



MBA

MASTER OF BUSINESS
ADMINISTRATION
GUIDEBOOK



GRADUATE SCHOOL
OF BUSINESS
SIAM UNIVERSITY





MBA (Master of Business Administration) Guidebook



Graduate School of Business
Siam University

(2024)

(Revised by Dr. Phairat Boonsuwan, Ph.D. July, 2024)



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INTRODUCTION



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.

Dr. Pornchai Mongkhonvanit
President
Siam University, Thailand

MESSAGE FROM THE DEAN



Welcome to Siam University's Graduate School of Business! As the Dean, it is my great pleasure to extend a warm welcome to all our new MBA students. This journey marks a significant milestone in your academic and professional careers, and we are thrilled to have you join our vibrant community.

Our MBA program is designed to challenge and inspire you, equipping you with the skills and knowledge needed to thrive in the dynamic world of business. You will engage with a diverse group of peers, learn from distinguished faculty, and explore cutting-edge ideas and practices.

We encourage you to take full advantage of the opportunities available here—whether through our rigorous curriculum, engaging seminars, or hands-on projects. Your time at Siam University will be filled with growth, learning, and networking, all of which will prepare you to become innovative and ethical leaders in your fields.

We are excited to see the impact you will make and are here to support you every step of the way. Welcome to the Siam University family, and best wishes for a successful and enriching journey ahead!

Warm regards,

Assoc. Prof. Dr. Jomphong Mongkhonvanit
Dean, Graduate School of Business
Siam University

ADMISSION

There are two methods for admission at Siam University:

1. Transfer from an accredited university or college.
2. By earning a passing grade on the Entrance Examination. The Entrance Examination is available prior to each academic term.

TRANSFER OF CREDITS

Credits previously earned elsewhere may be transferred for subjects that are similar in both institutions' curriculum. The application for transfer of credit must be initiated and completed during the first year of study in Siam University. Students should submit

1. a request for transfer of credit (a template is available at the MBA Office), along with.
2. The course outline from previous institutional curriculum. Only credits for courses where the students has earned a "B" grade or above will be considered for transfer.

QUALIFICATIONS

An applicant has completed Bachelor's level from an accredited institution and has proficient in English or Chinese.

1. Clear record of good behavior (criminal record).
2. Good physical health and mental health without any communicable diseases (exceptions may be made following the recommendation of a medical doctor).
3. Having good behavior and good conduct.
4. Working knowledge of English and Mathematics.
5. Documents and fees for application for entrance examination.
6. Application fees of 300 Baht.
7. Successfully passing the entrance examination, Siam University administers the entrance examination to determine the candidate's proficiency in the following subjects:
 - a. English Comprehension
 - b. English Grammar



The candidates who are not able to demonstrate a working knowledge of English will be required to take one or more Foundation English courses in their first semester.

WHEN TO APPLY

Applicants are welcome all year round. The academic year runs from September to August of the consecutive academic year. Academic year is divided into 3 fifteen-week trimesters. As the follows table can apply in;

Trimester 1	Trimester 2	Trimester 3
Apply between May 1 to August 30	Apply between September 1st to December 31st	Apply between January 1st to April 30th
Class begins 1st week of September	Class begins 1st week of January	Class begins 1st week of May

How to join the program

- There are 2 methods as follows:
 - 1. Application at Siam University**
 - a. An applicant can apply at Siam University directly at our admission entre which is located on the 1st floor, 19th building. The next step is to interviewed by Dean of the Graduate School of Business or a MBA’s faculty members of MBA program.
 - b. Online application by <https://admission.siam.edu/apply/> or visit our website <https://www.siam.edu>
 - 2. Application from abroad**
 - a. An applicant can apply online from our website including download education background and personnel identification documents to supporting evidences to the International Affairs Office at Siam University by online website e.g. Passport, Graduate Certificate, Academic Transcripts, and any others educational background, etc.
 - b. The application fee is USD. 45, payable via bank draft or bank transfer.



Below are the bank account details for fee payment. Afterward e-mail the transfer slip showing the name of the bank. The amount of transfer and date as

- I. BANK ACCOUNT: 005-8-05579-9
- II. Account name : Siam University
- III. Bank Name : BANGKOK BANK
- IV. Swift Code : BKKBTHBK

- The Admission Committee reviews the application file and, if satisfactory, provides the applicant with the invitation letter to apply for visa.
- The student can apply for visa (non-immigrant, category ED) at the nearest Thai Embassy or consulate as normally indicated in the invitation letter.
- Consequencely, the applicant finalizes admission and registers at the University campus in Bangkok, Thailand.

Remarks:

The application can also be submitted directly to the Graduate School of Business, at following address of the Graduate School of Business, email: mba1@siam.edu, Tel no. +662-4570068 ext. 5336, 5339 or The Admission Center, Tel no. +662-4570068 ext. 5151.

THE CURRICULUM

MBA (Master of Business Administration), Siam University, Thailand
Thai, English and Chinese Programs

THE MAJOR AREA OF 8 MODULES FROM GRADUATE SCHOOL OF BUSINESS, SIAM UNIVERSITY

1. MARKETING MANAGEMENT
2. ACCOUNTING AND FINANCIAL MANAGEMENT
3. HUMAN CAPITAL AND EXPERIENCE MANAGEMENT
4. INTERNATIONAL BUSINESS MANAGEMENT
5. HOSPITALITY AND WELLNESS BUSINESS MANAGEMENT
6. DIGITAL TRANSFORMATION
7. INNOVATION AND ENTREPRENEURSHIP MANAGEMENT
8. EDUCATIONAL RESOURCE MANAGEMENT

The MBA program is two-year program with the following semester breakdown;

- Semester 1: September to December
- Semester 2: January to April
- Semester 3: May to August

An academic year consists of 3 semesters of 15 weeks each with the duration of study of each subject is equal to each of a normal semester.

To complete the study, the total credits earned must be at least 42 credits (or 18 subjects). An Independent Study or Case Study is equivalent to 3 credits and a thesis 12 credits.

Duration of Study

Students have to complete all the requirements for the degree within 5 academic years from the date of enrollment. Any extension can only be made within the University regulation. However, the minimum period to complete the degree requirements must not be less than 1 academic year. The GPA of a student must not be lower than 3.00 from the total of 4.00

THE STRUCTURE OF THE PROGRAM

The MBA program offers 2 options; a thesis option (Plan A) and a non-thesis option (Plan B).

Plan A, (Thesis Option)

Students have to complete the curriculum of 42 credits, consisting of 30 credits of required course, with the GPA of at least 3.00 and out of 4.00, and 12 credits for the thesis. The students must submit the thesis to a committee appointed by the university and pass the oral defense of the thesis. An academic article derived from the thesis must be published in an academic journal acceptable to the Ministry of Education or to be presented in a national or international academic conference and the article must be published in the conference proceedings;

Plan A Thesis Option		Subjects
1. Foundation courses	- credits	
2. Compulsory core courses	27 credits	9
3. Free elective courses	3 credits	1
4. Thesis	12 credits	
Total credit	42 credits	10

Plan B, (Non-Thesis Option)

Students are required complete the curriculum of 42 credits, consisting of 39 credits for required courses and 3 credits for the Independent Study or Case Study, with the GPA of 3.00 out of 4.00.

