

Master of Business Administration Program
(International Program)
Revised Curriculum, Year 2017

University name: University of the Thai Chamber of Commerce
Campus/School: School of Business

Part 1. General Information

1. Program Title

Thai หลักสูตรบริหารธุรกิจมหาบัณฑิต (หลักสูตรนานาชาติ)
English Master of Business Administration Program (International Program)

2. Degree Title

2.1) Full Title (Thai) บริหารธุรกิจมหาบัณฑิต
2.2) Abbreviation (Thai) บธ.ม.
2.3) Full Title (English) Master of Business Administration
2.4) Abbreviation (English) M.B.A.

3. Specialization

3.1) The MBA specialization arranged at University of the Thai Chamber of Commerce (Bangkok) is International Business Management
3.2) The specialization offered in the Republic of the Union of Myanmar Offshore Program at Union of Myanmar Federation of Chamber of Commerce and Industry (UMFCCI) is International Business Management
3.3) The specialization offered in the Republic of the Union of Myanmar Offshore Program at Mandalay region Chambers of Commerce and Industry (MRCCI) is International Business Management.

4. Total Credits for the Program: 42 credits

5. Program Specifications

5.1) Format: 2-years master degree program
5.2) Medium of instruction: English
5.3) Admission: Thai and non-Thai students who are proficient in English

5.4) Collaboration with Other Institutions

- In Thailand, teaching and learning of this curriculum are entirely organized by University of the Thai Chamber of Commerce.
- At Yangon, Republic of the Union of Myanmar, teaching and learning of this curriculum are coordinately organized by University of the Thai Chamber of Commerce (UTCC) and the Union of Myanmar Federation of Chamber of Commerce and Industry (UMFCCI)

- At Mandalay, Republic of the Union of Myanmar, teaching and learning of this curriculum are coordinately organized by University of the Thai Chamber of Commerce (UTCC) and Mandalay region Chamber of Commerce and Industry (MRCCI)

5.5) Type of Conferred Degree: A single-degree awarded

6. Instructional Venues

6.1) In Thailand: at School of Business, University of the Thai Chamber of Commerce

6.2) At Yangon, Republic of the Union of Myanmar: at Union of Myanmar Federation of Chamber of Commerce and Industry (UMFCCI), Yangon

6.3) At Mandalay, Republic of the Union of Myanmar: at Mandalay Region Chamber of Commerce and Industry (MRCCI), Mandalay

Part 2. Academic System, Program Management and Program Structure

1. Educational Management System

1.1) System

The regular academic year is divided into two semesters.

1.2) Summer session

The summer session will be held depending on the consideration of program committees.

1.3) Credits comparable to the regular semesters

None

2. Program management

| | | |
|-------------------|-----------------|-------------------|
| 2.1) Study Period | First semester | August – December |
| | Second semester | January – May |
| | Summer session | June – July |

2.2) Qualifications and Entry requirements

2.2.1) Applicants interested in the program at University of the Thai Chamber of Commerce must possess all of the following qualifications:

- Obtain an undergraduate degree or equivalent.
- Good personality and good health: No serious illness which may obstruct their studies.
- Obtain a G.P.A. of 2.5 or higher in undergraduate degree and/or have at least one year working experience preferably related to the field of business.

2.2.2) Entry requirements for applicants interested in the program at the University of the Thai Chamber of Commerce:

- Applicants must pass the interview in accordance with the regulations of University of the Thai Chamber of Commerce.
- Applicants must have a minimum score of IELTS (Academic Band) of 5.5 with minimum of 5 in every band, a minimum TOEFL of 500 (Paper-Based Test), 173 (Computer - Based Test), or 61 (Internet - Based Test), CUTEF of 500, or BEST of 500.
- Applicants from overseas who use English as a first language are exempted from the requirement number 2) above. However, they must pass the interview.

- Applicants who graduated from the International program where English is used as the medium of instruction are exempted from the requirement number 2) above. However, they must pass the interview.
- Applicants must take pre-study courses according to the interview committees' recommendation.
- In case an applicant's academic qualifications do not meet the above requirements, the application may be reviewed and approved by the Committee of the School of Business. The committee will take into consideration the university's academic standard prior to the acceptance of applicants.

