

Course Description

500-610 Marketing Management

Marketing management, digital marketing include theories and strategies that cover all formats of marketing management practices. Also the paradigm shift from traditional marketing to digital marketing which based on the following factors: technological shift, conceptual shift and techno-conceptual shift. The three paradigm shift has led to the evolution of marketing management which is futuristic and ready for another shift. Also include customer aspect and customer behavior

500-610 Financial Management

Financial management theories, analysis and utilizes of financial reports. Also include the theory of capital markets management, fundraising, cash flow management, investment budget structure, dividend, and cost of capital. These are emphasis on the principles of financial management of financial institutions. Also study new financial technology in a modern world.

500-612 Organizational Behavior for Digital Era

The theory of organizational behavior and practice in digital era, especially decisions making as well as behaviors of employees in the organizations, changes and operations of organization for effective understand management and control. These are also based on the study of psychological aspects and various experiments which helpful for management and decision making.

500-613 Strategic Management and Corporate Governance

The strategic planning setup method, identify mission, policy, goals and business strategies at various levels as well as the operation and evaluation according to organizational plan. These are included the analysis of causes and alternatives in order to provide the solution for the business to survive and success. Also include the concern of change in context for operational plan which helpful for decision making. Together with the basic principles of excellence corporate governance in the organization, those take into account of all stakeholders.

500-614 Managerial Economics

The application of economic theory, both macro and micro, in decision making as well as the analyses of consumer demand and the characteristics of markets, production and cost, price theory, business decision under different market structures, e.g. perfect competition, monopoly, the allocation of resources to

maximize production and profit, with the understanding of the macroeconomic environments and the simple technique to analyse the macro economic situation.

500-615 Principles of Management

To study the way to manage business that produces the goods and services to meet the needs and wants of the market, and how the managers marshal an organizations resources (its peoples, finances, and equipment) towards that goal.

500-616 Managerial Accounting

To study the use of accounting data in planning, coordination and control, financial budget analysis, the relationships between financial budget, balance sheet footnotes analysis and auditor's reports, the analysis and interpretation of costs, method of total cost accounting and variable costing, standard costing, analysis of the varied results of production cost, the relationship between cost, volume and profits, decision making under various alternatives, investment decision making, budgeting for planning and control. Measurement of balanced performance and determination of transfer price.

500-617 Human Capital Management

Role and responsibility of managers in the management of human capital, covering ethics, planning, recruitment, training and development of human capital. The study of the concept and system of evaluation and the management of pay, benefits and other remuneration.

500-618 Digital Technology and Information System Management

The concepts and theories of digital technology management, the role of information system that leads to the sustainable creation. Also study the influential factors toward the technology management, operation and technology development plan, and business strategies by technology and migration of technology. Also study the cases of digital technology and information system management.

500-619 International Business Management

Philosophies and principles of international business management with comparison of transnational firm's organizational systems, management of operation systems, planning and transnational control, human resource policy, business environment as well as study various issues relating to efficient management of policy and operations of international business. Process of international business negotiations, protocol, success factors and tactics.

500-620 Logistics and Operations Management

The analysis and design of production systems in decision making context, principles of organization of various resources for production and conversion into goods and services, the delivery of productive resources, goods and services in various stages with efficiency and effectiveness, to enhance the ability to analyze and make decisions, strengthening competitiveness in different environments, planning and management of production, productive sequencing, quality management, logistic management and technology management of product and process

500-622 Microeconomics of Competitiveness

The principle of competitiveness for a nation and region, the determinants of nation competitiveness, the importance of adding value to the nation endowment, the development of related institution and public policy in supporting the capacity building of competitiveness, promoting firms and other organization entities to participate in creating a long run productivity under the cluster management model in different industries in order to lead to a better quality of life.

500-623 Design Thinking and Innovation

Design thinking and innovation management, design thinking process that combines creativity, business mindset, to create a systematic innovation. To study needs and problems of the target group, brainstorming to find solutions and create innovation value. Together with understanding people, teamwork, create value, and create benefits in a commercial way. Also include intellectual property management.

500-631 Independent Study

Determining topics or problems that students are interested in the study Including quality development projects to raise the level of performance, analysis of empirical evidence and integrated into practice. A change of practice leads to produce better results, which may cover business plan, system development and consulting.

