

Master of Management Degree in Business Innovation (MBI)

Introduction

The 21st century is characterized by challenges that are unique in the history of humankind. Technological advances and social developments, together with a high level of interconnectedness due to globalization and the rise of the Internet are dramatically changing the world's dynamics. Change is happening faster, is more complex, and occurs on a more profound level. Predicting changes is therefore becoming increasingly difficult. As a result, management tasks have never been as demanding as they are today.

Tomorrow's leading executives and managers will have to combine know-how in the areas of strategy, innovation, organization and change management, and have profound knowledge of how to manage and control business from a financial perspective. They will need analytical and creative skills, to think and act as entrepreneurs. Highly developed social and intercultural skills will be necessary. They will not remain passive in the face of change, but actively shape organizations and lead them into the future. In addition, innovation has become an imperative for most private firms but increasingly also in the public sector. Therefore, competences in innovation management are emphasized as one of today's most important competences by CEO's and governments alike.

The Master in Business Innovation Program focuses on how to identify, ideate, develop and manage new innovations of product, service, process and business. Because in today's turbulent business environment where innovation often involves

external acquisition of technology and/or close collaboration with customers, suppliers and competitors, open innovation is a vital perspective. The program also pays attention to other forms of new business development, including entrepreneurship and customer-centric market orientation.

The program creates a unique opportunity to experience the challenges throughout the new product/service development process and to develop a mutual understanding about the rationales on the technology as well as on the business management side. There is a broad empirical basis that such a mutual understanding is a key prerequisite for successful cooperation between R&D and marketing and ultimately for innovation success. The aim of the program is therefore to enhance students' understandings about strategies, structures, processes, people and cultures to develop successful innovations and to enhance the innovative capability of firms.

Program Description and Goals

The program focuses upon management within the frameworks of short-term and long-term objectives and investments in relation to industrial dynamics and innovation. The rationale for combining these frameworks is that organizations make trade-offs between efficiency and innovation. The modern manager must learn to utilize and mobilize existing resources for current activities, at the same time as he or she must cultivate existing and new resources to develop new businesses and services. Hence, the program overall objective is to provide

theories, methods, and tools to students as potential managers in organizations operating under uncertainty in complex and rapidly changing markets and technologies.

The goals of the program are:

- to provide students the actual Knowledge required by fast evolving businesses.
- to strengthen students soft skills (creativity, empathy sense-making ; critical thinking).
- to improve students experiences using real corporate case-studies, projects, challenges.

The unique pedagogy applied in the MBI program will also help the students to learn to :

- identify and generate new ideas and opportunities as well as develop innovation,
- integrate theories and practices to strengthen innovation capabilities of organizations,
- develop and launch new products and services,
- manage innovative organization,
- facilitate innovation and the changes required for organizations be become innovation centered.

Degree conferred

Upon successful completion of the program requirements, students will be awarded with a Master of Management (Business Innovation) degree from Bangkok University.

In addition, students will have an opportunity to study for an International dual degree with France at the same time. For the details of Dual Degree program, please refer to website: www.mbi.bu.ac.th

Affiliation

BU: A Creative University

The Master of Management in Business Innovation (MBI) program prepares tomorrow's executives for their role as innovative leaders. The program equips the students with knowledge, skills and practice in technology, process and people based innovation management. Under the leadership of Mr. Petch Osathanugrah (the Chief Creative Officer of Bangkok University), BU has put in a great amount of resources to create an inspiring and learning environment for students with creativity, knowledge and innovation topics.

The Institute for Knowledge and Innovation — South-East Asia (IKI-SEA)

Bangkok University hosts the Institute for Knowledge and Innovation — South-East Asia (IKI-SEA). Founded in 2008, The IKI-SEA is a non-profit organization, which is a branch of the IKI of the George Washington University (USA). The IKI-SEA combines leading-edge academic research capability with in-depth business experience to provide practical and effective business solutions to the private and public sectors, both here in Thailand as well as throughout South-East Asia.

MBI students will have the opportunity to get involved in activities and projects organized by the IKI-SEA that will enrich their learning experience and that will allow them to better understand the current business needs of Thai and South-East Asian organizations.