2.2.3) Applicants interested in the program at Union of Myanmar Federation of Chamber of Commerce and Industry and Mandalay region Chambers Commerce and Industry must possess all of the following qualifications:

- Obtain an undergraduate degree or equivalent.
- Good personality and good health: No serious illness which may obstruct their studies.
- Obtain a G.P.A. of 2.5 or higher in undergraduate degree and/or have at least one year working experience preferably related to the field of business.

2.2.4) Entry requirements for applicants interested in the program at Union of Myanmar Federation of Chamber of Commerce and Industry and Mandalay region Chambers Commerce and Industry:

- Applicants must pass the interview in accordance with the regulations of University of the Thai Chamber of Commerce.
- Applicants must have a minimum score of IELTS (Academic Band) of 5.5 with minimum of 5 in every band, a minimum TOEFL of 500 (Paper-Based Test), 173 (Computer - Based Test), or 61 (Internet - Based Test).
- Applicants from overseas who use English as a first language are exempted from the requirement number 2) above. However, they must pass the interview.
- Applicants who graduated from the International program where English is used as the medium of instruction are exempted from the requirement number 2) above. However, they must pass the interview.
- Applicants must take pre-study courses according to the interview committees' recommendation.
- In case an applicant's academic qualifications do not meet the above requirements, the application may be reviewed and approved by the Committee of the School of Business. The committee will take into consideration the university's academic standard prior to the acceptance of applicants.

2.3) Academic Regulation

Academic regulation is classroom type as stated in the regulations of University of the Thai Chamber of Commerce entitled of graduate studies, year 2015 (Appendix A).

2.4) Transfer Admission

Credit Transfer rules and cross-studying university refer to the regulations of Office of the Higher Education Commission entitled of credit transfer admission in 2002 and the regulations of University of the Thai Chamber of Commerce entitled of graduate studies, year 2004 (Appendix B).

3. Curriculum and Lecturers

3.1) Curriculum Structure

3.1.1) Total Credits 42 credits

3.1.2) Curriculum Structure

Plan A (Thesis)

| | | |
|------------------------|----|---------|
| Core Courses | 21 | Credits |
| Specialization Courses | 9 | Credits |
| Thesis | 12 | Credits |

Plan B (Non-Thesis)

| | | |
|------------------------|----|---------|
| Core Courses | 21 | Credits |
| Specialization Courses | 9 | Credits |
| Elective Courses | 9 | Credits |
| Independent Study | 3 | Credits |

3.1.3) Courses Clarification

Code Description

Each course for the Master of Business Administration Degree (International Program) of the School of Business has a code using English alphabets and numbers as shown below:

First two letters (Abbreviation of the program and school)

| | | |
|----|---|-----------------------|
| BA | = | School of Business |
| AC | = | School of Accounting |
| EC | = | School of Economics |
| MN | = | School of Engineering |

First digit

500-600 = graduate courses, thesis, independent study

Second digit

| | | |
|-------|---|---------------------------------|
| 1 | = | core courses |
| 2 – 8 | = | elective courses |
| 9 | = | core courses of other faculties |
| 0 | = | pre-study courses |

Last digit = course number

(A) Pre-study courses: 4 subjects (None credits)

| Code | Course name | Credits | Prerequisite |
|--------|--|-----------|--------------|
| BA 501 | Intensive English for Business | 3 (3-0-6) | - |
| BA 502 | Quantitative Analysis | 3 (3-0-6) | - |
| BA 503 | Financial Accounting for Managers | 3 (3-0-6) | - |
| BA 504 | Business and the Economics Environment | 3 (3-0-6) | - |

Remarks: Applicants must take pre-study courses according to the interview committees' recommendation.

