



ABAC  
GRADUATE SCHOOL  
of BUSINESS

**1 OCTOBER AD 2020**

**GRADUATE SCHOOL OF BUSINESS**  
**ASSUMPTION UNIVERSITY OF THAILAND**

# **MASTER OF BUSINESS ADMINISTRATION (MBA)**





## PHILOSOPHY

**T**he new millennium where business is moving in new directions and empowered by technology, the world we live grows closer together but the world of business grows broader and more competitive. What does it mean for entrepreneurs and businesses to enter the world of business? Assumption University sees new attitudes towards work, break from old traditions, high ethical standards, diverse workforce, and new opportunities brought by advanced technologies. Therefore Assumption University envisions its MBA programs graduates as:

1. Healthy, creative, innovative, imaginative, open minded, and of high integrity
2. Competent, responsible, and able to lead economic endeavors in a just society
3. Communicate effectively with all local and foreign people and contribute in globalization

## OBJECTIVES

**T**o produce graduates who have the characteristics, knowledge, and skills as follows:

1. Broad range of knowledge and skills needed for managerial and administrative responsibilities in the contemporary business environment
  2. Conceptual and problem solving skills needed for business problems
  3. Able to lead local and global organizations successfully
  4. Communicate well both in Thai and English and through information technology
  5. Morally sound, socially and ethically responsible, and open to further growth
- Admission Requirements

## ADMISSION REQUIREMENTS

**T**he admission qualifications for the applicants to enter the program are as follows:

1. Bachelor Degree from an accredited institution
2. Computer literacy
3. Minimum of 2 years of professional and practical work experience for Evening program

## **SELECTION PROCEDURE**

### **E**ntrance Examination

As part of the application process, applicants are required to take a written entrance examination in English language.\*

\* A TOEFL score of 550 PBT or 213 CBT and / or an IELTS (Academic) score of at least 6 can be used as an equivalent of the English Examination. Both scores from TOEFL and IELTS are valid for 2 years.

### **I**nterview

In addition, those who have passed the written entrance examination must take the admission interview. In selecting those admitted to the MBA Program, the Graduate Admission Committee carefully and thoroughly considers all aspects of the applicants' qualifications including scholastic achievement, determination, motivation, analytical and communication skills, evidence of leadership, and managerial potential. Assumption University does not discriminate on the basis of race, sex, age, religion, nationality, or physical handicap.

## **EDUCATIONAL MANAGEMENT SYSTEM**

### **TRIMESTER SYSTEM**

Each academic year consists of three trimesters. Teaching and learning process of each trimester takes 15 weeks.

### **CREDIT VALUES**

- Theoretical Course: 15 hours of lecture / discussion carries the value of 1 credit.
- Independent Study: 45 hours of study carries the value of 1 credit.

- Thesis: 45 hours of study carries the value of 1 credit.

### **REGISTRATION**

Full-time students of the MBA Program can register up to a maximum of 12 credits and part-time students can register up to a maximum of 9 credits per semester.

### **DURATION OF STUDY**

Students must complete all the requirements for the degree within 5 academic years from the date of his / her first enrollment.

### **STUDY ABROAD PROGRAM**

After completion of 12 credit hours, MBA (Day or Evening program) students may participate in the Study Tour Program for two to three weeks at a selected foreign university. Students will take a specifically designed MBA course (3 credits) such as Global Strategic Management, which can then be transferred to the MBA program at Assumption University. In addition, students will visit foreign companies and factories during their trip. The Office of Graduate Studies will periodically announce the cost, schedule, and details of the Study Abroad Program. Students will personally bear all expenses of the trip and gather as much exposures as they can from the international business environment.

### **ACADEMIC ADVISORS**

Academic Advisors will be available to guide the students through the program, providing advice on course scheduling and sequencing, and other advice as needed.

### **STUDENT SEMINAR**

Each term a Student Seminar will be held for one weekend off campus for incoming students. A guest lecturer will be invited to deliver a topic of current interest or importance at the seminar. Group relationship would be developed through extra-curricular activities organized by senior MBA students. All MBA students are required to participate in the seminar.

### **INTERNSHIP REQUIREMENT**

MBA Day students are required to participate in the Internship Program with selected companies. Students must fulfill this requirement before the completion of their MBA coursework. During their internship, students are required to apply their managerial knowledge and skills to review the organization's operation. The end result is a case report of the organization which will be

evaluated by a committee appointed by the Dean. The Office of Graduate Studies will periodically announce the schedule and details for placement of the Internship Program. Students will be responsible for their own day-to-day expense while participating in this program. The objective of this program is to expose students to real work and gain working experience.

## EVALUATION AND GRADUATION

### EVALUATION GRADING SYSTEM

Letter grades are used to show the academic standing of all students with the following meanings and values.

GRADE	MEANING	POINT VALUE
A	Excellent	4.00
A-	Almost Excellent	3.75
B+	Very Good	3.25
B	Good	3.00
B-	Fairly Good	2.75
C+	Fair	2.25
C	Satisfactory	2.00
C-	Minimum Satisfactory	1.75
D	Poor	1.00
F	Failure	-
R	Course Repeated Later	-
S	Satisfactory	-
U	Unsatisfactory	-
W	Withdrawal with Permission	-
W F	Withdrawal with F	0.00
	Withdrawal from Course after Time Limit	
A U D	Audit and Non-Credit	0.00
I	Incomplete, used in case a student fails to complete his/her assignment within the time limit or is absent from the examination with approval from the University due to exceptional reasons	
W P / IP	Work in Progress	
N R	No Report	

TR	Transferred Credits	
Non-Credit courses are graded "S" (Satisfactory) or "U"		

### EVALUATION OF STUDENT'S PERFORMANCE IN EACH COURSE IS BASED ON:

- At least 80% of Class Atten
- Assignments
- Mid-term and Final Examinations
- Quizzes
- Term Papers or Projects
- Presentations

### MINIMUM GRADE REQUIREMENTS

At least a "B" grade is required for all courses.

### OTHER CRITERIA

Should any student obtain a B for any course enrolled and the cumulative GPA is less than 3.00, he / she must retake the course to get a higher grade and a minimum cumulative GPA of 3.00.

### GRADUATION REQUIREMENTS

Assumption University confers the degree of Master of Business Administration upon students who meet all the requirements as follows:

#### PLAN A TYPE A2: COURSEWORK AND THESIS

- Have completed all the courses of the curriculum.
- Have obtained a cumulative GPA of at least 3.00
- Have passed the thesis defense.
- Have the thesis published, or obtained an acceptance of publication in a journal or academic publication, or presented it at a conference which has the proceedings.
- Have library and financial clearance with the University.
- Have good behavior and discipline.

#### PLAN B: COURSEWORK AND INDEPENDENT STUDY

- Have completed all the required courses of the curriculum.
- Have obtained a cumulative GPA of at least 3.00.
- Have passed the oral and written comprehensive examination.
- Have library and financial clearance with the University.
- Have good behavior and discipline.

### SPECIFIC REQUIREMENTS

Aside from fulfilling the above general requirements, the students must also





- Earn at least a “B” grade in all Core, Concentration Required and / or Elective courses.
- Complete all Foundation courses (Non-Credit) with “S” grades.

### ADMISSION AND APPLICATION PROCEDURES

Check the admission dates of the program you are interested in. You must apply at least 2 months in advance before the course starts to allow sufficient time for your application to be processed, documents to arrive, application of visa, etc.