In consequence, the student have to pass the oral and written comprehensive examination in the field of study and must submit the independent Study or Case Study report to a committee set up by te University and pass the oral examination which is open to interested aparties, and the report or part of the Independent Study or Case Study must be publicized in a way that can be searched.

Plan B Non-Thesis Option		
1. Foundation courses	- credits	Subjects
2. Compulsory core courses	27 credits	9
3. Elective core courses in particular module	12 credits	
3.1 Selective courses of the major area of study	9 credits	3
3.2 Free elective courses	3 credits	1
6. Independent Study or Case Study	3 credits	1
7. Comprehensive examination	- credits	
8. Oral examination	-credits	
Total credit	42 credits	14

COURSE COMPOSITION:

1. FOUNDATION COURSES:

The remedial or foundation courses are set for students who have graduated with majors other than business administration major or graduated with business administration major but whose academic background lacks the qualifications as specified by the graduated school committee. Such students must study the prescribed remedial course without credit and the study result shall be either S or U.

500-600	Introduction to Business Management , Business Economics, and Basic Financial Accounting	no credits
500-602	Quantitative Methods for Management	no credits
500-603	Technology Application in Business	no credits
700-100	Foundation English	no credits

2. CORE COURSES ; 27 CREDITS

Student requirements for to 9 core courses or 27 credits, as follows:

500-610	Marketing Management	3 (3-0-6)
500-611	Financial Management, Financial Reporting and Control	3 (3-0-6)
500-612	Leadership, Human Capital and Organizational Behavior	3 (3-0-6)

500-613	Strategic Management, Operation Management and Corporate Governance for Sustainability.	3 (3-0-6)
500-614	Managerial Economics for Competitiveness	3 (3-0-6)
500-615	Digital Technology and Information System Management	3 (3-0-6)
500-616	Leading with Value, Design Thinking and Innovation	3 (2-2-5)
500-617	Data Analytics, AI and ML for Business	3 (2-2-5)
700-111	Business Research Methodology	3 (3-0-6)

Course to be taken at the end of study plan:

Plan A

500-630	Thesis	12(0-0-540)
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Plan B

500-631	Independent Study or Case Study	3(3-0-135)
500-632	Comprehensive Examination	3(3-0-135)
500-633	Oral Examination	3(3-0-135)

Plan A

Student need to register 9 core courses (27 credits) and 1 elective course (3 credits) in the same study group with the GPA of at least 3.00. Forever after, the student have to submit the title of thesis for approval and be obliged to pass the thesis examination. The total time taken for study should not exceed 15 semesters.

Plan B

Student have to register 9 core courses (27 credits), 3 courses in selected module (9 credits) and 1 free elective course , making a total of 12 credits, to complete the program with Independent Study or Case Study course (3 credits), making a total of 42 credits. Students ought to obtain the GPA of all coursed including Independent study or case study of at least 3.00 out of 4.00 with the total study period must not exceed 15 semesters.

3. ELECTIVE COURSES:

Students are required to select courses in the relevant modules of study in MBA program by completed with 3 courses (9 credits) on selected module and free elective 1

course (3 credits) in total 4 courses (12 credits). To aspiring business leaders and specific your study with the following concentrate 8 modules;

1) MODULE MKT : MARKETING MANAGEMENT 9 CREDITS

Prerequisite	
<i>Prerequisites: 500-610 Marketing Management or authorized by lecturer</i>	

501-610	Distribution Channels, Logistics and Supply Chain Management	3 (3-0-6)
501-611	Integrated Marketing Communications	3 (3-0-6)
501-612	Marketing for Environmental, Social and Governance	3 (3-0-6)

In MKT module, students can select 1 course for free selective course in 3 credits as follows;

501-613	Marketing for Multi-generation	3 (3-0-6)
501-614	International Marketing	3 (3-0-6)
501-615	Digital Marketing Management	3 (3-0-6)

2) MODULE AFM : ACCOUNTING AND FINANCIAL MANAGEMENT 9 CREDITS

Prerequisite	
<i>Prerequisites: 500-611 Financial Management, Financial Reporting and Control or 500-614 Managerial Economics for Competitiveness or authorized by lecturer</i>	

502-610	Applied Corporate Finance and Financial Technology	3 (3-0-6)
502-611	Wealth Management	3 (3-0-6)
502-612	Accounting Reporting Analysis	3 (3-0-6)

In AFM module, students can select 1 course for free selective course in 3 credits as follows;

502-613	International Finance and Banking	3 (3-0-6)
502-614	Financial and Managerial Accounting	3 (3-0-6)
502-615	Internal Control and Risk Management	3 (3-0-6)
502-616	Strategic Cost Analysis and Management	3 (3-0-6)

502-617	Current Issues in Taxation	3 (3-0-6)
502-618	Current Issue in Accounting Information Technology	3 (3-0-6)

3) MODULE HXM: HUMAN CAPITAL AND EXPERIENCE MANAGEMENT 9 CREDITS

Prerequisite		
<i>Prerequisites: 500-612 Leadership, Human Capital and Organizational Behavior or authorized by lecturer</i>		

503-610	Leadership and Change Management for Sustainability	3 (3-0-6)
503-611	Strategies and Human Capital Management	3 (3-0-6)
503-612	Contemporary Special Issues in Human Capital and Experience Management	3 (2-2-5)

In HXM module, students can select 1 course for free selective course in 3 credits as follows;

503-613	Communication in Management	3 (3-0-6)
503-614	Negotiation and Conflict Management	3 (3-0-6)
503-615	Information System for Human Capital Management	3 (3-0-6)

4) MODULE IBM : INTERNATIONAL BUSINESS MANAGEMENT) 9 CREDITS

Prerequisite		
<i>Prerequisites: Any either all in core courses or authorized by lecturer</i>		

501-614	International Marketing	3 (3-0-6)
502-613	International Finance and Banking	3 (3-0-6)
504-610	International Trade, Investment and International Business Laws	3 (3-0-6)

In HXM module, students can select 1 course for free selective course in 3 credits as follows;

504-611	Logistics and Supply Chain Management	3 (3-0-6)
504-612	Innovation Strategy for International Business	3 (3-0-6)

504-613	International Accounting	3 (3-0-6)
504-614	Seminar in Asia Experience	3 (2-2-5)

5) MODULE HOW : HOSPITALITY AND WELLNESS BUSINESS MANAGEMENT

9 CREDITS

Prerequisite		
<i>Prerequisites: Any either all in core courses or authorized by lecturer</i>		

505-610	Global Hospitality and Wellness Management for Sustainability	3 (3-0-6)
505-611	Information Technology for Hotel and Tourism Management	3 (3-0-6)
505-612	MICE and Tourism Management	3 (2-2-5)

In HOW module, students can select 1 course for free selective course in 3 credits as follows;

505-613	Marketing Strategy for Hotel, Tourism and Service Business	3 (3-0-6)
505-614	Innovation Wellness Business Management for Sustainability	3 (3-0-6)
505-615	Strategies and Development of Sustainable Tourism	3 (3-0-6)
505-616	Seminar in Hospitality and Wellness Management	3 (2-2-5)