(B) Core courses: 7 subjects (Total 21 credits)

| Code | Course name | Credits | Prerequisite |
|--------|--|-----------|--------------|
| AC 591 | Managerial Accounting | 3 (3-0-6) | - |
| BA 511 | Marketing Management | 3 (3-0-6) | - |
| BA 512 | Organizational Behavior and Leadership | 3 (3-0-6) | - |
| BA 513 | Operations Management | 3 (3-0-6) | - |
| BA 514 | Financial Management | 3 (3-0-6) | - |
| BA 515 | Strategic Management | 3 (3-0-6) | - |
| EC 591 | Managerial Economics | 3 (3-0-6) | - |

(C) Specialization courses in International Business Management: 3 subjects (Total 9 credits)

| Code | Course name | Credits | Prerequisite |
|--------|----------------------------|-----------|--------------|
| BA 521 | Global Business Management | 3 (3-0-6) | - |
| BA 524 | Managing Innovations | 3 (3-0-6) | - |
| BA 525 | Global Entrepreneurship | 3 (3-0-6) | - |

(D) Elective courses: 9 credits

Students who select Plan B (Non-Thesis) are able to choose the following elective courses or Specialization courses with a minimum of 9 credits.

| Code | Course name | Credits | Prerequisite |
|--------|---|-----------|--------------|
| BA 522 | International Trade and International Trade Law | 3 (3-0-6) | - |
| BA 523 | International Financial Management | 3 (3-0-6) | - |
| BA 532 | Financial Derivatives and Risk Management | 3 (3-0-6) | - |
| BA 533 | Investment Analysis and Portfolio Management | 3 (3-0-6) | - |
| BA 541 | Consumer Behavior and Marketing Strategy | 3 (3-0-6) | - |
| BA 543 | Global Marketing Strategy | 3 (3-0-6) | - |
| BA 553 | Current Issues in Global Tourism | 3 (3-0-6) | - |
| BA 571 | Business Research | 3 (3-0-6) | - |
| BA 572 | Current Issues in Global Business | 3 (3-0-6) | - |
| BA 573 | Global Service Management | 3 (3-0-6) | - |
| BA 574 | Financial Markets and Institutions | 3 (3-0-6) | - |
| BA 575 | Corporate Financial Analysis | 3 (3-0-6) | - |
| BA 576 | Marketing Innovation and Differentiation | 3 (3-0-6) | - |
| BA 582 | Luxury Marketing | 3 (3-0-6) | - |
| BA 583 | Starting a New Venture | 3 (3-0-6) | - |

| | | | |
|--------|--|-----------|---|
| BA 584 | New Products and Service Management | 3 (3-0-6) | - |
| BA 585 | Current Issues in Managing Innovations | 3 (3-0-6) | - |
| BA 586 | Current Issues in Entrepreneurship | 3 (3-0-6) | - |
| BA 587 | Current Issues in Leaders in Globalization | 3 (3-0-6) | - |
| BA 588 | Current Issues in Doing Business in ASEAN plus Countries | 3 (3-0-6) | - |
| MN 561 | Supply Chain Management | 3 (3-0-6) | - |

(E) Thesis and Independent Study

| Code | Course name | Credits | Prerequisite |
|--------|-------------------|-------------|--------------|
| BA 600 | Thesis | 12 (0-0-36) | - |
| BA 601 | Independent Study | 3 (0-0-9) | - |

3.1.4) Study Plan

Plan A: (Thesis)

| Year | Academic Session | Course | Number of Credits |
|-------|------------------|---|-------------------|
| 1 | First semester | AC 591 Managerial Accounting | 3 (3-0-6) |
| | | BA 511 Marketing Management | 3 (3-0-6) |
| | | BA 512 Organizational Behavior and Leadership | 3 (3-0-6) |
| | | Total | 9 |
| | Second semester | BA 513 Operations Management | 3 (3-0-6) |
| | | BA 514 Financial Management | 3 (3-0-6) |
| | | BA 515 Strategic Management | 3 (3-0-6) |
| | | Total | 9 |
| | Summer session | EC 591 Managerial Economics | 3 (3-0-6) |
| | | Specialization Course | 3 (3-0-6) |
| Total | | 6 | |
| 2 | First semester | Specialization Course | 3 (3-0-6) |
| | | Specialization Course | 3 (3-0-6) |
| | | BA 600 Thesis | 3 (0-0-9) |
| | | Total | 9 |
| | Second semester | BA 600 Thesis | 9 (0-0-27) |
| | | Total | 9 |
| | | Grand Total | 42 |

