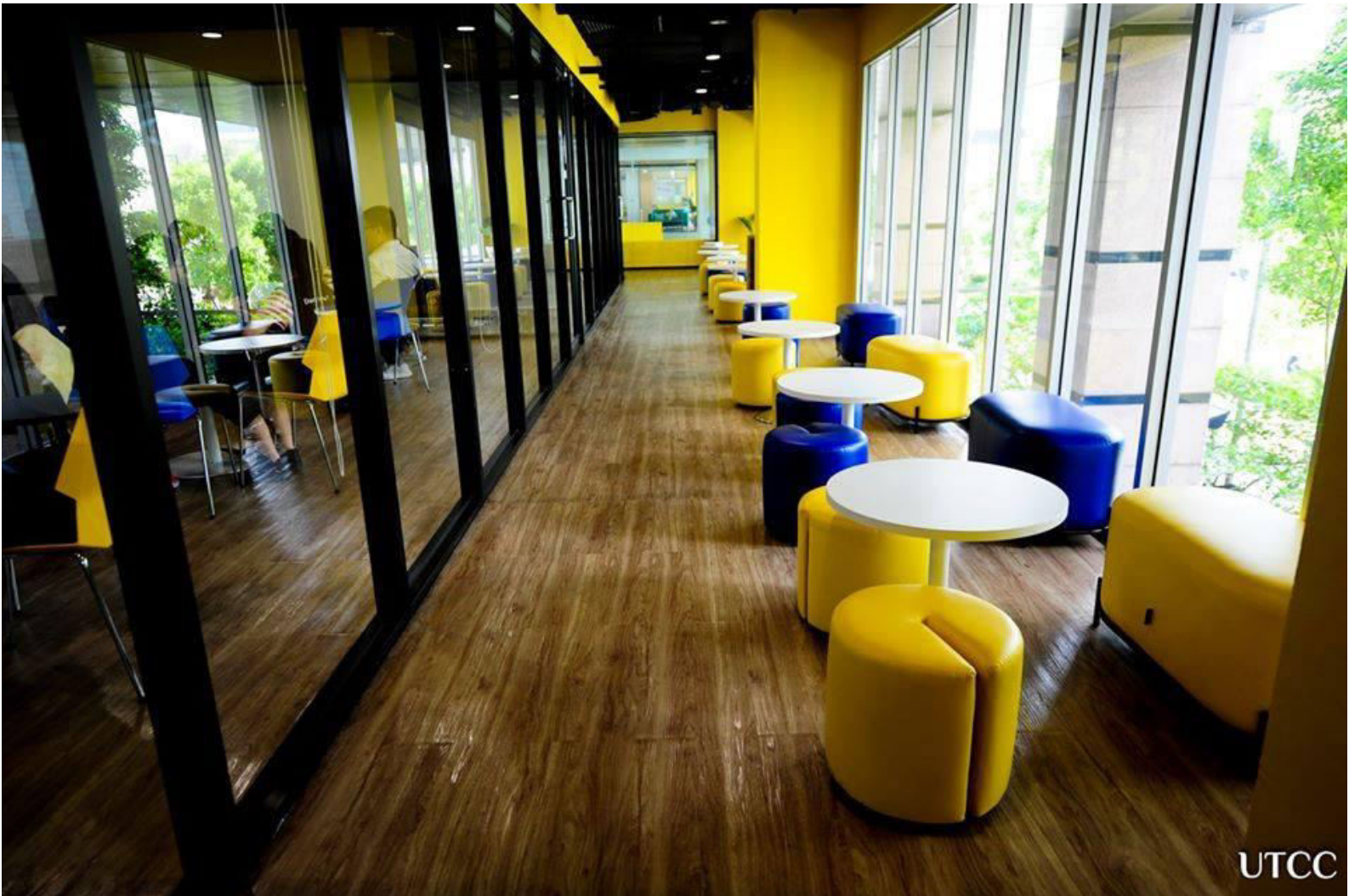




**UTCC** University of  
the Thai Chamber  
of Commerce

**มหาวิทยาลัยหอการค้าไทย**



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

**INTERNATIONAL SCHOOL OF MANAGEMENT**

The University of Thai Chamber of Commerce



# CURRICULUM STRUCTURE

Program structure consist of 42 credits as follows:

