

Kasetsart International MBA Program (KIMBA)

Master of Business Administration

(Management Emphasis)

Plan A - Thesis	Plan B – Independent Study
<p>1. A 2-year program with the total credits of at least 36 credits</p> <p>2. Structure of curriculum</p> <p>2.1. Major courses not less than 24 credits - Seminar 2 credits - Compulsory courses 21 credits - Elective courses not less than 1 credits</p> <p>2.2. Thesis not less than 12 credits</p> <p>3. List of courses</p> <p>3.1. Major courses not less than 24 credits - Seminar 2 credits 01140597 Seminar 1,1</p> <p>- Compulsory courses 21 credits</p> <p>01140561 Advanced Managerial Accounting 3(3-0-6) 01140511 Financial Management 3(3-0-6) 01140521 Organization and Management 3(3-0-6) 01140522 Advanced Strategic Management 3(3-0-6) 01140531 Advanced Operations Management 3(3-0-6) 01140541 Advanced Marketing Management 3(3-0-6) 01140591 Research Methods in Business Administration 3(3-0-6)</p> <p>- Elective courses not less than 1 credits</p> <p><u>Finance</u></p> <p>01140512** Investment and Security Analysis 3(3-0-6)</p> <p>01140513** International Finance 3(3-0-6)</p>	<p>1. A 2-year program with the total credits of at least 36 credits</p> <p>2. Structure of curriculum</p> <p>2.1. Major courses not less than 30 credits - Seminar 2 credits - Compulsory courses 21 credits - Elective courses not less than 7 credits</p> <p>2.2. Independent study 6 credits</p> <p>3. List of courses</p> <p>3.1. Major courses not less than 30 credits - Seminar 2 credits 01140597 Seminar 1,1</p> <p>- Compulsory courses 21 credits</p> <p>01140561 Advanced Managerial Accounting 3(3-0-6) 01140511 Financial Management 3(3-0-6) 01140521 Organization and Management 3(3-0-6) 01140522 Advanced Strategic Management 3(3-0-6) 01140531 Advanced Operations Management 3(3-0-6) 01140541 Advanced Marketing Management 3(3-0-6) 01140591 Research Methods in Business Administration 3(3-0-6)</p> <p>- Elective courses not less than 1 credits</p> <p><u>Finance</u></p> <p>01140512** Investment and Security Analysis 3(3-0-6)</p> <p>01140513** International Finance 3(3-0-6)</p>

01140514** Risk Management 3(3-0-6)	01140514** Risk Management 3(3-0-6)
01140515** Contemporary Finance 3(3-0-6)	01140515** Contemporary Finance 3(3-0-6)
01140598 Special Problems 1-3	01140598 Special Problems 1-3
<u>Management</u>	<u>Management</u>
01140523** Managing Change in Organizations 3(3-0-6)	01140523** Managing Change in Organizations 3(3-0-6)
01140524** Organization Theorie 3(3-0-6)	01140524** Organization Theorie 3(3-0-6)
01140525** Legal and Social Environment of Business 3(3-0-6)	01140525** Legal and Social Environment of Business 3(3-0-6)
01140526** Business Management of National Security 3(3-0-6)	01140526** Business Management of National Security 3(3-0-6)
01140527** Ethics in Management 3(3-0-6)	01140527** Ethics in Management 3(3-0-6)
01140528** Small Business Entrepreneur 3(3-0-6)	01140528** Small Business Entrepreneur 3(3-0-6)
01140571** Management of Human Resource 3(3-0-6)	01140571** Management of Human Resource 3(3-0-6)
01140572** Management of Industrial Relations 3(3-0-6)	01140572** Management of Industrial Relations 3(3-0-6)
01140573** Advanced Organization Communication 3(3-0-6)	01140573** Advanced Organization Communication 3(3-0-6)
01140574** Human Behavior in Organization 3(3-0-6)	01140574** Human Behavior in Organization 3(3-0-6)
01140575** Managerial Negotiation 3(3-0-6)	01140575** Managerial Negotiation 3(3-0-6)
01140576** Strategic Leadership 3(3-0-6)	01140576** Strategic Leadership 3(3-0-6)
01140577** Business Information Systems 3(3-0-6)	01140577** Business Information Systems 3(3-0-6)
01140581** Management of Multi-National Business 3(3-0-6)	01140581** Management of Multi-National Business 3(3-0-6)
01140582** European Business 3(3-0-6)	01140582** European Business 3(3-0-6)