Plan B: (Non-Thesis)

| Year | Academic Session | Course | Number of Credits |
|-------------|------------------|---|-------------------|
| 1 | First semester | AC 591 Managerial Accounting | 3 (3-0-6) |
| | | BA 511 Marketing Management | 3 (3-0-6) |
| | | BA 512 Organizational Behavior and Leadership | 3 (3-0-6) |
| | | Total | 9 |
| | Second semester | BA 513 Operations Management | 3 (3-0-6) |
| | | BA 514 Financial Management | 3 (3-0-6) |
| | | BA 515 Strategic Management | 3 (3-0-6) |
| | | Total | 9 |
| | Summer session | EC 591 Managerial Economics | 3 (3-0-6) |
| | | Specialization Course | 3 (3-0-6) |
| Total | | 6 | |
| 2 | First semester | Specialization Course | 3 (3-0-6) |
| | | Specialization Course | 3 (3-0-6) |
| | | Elective Course | 3 (3-0-6) |
| | | Total | 9 |
| | Second semester | Elective Course | 3 (3-0-6) |
| | | Elective Course | 3 (3-0-6) |
| | | BA 601 Independent Study | 3 (0-0-9) |
| | | Total | 9 |
| Grand Total | | | 42 |

3.1.5 Course Description

A. Pre-study Courses includes 5 subjects (No credits)

BA 501 Intensive English for Business -
Development of reading and writing skills in theoretical analysis and in case studies; written practice of business letters, memorandum, business essay, reports; and communication skills in class presentation, listening, conversation, discussion and seminar participation.

BA 502 Quantitative Analysis -
Advanced methods in quantitative analysis; topics covered in operations management such as forecasting, inventory management, project management and statistics.

BA 503 Financial Accounting for Managers -
The assumptions and decision usefulness of financial statements that are prepared for creditors and shareholders; emphasis is placed on interpretation of financial statements, using examples from several companies.

BA 504 Business and the Economics Environment -
An overview of the economics environment within which business must operate, understanding some of the analytical tools that economists use to solve business and economic problems. Emphasis is on identifying, understanding and evaluating the domestic and global forces causing economic change; key concepts and ideas from microeconomics, macroeconomics, and international economics. Topics relevant to real-world issues and problems provide the focus for in-class discussion.

B. Core Courses includes 7 subjects (Total 21 credits)

AC 591 Managerial Accounting 3 (3-0-6)
An introduction to management accounting techniques that is useful in management decision-making situations such as performance appraisal, price-setting, determining output or service levels, financing and investing.

BA 511 Marketing Management 3 (3-0-6)
Marketing planning and operations; a practical knowledge of the marketing management system and its key components, including marketing planning, control and coordination, branding, integrated marketing communications, product development, pricing and distribution channels. Emphasis is placed on developing skills for entering new markets and maintaining or growing current markets.

BA 512 Organizational Behavior and Leadership 3 (3-0-6)
The knowledge on developing organizational competence; the relationships between organizational performance and the behavior of individuals, groups and overall organizations. In the process, emphasis is given to the importance of interpersonal issues and to issues arising from technological change, workforce diversity, ethical challenges and internationalization.

BA 513 Operations Management 3 (3-0-6)

The processes used to deliver products in the marketplace, the key operations and logistical issues in service and manufacturing operations, strategic as well as tactical implications, both quantitative and qualitative techniques and principles used by leading organizations are examined. Examples of world class operations are drawn from both the manufacturing and service sectors.

BA 514 Financial Management 3 (3-0-6)

The investment decision and resource allocation of projects in the organization; asset valuation, capital budgeting, risk management, working capital management and performance assessment; sources of cash to finance the investment decisions; capital structure, financial instruments, the risk-return trade-off, financial planning and the cost of capital. Ethical considerations and management in the global context are integrated into these topics.

BA 515 Strategic Management 3 (3-0-6)

Strategic interaction and conflict resolution in competitive and cooperative environments; principles of strategic reasoning and related mathematical formulas through real-life examples and in-class games; external business competition and internal organization management; an understanding of strategic management in a global context.

EC 591 Managerial Economics 3 (3-0-6)

The nature and determinants of decisions about profit maximizing production and pricing; the economics of competition within individual industries. The emphasis is on diagnosing the determinants of an industry's structure and formulating a rational, competitive strategy for coping with that structure. Special attention is given to problems of entry, exit and pricing.