## A. Core Courses 21 Credits

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
AC 591	Managerial Accounting	3 (3-0-6)	-
BA 511	Marketing Management	3 (3-0-6)	-
BA 512	Organizational Behaviour and Leadership	3 (3-0-6)	-
BA 513	Operations Management	3 (3-0-6)	-
BA 514	Financial Management	3 (3-0-6)	-
BA 515	Strategic Management	3 (3-0-6)	-
EC 591	Managerial Economics	3 (3-0-6)	-

## B. Specialization Courses 9 Credits

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
BA 521	Global Business Management	3 (3-0-6)	-
BA 524	Managing Innovations	3 (3-0-6)	-
BA 525	Global Entrepreneurship	3 (3-0-6)	-

**C. Thesis 12 Credits** or alternatively *Elective Courses (list below) 9 credits + Independent Study 3 credits*

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITE
BA 522	International Trade and	3 (3-0-6)	-

	International Trade Law		
BA 523	International Financial Management	3 (3-0-6)	-
BA 532	Financial Derivatives and Risk Management	3 (3-0-6)	-
BA 533	Investment Analysis and Portfolio Management	3 (3-0-6)	-
BA 541	Consumer Behavior and Marketing Strategy	3 (3-0-6)	-
BA 543	Global Marketing Strategy	3 (3-0-6)	-
BA 553	Current Issues in Global Tourism	3 (3-0-6)	-
BA 571	Business Research	3 (3-0-6)	-
BA 572	Current Issues in Global Business	3 (3-0-6)	-
BA 573	Global Service Management	3 (3-0-6)	-
BA 574	Financial Markets and Institutions	3 (3-0-6)	-
BA 575	Corporate Financial Analysis	3 (3-0-6)	-
BA 576	Marketing Innovation and Differentiation	3 (3-0-6)	-
BA 582	Luxury Marketing	3 (3-0-6)	-
BA 583	Starting a New Venture	3 (3-0-6)	-
BA 584	New Products and Service Management	3 (3-0-6)	-

BA 585	Current Issues in Managing Innovations	3 (3-0-6)	-
BA 586	Current Issues in Entrepreneurship	3 (3-0-6)	-
BA 587	Current Issues in Leaders in Globalization	3 (3-0-6)	-
BA 588	Current Issues in Doing Business in ASEAN plus Countries	3 (3-0-6)	-
MN 561	Supply Chain Management	3 (3-0-6)	-

## **STUDY PLAN A (THESIS)**

### **1<sup>ST</sup> YEAR, SEMESTER 1 (Autumn)**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDITS</b>	<b>PRE-REQUISITE</b>
AC 591	Managerial Accounting	3 (3-0-6)	-
BA 511	Marketing Management	3 (3-0-6)	-
BA 512	Organizational Behaviour and Leadership	3 (3-0-6)	-
TOTAL 9 CREDITS			

### **1<sup>ST</sup> YEAR, SEMESTER 2 (Spring)**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDITS</b>	<b>PRE-REQUISITE</b>
BA 513	Operations Management	3 (3-0-6)	-
BA 514	Financial Management	3 (3-0-6)	-
BA 515	Strategic Management	3 (3-0-6)	-
TOTAL 9 CREDITS			

**1<sup>st</sup> YEAR, SUMMER SEMESTER**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDITS</b>	<b>PRE-REQUISITE</b>
EC 591	Managerial Economics	3 (3-0-6)	-
	Specialization Course	3 (3-0-6)	-
TOTAL 6 CREDITS			

**2<sup>ND</sup> YEAR, SEMESTER 1 (Autumn)**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDITS</b>	<b>PRE-REQUISITE</b>
	Specialization Course	3 (3-0-6)	-
	Specialization Course	3 (3-0-6)	-
BA 600	Thesis	3 (0-0-9)	-
TOTAL 9 CREDITS			