01140583** Managing Across-Cultures 3(3-0-6)	01140583** Managing Across-Cultures 3(3-0-6)
01140584** Business Context in ASEAN Countries 3(3-0-6)	01140584** Business Context in ASEAN Countries 3(3-0-6)
01140585** Business and Management Practices in ASEAN Countries 3(3-0-6)	01140585** Business and Management Practices in ASEAN Countries 3(3-0-6)
01140586** Current Business Issues in ASEAN Countries 3(3-0-6)	01140586** Current Business Issues in ASEAN Countries 3(3-0-6)
01140598 Special Problems 1-3	01140598 Special Problems 1-3
<u>Management and Production Technology</u>	<u>Management and Production Technology</u>
01140532** Quality Control and Management 3(3-0-6)	01140532** Quality Control and Management 3(3-0-6)
01140533** Materials and Supply Chain Management 3(3-0-6)	01140533** Materials and Supply Chain Management 3(3-0-6)
01140534** Project Management 3(3-0-6)	01140534** Project Management 3(3-0-6)
01140535** Hospitality Management 3(3-0-6)	01140535** Hospitality Management 3(3-0-6)
01140536** Hospitality Strategy 3(3-0-6)	01140536** Hospitality Strategy 3(3-0-6)
01140537** Technology Management 3(3-0-6)	01140537** Technology Management 3(3-0-6)
01140538** Innovation Management in High-Technology Organization 3(3-0-6)	01140538** Innovation Management in High-Technology Organization 3(3-0-6)
01140598 Special Problems 1-3	01140598 Special Problems 1-3
<u>Marketing</u>	<u>Marketing</u>
01140542** Consumer and Business Market Analysis Strategy 3(3-0-6)	01140542** Consumer and Business Market Analysis Strategy 3(3-0-6)
01140543** Digital Age Strategy Marketing Management 3(3-0-6)	01140543** Digital Age Strategy Marketing Management 3(3-0-6)
01140544** Global Marketing Strategy 3(3-0-6)	01140544** Global Marketing Strategy 3(3-0-6)
01140545** Marketing Problems and Decision Marketing Strategy 3(3-0-6)	01140545** Marketing Problems and Decision Marketing Strategy 3(3-0-6)

01140546** Service Marketing Management 3(3-0-6)	01140546** Service Marketing Management 3(3-0-6)
01140547** Strategic Brand Management 3(3-0-6)	01140547** Strategic Brand Management 3(3-0-6)
01140548** Marketing Channel Management 3(3-0-6)	01140548** Marketing Channel Management 3(3-0-6)
01140549** Logistics Management 3(3-0-6)	01140549** Logistics Management 3(3-0-6)
01140551** Integrated Advertising and Sales Promotion Strategy 3(3-0-6)	01140551** Integrated Advertising and Sales Promotion Strategy 3(3-0-6)
01140598 Special Problems 1-3	01140598 Special Problems 1-3
3.2. Thesis not less than 12 credits 01140599 Thesis 1-12	3.2. Independent study 6 credits 01140595 Independent Study 3,3
*** Register courses not counting credits :	*** Register courses not counting credits :
01110501 Advanced Managerial Economics 3(3-0-6)	01110501 Advanced Managerial Economics 3(3-0-6)
01140501 Quantitative Analysis in Business 3(3-0-6)	01140501 Quantitative Analysis in Business 3(3-0-6)

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Course Description

01130521 Advanced Managerial Accounting 3(3-0-6) Development of cost system data, accumulate cost flow for product costing; analysis and interpretation of cost system data, the importance of accounting information for planning and control ; emphasis made on management decision making using accounting information.