#### WE PROVIDE TWO CHANNELS FOR APPLICATION PROCEDURES: LOCAL APPLICATION

Download the form at the Graduate Studies Website: [www.grad.au.edu](http://www.grad.au.edu) or buy an application form on campuses:

#### HUA MAK CAMPUS

Admissions Center "P" Building, 1st Floor,  
Ramkhamhaeng 24 Road  
Office hours:

Monday – Friday	8.30 A.M. to 5.00 P.M.
Saturday	8:00 A.M. to 4:30 P.M.
Sunday	8:00 A.M. to 2:00 P.M.

#### SUVARNABHUMI CAMPUS

Admissions Center SM115, 88 Moo 8 Bang Na-Trad Km.26, Bangsangkong, Samuthprakarn  
Office hours:

Monday – Friday	8.30 A.M. to 5.00 P.M.
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#### INTERNATIONAL APPLICATION (ONLINE APPLICATION)

- Visit the Graduate Studies Website at [www.grad.au.edu](http://www.grad.au.edu). When applying online, you must also print out a copy of the completed form and wait for the response. Online applications receive a more immediate response and a conditional acceptance may be granted pending a review of documents sent through post.
- Download application form from the Graduate Studies Website: [www.grad.au.edu](http://www.grad.au.edu) and submit it with required documents to the Office of Graduate Studies by post and wait for



confirmation of the application status by e-mail

## STUDY PLAN FOR MBA DAY & EVENING

### M.B.A. DAY & EVENING PROGRAMS WITH CONCENTRATION OPTIONS

#### PLAN A TYPE A2: COURSEWORK AND THESIS FIRST YEAR

##### FIRST TRIMESTER

BG 5000 English for Business Communication	Non-Credit
BG 5006 Introduction to Quantitative Analysis	Non-Credit
BA 6601 Managerial Accounting	3 (3-0-6)
BE 6401 Managerial Economics	3 (3-0-6)
Total	6 (6-0-12)

##### SECOND TRIMESTER

BF 6701 Financial Management	3 (3-0-6)
BM 6801 Marketing Management	3 (3-0-6)
BP 6903 Organizational Behavior	3 (3-0-6)
Total	9 (9-0-18)

##### THIRD TRIMESTER

BP 6902 Business Research Methodology	3 (3-0-6)
BP 6904 Operations Management	3 (3-0-6)
BP 6910 International Business Management	3 (3-0-6)
Total	9 (9-0-18)

##### SECOND YEAR

First Trimester	
BC 6501 Introduction to Management Information Systems	3 (3-0-6)
BP 6918 Strategic Management	3 (3-0-6)
One Elective Course in Concentration	3 (3-0-6)
Total	9 (9-0-18)

##### SECOND TRIMESTER

BZ 7000 Thesis in Concentration	6 (0-0-18)
BZ 7001 Thesis in Concentration	9 (0-0-27)
Total	15 (0-0-45)

#### PLAN B: COURSEWORK AND INDIVIDUAL RESEARCH

##### FIRST YEAR

##### FIRST TRIMESTER

BG 5000 English for Business Communication	Non-Credit
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BG 5006 Introduction to Quantitative Analysis	Non-Credit
BA 6601 Managerial Accounting	3 (3-0-6)
BE 6401 Managerial Economics	3 (3-0-6)
Total	6 (6-0-12)

##### SECOND TRIMESTER

BF 6701 Financial Management	3 (3-0-6)
BM 6801 Marketing Management	3 (3-0-6)
BP 6903 Organizational Behavior	3 (3-0-6)
One Elective Course in Concentration	3 (3-0-6)
Total	12 (12-0-24)

##### THIRD TRIMESTER

BP 6902 Business Research Methodology	3 (3-0-6)
BP 6904 Operations Management	3 (3-0-6)
Two Elective Courses in Concentration	6 (6-0-12)
Total	12 (12-0-24)

##### SECOND YEAR

First Trimester	
BC 6501 Introduction to Management Information Systems	3 (3-0-6)
BP 6910 International Business Management	3 (3-0-6)
BP 6918 Strategic Management	3 (3-0-6)
One Elective Course in Concentration	3 (3-0-6)
Total	12 (12-0-24)

##### SECOND TRIMESTER

Individual Research in Concentration	6 (0-0-18)
Total	6 (0-0-18)

## MBA CURRICULUM

#### NUMBER OF CREDITS

**T**he total number of credits of the program is 48 credits.

#### CURRICULUM STRUCTURE

##### PLAN A TYPE A2: COURSEWORK AND THESIS

Core Courses	30 Credits
Elective Courses	3 Credits
Thesis	15 Credits
Total	48 Credits

##### PLAN B: COURSEWORK AND INDEPENDENT STUDY

Core Courses	30 Credits
Elective Courses	12 Credits
Independent Study	6 Credits
Total	48 Credits

## COURSE CODE

**C**ourse code has the following meanings:  
Letters

BA	Accounting courses
BC	Information Systems Management courses
BE	Business Economics courses
BF	Finance courses
BG	Foundation courses
BI	Innovation Management courses
BJ	Computer for Organizational Management courses
BK	Automation and Industrial Management courses
BL	Social Innovation and Entrepreneurship courses
BM	Marketing courses
BN	Entrepreneurship courses
BP	Management courses
BR	Retail Management courses
BS	Information Security Management
BZ	Thesis
Numbers	
5000–5099	Master's level Foundation courses
51xx	Innovation Management courses
52xx	Computers for Organization Management courses
53xx	Automation and Industrial Management courses
54xx	Social Innovation and Entrepreneurship courses
61xx	Entrepreneurship courses
62xx	Retail Management courses
63xx	Information Security Management courses
64xx	Business Economics courses
65xx	Management Information Systems courses
66xx	Accounting courses
67xx	Finance courses
68xx	Marketing courses
69xx	Management courses
70xx	Thesis

## COURSES

FOUNDATION COURSES		
BG 5000	English for Business Communication	Non-Credit
BG 5006	Introduction to Quantitative Analysis	Non-Credit

CORE COURSES		30 Credits
BA 6601	Managerial Accounting	3 (3 -0-6)
BC 6501	Introduction to Management Information Systems	3 (3 -0-6)
BE 6401	Managerial Economics	3 (3 -0-6)
BF 6701	Financial Management	3 (3 -0-6)
BM 6801	Marketing Management	3 (3 -0-6)
BP 6902	Business Research Methodology	3 (3 -0-6)
BP 6903	Organizational Behavior	3 (3 -0-6)
BP 6904	Operations Management	3 (3 -0-6)
BP 6910	International Business Management	3 (3 -0-6)
BP 6918	Strategic Management	3 (3 -0-6)

## ELECTIVE COURSES

3 Credits for Plan A Type A2

12 Credits for Plan B

### PLAN A TYPE A2

Students may select any one course from the Elective courses.

### PLAN B

Students may select one of the following concentrations as their Elective courses and study the Concentration required and / or Elective courses as specified.

