

Siam University

Bangkok, Thailand



Wisdom
for the Future

Wisdom for the Future





This brochure is intended to help prospective students and visitors get acquainted with SIAM by presenting essential information about the institution, its faculties and facilities.

SIAM was founded on the core belief that liberal education is key to the progress of society and civilization. For centuries, higher education institutions have played a fundamental role in initiating new thoughts and causing fascinating discoveries.

We strive to provide forward-thinking and outward-thinking students with the means to build a solid foundation for their future while enjoying a complete learning and social experience.

Teaching methods, such as problem-based, learning, case studies and cooperative education, are designed to encourage students to express their creativity and develop their intellectual potential as well as better prepare for the future career.

In 1995 the International College was established with the objective to give both Thai and international students the means to prepare themselves for a career in an increasingly multi-cultural society. It provides a truly international learning environment and activities in the setting of new and dynamic ASEAN Economic Community.

Find out through these pages which program may fit for your plans and requirements.

We hope that the information here presented will be beneficial to prospect students, visitors and anyone who wish to know more about SIAM.

Pornchai Mongkhonvanit
President

มหาวิทยาลัยสยาม พิธีบরণไฟปริญญาบัตร ๒๕๕๗ SIAM UNIVERSITY COMMENCEMENT EXERCISES 2014

SiamU Commencement Ceremony

Brief Information

Siam University is one of Thailand's leading comprehensive private universities focusing on Employability, diversity and sustainability as the three main pillars.

Located in South-West Bangkok, the 21-building campus features first-class academic and social facilities designed to cater for the specific needs of student life.

The university comprises of 13 schools and colleges which offer a broad variety of undergraduate, graduate and lifelong education programs.

Since the inception, Siam University has produced over 80,000 graduates with truly, diversified student body internationalized and fully accredited institution of higher education, its graduates enjoy the same privileges accorded to state university graduates.

Its academic collaboration over 100 leading universities and institutions worldwide creates unique possibilities for students who wish to transfer from or to Siam University, or who wish to undertake research projects and graduate studies abroad.



List of Academic Programs	6
Academic Collaboration	8
Why SIAM ?	10
SIAM Ambassadors	14
Undergraduate Programs	16
Post-Graduate Programs	22
Executive Education	25
Student Life	26
Student Support	28
Accommodation	29
Faculty	30
The Campus	32
The Institution	34
Calendar of Events	36
Admissions	37
Application for Enrollment	38

College & Schools

SCHOOLS	PROGRAMS	MEDIUM	YEARS	ADMISSION
International College	Bachelor of Business Administration in International Business	English.	4	May./Aug.
	Bachelor of Business Administration in Hotel & Tourism/Service Industry Management	English	4	May./Aug.
International Graduate Schools	International Master of Business Administration	English	2	May./Aug.
	Master of Arts in Peace Studies and Diplomacy (MAPD)	English	2	May./Aug.
	Doctor of Philosophy in Information Technology	English	3	May./Aug.
Business Administration	Bachelor of Accounting	Thai	4	May./Aug.
	Bachelor of Business Administration in Finance & Banking	Thai	4	May./Aug.
	Bachelor of Business Administration in Marketing	Thai	4	May./Aug.
	Bachelor of Business Administration in General Management	Thai	4	May./Aug.
	Bachelor of Business Administration in International Business Management	Thai	4	May./Aug.
	Bachelor of Business Administration in General Management	Thai	4	May./Aug.
Communication Arts	Bachelor of Arts (Communication Arts) in Advertisement	Thai	4	May./Aug.
	Bachelor of Arts (Communication Arts) in Journalism	Thai	4	May./Aug.
	Bachelor of Arts (Communication Arts) in Public Relations	Thai	4	May./Aug.
	Bachelor of Arts (Communication Arts) in Digital Media	Thai	4	May./Aug.
	Bachelor of Arts (Communication Arts) in Radio-Television-Cinema	Thai	4	May./Aug.
	Bachelor of Arts (Communication Arts) in Performing Arts Communication	Thai	4	May./Aug.
College of Performing Arts	Bachelor of Fine and Applied Arts in Music	Thai	4	May./Aug.
	Bachelor of Fine and Applied Arts in Performing Arts	Thai	4	May./Aug.
Engineering	Bachelor of Engineering in Automotive Engineering	Thai	4	May./Aug.
	Bachelor of Engineering in Civil Engineering	Thai	4	May./Aug.
	Bachelor of Engineering in Computer Engineering	Thai	4	May./Aug.
	Bachelor of Engineering in Electrical Engineering	Thai	4	May./Aug.
	Bachelor of Engineering in Mechanical Engineering	Thai	4	May./Aug.
	Bachelor of Engineering in Industrial Engineering	Thai	4	May./Aug.
	Bachelor of Industrial Technology in Automotive Engineering	Thai	2	May./Aug.

and their Academic Programs

SCHOOLS	PROGRAMS	MEDIUM	YEARS	ADMISSION
	Bachelor of Industrial Technology in Electrical Engineering	Thai	2	May./Aug.
	Bachelor of Industrial Technology in Mechanical Engineering	Thai	2	May./Aug.
	Bachelor of Industrial Technology in Printing Engineering	Thai	2	May./Aug.
Law	Bachelor of Laws	Thai	4	May./Aug.
Liberal Arts	Bachelor of Arts in Hotel Studies	Thai	2/4	May./Aug.
	Bachelor of Arts in Tourism Studies	Thai	2/4	May./Aug.
	Bachelor of Arts in English Business Communication	Thai	4	May./Aug.
	Bachelor of Arts in Japanese for Communication	Thai	4	May./Aug.
Nursing	Bachelor of Nursing Science	Thai	4	Jan.
Pharmacy	Doctor of Pharmacy in Pharmaceutical care	Thai	6	Jan.
Medicine	Doctor of Medicine (M.D.)	Thai	6	Jan.
Science	Bachelor of Science (B.Sc.) in Computer Science	Thai	4	May./Aug.
	Bachelor of Science (B.Sc.) in Food Technology	Thai	4	May./Aug.
Information Technology	Bachelor of Science (B.Sc.) in Information Technology	Thai	4	May./Aug.
	Bachelor of Science (B.Sc.) in Animation and Creative Media	Thai	4	May./Aug.
	Bachelor of Business Administration in Computer Business	Thai	4	May./Aug.
Graduate Schools	Master of Arts in Communication Arts	Thai	2	May./Aug.
	Master of Business Administration	Engl./ Thai/ Chinese	2	May./Aug.
	Master of Education in Educational Administration and Leadership	Thai	2	May./Aug.
	Master of Engineering in Engineering Management	Thai	2	May./Aug.
	Master of Public Administration	Thai	2	May./Aug.
	Master of Science in Information Technology	Thai	2	May./Aug.
	Doctor of Business Administration in Marketing	Engl./Thai	3	May./Aug.
	Doctor of Philosophy in Management	Engl./Thai	3	May./Aug.
	Doctor of Philosophy in Leadership and Innovation in Educational Administration	Thai / English	3	May./Aug.