01131531 Financial Management 3(3-0-6) Analysis of financial problems by using principles of financial management. Analysis of Cost-Volume-Profit under risk, measure of value of debt and equity under different situations. Using linear program in cash management, working capital management. Long-term financing, capital budgeting and evaluating rate of return from investment. Using case study in financial decision making practices.

01132511 Organization and Management 3(3-0-6)

Concepts of organization and management. Organizational environment. Manager's roles and managerial functions. Planning, organizing to establish an appropriate organizational structure, leadership and controlling. Ethics and corporate social responsibility. Trends of organization and management in the future.

01132512 Performance Measurement 3(3-0-6) Criteria and methods for goal setting in each organizational level. Managing methods for creating performance to achieve goals. Performance improvement. Setting key performance indicators. Performance measurement and evaluation in organizations.

01132513 Managing Change in Organizations 3(3-0-6)

Concepts of managing change in organization, the evolution of management theory reflecting the change perspective in organization, the significance of strategy and organization change, concept and framework change management, role and leadership in change management.

01132514 Administrative Theory and Practices 3(3-0-6) Concepts and principles of administration theory and practice. Analysis of case study in business. Emphasis made on manager's problems including planning, controlling and how to efficiently solve the problem.

01132515 Legal and Social Environment of Business 3(3-0-6) Introduction of law. Courts and litigation. Alternative dispute resolution system. Torts and product liability. Employment law, employment discrimination. Environmental law and international law.

01132516 Business Management of National Security 3(3-0-6) National security and strategy; the relationship between national security, national strategy, and business management; national strategy process under the changing of internal and external environment of the country; case studies. Field trips required.

01132517 Ethics in Management 3(3-0-6) Professional standards and practices commonly acceptable. Learning to identify right and wrong concepts in each society in order to be prepared to be an efficient executive of both private and public sectors. Emphasizing social responsibility especially to environment, customers, personnel, and investors. Case study, discussion, and project presentation.

01132518 Small Business Entrepreneur 3(3-0-6) Concepts of entrepreneurship and entrepreneur. Seeking opportunities. Ways to new venture opportunities. Business plan. Guerrilla marketing. Managing human resources. Operations and quality management. Evaluating performance. Managing growth.

01132519 Advanced Strategic Management 3(3-0-6) Concepts related to strategic management. Strategic management process which includes internal and external environment analysis, strategy formulation at different levels, strategy implementation, and strategic control. Strategic leadership, ethics and social responsibility in strategic management process. Current issues and trends in strategic management. Case studies.

01132521 Management of Human Resource 3(3-0-6)

The significance technical process of managing human resource, manpower planning, recruitment of employees, standard of determination in selection, recruitment and personnel training, process of personal training, method of management development, process of performance appraisal, personnel evaluation and research, industrial relation, and motivation and personnel development.

01132522 Personal Staffing and Evaluation 3(3-0-6) Significance composition of manpower planning and recruitment of employees, criterion determination for personnel selection and recruitment, collecting biography of employees data, performance appraisal, turnover, absence of employees. Method for measurement efficiency personnel productivity, and process of performance appraisal.

01132523 Management of Industrial Relations 3(3-0-6)

Knowledge related to industrial relations in a business organization, government, and labor union. Relationships between employers, employees, and labor union. Negotiation, collective bargaining, labor dispute resolutions. Development of knowledge and understanding for managers in regards of the importance of industrial relations.

01132524 Advanced Organization Communication 3(3-0-6)

Importance and characteristics of advanced organization communication focusing on technique of effective communication in organizations. Applying communication skills for meeting, seminar, interview, solving conflict and selecting appropriate channels and technology.

01132525 Human Behavior in Organization 3(3-0-

6) Conceptual behavioural science. Organization and control's influence on manager and staff behavior. Causes of conflict and strategies for managing organizational conflict. The Process of organizational conflict. The process of organizational change and staff development.