1. CONCENTRATION IN ACCOUNTING		
1.1 Concentration Required Courses		9 Credits
BA 6602	Income Measurement	3 (3-0-6)
BA 6603	Accounting System Design	3 (3-0-6)
BA 6604	Auditing Theory	3 (3-0-6)
1.2 CONCENTRATION ELECTIVE COURSES		3 Credits
BA 6605	Tax Management	3 (3-0-6)
BA 6606	Controllershship	3 (3-0-6)
BA 6690	Seminar in Managerial Cost Accounting	3 (3-0-6)
BA 6691	Seminar in Financial Accounting	3 (3-0-6)
BA 6692	Seminar in Auditing	3 (3-0-6)
BA 6693	Selected Topics in Accounting	3 (3-0-6)
BA 6694	International Accounting and Taxation	3 (3-0-6)
2. CONCENTRATION IN MANAGEMENT INFORMATION SYSTEMS		
2.1 CONCENTRATION REQUIRED COURSES		9 CREDITS
BC 6502	Business Software Packages	3 (3-0-6)
BC 6503	Electronic Data Processing (EDP) Management	3 (3-0-6)
BC 6504	System Analysis and Design	3 (3-0-6)
2.2 CONCENTRATION ELECTIVE COURSES		3 CREDITS



BC 6505	Computer Audit	3 (3-0-6)
BC 6590	Seminar in Management Information Systems	3 (3-0-6)
BC 6591	Selected Topics in Management Information Systems	3 (3-0-6)
<b>3. CONCENTRATION IN BUSINESS ECONOMICS</b>		
<b>3.1 CONCENTRATION REQUIRED COURSES</b>		<b>9 CREDITS</b>
BE 6402	Quantitative Business Economics	3 (3-0-6)
BE 6403	Computer Simulation in Business Economics	3 (3-0-6)
BE 6404	Project Analysis	3 (3-0-6)
BM 6806	International Marketing Management	3 (3-0-6)
<b>3.2 CONCENTRATION ELECTIVE COURSES</b>		<b>3 CREDITS</b>
BE 6490	Seminar in Business Economics	3 (3-0-6)
BE 6491	Selected Topics in Business Economics	3 (3-0-6)
<b>4. CONCENTRATION IN FINANCE</b>		
<b>4.1 CONCENTRATION REQUIRED COURSES</b>		<b>9 CREDITS</b>
BF 6704	Investment	3 (3-0-6)
BF 6705	Management of Financial Institutions	3 (3-0-6)
BF 6706	International Financial Management	3 (3-0-6)
<b>4.2 CONCENTRATION ELECTIVE COURSES</b>		<b>9 CREDITS</b>
BF 6702	Corporate Financial Report	3 (3-0-6)
BF 6703	Modern Financial Theory	3 (3-0-6)
BF 6790	Seminar in Finance	3 (3-0-6)
BF 6791	Selected Topics in Finance	3 (3-0-6)
BF 6792	Investment Banking	3 (3-0-6)
BF 6794	Trading Derivatives	3 (3-0-6)
BF 6795	Corporate Valuation	3 (3-0-6)
BF 6900	Financial Marketing	3 (3-0-6)
<b>5. CONCENTRATION IN INNOVATION MANAGEMENT</b>		
<b>5.1 CONCENTRATION REQUIRED COURSES</b>		<b>12 CREDITS</b>
BI 5101	Management of Technology and Innovation	3 (3-0-6)
BI 5102	Intellectual Property Management	3 (3-0-6)
BI 5103	Commercialization and Marketing of Innovation	3 (3-0-6)
BI 5104	Entrepreneurship and New Venture Creation	3 (3-0-6)

<b>6. CONCENTRATION IN COMPUTER FOR ORGANIZATIONAL MANAGEMENT</b>		
<b>6.1 CONCENTRATION REQUIRED COURSES</b>		<b>12 CREDITS</b>
BJ 5201	Computer Application in Supply Chain Management	3 (3-0-6)
BJ 5202	Computer Application in Customer Relationship Management	3 (3-0-6)
BJ 5203	Enterprise Resource Planning	3 (3-0-6)
BJ 5204	Computer Application in Management	3 (3-0-6)
<b>7. CONCENTRATION IN AUTOMATION AND INDUSTRIAL MANAGEMENT</b>		
<b>7.1 CONCENTRATION REQUIRED COURSES</b>		<b>12 CREDITS</b>
BK 5301	Industrial Design and Innovation	3 (3-0-6)
BK 5302	Computer-Integrated Manufacturing	3 (3-0-6)
BK 5303	Management of Quality Assurance and Standards	3 (3-0-6)
BK 5304	Service and Maintenance Management	3 (3-0-6)
<b>8. CONCENTRATION IN MARKETING</b>		
<b>8.1 CONCENTRATION REQUIRED COURSES</b>		<b>9 CREDITS</b>
BM 6802	Advertising and Promotional Strategies	3 (3-0-6)
BM 6806	International Marketing Management	3 (3-0-6)
BM 6896	Consumer Behavior	3 (3-0-6)
<b>8.2 CONCENTRATION ELECTIVE COURSES</b>		<b>3 CREDITS</b>
BM 6601	Selected Topics in Marketing	3 (3-0-6)
BM 6803	Product Management	3 (3-0-6)
BM 6804	Marketing Cost and Revenue Analysis	3 (3-0-6)
BM 6805	Marketing Logistics Management	3 (3-0-6)
BM 6807	Marketing Research Management	3 (3-0-6)
BM 6808	Quantitative Techniques in Marketing	3 (3-0-6)
BM 6809	Marketing Strategy	3 (3-0-6)
BM 6810	Customer Relationship Management	3 (3-0-6)
BM 6890	Seminar in Marketing Management	3 (3-0-6)
BM 6891	Seminar in International Marketing Management	3 (3-0-6)
BM 6892	Selected Topics in Service Marketing	3 (3-0-6)

## MASTER OF BUSINESS ADMINISTRATION (MBA)

BM 6894	Entry Strategy in International Markets	3 (3-0-6)
BM 6895	Internet Marketing	3 (3-0-6)
BM 6897	Retail Management	3 (3-0-6)

### 9. CONCENTRATION IN ENTREPRENEURSHIP

9.1 CONCENTRATION REQUIRED COURSES		12 CREDITS
BN 6101	Entrepreneurial Management	3 (3-0-6)
BN 6102	SME's Growth and Change Management	3 (3-0-6)
BN 6103	Management of Innovation	3 (3-0-6)
BN 6104	E-entrepreneurship	3 (3-0-6)

### 10. CONCENTRATION IN MANAGEMENT

BP 6094	International Negotiation and Dispute Resolution	3 (3-0-6)
BP 6900	Business Communication	3 (3-0-6)
BP 6905	Human Resources Management	3 (3-0-6)
BP 6906	Operations Research Theories and Applications	3 (3-0-6)
BP 6907	Operations Planning and Control	3 (3-0-6)
BP 6909	Negotiation and Conflict Resolution	3 (3-0-6)
BP 6911	Business Ethics	3 (3-0-6)
BP 6912	International Business Law for Managers	3 (3-0-6)
BP 6913	International Corporate Strategy	3 (3-0-6)
BP 6916	Effective Communication	3 (3-0-6)
BP 6917	Managing Organization Performance	3 (3-0-6)
BP 6990	Seminar in Organization Management	3 (3-0-6)
BP 6991	Seminar in Personnel Management	3 (3-0-6)
BP 6992	Seminar in Industrial Relations	3 (3-0-6)
BP 6994	Selected Topics in International Business Management	3 (3-0-6)
BP 6996	International Logistics Management	3 (3-0-6)
BP 6997	Managing Across Borders	3 (3-0-6)
BP 6998	International Organization Behavior	3 (3-0-6)
BP 6999	International Human Resources Management	3 (3-0-6)

### 11. CONCENTRATION IN RETAIL MANAGEMENT

11.1 CONCENTRATION REQUIRED COURSES		12 CREDITS
BR 6201	Consumer Behavior in Retail Management	3 (3-0-6)
BR 6202	Supply Chain Management	3 (3-0-6)
BR 6203	Brand Management	3 (3-0-6)
BR 6204	Retail and Service Management	3 (3-0-6)

THESIS		15 Credits
BZ 7000	Thesis	6 (0-0-18)
BZ 7001	Thesis	6 (0-0-18)
INDEPENDENT STUDY		6 Credits
BA 6699	Individual Research in Accounting	6 (0-0-18)
BC 6599	Individual Research in Management Information Systems	6 (0-0-18)
BE 6499	Individual Research in Business Economics	6 (0-0-18)
BF 6755	Individual Research in Finance	6 (0-0-18)
BI 5105	Individual Research in Innovation Management	6 (0-0-18)
BJ 5205	Individual Research in Computer for Organizational Management	6 (0-0-18)
BK 5305	Individual Research in Automation and Industrial Management	6 (0-0-18)
BM 6855	Individual Research in Marketing	6 (0-0-18)
BN 6155	Individual Research in Entrepreneurship	6 (0-0-18)
BP 6955	Individual Research in Management	6 (0-0-18)
BR 6205	Individual Research in Retail Management	6 (0-0-18)



## MBA COURSE DESCRIPTION

### FOUNDATION COURSES

#### **BG 5000 ENGLISH FOR BUSINESS COMMUNICATION (45 HOURS) NON-CREDIT**

This course studies the five English languages skills of reading, writing, listening, speaking, and critical thinking. These skills are integrated in all class meetings in a creative and communicative learning environment. Students will read and write varieties of English texts related to business and will participate in all class discussions.

