



# BANGKOK UNIVERSITY GRADUATE SCHOOL

# MBA

Master of Business Administration

(English Program)

Degree Plan

For Graduate Student

2023 Entrants

(Saturday Class)

# MBA

Master of Business Administration

(English Program)

Curriculum

Year	Course	Course Code	Course Title	Credits	Prereq.
	PRELIMINARY COURSES	PL 101	Introduction to Accounting	-	-
		PL 103	Fundamental Statistics for Business Research	-	-
		PL 108	Introduction to Academic Writing	-	-
1	CORE COURSES	BA 611	Organization Leadership and Human Resource Competencies	3	-
		BA 612	Financial Management	3	-
		BA 613	Financial and Management Accounting	3	-
		BA 614	Marketing Management	3	-
		BA 615	Operations Management	3	-
		BA 716	Information Technology for Business Management	3	-
		BA 717	International Business	3	-
		BA 718	Applied Research in Business	3	-
2		BA 712	Strategic Management and Business Policy	3	-
		BA 713	Managerial Economics	3	-
	<b>รวมจำนวนหน่วยกิตวิชา Core Courses</b>			<b>30</b>	

## \* Plan A

Course	Course Code	Course Title	Credits
THESIS	BA 700	Thesis (Students have to register as required of thesis registration)	12
		<b>Total</b>	<b>12</b>

\* Plan B

**ELECTIVE COURSES**

Students of Plan B must select 4 courses or 12 credits , one of which must be BA 715 Independent Study (3 credit).

Course	Course Code	Course Title	Credits
INDEPENDENT ELECTIVE	BA 715	Independent Study	3

Course	Course Code	Course Title	Credits
ELECTIVES IN MARKETING	BA 811	Digital Marketing Analytics and Strategy	3
	BA 812	Integrated Marketing Communication	3
	BA 813	Value Creation and Innovative Marketing Project	3
	BA 814	Service Business Marketing and Management	3

Course	Course Code	Course Title	Credits
ELECTIVES IN FINANCE	BA 821	Financial Investment	3
	BA 822	Data Analytics for Finance	3
	BA 823	Business Valuation for Decision Making	3
	BA 824	Forecasting Technique for Business and Finance	3
	BA 825	Real Estate Investment	3

Course	Course Code	Course Title	Credits
ELECTIVES IN HUMAN RESOURCE MANAGEMENT	BA 831	Human Resources Analytics and Insights	3
	BA 832	Digital Platforms for Human Resources Processes and Information Management	3

Course	Course Code	Course Title	Credits
ELECTIVES IN MANAGEMENT	BA 841	Innovation and Organizational Development	3
	BA 842	Intelligent Decision Support Systems	3

Course	Course Code	Course Title	Credits
ELECTIVES IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT	BA 851	Data Analytics in Supply Chain Planning	3
	BA 852	Cost Optimization in Distribution System	3
	BA 853	Retail Supply Chain Operations	3

Course	Course Code	Course Title	Credits
ELECTIVES IN MANAGEMENT FOR SMALL AND MEDIUM ENTERPRISES - SMEs	BA 861	Venture Initiation for Entrepreneurship	3
	BA 862	Strategic Management for SMEs: Business Model and Strategy	3

Course	Course Code	Course Title	Credits
SPECIAL TOPICS	BA 871	Special Topics in Business Administration	3

Remarks:

- Plan A : For MBA, comprising a minimum of 30 credits of core courses, and a minimum of 12 thesis credits.
- Plan B : For MBA, comprising a minimum or 42 credits of both core and elective courses, no less than 3 credits of which must be completed as an independent study course.

## Program of Study

### Plan A: Thesis / Plan B: Independent Study

#### Preliminary Courses

Section. 7210

Course Code	Course Title	Credits
PL 101	Introduction to Accounting	-
PL 103	Fundamental Statistics for Business Research	-
PL 108	Introduction to Academic Writing	-

#### First Semester (1/2023: Aug. – Dec., 2023)

Section. 7211

Course Code	Course Title	Credits
BA 611	Organization Leadership and Human Resource Competencies	3
BA 613	Financial and Management Accounting	3
BA 615	Operations Management	3
BA 718	Applied Research in Business	3
	Total (Plan A & Plan B)	12

#### Second Semester (2/2023: Jan. – May, 2024)

Section. 7211

Course Code	Course Title	Credits
BA 612	Financial Management	3
BA 614	Marketing Management	3
BA 716	Information Technology for Business Management	3
BA 717	International Business	3
	Total (Plan A & Plan B)	12

#### Summer Semester (3/2022: Jun. – Jul., 2023)

Section. 7211

Course Code	Course Title	Credits
BA 700	Thesis (Plan A)	3
BA 715	Independent Study (Plan B)	3
	1 Elective Course (Plan B)	3
	Total	Plan A 3 Plan B 6

Course Code	Course Title	Credits
BA 712	Strategic Management and Business Policy	3
BA 713	Managerial Economics	3
	2 Elective Courses (Plan B)	6
BA 700	Thesis (Plan A)	1 - 9
	Total	Plan A 6 + (1 - 9)
		Plan B 12

**\* Note**

**For Thesis Program (Plan A)**

Core Courses	30	credits
Thesis	12	credits
Total	42	credits

**For Non-Thesis Program (Plan B)**

Core Courses	30	credits
Elective Courses	9	credits
Independent Study	3	credits
Total	42	credits

*Plan B: Pass comprehensive examination (registration: February 2025) \*For more details (such as registration or examination exact dates) please check “Comprehensive Examination Schedule” via [admission.bu.ac.th/grad](http://admission.bu.ac.th/grad)*



## Thesis (Plan A)

Title of Thesis

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Name of Thesis Advisors

Advisor :

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Co advisor :

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## Thesis (Plan A)

Semester/ Academic Year	Attempt	Total Credits	Date of Thesis Proposal Defense	Date of Thesis Oral Defense
	1	3		
	Total			

Name of External Committee : .....

Date of Submission of Thesis : .....

Semester/ Academic Year	Attempt	Total Credits	Date of Thesis Proposal Defense	Date of Thesis Oral Defense
		1		
		1		
		1		
		1		
		1		
		1		

Remark : Students who do not register for thesis credits nor for other courses in a particular semester are required to maintain their status by paying a fee equivalent to that of one credit hour until the completion of thesis.

## Comprehensive Examination (Plan B)

Academic Year	Semester	Comprehensive Examination	Number of Attempts	Result	Remarks
		Comprehensive Exam.			
		Comprehensive Exam.			
		Comprehensive Exam.			

Remark : Students who do not register for Comprehensive Examinations are requested to fill out the leave of absence form and pay a fee to maintain their student status.