Networks

World Class Research Centers in Knowledge Management and Innovation Management

Bangkok University is a partner of an International Research Program managed by the Université Grenoble Alpes (UGA), sponsored by the French Government, to develop novel and innovative ways to teach Innovation (PROMISING). The program will benefit from the results of this research project and will apply, when appropriate, such novel approaches to improve the learning experience of students. Among some of the “novel” approaches that will be used, action learning will for sure be used during team projects.

This international partnership will allow international faculty to easily come and give seminars to MBI students at BU, allowing the students to get full international experience and a global view of Innovation Management Approaches.

Career Opportunity

Possible careers after graduation:

Innovative Professionals — helping your organization to innovate

- Management roles in a range of functions including marketing, new product development, innovation, research and development, technology, engineering, project management
- Innovation Architecture
- Innovation Project Management
- Management in innovative organization
- Business development

- Research and development
- Management in Innovation centers and Technology centers
- Human Resource
- Organizational Strategies

Innovative Consultants — helping other organizations to innovate

- Innovation Management Consultant

Innovative Entrepreneurs — creating your own innovative business

- Entrepreneurship/ Business owner
- Social Innovator

Admission Information

The MBI program welcomes students who graduate from Engineering, Science, Fine Arts and Business Administration as well as professionals such as engineers, marketing officer, managers, R&D officers and designers working in Thailand and abroad. Admission to the program is considered for applicants who fulfill the following entry requirements:

- Applicants should hold a Bachelor's Degree or its equivalence, in any field from local or overseas educational institutions as recognized by the Ministry of Education.
- Applicants are required to have proficient command of English language skills, equivalent to a TOEFL score of 520 on the PBT, 190 on the CBT, 68 on the IBT, or an IELTS with a score of 6.0. (TOEFL/

IELTS results are valid for 2 years). Any applicant who has not obtained the required score, are required to pass an English Professional Test from Bangkok University.

- Admission will be considered along with the score of the English test, academic background and work experience.

Application Documents

- Application form (Apply online or download from <http://mbi.bu.ac.th>)
- Official Bachelor's degree-level transcripts
- Two letters of recommendation
- Two Photos (1 inch.)
- English test results
- Resume or CV
- A copy of ID/passport
- Letter of Motivation

Tuition and Fees

In 2020, a special scholarship of 275,000 Baht is automatically applied to all early adopters of the MBI program reducing the registration fee to 275,000 Baht. Students who take Dual Degree Programs will be required to pay additional fees. All costs and expenses, including tuition fees, airfares, housing, health insurance and other costs and expenses that might occur during the study abroad fall under the student's responsibility. All costs are subject to change without prior notice.

Curriculum and Format

The MBI program is offered in English. Students are expected to complete the program in 1.5 year for the single degree; and upon the requirements of partner university for the dual degree options. Students are required to complete the preliminary and core courses along with a team project in the first year. Students in Plan A (Thesis) track will take an addition of one elective course, where Plan B (Independent Study) track will take additional four elective courses.

MBI is offered as a Weekend Program. Blended learning techniques will be used to deliver these courses (classroom, online video conferencing, and other interactive and pioneering learning approaches). Courses are designed to accommodate the schedule of working professional. A scheduling of classes will be made available to the students at the beginning of each semester so they can appropriately plan and organize themselves. The program uses team/project based approach. Students will be working with real projects.

Preliminary courses:

Business Innovation
Business Management (for students coming from a non-business major)

Core courses:

- 1. Creativity and Ideation Techniques
- 2. Innovation Project Feasibility
- 3. New Product Development
- 4. Global Market Research
- 5. Strategic Innovation Management
- 6. Design Innovation
- 7. Research Methodology
- 8. Knowledge-Based Innovation

Electives:

1. IP Management & Legal Strategies for Innovation
2. Market-Centered Innovation
3. Emerging Technology Trends
4. Global Project Management
5. Knowledge-Based Systems
6. And more ...

Team projects with industry

Research Thesis

OR

Independent Study

Program of Study

To satisfy the requirement of the Master of Management (Business Innovation), students must complete 39 credits hours in either Plan A or Plan B.

Plan A

Preliminary Courses		Non credit
Core Courses	27	credits
Thesis	12	credits
Total	39	credits

Plan B

Preliminary Courses		Non credit
Core Courses	27	credits
Elective Courses	9	credits
Independent Study	3	credits
Total	39	credits

Pass the Written and Oral Comprehensive Examinations.