#### **BG 5006 INTRODUCTION TO QUANTITATIVE ANALYSIS (45 HOURS) NON-CREDIT**

This course studies solving business problems. Topics include mathematic foundation, measurement scale, basic statistics, central tendency, probability, discrete and continuous random variables, sampling distribution, interval estimation, hypothesis testing, goodness-of-fit tests, linear correlation, regression, and using software programs to analyze data.

### CORE COURSES

#### **BA 6601 MANAGERIAL ACCOUNTING 3 (3-0-6) CREDITS**

This course studies the fundamentals of managerial accounting. Other topics include planning and controlling routine operations, non-routine decisions, policy making, long range planning, product cost, income determination, and management decisions.

#### **BC 6501 INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS 3 (3-0-6) CREDITS**

This course studies the development and management of Computer Based Information Systems in business. Other topics include basic concepts of computer hardware, software, database, data communication, system development techniques, and issues involved in the utilization of information, technologies, and managerial perspective.

#### **BE 6401 MANAGERIAL ECONOMICS 3 (3-0-6) CREDITS**

This course studies economic theories. Other topics include economic trends, economic principles, economic mechanisms, economic incentives, and solving business problems that deal with economic decision making by using different analytical tools. Current and interesting economic cases will be discussed.

#### **BF 6701 FINANCIAL MANAGEMENT 3 (3-0-6) CREDITS**

**PREREQUISITE: BG 4005 FOUNDATION IN FINANCE AND / OR BA 6601 MANAGERIAL ACCOUNTING**

This course studies the major activities of the chief financial executives. Other topics include capital management, capital structure, cost of capital, long term asset management, long term financing, short term financing, and dividend policy.

#### **BM 6801 MARKETING MANAGEMENT 3 (3-0-6) CREDITS**

**PREREQUISITE: BG 4004 FOUNDATION IN MARKETING**

This course studies formulation and implementation of marketing strategies and policies. Other topics include marketing process, systematic framework in understanding marketing management and strategy, primary and changing perspectives of marketing in new economy, impacts of interactive media on marketing, and applied marketing management and strategy.

#### **BP 6902 BUSINESS RESEARCH METHODOLOGY 3 (3-0-6) CREDITS**

**PREREQUISITE: BG 4006 INTRODUCTION TO QUANTITATIVE ANALYSIS**

This course studies the conceptual tools and techniques in understanding scientific research methods. Other topics include research design, sampling procedure, techniques in gathering data, data processing and analysis, interpretation of findings, report preparation, and final research project.

#### **BP 6903 ORGANIZATIONAL BEHAVIOR 3 (3-0-6) CREDITS**

**PREREQUISITE: BG 4003 FOUNDATION IN MANAGEMENT**

This course studies the behavior of individuals and groups in various organizations. Other topics include interactions between organizational members and external environment, personality, group dynamics, situational and communication factors in work environment, and concepts of motivation.

#### **BP 6904 OPERATIONS MANAGEMENT 3 (3-0-6) CREDITS**

**PREREQUISITE: BP 6901 QUANTITATIVE ANALYSIS FOR MANAGEMENT**

This course studies business operations and management. Other topics include economic systems, production objectives, production planning and control, product design and improvement, plant planning and maintenance, measurements and standards, quality control, budget and cost control, materials management, and profit maximization.

#### **BP 6910 INTERNATIONAL BUSINESS MANAGEMENT 3 (3-0-6) CREDITS**

**PREREQUISITE: BE 6401 MANAGERIAL ECONOMICS**

This course studies the management of international businesses. Other topics include

institutions and their economic conditions, international trading, international financing, problems of multinational corporations, diverse business practices, and managing diverse employees.

**BP 6918 STRATEGIC MANAGEMENT 3 (3-0-6) CREDITS**

**PREREQUISITE: STUDY IN FINAL TRIMESTER**

This course studies the formulation and implementation of business strategies. Other topics include attaining competitive advantages, sources of competitive advantages, analysis of internal and external environment, and selection of strategies.

**ELECTIVE COURSES**

**1. CONCENTRATION IN ACCOUNTING**

**1.1 CONCENTRATION REQUIRED COURSES**

**BA 6602 INCOME MEASUREMENT 3 (3-0-6) CREDITS**

This course studies income issues and measurement. Other topics include income determination concepts, cash flow and accrual accounting, revenue and expense recognition, historical and current cost accounting, income under uncertainty, price level accounting, and replacement accounting.

**BA 6603 ACCOUNTING SYSTEM DESIGN 3 (3-0-6) CREDITS**

Prerequisite: BA 6601 Managerial Accounting

This course studies designing and installing accounting systems. Other topics include various types of businesses and their accounting needs, theory and procedure of accounting system building, investigation of accounting systems, construction and installation of accounting systems, and reviewing and reporting the system.

**BA 6604 AUDITING THEORY 3 (3-0-6) CREDITS**

**PREREQUISITE: BA 6602 INCOME MEASUREMENT**

This course studies auditing issues and theories. Other topics include historical and current development, professional auditing organizations, ethical issues and responsibilities, auditing through computer, statistical samples, theory application, internal and external auditing.

**1.2 CONCENTRATION ELECTIVE COURSES**

**BA 6605 TAX MANAGEMENT 3 (3-0-6) CREDITS**

This course studies managing corporate tax. Other topics include determination of corporate tax liabilities, influence of government taxation on economic activities, business tax considerations, ethical issues and responsibilities, and investment decisions.

**BA 6606 CONTROLLERSHIP 3 (3-0-6) CREDITS**

**PREREQUISITE: BA 6603 ACCOUNTING SYSTEM DESIGN**

This course studies the control of business organizations. Other topics include the roles of business executives, cost control, marketing control, production control, personnel control, capital control and planning, and use of financial data by executives.

**BA 6690 SEMINAR IN MANAGERIAL COST ACCOUNTING 3 (3-0-6) CREDITS**

**PREREQUISITE: BA 6601 MANAGERIAL ACCOUNTING**

This course covers various topics in cost accounting. Topics include design of cost accounting systems to help management planning, control, transfer pricing, direct costing, and quantitative approach to cost accounting.

**BA 6691 SEMINAR IN FINANCIAL ACCOUNTING 3 (3-0-6) CREDITS**

**PREREQUISITE: BA 6602 INCOME MEASUREMENT**

This course covers various topics in financial accounting. Topics include controversial issues in financial accounting, development of financial accounting, and financial accounting tools.

**BA 6692 SEMINAR IN AUDITING 3 (3-0-6) CREDITS**

**PREREQUISITE: BA 6604 AUDITING THEORY**

This course covers various topics in auditing. Topics include principles and practices in auditing accounts, legal aspects and practices of auditing, and analysis of former examination papers of certified public accountants.