**2<sup>ND</sup> YEAR, SEMESTER 2 (Spring)**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDITS</b>	<b>PRE-REQUISITE</b>
BA 600	Thesis	9 (0-0-27)	-
TOTAL 9 CREDITS			

## **STUDY PLAN B (NON-THESIS)**

### **1<sup>ST</sup> YEAR, SEMESTER 1 (Autumn)**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDITS</b>	<b>PRE-REQUISITE</b>
AC 591	Managerial Accounting	3 (3-0-6)	-
BA 511	Marketing Management	3 (3-0-6)	-
BA 512	Organizational Behaviour and Leadership	3 (3-0-6)	-
TOTAL 9 CREDITS			

### **1<sup>ST</sup> YEAR, SEMESTER 2 (Spring)**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDITS</b>	<b>PRE-REQUISITE</b>
BA 513	Operations Management	3 (3-0-6)	-
BA 514	Financial Management	3 (3-0-6)	-
BA 515	Strategic Management	3 (3-0-6)	-
TOTAL 9 CREDITS			

**1<sup>st</sup> YEAR, SUMMER SEMESTER**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDITS</b>	<b>PRE-REQUISITE</b>
EC 591	Managerial Economics	3 (3-0-6)	-
	Specialization Course	3 (3-0-6)	-
TOTAL 6 CREDITS			

**2<sup>ND</sup> YEAR, SEMESTER 1 (Autumn)**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDITS</b>	<b>PRE-REQUISITE</b>
	Specialization Course	3 (3-0-6)	-
	Specialization Course	3 (3-0-6)	-
	Elective Course	3 (3-0-6)	-
TOTAL 9 CREDITS			

**2<sup>ND</sup> YEAR, SEMESTER 2 (Spring)**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDITS</b>	<b>PRE-REQUISITE</b>
	Elective Course	3 (3-0-6)	-
	Elective Course	3 (3-0-6)	-
BA 601	Independent Study	3 (0-0-9)	-
TOTAL 9 CREDITS			

**Note:**



Credits are mentioned as "Total (Lecture-tutorial-self-study)", e.g. 3 (3-0-6).

The University of Thai Chamber of Commerce reserves a right to change course selection without prior notice.

## **COURSE DESCRIPTIONS**

### **AC 591 Managerial Accounting 3 (3-0-6)**

An introduction to management accounting techniques that is useful in management decision-making situations such as performance appraisal, price-setting, determining output or service levels, financing and investing.

### **BA 511 Marketing Management 3 (3-0-6)**

Marketing planning and operations; a practical knowledge of the marketing management system and its key components, including marketing planning, control and coordination, branding, integrated marketing communications, product development, pricing, and distribution channels. Emphasis is placed on developing skills for entering new markets and maintaining or growing current markets.

### **BA 512 Organizational Behavior and Leadership 3 (3-0-6)**

The knowledge on developing organizational competence; the relationships between organizational performance and the behavior of individuals, groups, and overall organizations. In the process, emphasis is given to the importance of interpersonal issues and to issues arising from technological change, workforce diversity, ethical challenges, and internationalization.

### **BA 513 Operations Management 3 (3-0-6)**

The processes used to deliver products in the marketplace, the key operations and logistical issues in service and manufacturing operations, strategic as well as tactical implications, both quantitative and qualitative techniques and principles used by leading organizations are examined. Examples of world class operations are drawn from both the manufacturing and service sectors.

### **BA 514 Financial Management 3 (3-0-6)**

The investment decision and resource allocation of projects in the organization; asset valuation, capital budgeting, risk management, working capital management and performance assessment; sources of cash to finance the investment decisions; capital structure, financial instruments, the risk-return trade-off, financial planning and the cost of capital. Ethical considerations and management in the global context are integrated into these topics.

### **BA 515 Strategic Management 3 (3-0-6)**

Strategic interaction and conflict resolution in competitive and cooperative environments; principles of strategic reasoning and related mathematical formulas through real-life examples and in-class games; external business competition and internal organization management; an understanding of strategic management in a global context.

