



**Kasetsart International MBA Program (KIMBA)  
Master of Business Administration  
(Management Emphasis)**

**Course Description:**

**First Semester**

01110501      **Advanced Managerial Economics**                      [2 Credits]

Analysis and application of micro and macroeconomic theory for business decision making. It covers demand analysis. Demand Estimation and Forecasting production and cost Market structure, price theory and practical pricing. competitive strategy Relationship between demand, price, cost and profit. Investment analysis and investment decision making. macroeconomic theory Macroeconomic indicators and policies.

01140511\*\*      **Financial Management**                      [3 Credits]

Financial anticipation, financial acquisition, and financial allocation. Time value of money. Financial evaluation. Wealth management and retirement planning.

01140541\*\*      **Advanced Marketing Management**                      [3 Credits]

Marketing to the new economy. Marketing information system. Customer value and satisfaction. Holistic marketing management process. Analysis of marketing opportunities, consumer and business markets. Identifying market segments and targets. Creating brand equity and positioning. Marketing mix strategy. Digital marketing. Creating sustainable marketing success.

01140561\*\* **Advanced Managerial Accounting** [3 Credits]

Development of cost system data. Accumulation of costs for product costing. Analysis and interpretation of product cost. The importance of management accounting information for planning controlling and decision making. The use of advanced management accounting techniques for strategic decision making.

01140561\*\* **Advanced Managerial Accounting** [3 Credits]

Development of cost system data. Accumulation of costs for product costing. Analysis and interpretation of product cost. The importance of management accounting information for planning controlling and decision making. The use of advanced management accounting techniques for strategic decision making.

01140522 **Advanced Strategic Management** [3 Credits]

Concepts related to strategic management. Strategic management process which includes internal and external environment analysis, strategy formulation at different levels, strategy implementation, and strategic control. Strategic leadership, ethics and social responsibility in strategic management process. Current issues and trends in strategic management. Case studies.

01132541 **Management of Multi-National Business** [3 Credits]

International business economic and social environment, characteristic and organization structure. General policy and planning formulation. Operations management, marketing, personnel, finance and planning and control information system.

## **Second Semester**

01140591\*\* **Research Methods in Business Administration** [2 Credits]

Advanced research in administration and preparation of research proposal, application of information technology and computer data processing and retrievals, data analysis, article writing and presentation, group discussion. Paper preparation for presentation and publication.

01140592\* **Statistics for Business Research** [1 Credits]

Role of statistics in business research, descriptive statistics. Hypothesis testing for one- and two-samples. Chi-square test. One-way analysis of variance. Simple linear regression and multiple linear regression. Correlation, and nonparametric tests statistics.

01140531\*\* **Advanced Operations Management** [3 Credits]

Operations strategy. Product and service design. Process design and layout selection. Demand forecasting and capacity planning. Facilities location. Quality management, inventory control. Aggregate planning. Material requirement planning and the just-in-time manufacturing. Production scheduling. Project management.

01140521\*\* **Contemporary Management** [3 Credits]

Managers and contemporary management concepts. Environment of management. Ethics and social responsibility. Creativity and entrepreneurship-based decision making. Value chain management. Managing organizational structure and culture. Organizational control and change. Human resource management. Motivation and leadership. Communication. Managing conflicts and politics in organization.

## **Summer Session**

01140584\*\*    **Business Context in ASEAN Countries**    [2 Credits]

Development, trend, and roles of ASEAN in relation to business operations in the region. Business environment of ASEAN countries in terms of economic, social, cultural, and political aspects. ASEAN's policies and implication on business context.

01132521    **Management of Human Resource**    [2 Credits]

The significance technical process of managing human resource, manpower planning, recruitment of employees, standard of determination in selection, recruitment and personnel training, process of personal training, method of management development, process of performance appraisal, personnel evaluation and research, industrial relation, and motivation and personnel development.

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