Worldwide

Academic Collaboration Network



EAST ASIA

- Hainan University, P.R. China
- Beijing Union University, P.R. China
- Beijing Foreign Studies University, P.R. China
- China Three Gorges University, P.R. China
- Ningbo University, P.R. China
- National university of Kaohsiung, Taiwan
- Build bright university, Cambodia
- Chengdu university of information technology, P.R. China
- Guizhou University, P.R. China
- Zhejiang Gongshang University, P.R. China
- Guangdong University of Foreign Studies, Guangzhou, P.R. China

- Macau University of Science and Technology, P.R. China
- University of Macau, P. R. China
- Guangxi University of Finance and Economics, P. R. China
- Zhejiang Gongshang University, P. R. China
- Guizhou University, P. R. China
- Henan University, P. R. China
- Luoyang Normal University, P. R. China
- Guangdong University of Foreign Studies, Guangzhou, China
- Ritsumeikan University, Japan
- Tokai University, Japan
- Iwate University, Japan
- Pukyong National University, Busan, Korea
- Kyung Hee University, P. R. of Korea
- Ewha Womens University, P.R. of Korea
- I-Shou University, Taiwan
- Orkhon University, Mongolia
- Dongseo University, P.R. of Korea

EUROPE

- IMC University of Applied Sciences, Krems, Austria
- Aalborg University, Denmark
- Oulu Business School, Finland
- Haaga-Helia Institute of Applied Sciences, Finland
- Helsinki Metropolia University of Applied Sciences, Finland
- University of West, Sweden
- Budapest University of Technology and Economics, Hungary
- Technical University "GH. ASACHI" of Iasi, Romania
- Danubius University, Romania
- Far Eastern National University, Russia
- North Ossetian K.L. Khetagurov State University, Russia
- University of Applied Science, Bern, Switzerland
- Liverpool John Moores University, U.K.
- Mykolas Romeris University, Lithuania
- University of Graz, Austria

The academic collaboration with 85 leading universities and institutions worldwide creates unique possibilities for students who wish to transfer both way, or undertake research projects and graduate studies abroad.

U.S.A.

- University of Pittsburgh, U.S.A.
- Oklahoma State University, U.S.A.
- University of Houston System, U.S.A.
- Eastern Kentucky University, U.S.A.
- Ball State University at Muncie, U.S.A.
- University of Wisconsin at Madison, U.S.A.
- Edgewood College at Madison, U.S.A.
- Tennessee State University, U.S.A.
- Purdue University, U.S.A.
- University of South Florida, U.S.A.
- University of Illinois, U.S.A.
- Forts Hay University, U.S.A.

LATIN AMERICA

- Univap-Universidade do Vale do Paraiba of Sao Jose dos Campos, Sao Paulo, Brazil
- Universidad Autonoma De Guadalajara, Jalisco, Mexico
- Universidad de Vina del Mar, Chile
- Universidad Tecnica Federico Santa Maria, Chile

ASIA & THE PACIFIC

- Macquarie University, Australia
- University of Newcastle, Australia
- Edith Cowan University, Australia
- The Australian National University, Australia
- Far Eastern University, Philippines
- University of Santo Thomas, Philippines
- Asian Institute of Management, Philippines
- Angeles University, Philippines
- Our Lady of Fatima University, Philippines
- Norton University, Cambodia
- Build Bright University, Cambodia
- Duy Tan University, Vietnam
- Ho Chi Minh University of Management, Vietnam



- Ho Chi Minh University of Transport, Vietnam
- University of Information Technology & Sciences, Dhaka, Bangladesh
- Daffodil International University, Bangladesh
- Taylor's University, Malaysia
- Universiti Malaysia Kelantan, Malaysia
- University of Malaysia Perlis (UNIMAP), Malaysia
- Asia e-University, Malaysia
- University of Surabaya (Ubaya), Indonesia
- Narotama University Surabaya, Indonesia
- Punjabi University, India
- Thammasat University, Thailand
- National Institute of Development Administration, Thailand

Make a

Strategic Choice



1 Unique Destination

Spice up your student life by studying in the Land of Smile and AEC Gateway for a semester or for an entire degree! Develop borderless networks of friends and collect unforgettable memories from an exotic place! International students at SiamUniversity have plenty of opportunities to experience the unique culture of Thailand and its Southeast-Asian neighboring countries, which is reflected in every aspects of life including education and business. Many business administration students have chosen to come to Thailand to take advantage of the unique internship opportunities available in some of the finest hotels and airlines of the world.



2 Up-to-date Curricula

SIAM offers international students with a complete cycle of studies in business administration management, information Technology and related fields from undergraduate to postgraduate levels, thus answering the ever-increasing needs for competent human resources and leaders in today's global market.

Our faculty includes a number of business gurus, practitioners and scholars. Based on American model of business education, our curriculum has been designed to reflect the dynamism of today's business world. In addition case studies, areas and cultural studies and activities are offered to perfect your learning experience.

3 High Expectations!

Undertaking university studies means that you have high expectation for your future. SIAM is here to help you in laying solid foundation for your future and help you make the transition to your career life. It has a track record of award-winning students and successful alumni. For many students, studying at SIAM has proved to be a truly rewarding experience.

Some students land the job they always dreamed about, others are

Nine reasons: why students have chosen to study at SIAM ?



accepted in world-class universities to further their studies. They leave SU with a lifelong network of international friends. Read about their experience in the SU Ambassadors section (p. 12).

4 Research & Innovation

SIAM believes that creativity and free expression of one's talents are key to achieving excellence. Our faculty members provide tools and resources to assist students in making broad use of their inquisitive potential. Instructors make use of term projects, such as the creation of business plan, analyzing case studies and other problem-based learning methods.

These efforts are regularly rewarded with concrete achievements: a number of research articles are published in international refereed journals; some students win awards and even get their inventions patented; and some are awarded scholarship and grants.

5 Dynamic Life-Style

Various activities are organized throughout the year such as cheer leader and sport contests, an inter-cultural day, Chinese Spring Festival,

Songkran-water Festival, Loy Krathong, Christmas and New Year.

6 Affordable

Studying at SIAM is financially attractive as tuition fees are very competitive and the cost of living in Thailand is more affordable than most other destinations of comparable living standards. That is good value for money, which makes this a worthwhile learning experience. Many students choose to do part of their studies here before moving on to continue their graduate studies in leading institutions of the U.S. and Europe.

7 International Exposure

Study at SIAM if you are looking for a truly international experience. Located at the cross-road of Asia, Bangkok is a truly cosmopolitan city where cultures mingle in a colorful global community. Numerous international organizations such as the United Nations and UNESCO have their offices in the city.

The university enjoys one of the largest international campus communities in Thailand. Over 1,000 students from more than 40 countries are



currently enrolled in classes taught by instructors from Europe, the US and Asia Pacific. Also SIAM graduates have the advantage to join a global network of alumni upon graduation.

8 First-Class Facilities

Apart from learning from qualified professors, students thrive in their studies when they have access to an exhaustive library; fully-functional classrooms; up-to-date equipment and a friendly campus. Students at SIAM enjoy 5-star classrooms and auditoriums. They have access to hundreds of thousands of printed and electronic publications at the central library, Maruey Business Library, digital media; broadband internet.

The campus features cozy study corners; rest areas; gardens; convenience stores; a bank; a post office and many cafeterias, caf \square and food outlets.

9 Unique Encounters

Each year, SIAM invites world leading experts, Ambassadors and scholars to address the student community on current topics and world issues. These seminars brings added value to students' academic life.