6) MODULE DIT: DIGITAL TRANSFORMATION 9 CREDITS

Prerequisite		
<i>Prerequisites: 500-615 Digital Technology and Information System Management or 500-616 Leading with Value, Design Thinking and Innovation or 500-617 Data Analytics AI and ML for Business or authorized by lecturer</i>		

506-610	Enterprise Architecture	3 (2-2-5)
506-611	Digital Transformation Strategy	3 (3-0-6)
506-612	Applied Data and AI for Digital Transformation	3 (2-2-5)

In DIT module, students can select 1 course for free selective course in 3 credits as follows;

506-613	Business Transformation Case Study	3 (2-2-5)
506-614	Digital Innovation and Ecosystem	3 (3-0-6)
506-615	Digital Enterprise Architecture Design and Development	3 (2-2-5)
506-616	Digital Business Acumen and New Business Model	3 (3-0-6)

7) MODULE INE : INNOVATION AND ENTREPRENEURSHIP MANAGEMENT 9

CREDIT

Prerequisite
<i>Prerequisites: Any either all in core courses or authorized by lecturer</i>

507-610	Entrepreneurship and New Venture Innovation Creation for Sustainability	3(3-0-6)
507-611	Entrepreneurship and Business Innovation Strategy	3 (3-0-6)
507-612	Digital Startup Innovation	3 (3-0-6)

In INE module, students can select 1 course for free selective course in 3 credits as follows;

507-613	Contemporary Special Issues in Entrepreneurship and Innovation	3 (2-2-5)
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8) MODULE EDU : EDUCATIONAL RESOURCE MANAGEMENT 9 CREDITS

Prerequisite
<i>Prerequisites: Any either all in core courses or authorized by lecturer</i>

751-226	Educational Resource Management	3 (3-0-6)
751-223	Leadership and Change Management	3 (3-0-6)
751-116	Innovation and Technology in Educational Administration	3 (3-0-6)

In EDU module, students can select 1 course for free selective course in 3 credits as follows;

751-252	Special Topics In Educational Administration	3 (3-0-6)
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751-258	Leadership in Education for Sustainability	3 (3-0-6)
751-264	Digital Management for Educational Administration	3 (3-0-6)

Noted : According to MBA program, Module EDU : Educational Resource Management does not lead to any professional certificate both in Thailand or abroad.

Type II: General Management major

MBA program allows students to learn in various courses in any Module courses, if students designed and focused on building leadership skills and learning in General Management major with totally in 12 credits after core courses 27 credits.

4. COURSE TO BE TAKEN AT THE END OF STUDY PLAN:

Plan A

500-630	Thesis	12 (0-0-540)
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Plan B

500-631	Independent Study	3 (3-0-135)
500-632	Comprehensive Examination	non-credits
500-632	Oral Examination	non-credits

Noted:

- 1) All students are required to take course 700-111 Business Research Methodology and the results grade not less than C otherwise should retake course again until the grade is satisfy at C or above then we allow to take course 500-631 Independent Study or Case Study.
- 2) Course 500-631 Independent Study or Case Study report must obtain a grade of C or above and part of the report must be published in a manner that can be searched.
- 2) After completed in Core courses, students are required to choose your major or module on your study and select to learn in 3 courses and 1 free elective course in that particular modules or in other module (3 credits).
- 3) If students require to graduate with two modules are acceptance by learning more 2 subjects (6 credits) on that additional modules.

5. COURSE DESCRIPTIONS:

5.1 FOUNDATION COURSES:

- 500-600 **Introduction to Business Management , Business Economics, and Basic Financial Accounting..... non credit**
Principles of management: planning, organizing, leadership and controlling, theory of management as applied to modern corporate structure; management policies; departmentalization, centralization and decentralization, line and staff functions, and human resources management ; basic microeconomic theory; consumer behavior theory; production theory; business organization theory; price;production factors, income distribution, as well as macroeconomic theory; organizing economic activities; principles and ideas of IS-LM; economic policy formulation; stability and international economics ; basic concept of accounting, accounting process and techniques and the general format of balance sheet and financial reports presented to people concerned for analysis in decision-making
- 500-602 **Quantitative Methods for Management.....non credit**
Quantitative theories which are applied in business analysis, such as probability, distribution of probability, hypothesis testing, application of decision theory under various scenarios, correlation theory, regression theory and quantitative analysis by linear programming; game theory; queuing theory; theory of decision making under uncertainty; optimization techniques; principles of maximization and minimization; business forecasting; principles of operation management research.
- 500-603 **Technology Application in Businessnon credit**
Data and information systems in contemporary business system relying on principles of data processing and upgrading data with machines; analysis of organizational work system and other important topics related to computers

in business which play a role in decision making of management in contemporary business management.

700-100 Foundation English..... non credit

Practice in four language skills of listening, speaking, reading and writing in an integrated manner based on grammatical structures to enable students to use the language correctly from lower to intermediate levels.

5.2 CORE COURSES

500-610 Marketing Management3 (3-0-6)

Concepts and theories about marketing management , practices for all forms of marketing management, including product management. Price management distribution channel management and promotions. Marketing environment, target Market, segmentation, positioning and customer relationship management; connect with consumer behavior ; marketing strategies and case studies.

500-611 Financial Management, Financial Reporting and Control3 (3-0-6)

Principles of financial management; analysis and utilization of financial reports, including theory of capital market management; fundraising; cash flow management; investment budget structure; dividend and cost of capital with emphasis on principles of financial management of financial institutions and new financial technology in modern world; basic concept of accounting; accounting theory and modern control; organization decision making; use of accounting data in planning, coordination and control; financial budget analysis and relationships between financial budgets.

500-612 Leadership, Human Capital and Organizational Behaviors..... 3 (3-0-6)

Leadership theories; leadership styles; role of leaders in organization; ethics of leaders; concept of human capital; human capital management: role and

responsibility of managers in human capital management covering ethics, planning, recruitment, training and development of human capital; concept and system of evaluation and the management of pay, benefits and other remunerations; theory of organizational behavior in theory and practice in digital era, especially decision making as well as behaviors of employees in organizations; changes and operations of organization for understanding and managing organization, focusing on the study of psychological aspects and various experiments which are helpful for management and decision making.

500-613 Strategic Management, Operation Management and Corporate Governance for Sustainability..... 3(3-0-6)

Operation management, strategic planning setup method; identification of mission, policy, goals and business strategies at various levels as well as operations and evaluation of organizational plan; analysis of causes and alternatives in order to provide solutions for business to survive and succeed, including concern of change in context for operational plan which is helpful for decisionmaking; integration of principles of good corporate governance taking into account all stakeholders; sustainability management principles emphasizing on responsibilities for environment, society, governance and humanity.

500-614 Managerial Economics for Competitive..... 3(3-3-6)

Application of economic theory in decision making, both macro and micro, including analyses of consumer demand and characteristics of markets, production and cost, price theory, business decision under different market structures; perfect competition; monopoly; allocation of resources to maximize production and profit, with the understanding of macroeconomic environments and simple technique to analyze macroeconomic situation; principles of competitiveness for a nation and region; determinants of nation competitiveness; importance of adding value to nation's endowment; development of related institutions and public policy in

supporting capacity building of competitiveness, promoting firms and other organization entities to participate in developing long-run productivity under cluster management model in different industries in order to lead to better quality of life.