**BA 6693 SELECTED TOPICS IN ACCOUNTING 3 (3-0-6) CREDITS**

**PREREQUISITE: BA 6601 MANAGERIAL ACCOUNTING**

This course covers various topics in accounting. Topics will depend on the current issues in domestic and international accounting practices.

**BA 6694 INTERNATIONAL ACCOUNTING AND TAXATION 3 (3-0-6) CREDITS**

This course studies international money and capital markets. Other topics include international capital budgeting, financing decision, taxation, trade finance, international portfolio management, roles of multi-national firms, and financial institutions facilitating world trade.

**2. CONCENTRATION IN MANAGEMENT INFORMATION SYSTEMS**

**2.1 CONCENTRATION REQUIRED COURSES**

**BC 6502 BUSINESS SOFTWARE PACKAGES 3 (3-0-6) CREDITS**

**PREREQUISITE: BC 6501 INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS**



This course studies business software packages. Topics include electronic spreadsheets, statistical packages, personal filing, financial modeling, planning, word processing, and business graphics.

**BC 6503 ELECTRONIC DATA PROCESSING (EDP) MANAGEMENT 3 (3-0-6) CREDITS**

**PREREQUISITE:** BC 6501 INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS

This course studies the management of electronic data processing resources. Topics include managerial tools in planning, organizing, directing, controlling, organization of operations, workflow management, and effective data control.

**BC 6504 SYSTEM ANALYSIS AND DESIGN 3 (3-0-6) CREDITS**

**PREREQUISITE:** BC 6501 INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS

This course studies the role of systems analyst. Topics include systems analysis and techniques, developmental life cycle, project initiation, feasibility study, systems design, programming, and implementation.

**2.2 CONCENTRATION ELECTIVE COURSES**

**BC 6505 COMPUTER AUDIT 3 (3-0-6) CREDITS**

**PREREQUISITE:** BC 6501 INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS

This course studies cases of physical and systems security. Topics include control techniques, computer design, computer application, auditing procedures, and Electronic Data Processing systems.

**BC 6590 SEMINAR IN MANAGEMENT INFORMATION SYSTEMS 3 (3-0-6) CREDITS**

**PREREQUISITE:** BC 6501 INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS

This course covers various topics in management information systems. Topics include integration of major elements of business computers, applications in managerial decision making, problem solving, MIS concepts, and MIS applications.

**BC 6591 SELECTED TOPICS IN MANAGEMENT INFORMATION SYSTEMS 3 (3-0-6) CREDITS**

**PREREQUISITE:** BC 6501 INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS

This course covers various management information systems topics. Topics will depend on the current MIS issues.

**3. CONCENTRATION IN BUSINESS ECONOMICS**

**3.1 CONCENTRATION REQUIRED COURSES**

**BE 6402 QUANTITATIVE BUSINESS ECONOMICS 3 (3-0-6) CREDITS**

**PREREQUISITE:** BE 6401 MANAGERIAL ECONOMICS

This course studies the uses of mathematical and statistical tools. Topics include areas of business and economics, quantitative tools of applied economics, and analysis of real-life business and economic problems.

**BE 6403 COMPUTER SIMULATION IN BUSINESS ECONOMICS 3 (3-0-6) CREDITS**

**PREREQUISITE:** BE 6401 MANAGERIAL ECONOMICS

This course studies business models and computer simulation. Topics include simulation processes, computer programming, computer models, and computerized simulation for decision making.

**BE 6404 PROJECT ANALYSIS 3 (3-0-6) CREDITS**

**PREREQUISITE:** BE 6401 MANAGERIAL ECONOMICS

This course studies the methodologies used in feasibility studies. Topics include project proposals, project appraisal, project selection, project implementation, cost and benefit analyses, and internal rate of return.

**3.2 CONCENTRATION ELECTIVE COURSES**

**BE 6490 SEMINAR IN BUSINESS ECONOMICS 3 (3-0-6) CREDITS**

**PREREQUISITE:** BE 6401 MANAGERIAL ECONOMICS

This course covers various topics in business economics. Topics include case studies and analyses of microeconomics and macroeconomics problems.

**BE 6491 SELECTED TOPICS IN BUSINESS ECONOMICS 3 (3-0-6) CREDITS**

**PREREQUISITE:** BE 6401 MANAGERIAL ECONOMICS AND / OR CONSENT OF INSTRUCTOR

This course covers various topics in business economics. The topics will depend on the current issues in business economics.

**4. CONCENTRATION IN FINANCE**

**4.1 CONCENTRATION REQUIRED COURSES**

**BF 6704 INVESTMENT 3 (3-0-6) CREDITS**

**PREREQUISITE:** BF 6701 FINANCIAL MANAGEMENT

This course studies the types of securities and markets. Topics include techniques for risk and return analyses of individual securities, forming efficient portfolio, equilibrium pricing of capital assets, risk-adjusted evaluation of portfolio performance, capital allocation process in security markets, and derivative instruments.

**BF 6705 MANAGEMENT OF FINANCIAL INSTITUTIONS 3 (3-0-6) CREDITS**

**PREREQUISITE:** BF 6701 FINANCIAL MANAGEMENT

This course studies the largest financial intermediaries. Topics include commercial banks, investment banks, mutual funds, insurance firms, and payment systems.

**BF 6706 INTERNATIONAL FINANCIAL MANAGEMENT 3 (3-0-6) CREDITS**

**PREREQUISITE: BF 6701 FINANCIAL MANAGEMENT**

This course studies management of international finance companies. Topics include multinational enterprises, evaluation of investment opportunities, sources of funds of international businesses, capital structures, cost of capital management, and financial problems and practices.

**4.2 CONCENTRATION ELECTIVE COURSES**

**BF 6702 CORPORATE FINANCIAL REPORTING 3 (3-0-6) CREDITS**

This course studies financial information of corporations. Topics include analysis of organizations, organization systems, corporate accounting data, corporate financial reports, corporate stockholders, prospective investors, government regulations, and underwriting of new issues.

**BF 6703 MODERN FINANCIAL THEORY 3 (3-0-6) CREDITS**

This course studies various theories in finance. Topics include utility theory, state preference theory, mean variance theory, capital asset pricing model, arbitrage pricing theory, option pricing theory, Modigliani-Miller theorem, other theories related to finance.

**BF 6790 SEMINAR IN FINANCE 3 (3-0-6) CREDITS**

Prerequisite: BF 6701 Financial Management  
This course covers various topics in finance. Topics include financial issues from different businesses, research reports, application of financial tools, and decision making theories.

**BF 6791 SELECTED TOPICS IN FINANCE 3 (3-0-6) CREDITS**

**PREREQUISITE: BF 6701 FINANCIAL MANAGEMENT AND / OR CONSENT OF INSTRUCTOR**

This course covers various topics in finance. The topics will depend on the current issues of finance.

**BF 6792 INVESTMENT BANKING 3 (3-0-6) CREDITS**

This course studies commercial and investment banking. Topics include monetary policies, interest rates, foreign exchange markets, financial derivatives, financial markets, monetary economics, financial economics, banking and financial market activities, and theory applications.

**BF 6794 TRADING DERIVATIVES 3 (3-0-6) CREDITS**

This course studies domestic and international derivatives markets. Topics include derivatives structures, derivatives pricing, trading strategies of key derivatives instruments, swaps derivatives, application of derivatives instruments, risk management tools, and speculative objectives.