Notable Guest Speakers includes Nobel Prize laureate Prof. R. Mundell delivered a speech on the timely topic: "Fitting Globalization into the National Economic Development strategy", Professor Dr. James Honan, Chair of Institute of Educational Management at Harvard University addressed our students about "Inquiry Schooling and Problem-Based Learning" and Dr. Fidel V. Ramos, former President of the Republic of the Philippines, gave a speech on the subject, "Education, Education, and Education for a Better Future".



Siam University Ambassadors

Hu Jing (China P.R.)

BBA. Hotel & Tourism, Service Industry Management

“Siam University is like a warm family, there are a lot of students from different countries, and there is a lot of support from our teachers. I can get a lot of knowledge here, with the international professors. I have many choices of language courses, and it’s also affordable. Everybody takes care of us a lot. I feel that we are a big international family.”

Viivi Salonen (Finland)

BBA. International Business

“Siam University is a good place to study. The teachers are professional and school facilities are modern. The teachers are very friendly and helpful. There are nice people in the international office. Studying at SIAM is a good way to get to know the Thai culture.”

Mr. Ashutosh Mishra (India)

International MBA (IMBA)

“Siam University is a good place to study at abroad. Teachers are very motivated and supporting nature. Siam University is given to me opportunity for volunteer work and internship. I feel lucky to be a part of Siam.”

Ms. Kirana boo (Indonesia)

BBA. Hotel & Tourism, Service Industry management

“I’m a student from Indonesia, I’m proud to have the choice of Siam University as my new campus, good facilities and a nice atmosphere makes me comfortable here on this campus. Teachers who teach have a good quality too. It’s not easy for foreign students to be in a new environment, but Siam University has a solution by way all of student exchange from various countries, so that students are able to share and collaborate despite coming from different countries.”



Momo Kashima (Japan)

BBA. Hotel & Tourism, Service Industry Management

“My life at Siam University has been really enjoyable and my learning here helps me to broaden my perspectives about tourism industry. Not only about the course itself but also studying environment is really good. Convenient facilities, friendly teachers, and cheerful students from all over the world. I’m sure my study abroad here in Thailand would be truly memorable and fruitful thanks to Siam University.”



Emeziteoha Precious Chinenye (South Africa)

International MBA (IMBA)

“Siam University is a peculiar international University, offering its students high quality education with top-notch facilities using the best of instructors highly qualified and well versed in their respective disciplines. I simply love Siam University; it has given me the best and quality education I dreamed of.”



Mark Abbott (UK)

BBA. International Business

“Siam University provides its students with the ability to compete internationally which is essential in this age of globalization we are experiencing in today’s business world.”



Ryan Hanson (USA)

BBA. Hotel & Tourism, Service Industry Management

“The Hotel & Tourism, Service Industry Management Program in the International Department is a good start to a successful career in the hospitality field. Through informative lectures and hands-on experience in the on-campus restaurant, students can obtain everything they need to break into the exciting opportunities available to them. The education provided allows students to be prepared for future management positions, which gives them a step ahead of the competition. The well-informed faculty provides great insight into this fast paced and exciting field.”



International Undergraduate Programs

Siam BBA:

Two choices

Students interested in acquiring business management skills can choose from two major field of study:

1. International Business for those who wish to build a career in international trade and management
2. Hotel & Tourism, Service Industry Management for those who wish to enter the exciting Hotel, Tourism and Hospitality Industry. Siam has welcomed international students for over 20 years in its two undergraduate programs which use English as medium of instruction.

Considering that Chinese language is more important as an International Language. SIAM also offers some sections of International programs in Chinese as well. In addition to medium of instruction SIAM provides language courses in Thai, Chinese and Japanese, etc.

The undergraduate Hotel & Tourism, Service Industry Management program is ranked among the top in Thailand for its faculty research articles regularly publishes in international referee journals.







BBA: International Business

International trade keeps evolving under the dynamics of technology and globalization pressing business professionals to do things in new ways.

This program provides students with the required skills and knowledge to undertake a career in small-to-medium enterprises (SME), large corporations and multi-national corporations (MNC).

Employment opportunities include positions in sales and marketing, advertising; finance; operations and logistics; and international trade.

International Business

Curriculum

• General Education	33 credits
• Core Business Administration ..	42 credits
• International Business	51 credits
• Free Elective	6 credits
Total	132 credits



BBA: Hotel & Tourism, Service Industry Management

According to the World Travel and Tourism Council (WTTC) the hotel and tourism industry in the Asia Pacific region currently account for more than 100 million employments at the operational and management level.

In Thailand, one in every 8.9 jobs is in the hotel and tourism industry. These figures are expected to rise.

In addition, quite a number of major world leading hotels and convention centers are located in Thailand.

Employment opportunities include positions in hotels, restaurants, airlines, travel agencies, resorts, spa, conference centers, airlines, cruise ships, etc.



Hotel & Tourism, Service Industry Management

Curriculum

• General Education	30 credits
• Business Administration	30 credits
• Hotel and Tourism Mgmt	60 credits
• Cooperative/Internship	6 credits
• Free elective	6 credits
Total	132 credits

BBA: International Business (Selected course index)

GENERAL EDUCATION

GS.104	Basic Mathematical Principles ..	3(3-0-0)
GS.111	Thai Civilization	3(3-0-0)
GS.112	Fundamentals of Philosophy & Religion	3(3-0-0)
GS.113	General Psychology	3(3-0-0)
GS.121	Introduction to Sociology	3(3-0-0)
GS.122	Society & Government	3(3-0-0)
GS.123	Society & Law	3(3-0-0)
IBS.101	Software Package and Internet in Business	3(3-0-0)
IBS.200	Introduction to Computer	3(3-0-0)

LANGUAGES

EN.101	English I	2(3-0-0)
EN.102	English II	2(3-0-0)
EN.203	English III	2(3-0-0)
EN.204	English IV	2(3-0-0)
EN.305	English V	2(3-0-0)
EN.306	English VI	2(3-0-0)
CH.101	Chinese I	2(3-0-0)
CH.102	Chinese II	2(3-0-0)
CH.203	Chinese III	2(3-0-0)
CH.204	Chinese IV	2(3-0-0)
CH.305	Chinese V	2(3-0-0)
CH.306	Chinese VI	2(3-0-0)
JA.101	Japanese I	2(3-0-0)
JA.102	Japanese II	2(3-0-0)
JA.203	Japanese III	2(3-0-0)
JA.204	Japanese IV	2(3-0-0)
JA.305	Japanese V	2(3-0-0)
JA.306	Japanese VI	2(3-0-0)

CORE COURSES

IBA.101	Accounting I	3(3-0-0)
IBA.102	Accounting II	3(3-0-0)
IBA.303	Managerial Accounting	3(3-0-0)
IBE.201	Micro Economics	3(3-0-0)
IBE.202	Macro Economics	3(3-0-0)
IBF.201	Business Finance	3(3-0-0)
IBL.309	Business Law	3(3-0-0)
IBM.201	Organization & Management	3(3-0-0)
IBM.202	Principles of Marketing	3(3-0-0)
IBM.203	Principles of Statistics	3(3-0-0)
IBM.209	Statistical Analysis in Business	3(3-0-0)
IBM.401	Quantitative Analysis in Business	3(3-0-0)
IBM.402	Business Policy	3(3-0-0)
IBM.302	Production & Operations Management	3(3-0-0)
IBS.301	Internet & Package Program in Business	3(3-0-0)