- 500-615 Digital Technology and Information System Management)..... 3 (3-0-6)**
 Concepts and theories of digital technology and information system management; role of technology in sustainable creation; influential factors of technology management; process and plan of technology development; business strategies by information technology; technology transfer; case studies of digital technology and information system management.
- 500-616 Leading with Value, Design Thinking and Innovation 3 (2-2-5)**
 Design thinking and innovation; design thinking process that combines creativity; business mindset; systematic innovation creation; study of needs and problems of target group; brainstorming to find solutions; learning and doing to create value and innovation; application of creative thinking to find solutions, understand people, work in team, create value and create benefits in a commercial way; intellectual property management; design of business with shared value and social benefits.
- 500-617 Data Analytics, AI and ML for Business 3 (2-2-5)**
 Basic knowledge of use of data analysis program; selection process and presentation of data from data sources; data analysis and Artificial Intelligence/Learning Components Artificial Intelligence and Machine Learning (AI and ML) extracting data for useful and meaningful descriptions; examination of relationships between complex data and building models to predict future outcomes with accuracy, leading to deeper understanding and effective business decisions and planning.
- 700-111 Business Research Methodology..... 3 (3-0-6)**
 Business research methodology; theories of qualitative, quantitative and documentary research; research design; research tools design; research

plan; random sampling technique; data collection and analysis; statistics for research; hypotheses setting and testing; writing research report; use of research results for business decision making as well as study of referencing methods and research ethics.

5.3 ELECTIVE COURSES

501-610 Distribution Channels and Logistics and Supply Chain Management

..... 3 (3-0-6)

Marketing channels for goods and services; effective and efficient distribution network for goods and services; concept of logistic management; customer servicing; information systems; inventory management; direct sale strategy; multi-level marketing or network marketing; case studies; development of logistics system and supply chain to support strategy of business organizations, taking into consideration overall activities such as communication, inventory management, warehouse management, transportation and plant location; analysis of impacts of logistics and supply chain on business efficiency.

501-611 Integrated Marketing Communications(3-0-6)

The role of integrated marketing communications (IMC); communication planning using key marketing communication tools including advertising, sales promotions, direct marketing, public relations, interactive and interpersonal contact, special events, sponsorship; plan implementation, control and evaluation of use of media; communication planning; case studies.

501-612 Marketing for Environmental, Social and Governance..... 3 (3-0-6)

Principles, concepts and importance of marketing based on environmental, social and governance concept; creative business operations of leading organizations according to environmental, social and governance concept; marketing with environmental responsibility; environmental products;

efficient use of natural resources; preserving and restoring environment affected by business operations; marketing with social responsibility; taking care of human resources in organization equally; working environment; physical and mental health of personnel in organization; transparent organization management; marketing with corporate governance; taking care of interests of company's stakeholders fairly; case studies and analysis of trends in marketing for environmental, social, and governance.

501-613 Marketing for Multi-generation 3 (3-0-6)

Principles, concepts and importance of marketing for X, Y, Z, Silver and Alpha generations; marketing concepts and theories related to X, Y, Z, Silver and Alpha generations; digital marketing and social media; analysis of market environments; market opportunities and changes; analysis of market competition; market trends; market share; target market; product positioning; product innovation; marketing mix; marketing strategy and activities and consumer insight.

501-614 International Marketing 3 (3-0-6)

Concepts of marketing management in international businesses for planning and determining relevant strategies consistent with international market environments; analysis of market differentiation, political, legal, economic, financial and banking environments; culture and consumer behavior in foreign countries; planning and organizing for operations, determination of marketing mix strategy for foreign markets and cross cultural management.

501-615 Digital Marketing Management)..... 3 (3-0-6)

Electronic commerce concept; planning electronic commerce strategy; various technologies concerning security system and payment system; legal framework for electronic commerce; application of electronic commerce in various business activities; advertising and market promotion including

website advertising; strategies and factors leading to success; domestic and foreign case studies; electronic commerce investment project.

502-610 Applied Corporate Finance and Financial Technology..... 3 (3-0-6)

Structure of financial knowledge and instruments in corporate finance; case studies of financial statement analysis; working capital management; decision making on long term investment; funding structure analysis; dividend payment policy and company valuation; capital mobilization concept to create corporate growth; merger and acquisition; corporate risk management; roles and importance of tax in corporate strategies; implication of tax structure in determining corporate structure and capital investment in assets consistent with corporate business; testing of theory and concept in Financial Laboratory; overview of financial innovation, technology and product in financial system.

502-611 Wealth Management 3 (3-0-6)

Wealth management platform in whole portfolio; financial adviser to review and monitor financial position; Portfolio theory and stock and financial instrument valuation models; Principle of investment by fundamental and technical analysis, the analysis of investor's behavior, asset allocation, and investment planning and portfolio management, private wealth management; capital accumulation; investment and property management; retirement needs analysis; social security and retirement plans; income tax fundamentals; protection against personal risks; healthcare decision-making; property management and steps in financial planning process.

502-612 Accounting Reporting Analysis).....3 (3-0-6)

Evolution, importance, and diversity of financial statements; the needs of financial reporting users; financial reporting according to laws and regulations; financial reporting analysis for conceptual frameworks; profit management through accounting analysis; financial analysis and financial reporting forecasting; financial reporting and analysis for specific business

units; good corporate governance; reliability of financial reporting; development of current financial reporting.

502-613 International Finance and Banking..... 3 (3-0-6)

Key concepts of international financial business; international monetary system; balance of payments, foreign exchange market; international parity conditions; financial risk management; currency futures and options; exchange rate risk in trade settlement and business operations; translation risk in financial statements; funding from international debt markets and from international equity market; foreign direct investment; international portfolio investment; international capital budgeting; international working capital management.

502-614 Financial and Managerial Accounting ..3 (3-0-6)

Use of accounting data in planning, coordination and control; financial budget analysis and relationships between financial budget, balance sheet footnotes analysis and auditor's reports; analysis and interpretation of costs; method of total cost accounting and variable costing; standard costing; analysis of varied results of production cost; relationships between cost, volume and profits; decision making under various alternatives; investment decision making; budgeting for planning and control; measurement of balanced performance and determination of transfer price.

502-615 Internal Control and Risk Management3 (3-0-6)

Risk and crisis theories, risk and crisis factors, risk and crisis cycles; assessment; management concepts; establishing effective internal control . To identify, assess and prioritize risks (i.e. the effect of uncertainty on objectives), to be followed by coordinated economic application of resources to minimize, monitor and control the probability and/or impact of unfortunate events or to maximize the realization of opportunities. The objective of risk management is to assure that uncertainty does not deflect the endeavour from the business goal.

