



## Kasetsart International MBA Program -KIMBA

In KIMBA, the semesters are divided into individual months and there is the total of 12 different courses to choose from. All of them are arranged once a year. Students can choose to study one of these courses every month.

At Kasetsart University the courses are worth 3 credits with one credit equaling 15 hours of lectures.

Period	Month	Code	Subject	Code	Subject
<b>First Semester</b> August – December	August	01140522	Advanced Strategic Management	01110501	Advanced Managerial Economics
	September	01140581	Management of Multi-National Business	01140511	Financial Management
	October	01140541	Advanced Marketing Management		
	November - December	01140581	Advanced Managerial Accounting		
<b>Second Semester</b> January – May	January	01140591	Research Methods in Business Administration		
		01140597	Seminar II		
	February - March	01140531	Advanced Operations Management		
	March – April	01140521	Organization and Management		
	April - May	01140501	Quantitative Analysis in Business		
<b>Summer Session</b> June – July	June	01140584	Business Context in ASEAN Countries		
	July	01140571	Management of Human Resource		
		01140597	Seminar I		

Course descriptions:

### August

#### **Advanced Strategic Management**

*This course is concerned with strategy issues at the business unit level. Its focus is on the question of how firms can create and sustain a competitive advantage. A central part of the course deals with concepts that have been developed around the notions of complementarities and fit. Other topics covered in the course include the creation of competitive advantage through commitment, competitor analysis, and different organizational responses to environmental changes, real options,*

*modularity, and increasing returns. An important feature of the course is a term-length project in which groups of participants work on firm analyses that require the application of the course concepts.*

### **Advanced Managerial Economics**

*The objective of the course is to provide an economic approach to the understanding of managerial principles and corporate success. The application of economics to managerial decision-making can greatly enhance companies' strategic planning processes and contribute to the emergence of successful business strategies. Enterprises are complex organizations, their managers constantly make decisions that affect the economic viability of the firms in which they operate. Why do some companies succeed and others fail, how can management reverse the fortunes of declining firms, what allows emerging companies to be successful in highly competitive industries? This course addresses the application of economics to the understanding and treatment of modern business.*

### September

#### **Management of Multi - National Business**

*Globalization, stemming from reduced trade barriers, technological advancements, and the proliferation of multinational organizations, and international joint ventures has rapidly changed the nature of business behavior today. Yet, the fall of trade barriers has been followed (inevitably) by a rise in "natural" barriers and success in the international business environment requires a global mindset in order to understand and succeed in a "borderless" world. This course primarily focuses on developing students' understanding of the interrelationship between international business policies and natural barriers, important aspects of international management and entrepreneurship, and how these can impact on multinational enterprises' formulation of economic, entrepreneurial and management processes*

#### **Financial Management**

*Financial function in the organization, financial instruments and financial application in practice.*

### October

#### **Advanced Marketing Management**

*Philosophies and operation in complicated marketing system. The study of consumer behavior, market segmentation, market demand analysis and forecasting. Determination of marketing policies. Strategies and marketing mix management. Marketing planning, organizing, controlling and evaluation of marketing management plans including problem analysis and finding conclusion to solve problems. Philosophies and operation in complicated marketing system. The study of consumer behavior, market segmentation, market demand analysis and forecasting. Determination of marketing policies. Strategies and marketing mix management. Marketing planning, organizing, controlling and evaluation of marketing management plans including problem analysis and finding conclusion to solve problems.*

November - December

### **Advanced Managerial Accounting**

*Advanced Managerial Accounting (also known as Advanced Management Accounting or Accounting for Planning and Control) aims at exposing you to accounting information needed for planning, controlling, and decision-making. In addition, this course will emphasize more on cost analysis that is crucial for successful management. This course can be divided into three areas: Cost accumulation and product costing, planning and control, and managerial decision-making.*

January

### **Research Methods in Business Administration**

*This subject is offered for students studying for the Master of Business Administration. The subject content focuses on practical aspects of conducting research in applied fields. Research methodology procedures such as conceptualization, operationalization, measurement, data gathering, and data analysis will be explored in the light of the business management framework.*

February - March

### **Advanced Operations Management**

*The course covers the roles of operations management, tools, and techniques for managing the operations function in both manufacturing and service organizations. Some of the topics included in this course are: Operations Functions, Operations Strategy, Forecasting, Product and Service Design, Capacity Planning, Process Selection and Facility Layout, Location Planning and Analysis, Quality Management, Quality Control, Supply Chain Management, Inventory Management, Aggregate Planning, Material Requirements Planning, Lean Manufacturing, and Scheduling. At the completion of the course, students should understand the key concepts of these topics.*

March - April

### **Organization and Management**

*Concepts of organization and management. Organizational environment. Manager's roles and managerial functions. Planning, organizing to establish an appropriate organizational structure, leadership and controlling. Ethics and corporate social responsibility. Trends of organization and management in the future.*

*Students should be able to explain management concepts and principles for managing an organization.*

*Students should be able to apply the management concepts to the analyses of organizational problems as well as be able to cope with management issues.*

April - May

### **Quantitative Analysis in Business**

*Planning, analyzing, techniques for decision making in business. Different quantitative methods applied in business.*

June

### **Business Context in ASEAN Countries**

*Description: Development, trend, and roles of ASEAN in relation to business operations in the region. Historical background and business environment of Southeast Asian countries in terms of economic, social, cultural, and political aspects. The relationships between ASEAN and other nations from historical, social and cultural perspectives as investigated in diverse social sciences methods, using case studies from various researches by international academics, emphasizing analytical and critical approaches.*

July

### **Management of Human Resource**

*This course is concerned with human resource management (HRM) within an international context. The principal aims of the course are:*

- 1. to provide students with a broad and critical understanding of the key problems in human resource management in an international context.*
- 2. to ensure that students have an understanding of the pressures for change and the impact of innovation on HRM.*
- 3. to provide students with an understanding how globalization and innovation are affecting the international division of labor and the way work is organized.*
- 4. to comment critically on the impact of technological change on work organizations.*
- 5. to make students aware of the impact of cultural differences in the global economy*
- 6. to provide a practical understanding of HRM through practice exercises and case analyses*