C. Specialized Courses

Specialized Course in International Business Management includes 3 subjects (Total 9 credits)

BA 521 Global Business Management 3 (3-0-6)

The development, formulation, implementation and control of the strategies for any companies or organizations to get into or expand in international markets specially ASEAN Economic Community (AEC). The study of global marketing, international consumer behavior, and cross culture management.

BA 522 Managing Innovation 3 (3-0-6)

This course examines theories of innovation and their application to real-world business opportunities. A particular focus is placed on emerging scientific and technical innovations and the opportunities and challenges they present to both existing businesses and new venture entrepreneurs. This course explains how do firms and entrepreneurs bring in new business models and get new products and services to the market for enhancing the competitive advantage

BA 523 Global Entrepreneurship 3 (3-0-6)

This course is designed to help students to understand the importance of entrepreneurship in today's global economy and to cultivate an entrepreneurial mind-set in doing business in multi-cultural environments. Students will broaden their knowledge in exploring problem solving techniques, opportunities identification,

business concept development & venture planning using standard business model framework and bringing ideas for doing business globally.

D. Elective Courses for Study Plan B (Non-Thesis) (Total 9 Credits)

| | |
|---|-----------|
| BA 522 International Trade and International Trade Law | 3 (3-0-6) |
| Modern theories of international trade including factors relevant to international trade, regional economic integration, commercial policy and tariff problems that affect the operational realities of management and global business. | |
| BA 523 International Financial Management | 3 (3-0-6) |
| Integration of financial activities, institutions, and multinationals of the global finance arena; the tools of financial analysis to an international setting, the strategies available to multinational companies. Topics include foreign currency and political risk, capital budgeting in a multinational setting, and cash flow management between countries. | |
| BA 532 Financial Derivatives and Risk Management | 3 (3-0-6) |
| Characteristics, valuation and application of alternative financial derivatives and innovations: futures, options, futures on stock indices, portfolio insurance, interest rate swaps, credit default swaps, collateralized debt obligations, and others. Alternative tools or techniques for measuring, monitoring and managing the risk. Current issues and cases. | |
| BA 533 Investment Analysis and Portfolio Management | 3 (3-0-6) |
| Analysis techniques on investment assets such as equity and fixed income securities. Theories on optimal portfolio selection and management. Fund management and performance evaluation. Current issues and cases. | |
| BA 541 Consumer Behavior and Marketing Strategy | 3 (3-0-6) |
| Conceptual and theoretical aspects of consumer psychology and behavior principles in the global markets; internal and external factors influencing consumers' consumption behavior including perception, attitudes, motivations, personality, lifestyle, family life cycle, and cultural groups; consumer psychology models, consumption behavior process to develop consumer marketing strategy. | |
| BA 543 Global Marketing Strategy | 3 (3-0-6) |
| Global marketing paradigms and theories in a global context; external and internal factors affecting global marketing decisions, their inter-relationships and the way these influence marketing decision processes and outcomes. Future trends in ethics, changes in consumption behavioral patterns, influence of technologies and culture on the strategic decision making; the global marketing mix strategy; marketing plan; the planning process; planning and control systems; implementation; performance evaluation. | |
| BA 553 Current Issues in Global Tourism | 3 (3-0-6) |
| Analysis of current political, technological, and economic trends and a framework of exploration relative to the tourism industry; identification of issues and trends that impact destination planning, development, and | |

growth; examination of the impact of trends on the destination; comprehensive discussion from various disciplinary points of departure.

BA 571 Business Research

3 (3-0-6)

The fundamentals of research methodology both in qualitative and quantitative method, research paradigms and various stages of the research process including research design by using parameter and non-parameter, identifying a research topic, collecting and analyzing data, interpreting and presenting the findings, and finally writing a research report.

BA 572 Current Issues in Global Business

3 (3-0-6)

Important global issues such as patterns of economic environment and policies, cultural traditions, political environment, historical development, geographic environment, legal environment, and major current issues in domestic and international organizations.

BA 573 Global Service Management

3 (3-0-6)

Operating management in service industries; emphasis is on the principles of design, operation and control of service delivery systems, delivery system design, client interfaces, operations control, capacity management and quality control.

BA 574 Financial Markets and Institutions

3 (3-0-6)

Types and functions of financial markets; term structure of interest, fund raising in financial markets, determinants of interest rate, domestic and international financial markets. Banking and non-banking financial institutions, their characteristics, roles and functions, operations and performance evaluation, current issues and cases.