- 502-616 Strategic Cost Analysis and Management)3 (3-0-6)**
 Cost concepts in modern business environments; strategic cost management; target costs; activity-based costs; quality costs; just in time costs; product life cycle costs; cost consideration with theory of constraints; performance evaluation; balanced scorecard evaluation
- 502-617 Current Issues in Taxation 3 (3-0-6)**
 Current issues in Tax for executives’ roles about taxation; policy setting and planning of taxation for congruence with governments’ collection; taxation of operational decisions, such as subsidiary companies and branches, asset and product valuation, dividend policy, other benefits, and compensations; taxation problems of calculating net income; taxable income and doubled tax agreements
- 502-618 Current Issue in Accounting Information Technology..... 3(3-0-6)**
 Definition and importance of accounting information technology; types of technology; tools of each type of accounting information technology; use of technology tools to suit business; use of appropriate accounting technology to drive business; data management; data analysis and presentation of accounting information; analysis of data as decision support for business.
- 503-610 Leadership and Change Management for Sustainability)3 (3-0-6)**
 Leadership theories, leadership styles, role of leaders in bringing change into the organization; ethics of leaders; change concepts and change management to keep pace with present and future situations for sustainability.
- 503-611 Strategies and Human Capital Management 3 (3-0-6)**
 Application of theories and principles of human resources management for problem solving, policy setting, strategy, strategy formulation and human capital management; decision making in selection of various topics for

research and human capital management in present environments by using case studies; human resources management concerning wage, compensation, pension fund.

503-612 Contemporary Special Issues in Human Capital and Experience Management)3 (2-2-5)

Discussion in contemporary issues of human capital and experience management; application of concept and theory to solve problems and develop knowledge and understanding of various aspects of human capital; case studies from experience of entrepreneurs regarding contemporary management, strategy, human experience management, digital technology, agility, and opportunity to enable knowledge development in a variety of issues of human capital and management.

503-613 Communication in Management 3 (3-0-6)

Importance of communication for success of business executives; promotion of better understanding and skills for effective communication; personal, people and organizational factors that affect communication in management; analysis of communication setup and channels for individuals and groups; direct and indirect communication; practical exercise in communication methods to meet set objectives.

503-614 Negotiation and Conflict Management.....3 (3-0-6)

Theory and process of conflict management and negotiation within organization; framework of conflict analysis and techniques for conflict resolution; roles of executives in conflict management; conflict dimensions and psychological dynamics between persons, organizations and cultures; strategies and tactics for compromise and arbitration; application of strategies and tactics in fair negotiation.

503-615 Information System for Human Capital Management..... 3 (3-0-6)

Information systems for human resources management such as computer program and database system; employee data security system; employee's evaluation system; design and development of computer software for effective human resources management.

504-610 International Trade , Investment and International Business Law

...3 (3-0-6)

Concepts and theories of trade and international investment; effects of exchange rate on trade and international investment; trades balance and balance of payments; international financial system and international financial organizations; role of World Trade Organization; trade and economic integration; trade barriers; trade measure and trade policies; international investment promotion; import and export process; rules, regulations and customs procedure; search for target markets; analysis of problems and threats of import and export from case studies; planning and strategy for export promotion; legal system governing international economic relations, principal content and mechanism; treaties relating to copy rights, patents, selling contracts, trade agreements; ICC regulations relating to international trade; trading traditions and others; Thai legislations relating to international laws.

504-611 Logistics and Supply Chain Management).....3(3-0-6)

Development of logistics system and supply chain to support strategy of business organizations, taking into consideration overall activities such as communications, inventory management, warehouse management, transportation and plant location; analysis of the impact of logistics and supply chain on efficiency of business.

504-612 Innovation Strategy for International Business)..... 3 (3-0-6)

Fundamental knowledge of changes in business environments of global economies; nature of innovation; characteristics of culture and countries that drive innovation; identification and development of cultural intelligence; global countries with key success factors of innovation; current trends in innovation management; identification and analysis of strategic decision determinants of multinational company (MNC) on a global level of innovation, business and corporate strategy; development of solutions for strategic dilemmas in real-life situations; preparation of entrepreneur for sustainable innovation management.

504-613 International Accounting..... 3 (3-0-6)

Accounting and international financial reporting; concepts of financial planning and accounting conversion policies; conversion of foreign currencies; impacts of economic environments on international accounting; report and data disclosure in financial statement for international business; accounting standard and international accounting audit; financial statement analysis and tax relating to international business.

504-614 Seminar in Asia Experience) 3 (2-2-5)

Study trips and business seminars in Asian countries; discussion of issues learned from study visits to organizations or business sectors in Asian countries to enable students to learn concepts of new businesses in various industries, international contexts with multicultural and creative learning environment; concepts, practices, and techniques of management for success in the organization learned from study trips; real case studies and lectures from entrepreneurs, experts and executives of various businesses.

- 505-610 Global Hospitality and Wellness Management for Sustainability
..... 3 (3-0-6)**
Overview of hospitality industry and wellness business; fundamental concept of wellness business; principles of wellness business management; evolution, business structure and current issues of wellness business; wellness service; wellness business categories; health food and nutritional therapy business ; business design and management; wellness business organization management; entrepreneurial skill of leadership; roles and responsibilities of entrepreneur in enhancing sustainable competitiveness; integration of knowledge, management, and communication with product development, service and marketing.
- 505-611 Information Technology for Hotel and Tourism Management... 3 (3-0-6)**
Information technology for hotel and tourism management which supports decision-making for effective management and customer service
- 505-612 MICE and Tourism Management..... 3 (3-0-6)**
Publicity planning process; budgeting for MICE industry (Meetings, Incentives, Conventions, and Expositions), including meeting and convention industry, incentive travel, and exhibition, both in overall market and each market segment; roles of convention planners; meeting and destination management companies; hotels and related industries and organizations; tourism strategies and importance of e-tourism.
- 505-613 Marketing Strategy for Hotel, Tourism and Service Business 3 (3-0-6)**
Theories of direct marketing and service marketing for practical use in hotel and tourism industry; analysis of marketing mix components of products; presentation of communication and distribution channels; customer retention; service deliveries, service quality management, internet-based marketing system and strategy for hotel and tourism applications.

- 505-614 Innovative Wellness Business Management for Sustainability..... 3 (3-0-6)**
Global wellness business; sustainable innovation and new normal consumer behavior; market competition; nature of wellness business; market environment; aging society; anti aging business and opportunity; novel product and service in wellness business; contemporary issue of ESG in wellness business.
- 505-615 Strategies and Development of Sustainable Tourism 3 (3-0-6)**
Process of management of strategy of tourism that have sustainable impacts to the environments and the ecosystem. The relationship of tourism to economic, socio-cultural and physical environments. Development tourism destination and the concept of sustainable tourism.
- 505-616 Seminar in Hospitality and Wellness Management 3 (2-2-5)**
Analysis and discussion of scenarios and interesting issues in hospitality and wellness business management; application of marketing concept and theory to solve problems and adjust wellness business strategy; practice in expressing opinions, analyzing and discussing wellness business, marketing environment and marketing strategy, including analyzing case studies from experience of entrepreneurs in hospitality and wellness business.
- 506-610 Enterprise Architecture 3 (2-2-5)**
Enterprise Architecture as a process enabling organizations to understand structure and performance of IT systems across all business components. Enterprise Architecture helps organizations plan and manage IT resources into an appropriate and efficient system capable of responding to business needs and goals, especially strategy and future development; Enterprise Architecture process enables organizations to determine and plan essential policies for IT systems to support business activities, reduce conflicts between system development and business operations, increase efficiency

in the use of IT resources and reduce overall costs of organizations in the long run.

