



MBI

Master of Management in Business Innovation
International Program

DEGREE PLAN
FOR GRADUATE STUDENT
2024 ENTRANTS

MBI

Master of Management in Business Innovation (International Program) Curriculum

| Year | Course | Course Code | Course Title | Credits | Prereq. |
|------|-------------------------------------|--|--|---|---|
| | PRELIMINARY COURSES | PL 108 PL 109 | Business Management Business Innovation | - - | - - |
| 1 | CORE COURSES | BI 611 BI 612 BI 613 BI 614 BI 621 BI 622 BI 623 BI 624 BI 625 | Creativity and Ideation Techniques Innovation Project Feasibility New Product Development Global Market Research Strategic Innovation Management Innovation Design Innovation Research Methodology Knowledge-Based Innovation Team Project | 3 3 3 3 3 3 3 3 3 | - - - - - - - - - |
| | Total Number of Core Courses | | | 27 | |

* Plan A

| Course | Course Code | Course Title | Credits |
|--------|-------------|--|-----------|
| THESIS | BI 700 | Thesis (Students have to register as required of thesis registration) | 12 |
| | | Total | 12 |

*** Plan B**

ELECTIVE COURSES

Students of Plan B must select 4 courses or 12 credits, one of which must be BI 715 Independent Study.

| Course | Course Code | Course Title | Credits |
|-------------------------|-------------|--|---------|
| INDEPENDENT ELECTIVE | BI 715 | Independent Study | 3 |
| ELECTIVES COURSES | BI 631 | IP Management & Legal Strategies for Innovation | 3 |
| | BI 632 | Market-Centered Innovation | 3 |
| | BI 633 | Emerging Technology Trends | 3 |
| | 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 and Biotechnology Strategic Management | 3 |

Remarks:

- Plan A: for MBI, comprising a minimum of 27 credits of core courses, and a minimum of 12 thesis credits.
- Plan B: for MBI, comprising a minimum of 39 credits of both core (27 credits) and elective courses (12 credits), no less than 3 credits of which must be completed as an independent study course.

● **Program of Study**

Preliminary Course

(Sect. 7111)

| Course Code | Course Title | Credits | Remarks |
|-------------|---------------------|---------|-----------|
| PL 108 | Business Management | - | July 2024 |
| PL 109 | Business Innovation | - | July 2024 |

First Semester 2024 (1/2024)

(Sect. 7111)

| Course Code | Course Title | Credits | Remarks |
|-------------|------------------------------------|---------|---------------------|
| BI 611 | Creativity and Ideation Techniques | 3 | Aug.2024 – Jan.2025 |
| BI 614 | Global Market Research | 3 | |
| BI 613 | New Product Development | 3 | |
| BI 622 | Innovation Design | 3 | |
| | Total | 12 | |

Second Semester 2024 (2/2024)

(Sect. 7111)

| Course Code | Course Title | Credits | Remarks |
|-------------|---------------------------------|---------|------------------|
| BI 621 | Strategic Innovation Management | 3 | Jan. – June 2025 |
| BI 623 | Innovation Research Methodology | 3 | |
| BI 625 | Team Project | 3 | |
| | Total | 9 | |

Summer Semester 2024 (3/2024)

(Sect. 7111)

| Course Code | Course Title | Credits | Remarks |
|-------------|--------------------------------|---------|------------------|
| BI 612 | Innovation Project Feasibility | 3 | June – July 2025 |
| BI 624 | Knowledge-Based Innovation | 3 | |
| | Total | 6 | |

Plan A**First Semester 2025 (1/2025)****(Sect. 7111)**

| Course Code | Course Title | Credits | Remarks |
|-------------|--------------|---------|---------------------|
| BI 700 | Thesis | 6 | Aug.2025 – Jan.2026 |
| | Total | 6 | |

Second Semester 2025 (2/2025)**(Sect. 7111)**

| Course Code | Course Title | Credits | Remarks |
|-------------|--------------|---------|------------------|
| BI 700 | Thesis | 6 | Jan. – June 2026 |
| | Total | 6 | |

Plan B**First Semester 2025 (1/2025)****(Sect. 7111)**

| Course Code | Course Title | Credits | Remarks |
|-------------|--------------|---------|----------------------|
| BI XXX | Elective I | 3 | Aug. 2025 – Jan.2026 |
| BI XXX | Elective II | 3 | |
| BI XXX | Elective III | 3 | |
| | Total | 9 | |

Second Semester 2025 (2/2025)**(Sect. 7111)**

| Course Code | Course Title | Credits | Remarks |
|-------------|-------------------|---------|------------------|
| BI 715 | Independent Study | 3 | Jan. – June 2026 |
| | Total | 3 | |

*** Note****For Thesis Program (Plan A)**

| | | |
|--------------|----|---------|
| Core Courses | 27 | credits |
| Thesis | 12 | credits |
| Total | 39 | credits |

For Non-Thesis Program (Plan B)

| | | |
|-------------------|----|---------|
| Core Courses | 27 | credits |
| Elective Courses | 9 | credits |
| Independent Study | 3 | credits |
| Total | 39 | credits |

*Plan B: Pass comprehensive examination (registration: February or July 2026) *For more details (such as registration or examination exact dates) please check “Comprehensive Examination Schedule” via admission.bu.ac.th/grad*

Thesis (Plan A)

Title of Thesis

.....

.....

Name of Thesis Advisors

Advisor :

Co advisor :

| Semester/ Academic Year | Attempt | Total Credits | Date of Thesis Proposal Defense | Date of Thesis Oral Defense |
|----------------------------|---------|------------------|------------------------------------|--------------------------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | 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.