BA 575 Corporate Financial Analysis

3 (3-0-6)

Spreadsheet tools for corporate financial analysis: preparing financial statements; performing vertical and horizontal analysis of financial statements; forecasting sales revenue and customer demands; calculating and applying time value of money; managing inventories, safety stocks, and the allocation of resources; capital budgeting, case studies.

BA 576 Marketing Innovation and Differentiation

3 (3-0-6)

Impact of creativity and technological changes result in innovations; characteristics and application of differentiation and innovation for marketing strategy; classic analytical innovation models with modern tools, techniques and processes to put concept of innovation development into practice.

BA 582 Luxury Marketing

3 (3-0-6)

This course provides students with good understanding of the specificities and current evolution of Luxury marketing. This course explains the fundamentals of luxury brand marketing, consumer behavior of the luxury sector, concept of brand equity, corporate design strategy, and consumer-based model relating to effective communications practices in luxury sector.

- BA 583 Starting a New Venture 3 (3-0-6)
 This course is designed for students with interest in starting a new business. Students will explore the entrepreneurship process including how entrepreneurs discover and evaluate the sources and opportunities for new business ventures; how they assemble the resources, how they operate and grow a new business. The course covers a variety of topics associated with launching and running a new business venture, such as marketing, financing, building the venture team, legal and regulatory issues, and social and environmental issues.
- BA 584 New Products and Services Management 3 (3-0-6)
 This course focuses on the process of new product & service development and marketing. Emphasis is given on market opportunity identification, R&D-marketing interface, business model development, market potential estimation, and market entry timing.
- BA 585 Current Issues in Managing Innovations 3 (3-0-6)
 Concerning the change in business environment, it is imperative that business organizations and entrepreneur prepare for managing innovation of attaining the sustainability objective. Students will explore and broaden their ideas in managing innovation with firms and business through various perspectives from both academicians and practitioners.
- BA 586 Current Issues in Entrepreneurship 3 (3-0-6)
 Current issues in entrepreneurship related to the new concept of being success entrepreneur concerning the highly competitive situation. Students can broaden their ideas in doing businesses globally from various aspects.
- BA 587 Current Issues for Leaders in Globalization 3 (3-0-6)
 Current issues of being leaders in the disruptive era. Important issues related to change management in the businesses and organization. This course provides opportunities for students to learn from various aspects of being a global leader in a highly competitive situation.
- BA 588 Current Issues in Doing Business in ASEAN plus Countries 3 (3-0-6)
 Current issues in doing businesses in ASEAN countries related to economic environment and policies, cultural traditions, political environment, historical development, geographic environment, legal environment. Students can broaden opportunities in starting up businesses in ASEAN.
- MN 561 Supply Chain Management 3 (3-0-6)
 Supply chain conceptualization, design, and implementation; supply chain strategies and practices, including logistics, digital coordination of decisions and resources, inventory and risk management, procurement and supply contracting, product and process design, and revenue management, and the relationship between producers and consumers in supply chain and case studies.

E. Thesis and Independent Study

BA 600 Thesis

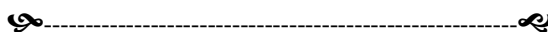
12 (0-0-36)

Students who have chosen plan A (Thesis) must write and defend their thesis. Topics must be in student's area of expertise and approved by advisors. The completed thesis must be approved by the appointed thesis committee.

BA 601 Independent Study

3 (0-0-9)

Students who have chosen plan B (Non-thesis) must report their independent study based in their area of expertise to their advisors, and must be approved from the appointed examination committee.



Appendix

- Appendix A** Regulations of University of the Thai Chamber of Commerce entitled of graduate studies, year 2010
- Appendix B** Regulations of University of the Thai Chamber of Commerce entitled of transfer of knowledge, skills and experience from non-formal education and/or formal education into the formal undergraduate education and graduate education systems, year 2004.
- Appendix C** Table of Comparison for Master of Business Administration Program (International Program) Between Curriculum 2010 and Curriculums 2012
- Appendix D** University Commission's command in 15/2554 entitled Committees forming for program development and education standard in Business Administration Program (International Program)