700-111 Business Research Methodology

Business Research Methodology is about the theory of qualitative quantitative and documentary research. These are related to research design, research tools design, research plan, random sampling technique, data collection and analysis. Together with the statistical for a research, writing research report, assumptions and hypotheses testing. Using research results for business decision making as well as study of referencing method and ethics involved in the research.

700-201 English for Graduate Study

The English language for the purpose of writing, reading, and academic searching by coaching skills of writing, reading, listening, speaking and presentation techniques in order to write academic papers and to develop their own academic continuity. Using international recognized standard test to evaluate the English performance in each reference skills.

501-610 Distribution Channels and Logistics Management

Marketing channel for merchandise and services, effective and efficient distribution network for goods and services, concept for logistic management, customers servicing, information systems, management of inventory and direct sale strategy, Multi-level Marketing or Network Marketing, using case studies.

501-611 International Marketing

Concepts of marketing management in international businesses for planning and determining relevant strategies consistent with international market environments. Subject content covers the analyses of market differentiation, political, legal, economic, financial and cultural environments and consumer behaviors in the foreign countries. Organization planning for operations, and also the determination of marketing mix strategy for foreign markets.

501-612 Marketing Research

Research process applied for research conduct in marketing decision making, i.e. a sampling selection, a survey, an interview, data collection via post, telephone and other data collection, data analysis, research writing by study from previous marketing research and then an exercise in writing research reports.

501-613 Integrated Marketing Communications

Key principles strategies and tactics of Integrated Marketing Communications (IMC), emphasizing on on-going, interactive cross-functional process of brand communication planning, execution and evaluation, and exploring the various methods of communications, including advertising, sales promotions, direct marketing, public relations, interactive and interpersonal contact, Examine the synergistic effect across communication approaches and the perspectives of all relevant stakeholders in such a way that brand value is maximized

501-614 Marketing Strategy

Marketing strategy of business organization and non-profit entities, emphasizing the influence of consumers on purchases of goods, and market environments on decisions to devise strategy for marketing mix, product strategy, pricing strategy, retail strategy, branding strategy, distribution channel strategy and market

communication strategy or market promotion strategy. Marketing process starts from planning to put the marketing mix strategy into practice.

501-615 Digital Marketing Management

Electronic commerce concept, planning electronic commerce strategy, various technology concerning the security system and payment system, legal framework for electronic commerce, the application of electronic commerce in various business activities, advertizing and market promotion, including Web design, website advertising, strategy and factors leading to success.

501-616 Customer Relations Management

Process of customer relationship management Strategy for keeping existing customers, attracting new customers Role and duties of executives, personal, technology and information in the management relationship so as to enhance competitiveness and customers satisfaction

501-617 Service Marketing Strategy

Unique market for service and customers behavior for services marketing mix foe service business, process of marketing strategy includes planning, plan implementation, control and valuation of marketing plan for service business

502-610 Financial Strategy and Tax Planning

Principle of financial management, and financial control of a company, both long term and short term. Principles of loan, investment and risk analysis. Implication of financial structuring and dividend payment policy. The roles and importance of taxes on strategic financial planning of a company. The study of tax to determine the company structure and investment in the appropriate assets. Using case studies.

502-611 International Finance and Banking

Key concepts in international financial business management. International Monetary System, balance of payments, foreign exchange market. International parity conditions, financial risk management, currency futures and options, exchange rate risk in trade settlement and business operations, translation risk in financial statements. Funding from international debt markets, and from international equity market, foreign direct investment, international portfolio investment, international capital budgeting, and international working capital management.

502-612 Real Estate Investment

Principles of financial management and investment in real estate business. Markets and relevant institutions in real estate business. Project feasibility study and project financial support, related government policies and tax systems. Return analysis and decision-making model.

502-613 Financial Reporting Analysis

Basic concept about financial statements/report analysis and International Financial Reporting Standard (IFRS) and accounting standards in Thailand to see financial position, strong or weak points of the firm. Earnings per share (EPS) concept and factors affecting EPS. Inventory analysis, fixed assets analysis. Income tax accounting. Financial debts analysis, leasing contracts and off balance sheet debts. Pension and other forms of employee's benefit/ welfares. Analysis of intra company investment, merger and acquisition. International operation analysis. Financial report adjustment. Case studies about financial report analysis for each group of industry.