**BF 6795 CORPORATE VALUATION 3 (3-0-6) CREDITS**

This course studies corporate values. Topics include valuation skills, creation of corporate values, corporate value destruction, corporate valuation in various settings, initial public offerings, large investment projects, seasoned security issues, mergers and acquisitions, outsiders' valuations, different valuation techniques.

**BF 6900 FINANCIAL MARKETING 3 (3-0-6) CREDITS**

This course studies marketing in financial industry. Topics include marketing concepts in finance, marketing role in modern economies, marketing plan development, branding, positioning, pricing, promotion, distribution of financial products, international marketing, and e-marketing.

**5. CONCENTRATION IN INNOVATION MANAGEMENT**

**5.1 CONCENTRATION REQUIRED COURSES**

**BI 5101 MANAGEMENT OF TECHNOLOGY AND INNOVATION 3 (3-0-6) CREDITS**

This course studies the management process of technologies and innovation. Topics include incremental and routine innovation, disruptive innovation, models of innovation, strategies in managing technologies and innovation, R&D tools and techniques, new product development, and technology transfer.

**BI 5102 INTELLECTUAL PROPERTY MANAGEMENT 3 (3-0-6) CREDITS**

This course studies the handling and management of intellectual properties. Topics include copyright, patents, trademarks, auditing intellectual properties, licensing intellectual properties, intellectual property protection, intellectual property valuation, intellectual capital, and intellectual property staff training.

**BI 5103 COMMERCIALIZATION AND MARKETING OF INNOVATIONS 3 (3-0-6) CREDITS**

This course studies the commercial innovations of small, medium, and large companies. Topics include conceiving innovative products or services, skills in launching innovation, gathering customer requirements, launching innovative



products or services, and management of innovations.

**BI 5104 ENTREPRENEURSHIP AND NEW VENTURE CREATION 3 (3-0-6) CREDITS**

This course studies exploration of new market opportunities. Topics include analysis of product or service markets, new venture strategies formulation, legal issues in new venture creation, financing and operating new ventures, management of new ventures, and sustainable growth.

**6. CONCENTRATION IN COMPUTER FOR ORGANIZATION MANAGEMENT**

**6.1 CONCENTRATION REQUIRED COURSES**

**BJ 5201 COMPUTER APPLICATION IN SUPPLY CHAIN MANAGEMENT 3 (3-0-6) CREDITS**

This course studies managing supply and demand. Topics include planning supply and demand, selecting suppliers, acquiring supplies, producing and scheduling products and services, warehousing, inventory control, distribution management, customer services, and computer systems.

**BJ 5202 COMPUTER APPLICATION IN CUSTOMER RELATIONSHIP MANAGEMENT 3 (3-0-6) CREDITS**

This course studies customer services. Topics include customer relationship management, customer support, customer recognition, customer loyalty, customer values, and computer systems and applications.

**BJ 5203 ENTERPRISE RESOURCE PLANNING 3 (3-0-6) CREDITS**

This course studies enterprise key systems concepts. Topics include functional perspective, technical perspective, implementation perspective, integrated systems design, cross-functional business, and computers systems and applications.

**BJ 5204 COMPUTER APPLICATION IN MANAGEMENT 3 (3-0-6) CREDITS**

This course covers fundamental principles and applications of computers for organizational management, analysis, and design of suitable computer systems for organization.

**7. CONCENTRATION IN AUTOMATION AND INDUSTRIAL MANAGEMENT**

**7.1 CONCENTRATION REQUIRED COURSES**

**BK 5301 INDUSTRIAL DESIGN AND INNOVATION 3 (3-0-6) CREDITS**

This course studies the application of innovative industrial designs. Topics include prototype production, two-dimension and three-dimension graphical designs, computer-aided designs, computer-aided manufacturing tools, application of concepts, and commercially feasible products and services.

**BK 5302 COMPUTER-INTEGRATED MANUFACTURING 3 (3-0-6) CREDITS**

This course covers computer-based integrated manufacturing management systems in allocating and controlling plants, equipment, manpower, and materials.

**BK 5303 MANAGEMENT OF QUALITY ASSURANCE AND STANDARDS 3 (3-0-6) CREDITS**

This course studies quality controls. Topics include quality management, quality assurance, quality management systems, international quality management standard, and Total Quality Management.

**BK 5304 SERVICE AND MAINTENANCE MANAGEMENT 3 (3-0-6) CREDITS**

This course studies the duties of technical managers. Topics include designing maintenance programs, implementing and supervising maintenance programs, preventive maintenance, human aspects of maintenance, and computers in maintenance.

**8. CONCENTRATION IN MARKETING**

**8.1 CONCENTRATION REQUIRED COURSES**

**BM 6802 ADVERTISING AND PROMOTIONAL STRATEGIES 3 (3-0-6) CREDITS**

**PREREQUISITE: BM 6801 MARKETING MANAGEMENT**

This course studies the administration of advertising. Topics include components of marketing mix, business and public administration tools, principles and practices in sales promotion, management of sales promotion, and sales promotion guidelines.

**BM 6806 INTERNATIONAL MARKETING MANAGEMENT 3 (3-0-6) CREDITS**

**PREREQUISITE: BM 6801 MARKETING MANAGEMENT**

This course studies the principles and practices of international marketing. Topics include small exporters, multi-national corporations, managers' roles, export laws, international laws, and diverse personnel.

**BM 6896 CONSUMER BEHAVIOR 3 (3-0-6) CREDITS**

This course studies consumers' intentions and motivations. Topics include the examination of

individual, group and family consumers, the psychology, sociology, and anthropological aspects of consumers' buying decisions, the roles of managers, and management actions.

## **8.2 CONCENTRATION ELECTIVE COURSES**

### **BM 6601 SELECTED TOPICS IN MARKETING 3 (3-0-6) CREDITS**

Prerequisite: BM 6801 Marketing Management and / or Consent of Instructor This course covers various topics in marketing. The topics will depend on the current issues of marketing.

### **BM 6803 PRODUCT MANAGEMENT 3 (3-0-6) CREDITS**

This course studies strategic decisions for products and market selection. Topics include product innovation, managing new products, analytical tools in decision making, the role of product manager, competitors, and product life cycle.

### **BM 6804 MARKETING COST AND REVENUE ANALYSIS 3 (3-0-6) CREDITS**

**PREREQUISITE: BE 6401 MANAGERIAL ECONOMICS AND BM 6801 MARKETING MANAGEMENT**

This course studies the principles and practices of marketing cost and revenue. Topics include proposed marketing projects, calculation of cost and revenue of proposed marketing projects, and the roles of marketing managers.

### **BM 6805 MARKETING LOGISTICS MANAGEMENT 3 (3-0-6) CREDITS**

**PREREQUISITE: BM 6801 MARKETING MANAGEMENT**

This course studies the supply and distribution of products. Topics include logistics theories, managing logistics systems, problems in logistics, transport scheduling, transport control, insurance, customs, and logistics system design.

### **BM 6807 MARKETING RESEARCH MANAGEMENT 3 (3-0-6) CREDITS**

**PREREQUISITE: BP 6902 BUSINESS RESEARCH METHODOLOGY AND BM 6801 MARKETING MANAGEMENT**

This course studies the nature of marketing research. Topics include the need for marketing research, research questionnaires, marketing surveys, analysis and interpretation of data, experiments, and observations. Students will undertake group research project.

### **BM 6808 QUANTITATIVE TECHNIQUES IN MARKETING 3 (3-0-6) CREDITS**

**PREREQUISITE: BP 6901 QUANTITATIVE ANALYSIS FOR MANAGEMENT AND BM 6801 MARKETING MANAGEMENT**

This course studies applications of models to marketing problems. Topics include basic concepts in marketing, use of mathematical and

statistical models in marketing, and students' development of their own analyses.