### **EC 591 Managerial Economics 3 (3-0-6)**

The nature and determinants of decisions about profit maximizing production and pricing; the economics of competition within individual industries. The emphasis is on diagnosing the determinants of an industry's structure and formulating a rational, competitive strategy for coping with that structure. Special attention is given to problems of entry, exit and pricing.

### **BA 521 Global Business Management 3 (3-0-6)**

The development, formulation, implementation, and control of the strategies for any companies or organizations to get into or expand in international markets specially

ASEAN Economic Community (AEC). The study of global marketing, international consumer behavior, and cross culture management.

### **BA 522 Managing Innovation 3 (3-0-6)**

This course examines theories of innovation and their application to real-world business opportunities. A particular focus is placed on emerging scientific and technical innovations and the opportunities and challenges they present to both existing businesses and new venture entrepreneurs. This course explains how do firms and entrepreneurs bring in new business models and get new products and services to the market for enhancing the competitive advantage.

### **BA 523 Global Entrepreneurship 3 (3-0-6)**

This course is designed to help students to understand the importance of entrepreneurship in today's global economy and to cultivate an entrepreneurial mind-set in doing business in multi-cultural environments. Students will broaden their knowledge in exploring problem solving techniques, opportunities identification, business concept development & venture planning using standard business model framework and bringing ideas for doing business globally.

### **BA 522 International Trade and International Trade Law 3 (3-0-6)**

Modern theories of international trade including factors relevant to international trade, regional economic integration, commercial policy and tariff problems that affect the operational realities of management and global business.

### **BA 523 International Financial Management 3 (3-0-6)**

Integration of financial activities, institutions, and multinationals of the global finance arena; the tools of financial analysis to an international setting, the strategies available to multinational companies. Topics include foreign currency and political risk, capital budgeting in a multinational setting, and cash flow management between countries.

### **BA 532 Financial Derivatives and Risk Management 3 (3-0-6)**

Characteristics, valuation and application of alternative financial derivatives and innovations: futures, options, futures on stock indices, portfolio insurance, interest rate swaps, credit default swaps, collateralized debt obligations, and others. Alternative tools or techniques for measuring, monitoring, and managing the risk. Current issues and cases.

### **BA 533 Investment Analysis and Portfolio Management 3 (3-0-6)**

Analysis techniques on investment assets such as equity and fixed income securities. Theories on optimal portfolio selection and management. Fund management and performance evaluation. Current issues and cases.

### **BA 541 Consumer Behavior and Marketing Strategy 3 (3-0-6)**

Conceptual and theoretical aspects of consumer psychology and behavior principles in the global markets; internal and external factors influencing consumers' consumption behavior including perception, attitudes, motivations, personality, lifestyle, family life cycle, and cultural groups; consumer psychology models, consumption behavior process to develop consumer marketing strategy.

### **BA 543 Global Marketing Strategy 3 (3-0-6)**

Global marketing paradigms and theories in a global context; external and internal factors affecting global marketing decisions, their inter-relationships and the way these influence marketing decision processes and outcomes. Future trends in ethics, changes in consumption behavioral patterns, influence of technologies and culture on the strategic decision making; the global marketing mix strategy; marketing plan; the planning process; planning and control systems; implementation; performance evaluation.

### **BA 553 Current Issues in Global Tourism 3 (3-0-6)**

Analysis of current political, technological, and economic trends and a framework of exploration relative to the tourism industry; identification of issues and trends that impact destination planning, development, and growth; examination of the impact of

trends on the destination; comprehensive discussion from various disciplinary points of departure.

### **BA 571 Business Research 3 (3-0-6)**

The fundamentals of research methodology both in qualitative and quantitative method, research paradigms and various stages of the research process including research design by using parameter and nonparameter, identifying a research topic, collecting and analyzing data, interpreting and presenting the findings, and finally writing a research report.

### **BA 572 Current Issues in Global Business 3 (3-0-6)**

Important global issues such as patterns of economic environment and policies, cultural traditions, political environment, historical development, geographic environment, legal environment, and major current issues in domestic and international organizations.