506-611 Digital Transformation Strategy.....3 (3-0-6)

Concepts, practices, and technologies of digital transformation; digital transformation; platform trends; types of digital transformation; structural digital transformation of firms and industries; integration of digital technology into business; fundamental changes in operating and delivering value to customers.

506-612 Applied Data and AI for Digital Transformation..... 3 (2-2-5)

Role of AI in digital transformation; basic knowledge of AI technology; implications and practical applications across various organizational contexts and ethical concerns in AI implementation; knowledge of various tools: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Human Capital Management (HCM) and supply chain application

506-613 Business Transformation Case Study3 (2-2-5)

Contemporary issues in managing digital transformation; discussion of case study on digital transformation; development of practical skills in formulating, implementing and evaluating digital transformation strategies, as well as critical analysis of key drivers and barriers to implementation of digital transformation strategy, with emphasis on understanding organizations in planning, managing, and implementing digital transformation projects; examination of contemporary issues in digital transformation; how modern organizations utilize cutting-edge technologies to drive digital transformation initiatives.

506-614 Digital Innovation and Ecosystem3 (3-0-6)

Concepts and importance of digital innovation to organizations; innovation process for digital products and services ; design thinking tools and techniques in digital innovation; analysis and design of digital business ecosystems; digital business models such as platforms, sharing economy; strategies for bringing digital innovation to create business value; case studies of organizations that succeed from innovation and digital ecosystems

506-615 Digital Enterprise Architecture Design and Development) ... 3 (3-0-6)

Concepts and elements of digital enterprise architecture ; digital business process analysis and simulation; information architecture design and information system integration; application of digital technologies such as cloud computing, blockchain, internet of things; big data management and advanced data analysis; cyber security and digital risk management; digital enterprise architecture implementation and organizational change management

506-616 Digital Business Acumen and New Business Model 3 (3-0-6)

Fundamental knowledge and elements of digital business; industry analysis, competitors, and digital consumer behavior; new digital business models such as e-commerce, digital content platforms; designing customer value and experiences in the digital age; strategies for generating income, profits, and creating value for digital businesses; digital operations and supply chain management; using technology and data to support business decisions; managing strategic transformation towards a digital business.

507-610 Entrepreneurship and New Venture Innovation Creation for Sustainability...3 (3-0-6)

Evolution of global entrepreneurship; fundamentals of knowledge, skills and attitudes of entrepreneur; creativity and innovation needed to

transform ideas into new ventures that create value and wealth; challenges of starting new ventures and introducing new products; service ideas; discovery of new business opportunities; development of entrepreneurial perspectives and hands-on experience in developing new ventures; evaluation of entrepreneurial innovation opportunity; product and market feasibility; fund raising ;start-up business project plan for sustainability.

507-611 Entrepreneurship and Business Innovation Strategy)3 (3-0-6)

Meaning and development path in becoming entrepreneurs, development of creativity and attribute of entrepreneurs; problems of SME business, searching for business opportunities; business plan ; thinking process of innovation and applications for commercial purposes; business innovation strategy; design of business with shared value and benefit to society.

507-612 Digital Startup Innovation3 (3-0-6)

Theories and guideline of digital startup entrepreneurs; development of creativity and attributes of entrepreneurs; including analysis of problems of digital startup businesses; searching for business opportunities; making business plan; thinking process of innovation and applications for commercial purposes.

**507-613 Contemporary Special Issues in Entrepreneurship and Innovation
3-(2-2-5)**

Contemporary issues of entrepreneurship and innovation , basic knowledge of theories and tools necessary for understanding and analyzing business innovation and approaches to handling changes within an organization focusing on discussion and exploration of innovation arising from various factors in technological advancements, shifts within industries, markets, society, and competition.

751-226 Educational Resources Management3 (3-0-6)

Theories, models and systems of educational resources management in basic and higher education; learning recourse and educational environment management, innovations and technology for educational resources management; leader behavior and changing leadership behavior in educational resources management; especially human resource management; human resource planning, recruitment, development, maintenance, and retirement; planning and budgeting, especially proactive budget planning; management on filing, finance ,materials ,building and ground; contemporary issues in educational resource management, mobilization and other related resources including laws and regulations for the improvement and development of educational resource management towards the quality of education.

751-223 Leadership and Change Management.....3 (3-0-6)

An application of leadership theories in difference situations and circumstances in organizational management, analysis of case studies on educational institution leadership and administrative; transformational leadership regarding educational administration; academic leadership, the ability to work as a team, performance in capacity and skill of leaders in educational administration; process of educational institutions; concept of change and change management in educational administration for current and future changing.

751-116 Innovation and Technology in Education Administration3 (3-0-6)

Innovation and technology in education administration and instruction management. Principle of an innovation and technology for enhancing the educational administration and instructional management qualities development, knowledge management on educational institution management various types of educational administrative innovation design and development, develop, implement and evaluate the

educational administrative and instructional management innovation effectiveness. Design Management and Decision Making on using Digital technology to transform various models of teaching, learning assessment & evaluation in Hybrid mode to suit the learning objectives of the courses of studies.

751-252 Special Topics in Educational Administration3 (3-0-6)

To analyze the substantial content and problem of educational administration; the study of relevant fields to make way for the students to research the problem of current educational administration and other areas that are not taught in other subjects or some other interesting areas that students additionally want to study; case study of educational institutions such as teaching career development; educational instruction system development, etc.

751-258 Leadership in Education for Sustainability.....3 (3-0-6)

Roles of educational administrators in community development; promoting local wisdom to be academic source of educational institution; participation of community in educational management; creating academic network in community; providing educational service in community and educational management for career developing in community; Analysis of development crisis, especially crisis in education; imperatives for paradigm shift in education and development; provision of education for intra and international understanding, global citizenship, and creative society; sustainable development in international perspectives and the Philosophy of Sufficiency Economy of H.M. the King; educational strategies for sustainable development.

751-264 Digital Management for Educational Administration 3 (3-0-6)

Development of analytical skill in circumstance; synthesis regarding educational administration in Digital era; potential of current and future

world and region changing that affect educational administration; case study to analysis and synthesis in Thailand; develop skill for creating educational policy; apply technology and digital innovation for supporting educational management including qualification of society.

5.4. THESIS AND INDEPENDENT STUDY

- 500-630 Thesis.....12(0-0-540)**
 Determining topics or problems of interest for students to do research; literature review; research objectives and methodology; research proposal; conducting research; result analysis and discussion; citations and international bibliographic system; writing full research report; oral examination by thesis examination committee; ethics and code of conduct of researchers.
- 500-631 Independent Study..... 3(3-0-135)**
 Determining topics or problems of interest for students to study in depth, including business plan, system development, or quality development project to raise the level of performance, writing independent study report and oral examination by independent study examination committee.
- 500-632 Comprehensive Examination..... non credit**
 Examination of students' abilities to apply knowledge, skills and learning experiences in work. The Comprehensive examination can be either written or oral, or both, as prescribed by the committee.

