

# MASTER OF BUSINESS ADMINISTRATION (International Program)

Faculty of Management Sciences  
Prince of Songkla University



## Course Description

### PRE-COURSES

<i>Courses</i>	<i>Description</i>	
472-510	<b>Intensive Business for Executives</b> Fundamental knowledge in business theories; a basic understanding of marketing, accounting, finance; application of spreadsheet for analysis and decision making; comprehension on financial accounting, financial statements, cash flow statement, and time value of money	<b>3(3-0-6)</b>
472-511	<b>Intensive Research for Executives</b> Concepts and process of business research; research topic identification; literature review; research design; research methods; research tools; sampling methods; data collection methods; data analysis techniques; research presentation; research ethics	<b>3(3-0-6)</b>
472-512	<b>Statistics for Research</b> Descriptive statistics and the normal distribution; sampling distributions; random sampling; confidence intervals; hypothesis tests; simple regression; multiple regression; categorical predictors; logarithms in regression; cross-sectional modeling; time series modeling	<b>3(3-0-6)</b>
472-513	<b>Managerial Skills Development</b> Development of managerial skills; communication and presentation, public speaking, team building, transferring knowledge, leadership, interpersonal relationship, and time management through various class activities for enhancing sustainable development	<b>3(3-0-6)</b>

## CORE COURSES

<b>Courses</b>	<b>Description</b>
<b>472-520</b>	<p><b>Accounting for Decision Making 3(3-0-6)</b></p> <p>Analysis and use of accounting information in the evaluation of corporate performance; reporting managerial performance and making business decisions; reading, interpreting, analyzing and understanding of financial statements using common size analysis, ratio analysis; the impact of taxes and credit analysis; analyzing financial statements for making investment; credit acquisition and other evaluations; the preparation and use of managerial accounting information for using in planning, control, and decision making; budgeting; break-even analysis and pricing</p>
<b>472-521</b>	<p><b>Marketing Management for Decision Making 3(3-0-6)</b></p> <p>Modern marketing concepts and theories; opportunities analysis and marketing planning; marketing mix management; brand building and development; approaches for create marketing value in successful marketing management and decision making by focusing on marketing ethics; modern marketing management case studies</p>
<b>472-522</b>	<p><b>Management of Human Capital for Sustainability 3(3-0-6)</b></p> <p>Theory, importance, and process of managing human capital for sustainable decision making manpower planning; recruitment and selection; training and development; performance management; compensation and benefits; industrial relation; safety and health; and recent research relating to human resource management</p>
<b>472-523</b>	<p><b>Operations Management for Decision Making 3(3-0-6)</b></p> <p>Forecasting techniques, planning under deterministic and uncertain demand, operations planning and scheduling; queuing theory; service operations management; newsvendor models; risk pooling strategies in firms; capacity and revenue management; supply chain management</p>
<b>472-524</b>	<p><b>Finance for Decision Making 3(3-0-6)</b></p> <p>Financial statements and analysis; key financial concepts; evaluating firms, competitors, and suppliers; asset pricing models on risk and return; computation and usage cost of capital; capital budgeting, capital structure and working capital management; financial risk management; merger and acquisition</p>
<b>472-525</b>	<p><b>Strategic Integration and Business Implementation 3(3-0-6)</b></p> <p>Foundation, understanding, and application of strategy in corporate, business, and functional levels; industry analysis; competitive rivalry; organizational structure; marketing plan, finance, accounting, human resource management; performance monitoring system; managerial challenges of business implementation; strategic plan</p>

## ELECTIVE COURSES

<b>Courses</b>	<b>Description</b>	
<b>472-530</b>	<b>Entrepreneurship and Business Creativity</b> Entrepreneurial characteristics; enterprise creation process; evaluation choices for new business; new enterprise entry law; source of fund; potential for innovation and opportunities, operation planning; risk management; writing business plan for loan approval	<b>3(3-0-6)</b>
<b>472-531</b>	<b>Market Foresight and Business Innovation</b> Market dynamics; analysis of economic and non-economic factors for market opportunity; exploration of business creativity and innovation; analysis on the role of innovation in acquiring strategic advantage; examination of innovative strategies; techniques and processes for developing new products and services; best practices and models in business innovation; management of the different stages of innovative business development	<b>3(3-0-6)</b>
<b>472-532</b>	<b>Innovation for Value Creation</b> Creativity concepts and the essentials of creativity formulation; administrative innovation environment; thinking methods and creating value change for competitive advantage	<b>3(3-0-6)</b>
<b>472-533</b>	<b>Electronic Commerce and Digital Enterprises</b> Information technology and its roles in transforming organizations, markets, industries, the global economy and society; electronic commerce; electronic business; digital economy, and digital enterprise management; fundamental enabling technologies, including World Wide Web and social network; design principles for electronic commerce; electronics market; web analytics; trust; privacy and security; the social and ethical impacts of e-commerce	<b>3(3-0-6)</b>
<b>472-534</b>	<b>Managerial Economics and Sufficiency Economy</b> Integrate economic theory with business, policy implications; economic value analysis; issues of profit, various result measurements, estimation, risk analysis, demand analysis and economic cost, market structure analysis, sufficiency economy analysis and application	<b>3(3-0-6)</b>
<b>472-535</b>	<b>Organization Structure and Design</b> Comparison of different organizational structures influenced by different concepts from past to present; proper organizational structure according to goals and strategies of organization; cooperation of workers from different sections; analysis of different organization structures affecting productivity improvement	<b>3(3-0-6)</b>