MAJOR REQUIRED COURSES

IBA.404	International Accounting & Taxation	3(3-0-0)
IBE.303	International Economics	3(3-0-0)
IBF.401	International Finance & Banking	3(3-0-0)
IBL.404	International Trade Law	3(3-0-0)
IBM.403	Management of International Business	3(3-0-0)
IBM.404	Transportation of Goods	3(3-0-0)
IBM.406	Comparative Management of Multinational Enterprise	3(3-0-0)
IBM.407	Seminar on Internationa Business	3(3-0-0)
IBM.411	International Marketing	3(3-0-0)
IBM.412	International Trade Operations	3(3-0-0)

SELECTED MAJOR ELECTIVE COURSES

IBE.304	International Monetary Economics	3(3-0-0)
IBF.403	International Portfolio Manangment	3(3-0-0)
IBF.405	Advanced International Finance	3(3-0-0)
IBM.205	Global Management Information System	3(3-0-0)
IBM.208	International Business Research	3(3-0-0)
IBM.210	International Negotiation	3(3-0-0)
IBM.307	Human Resource Management	3(3-0-0)
IBM.309	Cross Cultural Management	3(3-0-0)
IBM.409	Contemporary International Business	3(3-0-0)
IBM.410	Independent Project	3(3-0-0)

SELECTED FREE ELECTIVE COURSES

IBM.100	Business Vocabulary (Jargon) .	3(3-0-0)
IBM.206	Purchasing	3(3-0-0)
IBM.207	Advertising	3(3-0-0)
IBM.308	Principles of Hotel Management and Tourism	3(3-0-0)
IBM.405	Specialty Recruitment of Personnel	3(3-0-0)

BBA: Hotel & Tourism, Service Industry Management (Selected course index)

GENERAL EDUCATION COURSES

117-101	Introduction to Sociology	3(3-0-6)
117-102	Society and Government	3(3-0-6)
117-104	Human Relations & Personality Development	3(2-2-5)
117-111	Thai Civilization	3(3-0-6)
117-112	Fundamental of Philosophy and Religion	3(3-0-6)
117-114	Western Civilization	3(3-0-6)
117-115	Cross Culture Communication .	3(3-0-6)
117-116	Western Literature	3(3-0-6)
117-121	Basic Mathematical Principles .	3(3-0-6)
117-123	Life and Environment	3(3-0-6)
117-124	Information Technology	3(3-0-6)

LANGUAGE COURSES

117-143	Basic English	3(2-2-5)
117-144	English Writing I	3(2-2-5)
117-243	English Writing II	3(2-2-5)
117-244	English Conversation	3(2-2-5)
117-343	English for Business	3(2-2-5)
117-344	English for Hotel and Tourism ..	3(2-2-5)
117-443	English for Public Speaking	3(2-2-5)
117-163	Elementary Japanese 1	3(2-2-5)
117-164	Elementary Japanese 2	3(2-2-5)
117-263	Intermediate Japanese I	3(2-2-5)
117-264	Intermediate Japanese 2	3(2-2-5)
117-363	Japanese for Business	3(2-2-5)
117-364	Japanese for Hotel and Tourism	3(2-2-5)
117-463	Japanese Conversation	3(2-2-5)
117-153	Elementary Chinese 1	3(2-2-5)
117-154	Elementary Chinese 2	3(2-2-5)
117-253	Intermediate Chinese I	3(2-2-5)
117-254	Intermediate Chinese 2	3(2-2-5)
117-353	Chinese for Business	3(2-2-5)
117-354	Chinese for Hotel and Tourism .	3(2-2-5)

117-453	Chinese Conversation	3(2-2-5)
117-173	Elementary French 1	3(2-2-5)
117-273	French Conversation	3(2-2-5)
117-274	Intermediate French 1	3(2-2-5)
117-373	Intermediate French 2	3(2-2-5)
117-374	French for Business	3(2-2-5)
117-473	French for Hotel and Tourism ...	3(2-2-5)

CORE COURSES

221-103	Principles of Accounting	3(3-0-6)
221-104	Principles of Economics	3(3-0-6)
221-105	Software Package and Internet in Business	3(2-2-5)
221-202	Service Quality Management ...	3(3-0-6)
221-203	Organization and Management	3(3-0-6)
221-204	Business Finance	3(3-0-6)
221-205	Principles of Marketing	3(3-0-6)
221-207	Statistical Analysis in Business	3(3-0-6)
221-208	Corporative Social Responsibility and Philosophy of Sufficiency Economy	3(3-0-6)
221-302	Computer Application for Business	3(2-2-5)
221-303	Business Law	3(3-0-6)
221-304	Services Marketing	3(3-0-6)

MAJOR REQUIRED COURSES

211-111	Introduction to Hotel and Tourism	3(2-2-5)
211-211	Gastronomy	3(2-2-5)
211-212	Airline Business	3(3-0-6)
211-213	Food and Beverage Control	3(2-2-5)
211-214	Meeting, Incentive, Convention and Exhibition Management	3(2-2-5)
211-311	Tourist Destination Development	3(3-0-6)
211-312	Restaurant and Banquet Management	3(2-2-5)
211-313	Consumer Behavior in Tourism Industry	3(3-0-6)
211-314	Convention Management	3(2-2-5)

211-315	Hospitality Internship	3(3-0-6)
211-316	Hotel and Tourism Marketing ...	3(3-0-6)
211-317	Human Resource Management in Hotel and Tourism	3(3-0-6)
211-318	Tourism Marketing Research ...	3(2-2-5)

SELECTED MAJOR ELECTIVE COURSES

211-221	Sustainable Tourism	3(3-0-6)
211-222	Bar and Beverage Management	3(2-2-5)
211-223	Exhibition Management	3(2-2-5)
211-321	Hotel Information Systems	3(3-0-6)
211-322	Financial Management in the Tourism Industry	3(3-0-6)
211-323	Tour Guiding	3(2-2-5)
211-324	Flight Attendant Operations	3(3-0-6)
211-325	Travel Agency and Tour Operator Management	3(3-0-6)
211-326	Hotel and Tourism Law	3(3-0-6)
211-327	Managerial Accounting in Hotel and Tourism	3(3-0-6)
211-328	Contemporary Issue 1	3(3-0-6)
211-421	Seminar in Hotel and Tourism Management	3(2-2-5)
211-422	Contemporary Issue 2	3(3-0-6)
211-423	Hotel and Tourism Project	3(3-0-6)

SELECTED FREE ELECTIVE COURSES

117-131	Principles of Recreation	3(1-2-4)
117-191	Thai Usage 1	3(3-0-6)
117-192	Thai Usage 2	3(3-0-6)
117-245	Sound and Speech	3(2-2-5)
211-431	Psychology for Service	3(3-0-6)
211-432	Thai Art and Culture	3(3-0-6)
221-401	Quantitative Analysis in Business	3(3-0-6)
221-403	Taxation	3(3-0-6)

International Postgraduate Programs

IMBA & Ph.D. IT

<http://grad.siam.edu>

The main objective of SIAM Graduate School is to provide individuals with the means to expand their knowledge and develop their intellectual potential in order to widen their career horizons or build a social foundation for a research programme.

