

MASTER OF BUSINESS ADMINISTRATION (GLOBAL MBA)



ABOUT THE COURSE INTRODUCTION

The University of the Thai Chamber of Commerce is unique through its link with the Thai Chamber of Commerce. This link ensures that the focus of the program is to offer managers knowledge that is not only up to date, but also relevant and useful for managers or business owners.

Established in 1989, the MBA in International Business (Global MBA) was the first program of its kind opened in Thailand to be conducted entirely in English. Quality is exceedingly important, and the program maintains small class sizes to allow for an interactive problem-based learning approach. Having both international students and instructors contribute to the diverse mix of nationalities and cultures represented in the classroom, leading to a truly international experience in learning. Additionally, exchange program with various world-class universities allow for visiting professors to share their experiences, and also for students to study abroad if they wish.

PROGRAM RATIONALE

The world business environment is becoming increasingly competitive to the point that even a local business is finding itself facing foreign competition. World events and technology have brought unforeseen challenges and speed of change unprecedented in history. Product life cycles are shorter and competition is no longer bound by national borders due partly to e-commerce, enhanced communications, and modern distribution systems. Global managers must seek knowledge and learn how theories can be applied to help solve the unstructured problems faced each day.

PROGRAM OBJECTIVES

The main objectives of the MBA Global Business is to provide professional training for business people to enable them to solve problems and make effective decisions across a broad range of business topics such as issues related to management, marketing, or finance. As such, it offers courses covering a wide range of topics with the overall goal being to expand and enhance the abilities and tools available for effective problem-solving and decision-making in business. The program is to produce competent personnel of qualified competence in global business management to serve the growing needs of the business sector, besides providing MBA graduates with ethical and moral conscience for enhanced social responsibility as well.

MASTER OF BUSINESS ADMINISTRATION WITH MAJOR IN

International Business Management

Courses

Intensive course:

- BA501 Intensive English for Business
- BA502 Quantitative Analysis
- BA503 Financial Accounting for Managers
- BA504 Business and the Economics Environment

Core courses: 7 subjects

- AC591 Managerial Accounting
- BA511 Marketing Management
- BA512 Organizational Behavior
- BA513 Operations Management
- BA514 Financial Management
- BA515 Strategic Management
- EC591 Managerial Economics

Specialization courses:

International Business Management

- BA521 Global Business Management
- BA524 Managing Innovations
- BA525 Global Entrepreneurship

Elective courses:

BA522 International Trade and International Trade
 BA523 International Financial Management
 BA532 Financial Derivatives and Risk Management
 BA533 Investment Analysis and Portfolio Management
 BA541 Consumer Behavior and Marketing Strategy
 BA543 Global Marketing Strategy
 BA553 Current Issue in Global Tourism
 BA571 Business Research
 BA572 Current Issues in Global Business
 BA573 Global Service Management
 BA574 Financial Markets and Institutions
 BA575 Corporate Financial Analysis
 BA576 Marketing Innovation and Differentiation
 BA582 Luxury Marketing
 BA583 Starting a New Venture
 BA584 New Products and Service Management
 BA585 Current Issues in Managing Innovations
 BA586 Current Issues in Entrepreneurship
 BA587 Current Issues for Leaderships in Globalization
 BA588 Current Issues in Doing Business in ASEAN plus Countries
 MN561 Supply Chain Management

Research Course:

BA600 Thesis
 BA601 Independent Study

THE CURRICULUM

Year 1	Academic Session	Course	Number of Credits
Plan A & Plan B	First Semester	AC591 Managerial Accounting	3
		BA511 Marketing Management	3
		BA512 Organizational Behavior	3
		Total	9
	Second Semester	BA513 Operation Management	3
		BA514 Financial Management	3
		BA515 Strategic Management	3
		Total	9
	Summer Session	EC591 Managerial Economics	3
		Specialization Course	3
		Total	6
		Grand Total Credits for Year 1	24

Plan A: Thesis

Plan A (Thesis)

Pre-study Courses	Non-Credit
Core Courses	21 Credits
Specialization Courses	9 Credits
Thesis	12 Credits
Total	42 Credits

Year 2	Academic Session	Course	Number of Credits
Plan A	First Semester	Specialization Course	3
		Specialization Course	3
		BA 600 Thesis	3
		Total	9
	Second Semester	BA 600 Thesis	9
		Total	9
		Grand Total Credits for Year 2	18

Plan B: Non-Thesis

Plan B (Non-Thesis)

Pre-study Courses	Non-Credit
Core Courses	21 Credits
Specialization Courses	9 Credits
Elective Courses	9 Credits
Independent Study	3 Credits
Total	42 Credits

Year 2	Academic Session	Course	Number of Credits
Plan B	First Semester	Specialization Course	3
		Specialization Course	3
		Elective Course	3
		Total	9
	Second Semester	Elective Course	3
		Elective Course	3
		BA 601 Independent Study	3
		Total	9
		Grand Total Credits for Year 2	18