502-614 Applied Corporate Finance

To study the structure of financial knowledge and instruments in corporate finance. Case studies about financial statement analysis, working capital management, Decision making for long term investment, funding structure analysis, dividend payment policy and company valuation. Capital mobilization concept to create corporate growth, merger and acquisition, corporate risk management, roles and importance of tax in corporate strategies. Implication of tax structure in determining corporate structure and capital investment in assets consistent with corporate business. Testing of the theory and concept in Financial Laboratory.

502-615 New Financial Innovations

To introduce students to financial innovations and new products in the financial system, providing a general understanding of the financial evolution process, the causes and consequences of financial innovations, and the cost and value of these innovations, covering such topics as theory of financial innovation, the financial engineering process, birth and growth of new financial products, (Including Fintech and BlockChain) financial innovations and new debt, equity and derivative products, and the role of these new financial instruments in financial, investment and risk management. Motivations of financial innovation and methods to design financial instruments to solve complex financial problems and enhance investment returns.

502-616 Financial Management for Medium and Small Scale Business

Principle of credit management for retail customers, credit analysis for a retail customer, financial products and interest rate calculation for retail customers. Basic legal knowledge about contract laws and loan collaterals. Debt follow-up, collection process and management of non-performing loans.

502-617 Risk Management

To identify, assess and prioritize risks (i.e. the effect of uncertainty on objectives), to be followed by coordinated economic application of resources to minimize, monitor and control the probability and/or impact of unfortunate events or to maximize the realization of opportunities. The objective of risk management is to assure that uncertainty does not deflect the endeavour from the business goal.

502-618 Money and Capital Markets

Concept of short term and long term funding for business purposes. Mobilization of short and long term funds in the money market, issue of short and long term financial instruments. Mobilization of long term funds in the capital market, structures of capital market, money market and financial institutions in Thailand. Floating of equity. Investment in the stock and money market. Investment concepts and methodology in each market. (This subject is useful for students in their preparation for Single License Examination: CFP Module 2.)

502-619 Equity and Bond Analysis

Basic principles in equity analysis, common stock valuation by dividend discount model (DDM), by free cash-flow (FCF) model, by residual income (RI) model, and by relative approach. Warrant valuation method, common stock valuation for listed companies classified by types of industry, equity portfolio management, Basic knowledge about bonds and their investment channels, valuation of bond and their returns. Risks in bond investment and measurement of bond price fluctuation. Return rates and return rate lines and bond investment strategies. (This subject is useful for students in their preparation for SIC : CISA level 1, CFA level 1)

502-624 Derivatives Analysis

Overview of financial instruments called derivatives, future/forward contracts, options and other forms of derivatives. Development of derivative markets in Thailand. Pricing analysis concepts for derivatives. Future contract analysis, options analysis. Risk management in derivatives investment, buy/sell mechanism and investment techniques in derivatives, Thailand Futures Exchange (TFEX) Market: SET 5 0 Future, SET 5 0 Options, Stock Futures, Stock Options, Gold Futures, Interest Rate Futures, Agricultural Futures of Thailand

(AFET) Market. (This subject is useful for students in their preparation for Derivatives License Examination: CISA level 1, CFA level 1)

502-625 Investment Planning

To study how investment can create business and personal wealth. Risk and return analysis for single stock/security and for a portfolio. Portfolio theory and stock and financial instrument valuation models. Principle of investment by using fundamental and technical analysis. The analysis of investor's behaviour, asset allocation, and investment planning and portfolio management. (This subject is useful for students in their preparation for single license and CFP Module 2 Examination).

502-627 Insurance, Tax and Inheritance Planning

Basic knowledge about insurance planning, risk management, general insurance, life insurance, health insurance, casualty insurance. Preparation of an insurance plan. Meaning of tax planning, roles of financial planners in various types of tax planning. Applications of tax planning and case studies. Inheritance planning concept, basic knowledge about inheritance, will, planning process for inheritance, inheritance tax. Tax and insentience planning. Techniques in financial statement analysis and financial project. (This subject is useful for students in their preparation for CFP Module 3 and Module 5 examinations).