EVALUATION AND GRADUATION REQUIREMENTS:

EVALUATION AND GRADUATION

1. Evaluation must be made for every course that students register in each semester, Evaluation can be made during the semester by a test, report, assignment or any other means, and at the end of the semester by any examination or by mean of examination suitable for each course.
2. Evaluation can be measured by symbols representing credit figures as follows:

	Definition	Numerical Equivalent
A	Excellent	4.0
B+	Very Good	3.5
B	Good	3.0
C+	Fairy Good	2.5
C	Fair	2.0
c D+	Poor	1.5
D	Very Poor	1.0
m F	Fair	0
Symbols	Definition	
I	Incomplete	
S	Satisfactory	
U	Unsatisfactory	
AU	Audit	
P	In Progress	
W	Withdraw with Permission	
X	Awaiting result during the process of research for Thesis, Independent Study or Case Study.	

- I Incomplete when students fail to take part in the examination due to situation beyond control or fail to complete assignment. To change I into a grade must be done within the following semester. Failure to do so will result in an automatic F result which has to be recorded and calculated in the GPA.
- S Satisfactory is used for non-credit course.
- U Unsatisfactory is used for non-credit course.
- AU Audit means registration to attend a course without credit.
- P In progress for courses in progress and with no evaluation within the semester that students register. P will be changed after evaluation which must be made within the next 2 semesters. Beyond this time, P will be changed to F or U.
- W Withdraw means withdrawal within the mandatory time limit when students request to do so or ordered to do so.
- X Awaiting result during the process of research for Thesis, Independent Study or Case Study.

3. Evaluation of result of comprehensive examination, thesis, qualification examination and foreign language examination is as follows:

- S Satisfactory means satisfactory result or pass.
- U Unsatisfactory means unsatisfactory result or not passing the comprehensive Examination or qualification examination in the second examination. For foreign language examinations, there is no limit.

4. Passing grade for each course must be the following:

- a) For compulsory core course, the grade must not be lower than C. If lower, students must register for the same subject until the grade not lower than C is obtained. In case of selective core courses, the same or another selective core course can be selected so as to obtain the grade not lower than C.
- b) For elective course or free elective course which obtain grade D or F, the same courses of different courses can be selected for registration.

5) Calculation of credits and GPA.

- a) Only credits of courses having grade C or higher can be used for credit calculation. The grades for courses having grade D and F will be calculated for that semester and for GPA.
- b) In case the student register for any course more than once, the grade and credit must be calculated and used for GPA calculation.

6) Examinations

- a) For registered courses, students must take examinations for all registered courses, except audited courses or submit the grade in official forms to the Graduate School within 15 days after the examination.
- b) Comprehensive examinations is the written examination or oral examination in Master Degree Plan B consisting of key and related courses under the responsibility of the Comprehensive Examination Committee.
- c) Thesis examination is an oral examination to test the understanding of the student in the Thesis of Master Degree Plan A conducted by the Thesis Committee, and the thesis work must be published or part of it has to be accepted to be published in a journal or academic publishing or presented at an academic conference which has proceedings.
- d) Independent Study or Case Study report must obtain a grade of C or higher and part of the report must be published in a manner that can be searched.
- e) Compensive examination is conducted by the approval of the Graduate School Committee which sets the regulations and procedure for the examination.

Graduation Regulations

Graduation of Master of Business Administration must have the following qualifications:

1. Obtain enough credits as stipulated by the MBA program.
2. Gain a GPA of at least 3.00.
3. For Plan A, having studied all required courses and having obtained a GPA of 3.00 out of 4.00, having presented the thesis and pass the oral thesis examination by the Thesis Committee and Thesis or part of the Thesis being published in a journal or academic publishing or presented at an academic conference which has proceedings.
4. For Plan B, having studied all required courses, with the GPA of at least 3.00 out of 4.00 and having passed a comprehensive examination. The University may promote the publication of research work in a Journal or media or academic publishing or presentation in an academic conference which has proceedings.
5. Termination of Student Status
 - a) Death
 - b) Resignation with approval
 - c) Graduation
 - d) Order by the University as a result of not following University regulations or failure to pay tuition fees.
 - e) GPA lower than 3.00 at the end of each semester when the total credits registered is not yet exceeding half of the total credits of the program.
 - f) GPA lower than 3.00 when total credits registered are more than two thirds of total credits of the program.
 - g) Having studied the full 5 year period permitted.
 - h) Not passing the second comprehensive examination.
 - i) Having maintained the student status beyond the time allowed by the program.
 - j) Sentenced to imprisonment by the court of law, except for light sentences or guilt by negligence.



k) Having been expelled from university for inappropriate conduct.
Students who apply for graduation must meet all qualifications and meet all present regulations of the University.

MBA Regulations and Requirements

Visa Renewal

The international relations office, located on the 9th floor of Building 19, assists international students in the application of student visa and visa renewal.

Student Visa (non-immigrant ED) for 6 month when registering for 4 subjects in the first semester and afterwards for one-year when registering for 4 another subjects. Subsequently, visa will be for each semester until graduation.

Four weeks before the visa expires, application documents must be submitted to the international relation office in order to apply for visa extension.

Once the international relation office receives all the documents. The official will send them to the immigration authorities, which will issue a letter within 3 weeks permitting the requested visa.

Then, the students will need to go in person to the immigration office with the necessary documents (passport, letter from Siam University, fee, etc.) to finalize the visa issue. The visa fee is 1,900 Baht.

Note: If the students enter Thailand with a tourist visa and need subsequently to obtain a non-immigrant (ED) VISA in order to study at Siam University, in most cases, the students must leave Thailand and apply for visa from abroad at the Thai embassy or consulate.

Please refer to the website of the Ministry of Foreign Affairs for up-to-date details: <http://www.mfa.go.th/main/en/home> for more information Tel. 02-457-0068 ext. 5361

Register Online

Students not having passwords for registration online can contact the Registration Department Building 12th Floor 1st or can enquire it at 02-457-0068 ext. 5208. Printouts from online registration can be used to make payments at Finance Department Building 19th, Floor 1st or can enquire at 02-457-0068 ext. 5400

For more information details at <https://home.sis.siam.edu/registrar/login.asp>

Course Adding Withdrawal

Students may add and or drop one or several courses before the end of the add-and-drop period in the early part of the term, as published in the academic calendar or class schedule, by filling out and processing an ADD-WITHDRAWAL COURSE form. Students are entitled and will not get a withdrawal mark (W), as long as they drop the course before the end of the add-drop period of that semester. Students, who withdraw from the course and add a course at the same time, substituting one for the other, do not need to obtain a refund or make a payment.

The form is available at the MBA Office, fill it out and have it signed for approval by the program faculty. Then submit the rest to the Registration Department Building 12 th Floor 1st or can enquire at 02-457-0068 ext. 5208.

Attendance

Students are expected to attend all classes. A minimum of 80% attendance is required and mandatory. There are no authorized cuts from classes. Irregular attendance or attendance lower than 80% may result in the loss of the right to sit for the final examination of the respective subjects for which you were excessively absent. (e.g. absent more than 20% of the classes).