An essential requirement for admission in a graduate course of SIAM is the completion of a first or bachelor's degree from an accredited institution.

Highly motivated candidates with a track record of academic excellence are given particular consideration. Currently SIAM offers 12 postgraduate programs. The International MBA and Ph.D. in Information Technology programs are popular among many students due to the use of English as medium of instruction and courses taught by the international faculty. In response to the increasing importance of Chinese as International language, SIAM also offers courses in some program in Chinese. [Table listing graduate programs]

- Master of Business Administration (M.B.A.)
- International Master of Business Administration (I.M.B.A.)
- Master of Arts in Communication Arts (M.A.C.A.)
- International Masters of Arts in Peace Studies and Diplomacy (MAPD)
- Master of Education in Educational Administration and Leadership (M.Ed.)
- Master of Engineering (M.Eng.) in Engineering Management
- Master of Public Administration (M.P.A.)
- Master of Science in Information Technology (MS.IT.)
- Doctor of Business Administration in Marketing (D.B.A.)
- Doctor of Philosophy in Information Technology (Ph.D.IT.)
- Doctor of Philosophy in Management
- Doctor of Philosophy in Leadership and Innovation in Educational Administration (Ph.D.)



Siam International MBA

Performance based Learning

Siam International MBA program distinguishes itself from other graduate business program. The individual student's performance is used as the measure of achievement in every course. Our program guarantees students' abilities in these skills and business practices. The teaching methods we employ develop and stress independent thinking. As a member of AACSB students are expected to meet practical and verifiable achievement levels and to be able to immediately add value to their respective businesses.

The curriculum is performance based with mastery standards to certify learning both inside and outside our campus. Our flexible schedule allows valuable professionals to keep their full-time jobs while earning an MBA. We expect working people to add more values to their companies within a short period of time. The outcome of this program is also to assist job placement for IMBA Graduates within the region and internationally.

Moreover, SIAM has affiliated with institutions for strategy and competitiveness of Harvard Business School as a member of Macroeconomics of Competitiveness network (MOC) under the support of Prof. Michael E. Porter.



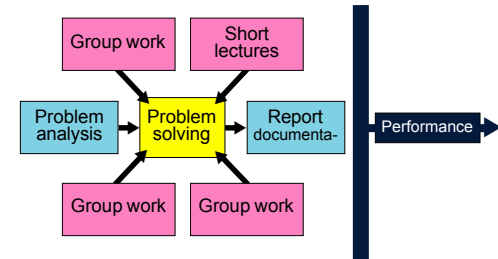
International MBA

Unique Curriculum

Our courses are designed with the help of the practitioners in major companies. Such university-Industry cooperation ensures an up-to-date curriculum which fosters the acquisition of skills required of today's managers.

Our international faculty offers a general IMBA degree which covers subjects such as:

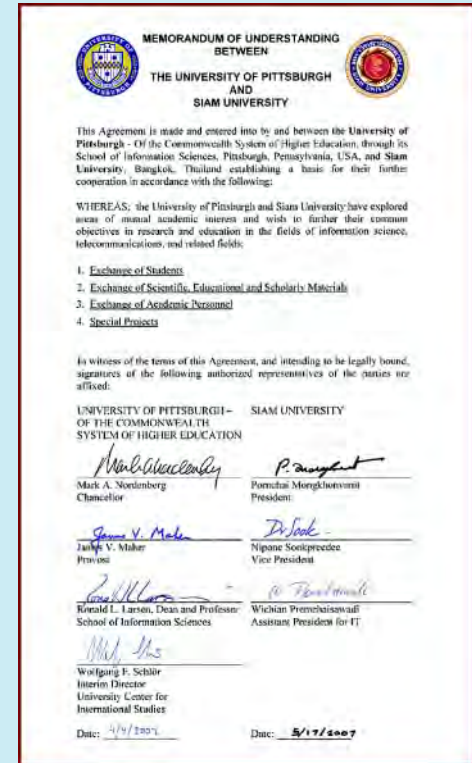
- Marketing
- Finance & Banking
- International Business
- Managing Innovation & Change
- Managing Information Technology
- Human resources
- Asian and integration
- Hotel and service industry



Siam Ph.D. Information Technology

As this curriculum is designed in collaboration with the School of information Sciences, university of Pittsburgh-of the Commonwealth System of higher education, students are assured to receive world class education. The Ph.D. program in information technology offers a curriculum with multidisciplinary emphases in information technology in business. The program integrates the theory and practice of applied computing, information systems, Internet technologies, and the advances in telecommunications and management of information technology. This is a research based degree with a strong emphasis on the production of a dissertation leading to the publication of a paper in a research paper. The coursework component is designed to ensure that the candidate has attained the required level of comprehensive knowledge and understanding of the relevant key issues in information technology.

<http://phd-it.siam.edu>



A research program in collaboration with
the University of Pittsburgh, USA.

Center for Executive & Lifelong Education (CELED)

“Intellectual growth should commence at birth and cease only at death”
- **Albert Einstein.**

The Center for Executive and Lifelong Education caters especially for the needs of individuals who wish to upgrade their careers, expand their skills and stay abreast of the latest developments in their area of expertise.

The center offers a wide range of scheduled courses, seminars, workshops as well as customized programs for academic and industry groups.

Foundation and remedial courses are also provided by the center for students who wish to become more confident in their university studies.

The center also provides on demand preparation courses for specific certificates as well as some signature courses are offered in affiliation with Institute for Strategy and Competitiveness, Harvard Business School.

<http://www.inter.siam.edu/executive>



Student Life Unique • Cheerful • Friendly



SIAM provides a full academic, social, multi-cultural experience. Embrace university life and embark on one of the most exciting chapters of your life!

A New Home

SIAM wants your new home to be as comfortable as possible. For this reason the university provides on-campus services and facilities that help make students feel at home: canteens and restaurants, cafés, convenient stores, a bookstore, a commercial bank, several ATMs, copy centers are available for students.

Course Registration

Undergraduate students enroll in at least 15 credits and no more than 21 credits per semester while graduate students enroll 12 credits per semester. The course registration period is published on the academic calendar and is usually scheduled 1 month prior to the beginning of the next semester. Students must meet with their advisor to receive suggestions about the selection and sequence in which to register courses and complete their studies.

Advising & Counseling

A full-time faculty is assigned to every student for support and

counseling to help students make the best of their academic experience. The advisor may suggest a customized plan of study or participation in certain activities to fit the specific needs of each individual.

Grading & Examination

SIAM uses a letter grading system similar to the one in the US. Two or more tests including mid-term and final examinations are scheduled each semester. Students must maintain a cumulative grade point average of not less than 2.00 for a bachelor's degree completion and 3.00 for a master's and doctoral degree.

I.T. Learning Tools

Internet and Internet services have always been important tools in students' academic lives. Students receive an internet and e-mail account at the time of admission.

Central Library & Academic Resources

The central library is located in building 12. It contains hundreds of thousands of printed and electronic publications in Thai and English languages. Some publications are also available in other languages such as French, Chinese and Japanese. Students can borrow publications on presentation of their matriculation card. With the support of Stock Exchange of Thailand, Maruey Business Library and Financial Laboratory located on the 6th floor at the 19th Building. A modern style upscale resource center for the Business related area.