### **BM 6809 MARKETING STRATEGY 3 (3-0-6) CREDITS**

This course integrates all marketing elements in a strategic planning framework. Topics include marketing policies, competitive situations, complex and turbulent environment, qualitative and quantitative analysis, decision making skills, and supporting decisions.

### **BM 6810 CUSTOMER RELATIONSHIP MANAGEMENT 3 (3-0-6) CREDITS**

This course studies the approaches in managing customers. Topics include strategies, different organizations, the roles of CRM, business shifts, environmental changes, competitive advantages, technical and managerial foundations, delivering a successful CRM project, and risk factors.

### **BM 6890 SEMINAR IN MARKETING MANAGEMENT 3 (3-0-6) CREDITS**

**PREREQUISITE: BM 6801 MARKETING MANAGEMENT**

This course covers various topics in marketing. The topics will depend on the current issues of marketing based on research papers.

### **BM 6891 SEMINAR IN INTERNATIONAL MARKETING MANAGEMENT 3 (3-0-6) CREDITS**

**PREREQUISITE: BM 6801 MARKETING MANAGEMENT AND BM 6806 INTERNATIONAL MARKETING**

Management This course covers various topics in International marketing. Students will conduct marketing investigation.

### **BM 6892 SELECTED TOPICS IN SERVICE MARKETING 3 (3-0-6) CREDITS**

**PREREQUISITE: BM 6801 MARKETING MANAGEMENT AND / OR CONSENT OF INSTRUCTOR**

This course covers various topics in marketing. The topics will depend on the current issues of marketing.

### **BM 6894 ENTRY STRATEGY IN INTERNATIONAL MARKETS 3 (3-0-6) CREDITS**

This course studies marketing issues in international arena. Topics include designing marketing strategy, different environmental contexts, marketing problems, global opportunities, market barriers, cultural differences, international laws, transportation, and customs.

### **BM 6895 INTERNET MARKETING 3 (3-0-6) CREDITS**

This course studies commerce through internet marketing. Topics include the use of internet and related technologies, research, advertising, selling, customer service, user characteristics

and behavior, direct marketing, online strategies, relationship marketing, and website design.

**BM 6897 RETAIL MANAGEMENT  
3 (3-0-6) CREDITS**

This course studies commerce through internet marketing. Topics include the use of internet and related technologies, research, advertising, selling, customer service, user characteristics and behavior, direct marketing, online strategies, relationship marketing, and website design.

**9. CONCENTRATION IN ENTREPRENEURSHIP  
9.1 CONCENTRATION REQUIRED COURSES**

**BN 6101 ENTREPRENEURIAL MANAGEMENT  
3 (3-0-6) CREDITS**

This course studies entrepreneurs and businesses. Topics include developing skills, various careers, starting small businesses, management styles, organization cultures, organization structures, and developing existing organizations. Activities include seminars and research.

**BN 6102 SME'S GROWTH AND CHANGE MANAGEMENT  
3 (3-0-6) CREDITS**

This course studies the development of small into medium sized enterprises. Topics include managing changes in organizations, business functions, optimizing resources, and individual business to professional business.

**BN 6103 MANAGEMENT OF INFORMATION 3 (3-0-6)  
CREDITS**

This course studies the methodologies of developing information systems. Topics include development strategies, systems construction and conversion, systems testing, systems implementation, systems management, and systems operations and support.

**BN 6104 E-ENTREPRENEURSHIP 3 (3-0-6) CREDITS**

This course studies the methodologies of developing information systems. Topics include development strategies, systems construction and conversion, systems testing, systems implementation, systems management, and systems operations and support.

**10. CONCENTRATION IN MANAGEMENT**

**BP 6094 INTERNATIONAL NEGOTIATION AND DISPUTE  
RESOLUTION 3 (3-0-6) CREDITS**

**PREREQUISITE: BP 6903 ORGANIZATIONAL BEHAVIOR**

This course studies the theories, concepts and skills in mediation. Topics include competitive business environments, diverse business environments, cultural literacy, language skills,

effective negotiation, effective facilitation, and effective mediation.

**BP 6900 BUSINESS COMMUNICATION  
3 (3-0-6) CREDITS**

Prerequisite: BG 5000 English for Business Communication or Exemption This course studies the development of business communication skills. Topics include business communication forms, written communication, preparation and delivery of communication, and formal business plan.

**BP 6905 HUMAN RESOURCES MANAGEMENT  
3 (3-0-6) CREDITS**

**PREREQUISITE: BP 6903 ORGANIZATIONAL BEHAVIOR**

This course studies the nature, scope, and objectives of human resources management. Topics include relationships of human resources department with other departments, human resource functions, human resource policies, advertisement, recruitment, selection, training, development, and compensation.

**BP 6906 OPERATIONS RESEARCH THEORIES AND  
APPLICATIONS 3 (3-0-6) CREDITS**

**PREREQUISITE: COMPLETION OF FIRST YEAR MBA PROGRAM  
AND / OR CONSENT OF INSTRUCTOR**

This course studies operations research techniques. Topics include solutions to management problems, integer, nonlinear programming, dynamic programming, queuing theory, replacement technique, and Monte Carlo technique.

**BP 6907 OPERATIONS PLANNING AND CONTROL 3  
(3-0-6) CREDITS**

**PREREQUISITE: BP 6904 OPERATIONS MANAGEMENT**

This course studies the application of quantitative techniques in business operations. Topics include operation design, operation planning, operation control, scientific analysis of operation problems, forecasting demand, inventory control, smoothing, workforce levels, and project planning.

**BP 6909 NEGOTIATION AND CONFLICT RESOLUTION 3  
(3-0-6) CREDITS**

This course studies negotiation process. Topics include negotiation skills, communication skills, negotiation techniques, alternative actions, costs and benefits of alternative actions, managing the negotiation process, and resolution of conflicts.

**BP 6911 BUSINESS ETHICS 3 (3-0-6) CREDITS**

This course studies the application of ethical principles to businesses. Topics include unethical business practices, philosophical viewpoint of contemporary business practices,



confronting ethical dilemmas, business stakeholders, government roles, and threats from stakeholders.

**BP 6912 INTERNATIONAL BUSINESS LAW FOR MANAGERS 3 (3-0-6) CREDITS**

**PREREQUISITE: BP 6910 INTERNATIONAL BUSINESS MANAGEMENT**

This course studies the economic regulations in businesses. Topics include planning of business transactions, importing goods and services, exporting goods and services, Thai law, international agreements, bilateral agreements, multi-lateral agreements, and communication skills.

**BP 6913 INTERNATIONAL CORPORATE STRATEGY 3 (3-0-6) CREDITS**

This course studies the maximization of competitive strategies of firms. Topics include spotting opportunities, initiating changes in companies, generating values from environmental risks, critical developments in corporate strategies, strategic opportunities, resources conservation, and solving environmental problems.

**BP 6916 EFFECTIVE COMMUNICATION 3 (3-0-6) CREDITS**

This course studies workplace communication. Topics include formal and informal communication, interpersonal communication skills, small group communication skills, public speaking skills, writing skills, and listening skills.

**BP 6917 MANAGING ORGANIZATION PERFORMANCE 3 (3-0-6) CREDITS**

This course studies individual and group behaviors within organizations. Topics include theories of motivation, teamwork, leadership, organization culture, structure, performance appraisal, and performance management.

**BP 6990 SEMINAR IN ORGANIZATION MANAGEMENT 3 (3-0-6) CREDITS**

This course covers the maintenance of formal organizations, internal systems, roles and functions of supervisors, executives, and administrators, organizational theories and leadership.