502-630 Personal Wealth Management

Basic knowledge about financial planning. financial tools for management of personal wealth and liquidity, time value of money. Collection and analysis of personal financial information Basic knowledge of personal income tax; basic financial information for personal income tax calculation and payment. Preparation of a financial plan, basic knowledge about retirement planning, social security program, government pension fund (GPF), provident fund, mutual funds for retirement (RMF) risk management in retirement planning investment for retirement planning, retirement planning process for an individual person and for a business owner. Roles and importance of financial planning for retirement planning. (This subject is useful for students in their preparation for CFP Module 1 Financial Planning and CFP Module 4 Retirement Planning examination).

503-610 Information System for Human Capital Management

Information systems for human resources management i.e. computer program, database system, data security system, employee's evaluation system, design and development of computer software for effective human resources management.

503-611 Industrial Relations, Social Welfare and Labor Unions

Concepts and theories about industrial relations, roles and responsibility of industrial relations within organization, role of government, employers and employees in industrial relations process. Laws about industrial relations, demand and negotiation, settlement of labor disputes, business closure, and litigation in labor court and creation of better understanding between employers and employees. Study of welfare system, social welfare and setting of security and establishment and, role of labor unions.

503-611 Communication in Management

Importance of communication for success of business executives, creation of better understanding and skills for effective communication. Factors between people, people and organization that influence communication management. Analysis of communication setup and channels for individuals and groups, direct and indirect communication. Practical exercise about communication methods to meet the set objectives.

503-613 Seminar in Human Capital Management

To analyze and discuss theories, concepts of human resources management for application to problem solving, policy setting, strategy, decision makings in selection of various topics for research and human resources management in present environments by using case studies.

503-614 Leadership and Change Management

Leadership theories, leadership styles, role of leaders in bringing change into the organization, ethics of leaders, Change concepts and change management to keep pace with present and future situations.

503-615 Negotiation and Conflict Management

Theory, process of conflict management and negotiation within the organization. Framework of conflict analysis and techniques for conflict resolution. Role of executives in conflict management, conflict dimensions and psychological dynamics between person, organization, culture, strategy, methods compromise and arbitration. Application of strategy tactics performed for fair negotiation.

504-610 International Accounting

Accounting and international financial reporting, concepts of financial planning and accounting conversion policies, conversion of foreign currencies. Impact of economic environments to international accounting, report and data disclosure in financial statement for international business, accounting standard and international accounting audit, financial statement and tax analysis relating to international business.

504-611 ASEAN Economic Community

Theories and types of economic integration, the theory of customs union and the benefits of economic integration. The movements for regional economic groupings, in particular the development and emergence of the European Economic Community and the impact on the world economy. The emergence of the other regional economic groupings, with the emphasis on ASEAN and Asia. The study of the economies of areas or regions which are important to ASEAN and ASIA.

504-612 International Trade and Investment

Concepts and theories of trade and international investment. Effects of exchange rate on trade and international investment, trade balance and balance of payments, international financial system and international financial organizations, role of world trade organization, trade and economic integration, trade barriers, trade measure and trade policies, international investment promotion. Import and export process, rule, regulation and customs procedure, search for target markets. Analysis of problems and threats of import and export from case studies. Planning and strategy for export promotion, financial institutions and export promotion organizations, international organizations relating to promotion of export and import, policies and export promotion by the government.

504-613 International Business Laws

The study of the legal system governing international economic relations, its principal content and mechanism, treaties relating to copy rights, patents, selling contracts, trade agreements, ICC regulations relating to international trade, trading traditions and others, Thai legislations relating to international laws as well as international organizations involved in international economic and international business. Analysis of legal problems and issues affecting international business.

504-614 Logistics and Supply Chain Management

The development of logistics system and supply chain to support strategy of business organizations, taking into consideration overall activities such as communications, inventory management, warehouse management, transportation and plant location. The analysis of the impact of logistics and supply chain on efficiency of business.