Extra-curricular activities

Numerous curricular and extra-curricular activities are organized every semester providing plenty of opportunity to make new friends and discover the local culture. Why Thai Boxing class, not take part in a sport tournament or join a club or take a few Thai classical dance classes?

Career Center

International students can obtain useful information and advice concerning job and internship placement at the International Student Center (ISC).

VIP Guest Speakers

Seminars by VIP guest speakers from all around the globe are scheduled every year. Check the announcements section on SIAM website for details about upcoming events.

Student Volunteering

SIAM provides ample opportunity to make a difference: managing clubs; editing newsletters; tutoring other students and various social and community engagement projects; etc.

The International Student Mentor & Ambassador Program (ISMAM)

ISMAM is designed to provide students with a variety of scenarios that help promote growth, expand knowledge and explore leadership characteristics through numerous education experiences, self-learning exercises, workshops, volunteer student placement, university events, guest lecturers, and off campus functions.



Your Support System

International Student Center (ISC)

The International Student Center (ISC) provides assistance and support in areas such as lodging; airport transfer on arrival; orientation of newly arrived students; advising and counseling; extra-curricular activities; internship and job placements; and more. The staff speaks English, Chinese, Thai and French.

The center is located in building 19 on the 9th floor.

English Language Courses

Remedial courses in English and English test preparation courses (TOEIC; TOEFL; IELTS) Are available throughout the year at the international Student Center (ISC).

Internship & Career Placement Center

SIAM helps student to plan their careers. It starts with the assessment of a student's personality, needs and aspiration for the future. An advisor then makes suggestions about various career path option.

The advisor also assists students in finding an internship position either in Thailand or abroad.

This is an excellent opportunity for students to travel and get acquainted with their future career!



Student accommodation is readily available in the campus vicinity at very affordable prices. Rooms are usually furnished. Monthly rent ranges from 3500 B to 9500 B.

Accommodation

SIAM Residence Hall I & II

Located in walking distance from the campus, it features studios and 2-bedroom apartments

Rooms: studio and 2-bedroom apartment

Facilities & Services: 24-hour security guards; swimming pool; fitness center; parking; fully-furnished; air-conditioned

Price: 6500 B-9500 B

Booking: Ms. Zhu Yingli ; +66(0) 2867-8088,
siamcn@siam.edu



Faculty Friendly • Accessible • Caring

SIAM faculty members are more than scholars and practitioners: they are also mentors and facilitators who constitute an invaluable link to knowledge and professional expertise.

SIAM faculty members come from various countries and cultures. Together they represent a wide array of academic disciplines and work practices.

Through case studies and term projects students have the possibility to benefit from faculty's unique insight and experience. Students may seize the opportunity to participate in a research project or write an article with their professor to further immerse themselves in cutting-edge ideas, and in gaining additional competencies for their future career.

Vijit Supinit



The dean of MBA Graduate School brings in diverse experience of over 40 years of distinguished services in business and public service. Educated at the University of Manchester, England, and Yale University, USA. Dr. Vijit is at present also the chairman of the Securities and Exchange Commission of Thailand, Chairman of G-steel, as well as a director of the Board of Thai Military Bank PCL. Previously, Dr. Vijit spent 30 years in the bank of Thailand, the last 6 years of which as Governor and Chairman of Board. In addition, he has also served as Chairman of the Stock Exchange of Thailand (SET), Chairman of the EXIM Bank, as well as 2 terms (8 years) as a senator in the Parliament of Thailand.

Kanjana Mahattanatawee



The Dean of the Faculty of Science and a Lecturer in the subject of Flavor Chemistry within the Food Technology Department. She had 2 years experience as a Postdoctoral Research Associate at USDA, Citrus and Subtropical Product Laboratory, USA. She has even published scientific papers. She also server as the chair of Flavor Subdivision of the prestigious American Chemical Society for 2009-2010. She has a personal passion for highly complex flavor of coffee.

Bongkosh Ngamsom



The Director of the Hotel & Tourism, Service Industry Management International program is well-known for her many academic research contributions in the region. She has received several academic awards from renowned international tourism related organizations and institutions.

Kris Mouton

Lecturer at the International Program for Hotel & Tourism, Service Industry Management program



Kris Mouton is a Belgian national who has been a lecturer at the International Program for Hotel & Tourism, Service Industry Management program at Siam University, Bangkok, Thailand since 2004. Kris Mouton is a qualified lecturer specialized in hospitality and marketing. He has numerous years of experience in the hospitality industry in Belgium.

Jomphonng Mongkhonvanit



Chairman of Federation of Private Colleges of Technology of Thailand Under the Patronage of H.R.H. Princess Maha Chakri Sirindhorn, President of Siam Institute of Technology, Trustee and Associate Professor at Siam University, and Board Director at Thailand's National Institute of Educational Testing Service. Dr. Mongkhonvanit was Advisor to Thailand's Deputy Prime Minister in Economic Affairs (2008-2010) and has served as a head consultant for international and national development projects. Dr. Mongkhonvanit holds Doctor of Business Administration from University of Bath, Ed.M. (International Education Policy) from Harvard University, M.P.A. (Political and Economic Development) from Columbia University, and B.A. (Honor) in Economics and Political Science from University of Wisconsin-Madison.

Pacapol Anu-rit

Dean of International College and Director of Siam University Bachelor of Business Administration (BBA) program



An innovative, dynamic and highly energetic business consultant with a proven ability to identify and capitalize on business opportunities for many blue chip companies. Being an Associate Professor with most academic publications in the country as well as years of international experiences in consulting, he has developed himself as a sustainable business developer.

Emmanuel Nweke Okafor

Siam University Language Lab Supervisor



A Nigerian national, Mr. Okafor is the Language Lab Supervisor who had studied Political Science, Teaching Professional courses, Educational Administration, Peace Studies and Diplomacy, Philosophy, and Religious Studies in his 12 years in Thailand. He takes an active involvement in the African Community in Thailand, and at Siam University.

Martin Anthony Grime

English Language Lecturer



Martin has been an English Language Lecturer in the English Language Center at Siam University for the past three and a half years, and is the Center's longest serving member of staff. Besides his teaching experience Martin has brought along to the University his extensive management and administrative skills from his 35 year career in local government in the United Kingdom, arising from his work in electoral administration, electoral registration, committee administration and emergency planning. His versatility has been demonstrated by being the Deputy Acting Returning Officer for two UK Parliamentary Constituencies, advising the Mayor and the Council at Council meetings on administrative law and the procedure of meetings, and also co-ordinating the Council's response in association with the emergency services in relation to major or serious incidents affecting the local population.

Campus Facilities



Siam University Buildings

The university campus is comprised of 21 buildings and the following are some details of each:

1. Administration Building

house of the radio broadcasting studio, the Public Relations Department, the Office of Finance and the Accounting Department.

2. The Old Main Building

is a reinforced concrete building, containing: classrooms, language laboratories, teachers' offices, a SE-ED Siam University Bookstore, the Siam University Post Office, a health center and clinic, Bangkok Bank Ltd. (Siam University Branch), the International Office and a Muay Thai Boxing and Judo Gym on the top floor.

3. The Dr. Narong Mongkhonvanit Memorial Building

housing the Faculty of Information Technology, containing seven computer laboratories, a Hotel and Tourism operating room, the Graduate School Library, a teaching and learning-facilities center, teachers offices, classrooms and the Purchasing Department.