01132526 Managerial Negotiation 3(3-0-6) Concepts and theories related to negotiation. Strengthening and developing negotiating skills, including initiative and persuasion skills, in order to enhance managerial efficiency. Practice by using role play, personality training, and case study.

01132527 Strategic Compensation System Management 3(3-0-6)

Compensation theory and practice. Technical skills needed to design and manage a compensation system in an organization. Design and develop a strategic compensation system that supports the drive of organization's strategies and aligns organization strategies with human resource strategies, performance management system, competency development, and career development.

01132531 Business Information Systems 3(3-0-6) Types of data and information.

Information system infrastructure. System analysis.

Information system management and application for business processing and decision making. Related security and ethical issues.

01132532 Techniques of Business Forecasting 3(3-0-6)

The method of forecasting business by quantitative, justification, survey techniques.

The analysis of regression and changing pattern, the analysis of time series, methods of collecting data in the economic system and forecasting methods in the form of probability.

01132533 Management Simulation 3(3-0-6)

The application of complex business simulation. The simulated business setting to compete in the same industry and data simulation by computer machine.

01132534 Advanced Statistics for Business 3(3-0-6)

The application of statistical methods in business problems. The frequency distribution, correlation, regression, the analysis of time series, index and probability.

01132535 Quantitative Analysis in Business 3(3-0-

6) Planning, analyzing, techniques for decision making in business. Different quantitative methods applied in business.

01132541 Management of Multi-National Business 3(3-0-

6) International business economic and social environment, characteristic and organization structure. General policy and planning formulation. Operations management, marketing, personnel, finance and planning and control information system.

01132542 European Business 3(3-0-6)

European Union. Business environment in European Union. Characteristics and structure of European Union: economic, social, political, and institutional. Impacts of European Union on international business.

01132543 Managing Across-Cultures 3(3-0-6)

Influence of national culture on management process, culture analysis, concepts and practices of managing in different cultures, strategy formulation, human resource management, communication, team management, negotiation, ethics and social responsibility, manager role and leadership in cross-cultural management, business culture, and business practices in different culture.

01132544 Business Context in ASEAN Countries 3(3-0-6) Development, trend, and roles of ASEAN in relation to business operations in the region. Historical background and business environment of Southeast Asian

countries in terms of economic, social, cultural, and political aspects. The relationship of ASEAN and other nations.

01132545 Business and Management Practices in ASEAN Countries 3(3-0-6) Business system and practices in ASEAN countries in various aspects including operations, marketing, and finance. Management concepts and practices including general management, human resource management, leadership, and business strategy. Case study.

01132546 Current Business Issues in ASEAN Countries 3(3-0-

6) Current issues and problems in business operations and management of ASEAN countries. ASEAN's current policies and practices and its impact on business operations in the region.

01133511 Advanced Operations Management 3(3-0-6) Operations process, planning and controlling, location selection, facilities, layout, work study, standardization, wages setting, quality control, procurement and controlling to raw material, case study.

01134511 Advanced Marketing Management 3(3-0-6)

Marketing to the new economy. Marketing information system. Customer value and satisfaction. Marketing management process. Analysis marketing opportunities, consumer and business markets. Identifying market segments and targets. Creating brand equity and positioning. Marketing mix strategy. Creating sustainable marketing success.

01140591 Research Methods in Business Administration 3(3-0-6)

Research principles and methods in business administration, problem analysis for research topic identification, data collecting for research planning, identification of samples and techniques. Research analysis, result explanation and discussion, report writing, presentation and preparation for journal publication.

01140595 Independent Study 3

Independent study on interesting topic at the master's degree level, compile into a report and present in the final oral examination.

01140597 Seminar 1

Presentation and discussion on current interesting topics in business administration at the master's degree level.

01140598 Special Problems 1-3

Study and research in business administration at the master's degree level and compile into a written report.

01140599 Thesis 1-12

Research at the master's degree level and compile into a thesis.