### **BA 573 Global Service Management 3 (3-0-6)**

Operating management in service industries; emphasis is on the principles of design, operation and control of service delivery systems, delivery system design, client interfaces, operations control, capacity management and quality control.

### **BA 574 Financial Markets and Institutions 3 (3-0-6)**

Types and functions of financial markets; term structure of interest, fund raising in financial markets, determinants of interest rate, domestic and international financial markets. Banking and non-banking financial institutions, their characteristics, roles and functions, operations and performance evaluation, current issues and cases.

### **BA 575 Corporate Financial Analysis 3 (3-0-6)**

Spreadsheet tools for corporate financial analysis: preparing financial statements; performing vertical and horizontal analysis of financial statements; forecasting sales revenue and customer demands; calculating and applying time value of money;

managing inventories, safety stocks, and the allocation of resources; capital budgeting, case studies.

### **BA 576 Marketing Innovation and Differentiation 3 (3-0-6)**

Impact of creativity and technological changes result in innovations; characteristics and application of differentiation and innovation for marketing strategy; classic analytical innovation models with modern tools, techniques and processes to put concept of innovation development into practice.

### **BA 582 Luxury Marketing 3 (3-0-6)**

This course provides students with good understanding of the specificities and current evolution of Luxury marketing. This course explains the fundamentals of luxury brand marketing, consumer behavior of the luxury sector, concept of brand equity, corporate design strategy, and consumer-based model relating to effective communications practices in luxury sector.

### **BA 583 Starting a New Venture 3 (3-0-6)**

This course is designed for students with interest in starting a new business. Students will explore the entrepreneurship process including how entrepreneurs discover and evaluate the sources and opportunities for new business ventures; how they assemble the resources, how they operate and grow a new business. The course covers a variety of topics associated with launching and running a new business venture, such as marketing, financing, building the venture team, legal and regulatory issues, and social and environmental issues.

### **BA 584 New Products and Services Management 3 (3-0-6)**

This course focuses on the process of new product & service development and marketing. Emphasis is given on market opportunity identification, R&D-marketing interface, business model development, market potential estimation, and market entry timing.

### **BA 585 Current Issues in Managing Innovations 3 (3-0-6)**

Concerning the change in business environment, it is imperative that business organizations and entrepreneur prepare for managing innovation of attaining the sustainability objective. Students will explore and broaden their ideas in managing innovation with firms and business through various perspectives from both academicians and practitioners.

### **BA 586 Current Issues in Entrepreneurship 3 (3-0-6)**

Current issues in entrepreneurship related to the new concept of being success entrepreneur concerning the highly competitive situation. Students can broaden their ideas in doing businesses globally from various aspects.

### **BA 587 Current Issues for Leaders in Globalization 3 (3-0-6)**

Current issues of being leaders in the disruptive era. Important issues related to change management in the businesses and organization. This course provides opportunities for students to learn from various aspects of being a global leader in a highly competitive situation.

### **BA 588 Current Issues in Doing Business in ASEAN plus Countries 3 (3-0-6)**

Current issues in doing businesses in ASEAN countries related to economic environment and policies, cultural traditions, political environment, historical development, geographic environment, legal environment. Students can broaden opportunities in starting up businesses in ASEAN.

### **MN 561 Supply Chain Management 3 (3-0-6)**

Supply chain conceptualization, design, and implementation; supply chain strategies and practices, including logistics, digital coordination of decisions and resources, inventory and risk management, procurement and supply contracting, product and process design, and revenue management, and the relationship between producers and consumers in supply chain and case studies.

**BA 600 Thesis 12 (0-0-36)**

Students who have chosen plan A (Thesis) must write and defend their thesis. Topics must be in student's area of expertise and approved by advisors. The completed thesis must be approved by the appointed thesis committee.

**BA 601 Independent Study 3 (0-0-9)**

Students who have chosen plan B (Non-thesis) must report their independent study based in their area of expertise to their advisors and must be approved from the appointed examination committee.