4. The Siam Cultural Center

a three-story building, housing the Cultural Center, a Hotel and Tourism operating room, Siam University Theatre, a television operating room, physics laboratories, a demonstration court for legal practice, photography and movie production house, teachers offices and classrooms. On the ground floor is a canteen.

5-7. The School of Engineering Operation Buildings 1-3

used for engineering course instruction and experiments.

8. The School of Engineering Main Building

contains a mechanical-engineering laboratory, a computer mechanical-analysis laboratory, a liquid-mechanics laboratory, a design and CAD-CAM laboratory, a power-electricity laboratory, an electronic laboratory, the office of academic training and services, teachers' rooms and classrooms. Used for engineering course instruction and experiments.

10. The Sportmen's Room Building

11. The Science and Technology Innovation Center

contains offices, classrooms and labs and is a central location for the development and display on innovative inventions and technological creations from the Engineering and Science Departments.

12. The Royal Majesty Jubilee Building

the name is in commemoration of the 60th birthday of King Bhumibol Adulyadej. This ten-story building houses an auxiliary Office of the President, the Office of Academic Affairs, the Office of Educational Services, the Central Library, a 1200 seat auditorium, a seminar room, a demonstration room for banking practice, a cafeteria, lecture rooms, a small meeting room and teachers offices.

13. The ATM Kiosk

14. The Science Complex Building

housing the Faculty of Science, the Faculty of Nursing, teachers' offices, seminar rooms, food-science laboratories, chemical laboratories, Pharmacy laboratories and the computer center for engineering and sciences.

15. The 30th Anniversary Building

a five-story building with 3,500 square meters of space containing lecture rooms, an Internet center with more than 300 personal computers, classrooms and teachers' offices.

16. Main Canteen

a full service food court.

17. The Students' Clubs Building

houses the Guidance and Placement Division, the Office of the Student Affairs, a 7-Eleven convenience store, offices of student clubs and the University Guest House.

18. The Electrical Engineering Operations Building

contains a power/electricity experiment and analysis laboratory, a fiber-optic cable communications system, a computer hardware operating room and an electronic laboratory.

19. The Golden Jubilee Building

the tallest building on campus, constructed in 1999 commemorating King Bhumibol Adulyadej's 50th accession on the throne. This building contains the admissions office, the University Council Conference Room, the Office of the President, the Office of Graduate Schools, the University Theater, the Siam Heritage Lounge, a small demonstration hotel, a 700 car parking garage, a research room, lecture rooms and additional Placement Division services, as well as houses the Southeast Asia office of the International Association of University Presidents (IAUP).

20. Siam University Sports Complex and Auditorium

the newest building on the Siam University Campus with an area of 2,400 square meters and a seating capacity of over 1,000. It features an air-conditioned fitness center with the latest equipment, full-sized basketball, volleyball and badminton courts and table tennis facilities. The complex is also used as an auditorium for on-campus conventions and special functions.

21. Elephant Gate

the Elephant Gate Plaza is the newly built sculpture of the elephants that image the culture and tradition of the Thai costume. This plaza is utilized as a place for various outdoor activities of the students.



The Institution

Liberal • Vibrant • Diverse

Mission & Vision

SIAM University's mission is to produce graduates who are highly skilled, efficient and confident in their fields of study and ultimately in their chosen careers with three main pillars, Employability, Diversity and Sustainability.

SIAM recognizes that values such as ethics, corporate good governance, and broad-mindedness are essential to the sustainable development of its graduates and intends to instill these to its students.

SIAM continuously aims for excellence in order to provide society locally and internationally with the tools needed to secure a flourishing future. It promotes research, extended educational services, networking and cooperation with business and community, locally and globally.

History

Siam University was founded in 1965 by Dr.Narong Mongkhonvanit as the first private Engineering School in the country. In 1973, it was upgraded to a college status and known as "Siam Technical College" with the authority to grant degrees. On September 5, 1986, "Siam Technical College" became "Siam Technical University" a full-fledged private educational institution. Three years later, the name was changed to the present "**Siam University**" to show its diversity in fields of study.

Accreditation

SIAM is a fully accredited institution of higher education. Its graduates enjoy the privileges accorded to state university graduates. Its academic standards are accepted by the Civil Service Commission of Thailand.

Also SIAM has gained recognition as a member of the following organizations:

- The International Association of University Presidents (IAUP)
- The International Association of Universities (IAU)
- The International Association of Hotel Schools (EUHOFA)
- The Association of Southeast Asia Institutions of Higher Learning (ASAIHL)
- The Association to Advance Collegiate School of Business (AACSB) and
- The Association of Universities in Asia and the Pacific (AUAP).

Academic Collaboration

SIAM maintains ties with some of the world's foremost institutions of higher education for academic collaboration and exchange of resources.

SIAM has provided 4 methods of academic collaboration:

1. Exchange of students in regular procedures
2. University and industry visit
3. International internship and cooperative education
4. Joint Research and Faculty Exchange

Research & Innovation

SIAM publishes academic research paper in international referee journals and have had many of its engineering innovations patented.

Faculties & Department

The university is currently organized in 67 departments supervised by 13 schools or faculties.



Events Calendar

January

- Graduation ceremony
- Inter-university games
- 2nd Semester Start
- Spring Admission

February

- Seminar period
- SIAM invites VIP guest speakers

March

- Participate in Thai-Red Cross Charity Fair

April

- Thai New Year (Songkran Water Festival)

May

- Summer Admission
- Admission for the First Semester Start

June

July

August

- Queen Sirikit Birthday
- SIAM Foundation
- Commemoration DAY
- Semester 1st Start
- Orientation
- Teacher Respect Day

September

- Intra-mural sports
- Welcome Freshy Concert
- International U.N. Day of Peace Celebration

October

- Fall Admission
- Mid Spring Festival
- Student World Activity
- Inter-Cultural Day

November

- Lantern Festival
- SIAM Job Fair
- SIAM University Academic Fair

December

- National Day
- ICT/KM annual conference organized by SIAM
- Christmas
- New Year



Clubs & Activities

Relax, socialize, share, explore.....student clubs are at the core of campus life!

Sport Clubs

- Club of Taekwondo
- Club of Cheer Leader and Modern Dance
- Club of Thai Boxing
- Club of Judo
- Club of Paytung
- Club of Table Tennis
- Club of Takraw
- Club of Basketball
- Club of Health Science
- Club of Volleyball
- Club of Badminton
- Club of Ko

Cultural Clubs

- Club of Music and Fine Arts
- Club of Occidental Music
- Club of Chorus
- Club of Buddhism
- Club of Islam
- Club of Photography Arts
- Club of Folk Song
- Club of Demonstration Arts

Community Service Clubs

- Club of Volunteers
- Club of Environmental Cause
- Club of Friendship

Academic Clubs

- Club of International Travel
- Club of Business management
- Club of Marketing
- Club of Computer
- Club of Accounting
- Club of Law
- Club of Food Science
- Club of Industrial management
- Club of Leadership

Admission



When to Apply ?

The academic year runs from **August to May**. It is divided into two sixteen-week semester and an eight-week summer session during summer in Thailand. Apply in:

1. January for semester 1
2. October for semester 2

English Language Qualifications

Since the international programs uses English as medium of instruction, all applicants must pass an English placement test to assess their level of proficiency. Students with difficulties in English may be required to complete an English language course before undertaking their under

graduate studies. Students having a TOEFL score of 60 IBT or 500 PBT (or equivalent) or who are native speaker are not required to take the placement test.