504-615 Doing Business in ASEAN Plus Three

Preparation and searching for business opportunities in the ASEAN countries, especially around Thai border, including the Plus Three Countries (China, Japan, Korea) that ASEAN have free trade agreements (FTA) with. The emphasis is on the study of the economic systems and business operations in the ASEAN Plus Tree

Countries which are targets of Thai business, especially in trade, finance, investment, manpower and resources mobility, in particular working opportunities in architecture, engineer and health services which are now open in ASEAN.

505-610 Information Technology for Hotel and Tourism Management

Information technology for hotel and tourism management which supports making decision for management and customer service with effectiveness.

505-611 Facility Management

Applying concepts and theories in the management of organization to the management building, i.e. management process, the setting up of work units with responsibility to manage the building, procuring and controlling equipment's, compiling reports and preparing plans, finance, budget, contract documents, publicity, crisis management, improvements and making assessment.

505-612 MICE and Tourism Management

This course examines the lucrative MICE industry (meetings, incentives, conventions, and expositions) that caters to the needs of business travelers, festivals and events (ranging from mega-events to community celebrations) that serve as tourist attractions for pleasure travelers. The role of an expert convention planner, destination management companies, hotel and related industries and organizations, incentive tourism strategies and the importance of e-tourism.

505-613 Planning and Development of sustainable Tourism

Process of management of tourism that have sustainable impacts to the environments and the ecosystem. The relationship of tourism to economic, socio-cultural and physical environments. Development tourism destination and the concept of sustainable tourism.

505-614 Service Quality Management in Tourism and Service Industry

Management and methods of providing service quality in tourism industry to be highly responsive to customer needs, principles of continuous service quality development, quality rating, analysis and application of service strategy, development of service system to include training of manpower involved.

505-615 Marketing Strategy for Hotel Tourism and Service Business

Theory of direct marketing and service marketing for practical use in the hotel and tourism industry. Concepts include marketing mix components of products – presentation communication and distribution – customer

retention, service deliveries, systems and internet – based strategic marketing for hotel and tourism applications.

505-616 Strategy for Hotel Tourism and Service Business Management

Business practice of sustainable management strategy for international hotels and hospitality, system to manage international hotel chain, learning the tools to analyze and solve problems in hospitality management, including the study of cost and the basics of revenue management, in including risk in the hotel industry and learn how to apply pricing and length-of-stay tools and how to measure revenue management performance.

506-610 Project Feasibility Study and Administration

Project feasibility analysis; significance of effective stakeholder; communication within the project; technological analysis; strategies for project team selection; the analysis of hiring life cycle; procurement; internal project strategy; cash flows analysis; the dissemination of WBS into cost breakdown structures and the effect of cost structures on bidding and contracts with other organizations outside of the project team.

506-611 Total Quality Management

Philosophy of total quality management and quality development. Principal tools used in the process of quality development. Factors affecting quality and the search for causes and reduction of causes affecting quality. Quality standards such as ISO.

506-612 Operations Strategy

System of auditing strategic operations, to check the balance between business strategy and business potential fundamental operational structure of business with the aim to reduce the costs and time of operations and increase quality of operations.

506-613 Manufacturing System Planning

Planning and production of industrial products. Project management, control of inventories, overall planning, management of networkers, the analysis of production system by studying the various model of different manufacturing systems, measurement methods of efficiency of production process, inventory system during process of production. Control of problems in the production process, as well on corrective measures.

507-610 Modern Business Management

To study the impacts of new technologies and media on management of modern business which has numerous varieties and there is a significant shift in favor of the customers, who now have more control of the relationship than ever, and technology has brought in new media channels and cultural norms. The role of business and management has altered in accordance with the changing scope and role of management. This course also includes the ability of sense making, cross culture, new media literacy and 21st century professions such as Data Scientist and Big Data Analytic.

507-611 Decision Support Systems and Negotiations

Management science techniques for informed decision making and to develop skills in negotiations. Topics will include regression analysis, the most suitable decision models, the application and sensitivity analysis. Data trees, risk analysis and business simulation models. Emphasizes will be on digital including telecommunications managerial problems, model development and the use of software packages for decision support.