**BP 6991 SEMINAR IN PERSONNEL MANAGEMENT 3 (3-0-6) CREDITS**

Prerequisite: BP 6905 Human Resources Management This course covers administration of personnel, relationships of personnel, industrial personnel services, appraisals of policies and practices, selection, and training.

**BP 6992 SEMINAR IN INDUSTRIAL RELATIONS**

**3 (3-0-6) CREDITS**

This course covers fundamentals of labor productivity, labor unions and practices, manpower management, relations among labor unions, government, and industry.

**BP 6994 SELECTED TOPICS IN INTERNATIONAL BUSINESS MANAGEMENT 3 (3-0-6) CREDITS**

**PREREQUISITE: BP 6909 INTERNATIONAL BUSINESS MANAGEMENT**

This course covers various topics in international business. The topics will depend on the current issues in international businesses.

**BP 6996 INTERNATIONAL LOGISTICS MANAGEMENT 3 (3-0-6) CREDITS**

This course studies the problems and opportunities of international transportation. Topics include modes of international transportation, international transport operation, international transport service, international transport cost, distribution operation, and purchasing.

**BP 6997 MANAGING ACROSS BORDERS 3 (3-0-6) CREDITS**

This course studies organizational behavior in international businesses. Topics include managing diverse personnel, cross culture management, ethics, cross culture communication, motivation, group and team works, managing international human resources, and managing diversity.

**BP 6998 INTERNATIONAL ORGANIZATION BEHAVIOR 3 (3-0-6) CREDITS**

This course studies organizational behavior in international businesses. Topics include managing diverse personnel, cross culture management, ethics, cross culture communication, motivation, group and team works, managing international human resources, and managing diversity.

**BP 6999 INTERNATIONAL HUMAN RESOURCES MANAGEMENT 3 (3-0-6) CREDITS**

This course studies organizational behavior in international businesses. Topics include managing diverse personnel, cross culture management, ethics, cross culture communication, motivation, group and team works, managing international human resources, and managing diversity.

**11. CONCENTRATION IN RETAIL MANAGEMENT  
11.1 CONCENTRATION REQUIRED COURSES**

**BR 6201 CONSUMER BEHAVIOR IN RETAIL MANAGEMENT 3 (3-0-6) CREDITS**

This course studies organizational behavior in international businesses. Topics include managing diverse personnel, cross culture management, ethics, cross culture communication, motivation, group and team works, managing international human resources, and managing diversity.

**BR 6202 SUPPLY CHAIN MANAGEMENT 3 (3-0-6) CREDITS**

This course studies managing logistics. Topics include channel relationships, management, supply chain, international laws, customs, taxes, and modes of transport.

**BR 6203 BRAND MANAGEMENT 3 (3-0-6) CREDITS**

This course studies strategies in managing brands. Topics include guidelines in creating brands, successful brands, brand innovation, sustaining successful brands, and strategies of leading brands.

**BR 6204 RETAIL AND SERVICE MANAGEMENT 3 (3-0-6) CREDITS**

This course studies customer service. Topics include corporate image, personal presentations, customer interaction, industry trends, selecting employees, training employees, motivating employees, and empowering employees.

**THESIS**

**BZ 7000 THESIS 3 (3-0-6) CREDITS**

**BZ 7001 THESIS 3 (3-0-6) CREDITS**

**PREREQUISITE: COMPLETED A MINIMUM OF 36 CREDITS AND CONSENT OF THE ADVISOR**

This is a research work to be conducted by individual students and tailored at the interest and capabilities of students, under the guidance of expert advisers.

**INDEPENDENT STUDY**

**BA 6699 INDIVIDUAL RESEARCH IN ACCOUNTING 6 (0-0-18) CREDITS**

**PREREQUISITE: BP 6902 BUSINESS RESEARCH METHODOLOGY**

This is a research work to be conducted by individual students and tailored at the interest and capabilities of students, under the guidance of expert advisers.

**BC 6599 INDIVIDUAL RESEARCH IN MANAGEMENT INFORMATION SYSTEMS 6 (0-0-18) CREDITS**

**PREREQUISITE: BP 6902 BUSINESS RESEARCH METHODOLOGY**

This is a research work to be conducted by individual students and tailored at the interest

and capabilities of students, under the guidance of expert advisers.

**BE 6499 INDIVIDUAL RESEARCH IN BUSINESS ECONOMICS 6 (0-0-18) CREDITS**

**PREREQUISITE: BP 6902 BUSINESS RESEARCH METHODOLOGY**

This is a research work in business economics to be conducted by individual students and tailored at the field of interest of students.

**BF 6755 INDIVIDUAL RESEARCH IN FINANCE 6 (0-0-18) CREDITS**

**PREREQUISITE: BP 6902 BUSINESS RESEARCH METHODOLOGY**

This is a research work in finance to be conducted by individual students and tailored at the field of interest of students.

**BI 5105 INDIVIDUAL RESEARCH IN INNOVATION MANAGEMENT 6 (0-0-18) CREDITS**

**PREREQUISITE: BP 6902 BUSINESS RESEARCH METHODOLOGY**

This is a research work in innovation management to be conducted by individual students and tailored at the field of interest of students.

**BJ 5205 INDIVIDUAL RESEARCH IN COMPUTER FOR ORGANIZATIONAL MANAGEMENT PREREQUISITE 6 (0-0-18) CREDITS**

**BP 6902 BUSINESS RESEARCH METHODOLOGY**

This is a research work in computers for organizational management to be conducted by individual students and tailored at the field of interest of students.

**BK 5305 INDIVIDUAL RESEARCH IN AUTOMATION AND INDUSTRIAL MANAGEMENT 6 (0-0-18) CREDITS**

**PREREQUISITE: BP 6902 BUSINESS RESEARCH METHODOLOGY**

This is a research work in automation and industrial management to be conducted by individual students and tailored at the field of interest of students.

**BL 5405 INDIVIDUAL RESEARCH IN SOCIAL INNOVATION AND ENTREPRENEURSHIP 6 (0-0-18) CREDITS**

**PREREQUISITE: BP 6902 BUSINESS RESEARCH METHODOLOGY**

This is a research work in social innovation and entrepreneurship to be conducted by individual students and tailored at the field of interest of students.

**BM 6855 INDIVIDUAL RESEARCH IN MARKETING 6 (0-0-18) CREDITS**

**PREREQUISITE: BP 6902 BUSINESS RESEARCH METHODOLOGY**

This is a research work in marketing to be conducted by individual students and tailored at the field of interest of students.

**BN 6155 INDIVIDUAL RESEARCH IN ENTREPRENEURSHIP 6 (0-0-18) CREDITS**

**PREREQUISITE: BP 6902 BUSINESS RESEARCH METHODOLOGY**

This is a research work in entrepreneurship to be conducted by individual students and tailored at the field of interest of students.

**BP 6995 INDIVIDUAL RESEARCH IN MANAGEMENT 6 (0-0-18) CREDITS**

**PREREQUISITE: BP 6902 BUSINESS RESEARCH METHODOLOGY**

This is a research work in management to be conducted by individual students and tailored at the field of interest of students.

**BR 6205 INDIVIDUAL RESEARCH IN RETAIL MANAGEMENT 6 (0-0-18) CREDITS**

**PREREQUISITE: BP 6902 BUSINESS RESEARCH METHODOLOGY**

This is a research work in retail management to be conducted by individual students and tailored at the field of interest of students





ABAC  
GRADUATE SCHOOL  
of BUSINESS

## **GRADUATE SCHOOL OF BUSINESS ASSUMPTION UNIVERSITY OF THAILAND**

**HUA MAK CAMPUS**

**ASSUMPTION BUILDING (A BUILDING)**

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