Application Qualifications

Eligible applicants are those who fulfill the following admission requirements:

Undergraduate first-year student:

1. Has completed secondary education from an accredited institution
2. Hold a high school diploma or certificate (or its equivalent)
3. Proficient in English (international programs only)
4. Successfully pass entrance interview

Credit Transfers

SIAM recognizes credits earned in other accredited institutions and accept transfer of credits for courses that are least 75% similar to SU curriculum and for which a grade of C or higher was earned. Students must provide a detailed course description from their former university for each course they wish to transfer credits for.

Undergraduate transfer students:

1. Has completed secondary education from an accredited institution
2. Hold a high school diploma or certificate (or its equivalent)
3. Proficient in English (international programs only)
4. Successfully pass entrance interview
5. Has earned credits from an accredited tertiary education institution that are transferable to SIAM (see Transfer of Credits below)

Graduate students:

1. Has completed bachelor's level education from an accredited institution
2. Proficient in English (international programs only)

Supporting evidence in the form of official transcripts and high school certificate (or its equivalent) for undergraduate applicants as well as recommendation letters for post-graduate applicants should be submitted with the application.



Application for Enrollment

INSTRUCTIONS

1. Complete all section in CAPITAL letters.
2. Attach certified supporting documents
3. Send your applications to:
Admission Center, Siam University
38 Petkasem Road, Phasicharoen,
Bangkok 10160, Thailand
or Scan and send to
admission@siam.edu

Please affix
recent
passport
photo

Personal Details

Family Name:..... First and Middle Names:.....
 Date of Birth:...../...../.....(dd/mm/yyyy) Age:.....
 Permanent Address(home Country):.....Street Nr. & Street Name:.....
 ZIP code/city/Province:.....Country:.....
 Telephone:.....Mobile:.....Email:.....Fax:.....
 Passport/ID Number:.....Expiry Date :...../...../.....(dd/mm/yyyy)
 Issuing authority:.....

English Language Proficiency

- | | |
|--|--|
| <input type="checkbox"/> English is first language | <input type="checkbox"/> English was language of instruction in secondary school |
| <input type="checkbox"/> IELTS test. Score | <input type="checkbox"/> TOEIC Test. Score |
| <input type="checkbox"/> TOEFL test. Score | <input type="checkbox"/> Other <input type="checkbox"/> Score: |

Applying for Program:

- | | | |
|---|---|--------------------------------|
| <input type="checkbox"/> BBA International Business | <input type="checkbox"/> BBA Hotel and Tourism Management | <input type="checkbox"/> MBA |
| <input type="checkbox"/> Doctorate Information Technology in Business | <input type="checkbox"/> MAPD | <input type="checkbox"/> Other |

Intended Start Date:...../...../.....(dd/mm/yyyy) 1st Semester (Aug-Dec) 2nd Semester (Jan-Apr) Summer (May-Jul)

Highest Level of Education

Qualification:
 Institution: Country:
 Date Completed:/...../.....(dd/mm/yyyy)

Give 2 names of reference persons recommending you to study at Siam University

.....

Why do you plan to study at Siam University?

.....

.....

I declare that this information in this application is complete and true to my knowledge.

Applicant's signature.....Date:...../...../.....(dd/mm/yyyy)



Application Documents

Undergraduate applicants:

- application form
- high school certificate (grade 12) or equivalent from an accredited institution
- academic transcripts
- statement of purpose
- 2 letters of recommendation (from high school teacher or SIAM professor or SIAM alum)
- Result of TOEFL, IBT 50 or its equivalent.
- Other test score as required by the program.
- copy of passport
- 3 recent 2-inch photos

Graduate applicants:

- application form
- bachelor's degree or equivalent from an accredited institution
- academic transcripts
- statement of purpose
- 2 letters of recommendation (from high school teacher or SIAM professor or SIAM Alum)
- Result of TOEFL, IBT 60 or its equivalent.
- Other test score as required by the program.
- copy of passport
- 3 recent 2-inch photos

Application fee \$US 50

Undergraduate	\$US 2,500
IMBA	\$US 3,500
Ph.D.Information Technology ...	\$US 4,000
Health insurance	\$US 150

Payment of Application Fee

The application fee is payable via bank draft or bank transfer. Below are the bank account details where you should send the payment. Please-Mail fax (see back cover for contact details) the transfer slip showing the name of the bank, the amount and date of transfer.

Account name:..... Siam University
Account no.:..... 005-8-05579-9
Bank Name:..... Bangkok Bank
Branch:..... Siam University Sub Branch
Swift code:..... BKKBTHBK

Student Visa

International students need to possess a student visa (non-immigrant-ED) to come and stay in Thailand for the duration of their studies. First students are granted a non-immigrant visa valid for 90 days. Students with valid academic status can obtain an additional 1-year stay permit from the date of entry. It is possible to extend the non-immigrant visa at the immigration bureau in Bangkok.

Website: www.imm.police.go.th

If you arrived in Thailand with a tourist visa you will be required to leave the country and apply for a non-immigrant visa in another country and then re-enter Thailand with a non-immigrant visa.

Contacts :

International Affairs Office

Ms. Zhu Yingli

Tel: (+66) 2 867-8088

Mob: (+66) 8677-30160, siamcn@siam.edu

BBA International Business

Assoc. Prof. Dr. Pacapol Anu-rit

Tel: (+66) 2 867-8000 ext. 5008, 5217

Fax: (+66) 2 457-3982

pacapol@siam.edu

BBA Hotel & Tourism Management

Dr. Bongkosh Ngamsom

Tel: (+66) 2 867-8000 ext. 5304

Fax: (+66) 2 457-3982; ngamsom@hotmail.com

MBA & IMBA

Dr. Vijit Supinit

Tel: (+66) 2 867-8088

Fax: (+66) 2 867-8073; mba@siam.edu

Ph.D. Information Technology

Dr. Wichian Premchaiswadi

Tel: (+66) 2 868-6656

Fax: (+66) 2 868-6656; phd-it@siam.edu

Admission Center

Ms. Soavane Pralomrum

Tel: (+66) 2 868-6847

Mob: (+66) 80 458-5656; soavane@siam.edu

Admission Process

1

Complete application form (download or fill online) and send to SIAM along with supporting documents (see Application Documents above) and application fee of \$US 50.00

2

Admission committee reviews application file, and if satisfactory, send applicant an acceptance.

3

Candidate applies for student visa (non-immigrant, category - ED) at the nearest Thai consulate

4

applicants comes to Thailand and finalize admission at SIAM campus (placement test + course registration)



Graduate
Schools



Business
Administration



Engineering



Communication Arts



Science



Laws



Information
Technology



Liberal Arts



Medicine



International
College



Pharmacy



College of
Performing Arts



Nursing



Siam University: 38 Petkasem Road, Phasicharoen, Bangkok 10160, Thailand. (200 meters from Bangwa station)
Tel: +66 (0) 2867-8088, +66 (0) 2868-6000 ext. 5000, 5361, 5317 Fax: +66 (0) 2868-6885
E-mail: admission@siam.edu; youkai.song@siam.edu; Website: www.inter.siam.edu, www.siam.edu