



MBA (Master of Business Administration)  
Guidebook



Graduate School of Business  
Siam University

(2024)

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



## The Curriculum

Master of Business Administration 2024, Siam University

Thai, English and Chinese Programs

### **THE MAJOR AREA OF 8 MODULES FROM MBA 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 Course Requirement*

*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; 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;

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

### 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.

<b><i>Plan B, Non-Thesis Option</i></b>		
<i>1. Foundation courses</i>	<i>- credits</i>	<i>subject</i>
<i>2. Compulsory core courses</i>	<i>27 credits</i>	<i>9</i>
<i>3. Elective core courses in particular module</i>	<i>12 credits</i>	<i>4</i>
<i>3.1 Selective courses of the major area of study</i>	<i>9 credits</i>	
<i>3.2 Free elective courses</i>	<i>3 credits</i>	
<i>6. Independent Study or Case Study</i>	<i>3 credits</i>	<i>1</i>
<i>7. Comprehensive examination</i>	<i>- credits</i>	
<i>8. Oral examination</i>	<i>-credits</i>	
<i>Total credit</i>	<i>42 credits</i>	<i>14</i>

## **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 are required to fulfilling core curriculume course requirement for 9 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)

#### **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

Students 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 courses 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.

Comprehensive Examination

### **3. ELECTIVE COURSES:**

#### **TYPE I : LEARN BY MODULES**

This type provided learn & succeed with the top model in Business modules. Siam University MBA programs are designed to equip students with the knowledge and skills to succeed in Business. 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)
<i>In MKT module, students can select 1 course for free selective course in 3 credits as follows;</i>		
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

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)
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**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 IBM 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

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

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)
	Leadership and Change Management	
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)
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 our MBA program, Please noted that the Module EDU : Educational Resource Management does not lead to any professional certificate both in Thailand or abroad.

### **Type II: General Management major**

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