Satisfactory Program Completion

To complete the Master of Management (Business Innovation) degree on either plan, student must:

- Complete all the requirements of either Plan A or Plan B with a cumulative grade point average of not less than the equivalent of a "B" average.
- Successfully complete a thesis and submit it to the Graduate School at the prescribed time, and in the

prescribed format, must have their dissertation published in academic journal (s) which is acceptable by BU policy, if in Plan A; or

- Pass both the written and oral comprehensive examinations, if in Plan B.

Preliminary Courses (Non Credit)

Students with no previous business-related studies will be required to take PL108. PL109 is required for all students.

PL	108	Business Management
PL	109	Business Innovation

Core Courses (24 credits)

	credits
BI 611 Creativity and Ideation Techniques	3
BI 612 Innovation Project Feasibility	3
BI 613 New Product Development	3
BI 614 Global Market Research	3
BI 621 Strategic Innovation Management	3
BI 622 Innovation Design	3
BI 623 Innovation Research Methodology	3
BI 624 Knowledge-Based Innovation	3
BI 625 Team Project	3

Elective Courses (3 credits for Plan A; 12 credits for Plan B)

BI 631 IP Management & Legal Strategies for Innovation	3
BI 632 Market-Centered Innovation	3
BI 633 Emerging Technology Trends	3

		credits
BI	634 Global Project Management	3
BI	635 Knowledge-Based Systems	3
BI	636 Creative Leadership	3
BI	637 Strategic Foresight	3
BI	638 Agribusiness of Biotechnology Strategic Management	3

Plan A	(Thesis Program)	credits
BI	700 Thesis	12

Plan B	(Independent Study Program)	
BI	715 Independent Study	3

Students who take Plan A and wish to pursue Doctoral study in Knowledge Management and Innovation Management can apply for the combined Master + Ph.D. program. Qualified students will be allowed to extend their thesis to the doctoral level and complete both degrees in 4 years instead of 5 years.

Course Descriptions

PL 108 Business Management **non credit**

This course presents and debates contemporary business management practice. A case based approach is used to examine the adaptation and application of strategic management and marketing concepts in a range of business development contexts and market situations. Detailed analysis of this practice/theory interface in varying sectors, industries, and international locations will contribute to enhanced understanding of the process, characteristics, and challenges of contemporary

business development in practice. This course also presents the key business concepts and theories for students coming from a non-business background.

PL 109 Business Innovation **non credit**

This course is concerned with strategic innovation management for corporate competitive advantage. It provides students with the knowledge to understand, and the skills to manage innovation at the operational and strategic levels. Specifically, it integrates the management of market, organizational and technological change to enhance competitiveness of the firm. Students will acquire a critical understanding of innovation at the operational and strategic levels in the strategic innovation management context and obtain a critical understanding of the contexts, processes, structure, and capabilities in managing innovation in a fast changing globalised business environment.

BI 611 Creativity and Ideation Techniques **3 credits**

The course introduces students to an exploration of creativity and ideation within the discipline of business and management. The changing understanding of creativity is explored as well as personal approaches to creative problem solving. The broad nature of ideation is examined — especially in terms of idea generation, evaluation, and concept development. The role of both creativity and ideation in gaining strategic advantage is introduced. Students will be exposed to creativity in different fields i.e. Business, Arts, Science, Engineering and Social science.

BI 612 Innovation Project Feasibility**3 credits**

This course will present the various methods and concepts that can be used to assess the feasibility, viability, and sustainability of an innovation project in term of: Economic feasibility, Legal feasibility, Operational feasibility, Technical feasibility, Schedule feasibility, etc. Accounting, Finances, Risks and Budgeting concepts will also be covered. The Innovation Project Feasibility sees the application by students, to their own professional practice, of the theory they have learnt regarding the design and evaluation of learning innovations, through carrying out and writing up a small-scale research project.

BI 613 New Product Development**3 credits**

During this course students will be presented with the New Product Development process including services as well as techniques to manage innovation teams composed of members from different departments such as marketing, engineering, R&D, sales, etc. This course examines the strategies, processes, methods and techniques used for new-product development. The first part of the course focuses on new product development strategies. The second part considers techniques and processes for managing different stages of product development, from idea generation to market testing.

