	Thesis	6
Total		**6**

Plan B

First Semester 2028 (1/2028) **(Sect. 7111)**

Course Code	Course Title	Credits
IM 642	Innovation Project Feasibility	3
IM XXX	Elective I	3
IM XXX	Elective II	1.5
IM XXX	Elective III	1.5
IM XXX	Elective IV	1.5
IM XXX	Elective V	1.5
Total		**12**

Second Semester 2028 (2/2028) **(Sect. 7111)**

Course Code	Course Title	Credits
IM 701	Independent Study	3
Total		**3**

*** 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 or July 2029) *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

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

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.