In case of unavoidable absences, such as illness or death of a family member, all work missed due to the student's absence must be satisfactorily made up. The student unavoidable absences must be properly documented with an attending physician's certificate from a duly registered hospital. Failure to provide proper documentation may result in absence.

Examinations

Students who could not take their examinations and are willing to take their examinations out of schedule by the following reasons:

- a) Sickness (Doctor Certificate needed).
- b) Accident (police statement for a needed)
- c) Work engagement outside Bangkok (letter from the company needed)

Students have to bring the evidence document to MBA officer and do the following processes:

1. Fill a request form.
2. Obtain the lecturer’s permission.
3. Obtain the approval from the Dean.
4. Wait for the consideration within 2 weeks.
5. Contact MBA office for the examination.

If consideration Not Approved.

1. Students cannot take their examinations out of schedule.
2. Students automatically get F grade for the subject.

English Proficiency Level for MBA Graduation

In the Siam University Announcement dated June 25, 2016, all MBA Graduates with the ID later that 54 are required to attain the English Proficiency before graduation as follow:

<i>Program</i>	<i>TOEIC</i>	<i>TOEFL paper</i>	<i>CU TEP TOEFL CBT</i>	<i>TOEFL IBT</i>	<i>IELTS</i>	<i>CEFR</i>	<i>ELLIS</i>
MBA English Program	600	500	180	60	5	B2	9
MBA Chinese Program	500	450	120	50	4.5	B1	8

ELLIS Placement Test (English Test for Graduation)

Students without the required TOEFL or IELTS score as indicated above can apply for English Language Proficiency Test under the ELLIS Test Program conducted by the stall of the Maruey Library, 6th floor, 19th Building, Siam University, using the Financial Lab: The score obtained must be 9 or 8 as indicated in the above table. Further information please call 02-4570068 ext. 5334.

Remark:

1. ELLIS Language Test is divided into 3 sections as follows: Vocabulary, Grammar and Listening and test period is 120 minutes.
2. For MBA students, at least get Level 8 must be obtained for Thai and Chinese programs and Level 9 for the English program.
3. When students reach the required Level 9, the test result could be obtained at with charge of 100 baths per page.
4. Students can check ELLIS Language Test timetable to be held several times per month at facebook: MBA SIAM UNIVERSITY.

TURNITIN Standards for Research works

The President has announce the guideline of December 15, 2016 to use the Turnitin Program to check all Independent Study (IS) and Thesis to prevent copy of research works. All research works (IS and Thesis) cannot have more than 25% of similarity of other sources. Before submitting the research work, students should check with Turnitin Program at Maruay Library on 6th floor 19th Building, Tel.02-4570068 ext. 5334 on either Tuesday or Saturday (during 10.00 a.m. – 6.00 p.m.)

E-mail: mbasiamturnitin@siam.edu

Procedure to Obtain Research Number for Thesis, Independent Study or Case Study

Thesis and Independent Study submitted to the University for grading and applying for graduation must have Research No., which can be obtained by the following procedure

1. Prepare the soft-files of the IS/Thesis report in both MS Word and PDF formats by renaming them, part by part, as per Siam University research database instruction. After saving them into a tumb drive or flash drive and take that device with the final report (in printing book) and the Data Submission Form (with the MBA Dean's signature) to the Financial Lab (opposite to Maruey

Library on the 6th floor 19th Building) Tel. 02-4570068 ext. 5334 on either Tuesday or Saturday (during 10.00 a.m. – 3.00 p.m.)

2. After pre-checking and CD file submission according to step 1, take the final report and the Submission Form further to the Office of Research Database Promotion on the 10th (and a half) floor 19th Building, Tel. 02-4570068 ext. 5327 to submit the (hard copy) report and obtain the research no., on either Tuesday or Saturday (during 10.00 a.m. – 3.00 p.m.).
3. Make photo-copy of the completed Submission Form as in Step 2. Then return one copy to the Maruey Library on the 6th floor, and submit the original copy of the completed Data Submission Form back to MBA Office on the 3th floor 19th Building, to be used later to apply for graduation. In case of any question/ suggestion, please feel free to visit the Financial Lab or call 081-8224502 (Aj. Sakchai or Officers) during office hours on Tuesday – Saturday.

CD Format:

<i>Segment action of content</i>		<i>File Name</i>	
		<i>Word file</i>	<i>PDF</i>
1	The cover of research	1.cov.doc	1.cov.pdf
2	The certificate of research *With signatures*	2.certificate.doc	2.certificate.pdf
3	The abstract of research *With signatures*	3.researcher name and surname.doc	3.researcher name and surname.pdf
4.	The acknowledgement of research	4.acknowledgements.doc	4.acknowledgements.pdf
5.	Table content of research	5.table content.doc	5.table content.pdf
6.	The first chapter	6.1chapter1.doc	6.1chapter1.pdf
7.	The second chapter	6.2chapter2.doc	6.2chapter2.pdf
8.	The third chapter	6.3chapter3.doc	6.3chapter3.pdf
9.	The fourth chapter	6.4chapter4.doc	6.4chapter4.pdf
10.	The fifth chapter	6.5chapter5.doc	6.5chapter5.pdf
11.	The bibliography of research	7.reference.doc	7.reference.pdf
12.	The appendix of research	8.appendix.doc	8.appendix.pdf
13.	Researcher biography (If you have)	9.biography.doc	9.biography.pdf

Maintenance of Student Status

Regulations of Siam University for Graduate Study BE 2549 Article 30.6 stipulate that students, who have not graduated (i.e. their names have not been approved for graduation by the University Council) and do not register in any semester, have to apply to the Registration Department to maintain their student's status until graduation. Failure to do so for 3 consecutive semesters, if the regulations are strictly enforced, students will be liable to have their names removed from the University. One of the main reasons of the regulations is to encourage students to graduate at the earliest opportunity as many students have taken over 2 years to submit their Independent Study. The low rate of student graduation seriously affects the quality assurance score of Siam University as evaluated by the Ministry of Education. The fee to maintain students is Baht 2,000 for semester can be made at Finance Department Building 19th, floor 1st or can enquire at 02-457-0068 ext. 5400.

MBA Graduation Regulations

After having passed the written comprehensive examination and published or presented the academic article derived from Thesis or Independent Study, students are invited to submit requests for graduation at the MBA Office, the request form for graduation together with following documents.

1. A set of documents relating to the presentation of the article in a national or international conference or a journal showing the publication of the article.
2. Research number
3. Result of turnitin
4. A copy of ELLIS test or TOEFL or IELTS.
5. A set of Independent Study documents, i.e. the cover, abstract and the page with certified acceptance with the Dean signature.

Registration Department:

1. 3 copies of passport paper
2. 1 copy of Bachelor transcript
3. 4 one-inch photographs (Black and white color with wear the MBA gown)
4. 1 copy of name or surname changed document (If any).



5. Resitration fee 150 Bahts.
6. Graduation fee for attending the graduation ceremony 3,900 Bahts.
7. Graduation fee for Not attending the graduation ceremony 2,200 Bahts.

For further more information, Please contact The Registration Department Building 12th, floor 1st or can enquire at 02-457-0068 ext. 5208.