BI 614 Global Market Research**3 credits**

The aim of this course is to provide knowledge on the qualitative and quantitative methodologies used in global market research, which provides a foundation to understand markets and consumers. A variety of qualitative and quantitative data collection and data analysis methods for descriptive, causal, and exploratory research designs will be discussed and compared, alongside the utilization of these techniques in market research. The research design process (problem identification, proposal writing) will also be taught. During this course students will be presented with the concepts of marketing in all types of organizations and various techniques and approaches used to study the market, competitors, competitive intelligence, as well as emerging weak signals.

BI 621 Strategic Innovation Management**3 credits**

During this course the various aspects of the innovation implementation process will be presented: strategy, change, implementation, motivation and sustainability. The course aims to provide an understanding of key innovation and entrepreneurship management concepts and principles, in particular, how to manage product innovation and development at operational and strategic levels and enhancing competitiveness through innovation. The processes involved in the development of new products and services, including the management of resources and key activities. Key internal and external factors influencing and facilitating innovation within organizations will be examined.

BI 622 Innovation Design**3 credits**

Innovation Design Techniques course seeks to develop basic skills in design thinking and innovative problem solving. Design thinking is a methodology of innovation based on a deep understanding of what people want and need. During this class, students will be presented with various approaches and techniques that can be used to design new products, services, etc. Hands on experience will be provided developing physical prototypes, mockups, fab-lab, etc.

BI 623 Innovation Research Methodology**3 credits**

This course is designed to provide students with the necessary training to undertake advanced level research in Business and Management. The module has two aspects. First, it focuses on the nature of research in the area, and the social sciences in general, examining the study skills necessary to manage and undertake a research project; and secondly, it provides students with opportunities to be familiar with the important empirical and theoretical research in Innovation and Management. Such skills are intended to provide a good foundation for undertaking a dissertation at an advanced level.

BI 624 Knowledge-Based Innovation**3 credits**

Students will learn innovation concepts and techniques that allow innovation to emerge from a better use and combination of existing knowledge. Concepts of Knowledge management will be presented as well as techniques like Theory of Inventive Problem Solving (TRIZ) and C-K. TRIZ is an Inventive Problem Solving Process and a structured, “left-brained” approach to breakthrough innovation through the use of patterns of invention documented in the most inventive of the world’s patents. The C-K design theory or concept-knowledge theory is both a design theory and a theory of reasoning in design. The theory builds on several traditions of design theory, including systematic design, axiomatic design, creativity theories, general and formal design theories, and artificial intelligence-based design models.

BI 625 Team Project**3 credits**

Students will learn projects and homework of the classes will be related to the project. Students’ teams will be constituted with students coming from different backgrounds, business, engineering, arts, ... Local organizations will be contacted to identify potential innovation projects. Organization representatives will be expected to meet with the students during the weekend to feed them with the information they will need to perform their project. A faculty will be assigned to each team to supervise their efforts/progress and to coach them. A non-disclosure agreement will be signed between the students and the organization. Action learning approaches will be used during the various projects.

BI 631 IP Management & Legal Strategies **3 credits**
For innovation

Protecting intellectual assets has become a key success factor for organizations in the knowledge-based economy. This module provides you with the knowledge and tools for managing intellectual property (IP), and how best to deploy and appropriate these to create value from the perspective of both private and public sector organizations. More specifically, you will gain an understanding of IP strategies and approaches in multinational corporations, small and medium-sized enterprises as well as universities and research institutes. You will learn about patents and copyrights as instruments to protect IP as well as develop an understanding of less formal, alternative approaches.

BI 632 Market-centered Innovation **3 credits**

In this course, students will learn how to develop market-orientation throughout the innovation process in order to be better prepared for meeting the challenges in realizing commercial acceptance and success. The students will be able to analyze a market, employ user and customer involvement in the innovation process, and develop a comprehensive approach to launch and market innovative new products and services. Topics like co-creation, crowdsourcing, customer involvement, and supplier involvement will be covered.