## ELECTIVE COURSES (CONT.)

<b>Courses</b>	<b>Description</b>	
<b>472-536</b>	<b>Learning Organization and Knowledge Management</b> Characteristics and elements of the learning organization; concepts and development organization guidance to learning organization; characteristics of knowledge in corporate; concepts and approach to knowledge management in organizations; design and development technology management system for knowledge management in organizations	<b>3(3-0-6)</b>
<b>472-537</b>	<b>Project Management</b> Project management techniques; roles of project manager; project planning; project budgeting; project evaluation; project monitoring and control; project closing and performance review	<b>3(3-0-6)</b>
<b>472-538</b>	<b>Business Consulting</b> Business consulting; roles of business consultants; business consulting process; developing a proposal; framing the problem; designing the analysis; interpreting results; making a presentation; leading change; working with client team	<b>3(3-0-6)</b>
<b>472-539</b>	<b>Seminar in Modern Management</b> Analysis of theories, concepts, opportunities, new strategies and management crises with discussion and case studies	<b>3(3-0-6)</b>
<b>472-540</b>	<b>Contemporary Issues in Business</b> Theories, research, trends, and hot issues in business areas for contemporary organizations operating in our today's world; methods for evaluating financial soundness of business policies and practices of contemporary organizations	<b>3(3-0-6)</b>
<b>472-541</b>	<b>Management of Diversity</b> Classification, analysis, comparison and understanding of differences and diversities in cultures, demography, physical conditions, attitudes, and other aspects that have impacts on organization management, communication, and human resource management	<b>3(3-0-6)</b>
<b>472-542</b>	<b>Leadership Development</b> Key leadership theories and models; influence and power; change agent; followership; essential skills for business leaders; leadership coaching; conflict management; and ethical decision making for sustainable development	<b>3(3-0-6)</b>



## ELECTIVE COURSES (CONT.)

<b>Courses</b>	<b>Description</b>	
<b>472-543</b>	<b>International Business Management</b> Analysis of components in international business environments; consists of cultures, politics, and economic environment; theories of international business management; economic integration, cooperation and practices; organizational strategy, marketing, finance and management, ethics in international business	<b>3(3-0-6)</b>
<b>472-544</b>	<b>International Financial Management</b> International monetary system; international trade; international parity conditions; foreign exchange market, hedging foreign exchange risk; foreign exchange exposures; international investment decision; financing from international; debt and equity markets	<b>3(3-0-6)</b>
<b>472-545</b>	<b>Global Marketing Management</b> Complexity and variety factors in designing and implementing global marketing programs; market considerations in a global environment; impact of cultural, economic and political environments on global marketing; value and the challenges of global market information analysis; competitive marketing strategy in a global context; strategic options in the implementation of global marketing programs; methods of evaluation and control of global marketing performance	<b>3(3-0-6)</b>
<b>472-546</b>	<b>International Business Negotiation</b> Concepts and theories of negotiation in international business; strengthening and developing negotiating skills; strategy and tactics in negotiation; fair negotiation	<b>3(3-0-6)</b>
<b>472-547</b>	<b>Seminar in ASEAN Business</b> Analysis of business concepts, theories of ASEAN countries and ASEAN+6; the application of shared rules and regulations, new trade orders; issues arising in practices problems and solutions	<b>3(3-0-6)</b>
<b>472-548</b>	<b>Techniques of Business Forecasting</b> Quantitative and qualitative methods of business forecasting; regression analysis and changing pattern; time series analysis; data collecting methods; forecasting methods in the form of probability; qualitative forecasting techniques	<b>3(3-0-6)</b>
<b>472-549</b>	<b>Data Analytics and Business Informatics</b> Examination raw data for better business decision making; quantitative and statistical analysis and predictive modeling; tools and techniques used to identify undiscovered patterns and establish hidden relationships; theories, concepts, and application of data analytics and business informatics; business informatics for perception, understanding, analysis, synthesis, storage, retrieval, communication of	<b>3(3-0-6)</b>

## ELECTIVE COURSES (CONT.)

<b>Courses</b>	<b>Description</b>	
<b>472-550</b>	<b>Business Problem Simulation</b> Concepts of simulation for business problem; applications of various types of business simulation; development of models; data collection and preparation; computer programming for simulation systems; analysis of results of business simulation; ethics in business problem simulation	<b>3(3-0-6)</b>
<b>472-551</b>	<b>Model for Decision Making</b> Process of developing, analyzing, and interpreting a model; critical thinking; data analysis; decision analysis; resource allocation; risk analysis; multi criteria decision making modeling; communicating decisions to management	<b>3(3-0-6)</b>
<b>472-552</b>	<b>Special Topics in Business I</b> Current special business topics in order to understand the modern business process and broaden business and management perspective	<b>3(3-0-6)</b>
<b>472-553</b>	<b>Special Topics in Business II</b> Current special business topics in order to understand the modern business process and broaden business and management perspective	<b>3(3-0-6)</b>
<b>472-660</b>	<b>Thesis</b> Study and research in business administration based on courses in curriculum under supervision of thesis advisory committee members; a publication of the thesis in a peer-reviewed international journal is required	<b>36(0-108-0)</b>
<b>472-670</b>	<b>Thesis</b> Study and research in business administration based on courses in curriculum under supervision of thesis advisory committee members; the thesis presentation in an international conference or a publication of the thesis in a peer-reviewed international journal is required	<b>18(0-54-0)</b>
<b>472-680</b>	<b>Minor Thesis</b> Study and research in business administration based on courses in curriculum under supervision of minor thesis advisory committee members; the minor thesis presentation in a national conference is required	<b>6(0-18-0)</b>