507-613 Digital Product Development

To broaden the professional knowledge regarding managing and developing information and communication technology products. It includes business process framework and information framework. The applications of information communications technology to be used in practical terms in organization planning, national planning and integration in the society.

507-615 Information and Communication Technology for Global Competition

The study of the use of information and communication technology to gain and secure competitive advantage, the use of information and communication systems to sustain effective positioning in an industry; convergence of communication industries that can change the industry.

508-610 Big Data Analysis

Demand and sources of Big Data. Selection and processing and presentation of information that changes constantly, both in the quality, diversity and dynamics. Scientific analytical techniques the analysis of data in electronic media and web, Techniques in the construction of knowledge from database and sources of information in social media.

508-611 Information System for Decision Making

Models and instruments needed to help make decision. Identify an organization's information needs. Learn how to determine the information technology and application systems that support those needs and deliver competitive advantage at all levels, from operational to strategic, including to resolve issues involved in acquisition, deployment, and operation of information systems.

508-612 Knowledge Management and Learning Organization

Knowledge management concepts, knowledge types, transmission of knowledge, Using technology for design and development of knowledge and intellect of people in an organization, knowledge management problems, success and failure factors in development of knowledge management system by using case studies.

508-613 Information Technology Project Management

Project Planning and scheduling, process design, project management and coordination to understand the factors necessary for successful management of system development or enhancement projects. Both technical and behavioral aspects of project management are analyzed. Management of the systems integration issues; metrics for project management and system performance evaluation; managing expectations: superiors, users, team members and others related to the project; determining skill requirements and staffing the project; cost-effectiveness analysis: reporting and effective management of both behavioral and technical aspects of the project.

508-614 Artificial Intelligence

Definition of Artificial Intelligence includes scope of intelligence, searches, heuristic search techniques. Knowledge representation issues, using predicate logic, using rules for representing knowledge. Symbolic reasoning under uncertainty, statistical reasoning. Weak slot-and-filler structures, strong slot-and-filler structures, game playing, planning understanding. Natural language processing, parallel and distributed AI, learning, connectionist models, common sense, expert systems. And perception and action.

508-615 Information Business Management

Theories and concepts of management applicable to information business, such as telecommunication service, software, information provider, business research, news and entertainment service, and education and training. The study will focus on the nature and value of information, the organization of information-based business, information marketing, information technology, and information project evaluation. Workshops to enhance practical skills will also be included.

508-616 Cyber Security Management

Control and data classification cryptography and risk management. Design and creation of disaster recovery plans, computer policies and standards, system security architectures and physical security controls. Legal aspects of computer security: auditing in a secured environment and managing as a day-to-day security administrator. In-class projects will focus on security management in mainframe, midrange and network environments as well as research assignments and basic policy creation.

509-610 Entrepreneurship and Business Innovation

Meaning and development path in becoming entrepreneurs, development of creativity and attribute of entrepreneurs. Problems of SME business, searching for business opportunities, business plan and search for innovation and process of innovation for applications for commercial purposes.

510-610 Digital Startup

Theories and way of digital startup entrepreneurs, development of creativity and attribute of entrepreneurs. Also analysis problems of digital startup businesses, searching for business opportunities, making business plan and thinking process of innovation which applications for commercial purposes.

510-611 Big Data Analytics

Big data analytics, selection process, analysis and presentation of data from large data sources that has changed overtime in quantity, variety and dynamics. Application of scientific data analysis techniques, analysis of data on digital media and social media. Also create the knowledge from a large database for decision making in order to have business advantages.

510-612 Cyber Resilience Management

Cyber resilience management, way to prepare, detect and respond to the attack quickly and systematically. Adaptation and protection theory also included control and classification of information, encryption and decryption, risk management, design and planning of disaster recovery systems. Also study the standard, computer policy, physical and system security control.

510-613 Transformative Business Management

Business transformation management, change concepts and applying technology in business in the digital age. Also includes organizational and personnel, enhance the organization's ability to compete in the era of strong competitions.

510-614 Fail Forward

Organizational and staff learning, innovate, and build resilience. The principle of *Fail Forward* to dealing with *failure* intelligently will be the drivers to improve the way organization learn, innovation learning, and find the agility to stay relevant and competitive in business.