BI 633 Emerging Technology Trends **3 credits**

This course covers the technical, market and application trends for Emerging technology. In this course, students will learn about the latest emerging technologies as well as technology forecast (broad technologies, not only information technology based). It will focus on understanding how technologies evolve, how their utilization impact current product and services and behaviors, and the potential pitfalls as well as benefits of adopting a new technology.

BI 634 Global Project Management **3 credits**

This course will develop the skills and knowledge necessary to manage international projects in global settings, with particular focus on project management techniques, project systems thinking, and relevant management theories. It focuses both on the hard side of project management, referring to schedule, cost, resource, risk management, and quantitative modeling and analysis, as well as the soft issues such as concept generation and teamwork that must be dealt with in order to ensure success of the projects. The course will cover the core principles of managing project development and the key elements required to bring projects to successful fruition.

BI 635 Knowledge-Based Systems**3 credits**

This course describes and explains the recent developments in the field of Information Technology that open up new vistas in computer-aided management decision-making. This course will cover the role of various technologies that can enable and support innovation: collaborative systems, data mining and data warehousing, content management techniques, co-creation tools, simulation (3D), and group sense making.

BI 636 Creative Leadership**3 credits**

This course describes and explains as we have entered the Knowledge Economy, Business Creativity and Innovation have become more important than ever for business success. Nevertheless, the business world struggles coping with the key drivers that influence its current affairs and future trends: change, speed, complexity, ambiguity, risks, and surprises. Consequently, creativity, innovation and design have become major challenges in business. Six out of ten CEOs of the world's leading companies regard creativity as the key characteristic of successful leadership to cope with the increasing complexity of the business world and to produce superior and sustainable growth of revenues and profit margins. In Asia, this call for creative leadership is even higher as the key drivers have emerged on top of the leadership agenda of the Chief Executive Officers of the world's largest corporations.

Since all of us were born creative and exhibited high levels of creativity as young children, this module propose tools and techniques to rediscover your creative self and become a creative leader through a ten steps program: the Genius Journey.

BI 637 Strategic Foresight**3 credits**

This course describes and explains 1) define markets and technological trends, 2) ensure the continuity of the innovation development process and 3) sustain the firm's performance. Forecasting allows firms to structure their innovation strategy while preventing them from the potential damages of uncontrollable external events (originating with the national economy, governments, customers, and competitors). Innovation management allows firms to schedule controllable internal events (such as marketing or manufacturing decisions within the firm). The success of a company depends on both types of events, but forecasting applies directly to the former, while decision making applies directly to the latter. Planning is the link that integrates both.

**BI 638 Agribusiness of Biotechnology
Strategic Management****3 credits**

This course describes and explains food and health are the two largest markets in volume at the global scale. These two industrial fields were the first to integrate modern biotechnologies in there innovations. As the biotechnological toolbox provides creative solutions to innovate, its application have been progressively enlarged to a broad diversity of industries: industrial production process (White Biotech), alimentation (Green Biotech), health (Red Biotech), environment (Yellow Biotech), marine applications (Blue Biotech)... Biotechnologies are nowadays considered as the basis for a new perspective for industrial development balancing economic

growth and natural ecosystems preservation which could lead to the emergence of a new economic paradigm: the Bioeconomy.

To achieve such goal, companies have developed more collective innovation logics involving new forms of ecosystemic strategies. The use of biotechnology allows these firms to 1) better integrate recycling, 2) easier apply circular production processes (Cradle to Cradle) and 3) decrease their impact on natural environment.

This module presents the challenges attached to biotechnology exploration and exploitation strategies in various industries, explain the ubiquity of biotechnology in all industries, as well as the innovation strategies attached to their development. Tools are proposed to distinguish 1) the innovation logics, tactics and strategies associated with the use of the biotechnological tool box and 2) the steps that characterized the development of biotechnological innovations.

BI 700 Thesis 12 credits

BI 715 Independent Study 3 credits

Program Faculty Members

Dr. Xavier Parisot (Director of the MBI Program)

Ph.D. (Management Sciences), CNAM University, Paris, France

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M.Sc. (Human Molecular Genetics), University of Clermont-Ferrand, France

B.S. (Cellular Biology) The University Blaise Pascal, France

Assoc. Prof. Dr. Vincent Ribiere (Co-Director of the MBI Program, Program Director of the Ph.D. KIM Program)

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