



MBA
Master of Business Administration
SIAM UNIVERSITY

Curriculum

Master of Business Administration

Siam University



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Introduction

Siam was founded on the core belief that liberal education is key to the progress of society and civilization. For centuries, higher education institutions have played a fundamental role in initiating new thoughts and causing fascination discoveries.

We strive to provide forward-thinking and outward-thinking students with the means to build a solid foundation for their future while enjoying a complete learning and social experience. Teaching methods, such as problem-based, learning, case studies and cooperative education, are designed to encourage students to express their creativity and develop their intellectual potential as well as better prepare for the future career.

In 1995 the International College was established with the objective to give both Thai and international students the means to prepare themselves for a career in an increasingly multi-cultural society. It provides a truly international learning environment and activities in the setting of new and dynamic ASEAN Economic Community.

Find out through these pages which program may fit for your plans and requirements. We hope that the information here presented will be beneficial to prospect students, visitors and anyone who wish to know more about SIAM.



A handwritten signature in black ink, which appears to read "P. Mongkhonvanit".

Dr. Pornchai Mongkhonvanit

President

Message from the Dean

Master of Business Administration Program (MBA), Siam University, was established in 1986. This Program is dedicated to provide an outstanding MBA education at affordable costs.

Throughout our history, The Graduate School has graduated several thousands of top executives of business and government enterprises, as well as a large number of startups.

Our MBA graduates have become proactive leaders with sound vision, innovative minds and high professional integrity. The wide range of MBA programs prepares students to succeed in both the private and public sectors in the New World of Technology.

Students who graduate from Siam University MBA English Program are well-prepared for work in the international business environment. They will have mastered both the business principles and the qualitative ways of making decisions, in business and government.



A handwritten signature in blue ink that reads "Vijit Supinit".

Dr. Vijit Supinit

Dean



Admission

There are two methods for admission at Siam University:

1. Transfer from an accredited university or college
2. By earning a passing grade on the Entrance Examination. The Entrance Examination is available prior to each academic term.

Transfer of Credits

Credits previously earned elsewhere may be transferred for subjects that are similar in both institutions' curriculum. The application for transfer of credit must be initiated and completed during the first year of study in Siam University! Students should submit [1] a request for transfer of credit (a template is available at the MBA office), along with [2] the course outline from previous institution's curriculum. Only credits for courses where the students has earned a "B" grade or above will be considered for transfer.

Qualifications

An applicant has completed Bachelor's level from an accredited institution and has proficient in English or Chinese.

1. Clear record of good behavior (criminal record)
2. Good physical health and mental health without any communicable diseases (exceptions may be made following the recommendation of a medical doctor)

3. Having good behavior and good conduct
4. Working knowledge of English and Mathematics
5. Documents and fees for application for entrance examination
6. Application fees of 300 Baht
7. Successfully passing the entrance examination. Siam University administers the entrance examination to determine the candidate's proficiency in the following subjects:
 - a. English Comprehension
 - b. English Grammar

The candidates who are not able to demonstrate a working knowledge of English will be required to take one or more Foundation English courses in their first semester.

When to Apply

Applicants are welcome all year round. The academic year runs from August to July. It is divided into 3 fifteen-week trimesters. Then, apply in:

Trimester 1	Trimester 2	Trimester 3
Apply between May 1 and August 20	Apply between September 1 and December 20	Apply between January 1 and April 20
Class begins mid-August	Class begins mid-January	Class begins mid-April

How to join the program

There are 2 methods as follows:

1. Application at Siam University

- An applicant can apply at Siam University directly at our admission centre which is located on 1st floor, 19th building. The next step is to be interviewed by Dean of the Graduate School of Business or a lecturer of the program.

2. Application from abroad

- An applicant sends an application form (download or apply online with supporting evidences to the International Affairs Office at Siam University; the address is 38 Petkasem Road, Phasicharoen, Bangkok, 10160, Thailand.

- The application fee is 45 US dollars, payable via bank draft or bank transfer. Below are the bank account details for fee payment. Afterward e-mail the transfer slip showing the name of the bank. The amount and date of transfer.

- i. Account name: Siam University
- ii. Account Number: 159-2-00129-9
- iii. Bank Name: TMB Public Company Limited
- iv. Branch: Siam University Sub Branch
- v. Swift Code: TMBKTHBK

- The Admission Committee reviews the application file and, if satisfactory, provides the applicant with the invitation letter to apply for visa.

- The student can apply for visa (non-immigrant, category ED) at the nearest Thai Embassy or consulate as normally indicated in the invitation letter.

- Finally, the applicant finalizes admission and registers at the University campus in Bangkok.

The Curriculum

Master of Business Administration, Siam University

Thai, English and Chinese Programs

The Major Areas of Concentration:

1. Marketing Management
2. Financial, Banking and Investment Management
3. Human Capital Management
4. International Business Management
5. Hotel Tourism and Service Business Management
6. Industrial Management
7. Digital Communication Management
8. Technology and Innovation Management
9. General Management

The MBA Course Requirement

An academic year starting in mid-August consists of 2 semesters of 15 weeks each and a summer semester of at least 8 weeks in which the duration of study of each subject is equal to that of a normal semester.

To complete the study, the total credits earned must be at least 42 credits (or 14 subjects). An Independent Study or Case Study is equivalent to 3 credits and a thesis 12 credits.

Duration of Study

Students must complete all the requirements for the degree within 5 academic years from the date of enrollment. Any extension can only be made within the University regulation. However, the minimum period to complete the degree requirements must not be less than 1 academic year. The GPA of a student must not be lower than 3.00 from the total of 4.00

The Structure of the Program

The MBA program offers 2 options; a thesis option (Plan A) and a non-thesis option (Plan B)

Plan A, (Thesis Option)

Students must complete the curriculum of 42 credits, consisting of 30 credits of required course, with the GPA of at least 3.00 and out of 4.00, and 12 credits for the thesis. The students must submit the thesis to a committee appointed by the University and pass the oral defense of the thesis. An academic article derived from the thesis must be published in an academic journal acceptable to the Ministry of Education or to be presented in a national or international academic conference and the article must be published in the conference proceedings.

<u>Plan A, Thesis Option</u>	
1. Foundation courses	- credits
2. Compulsory core courses	15 credits
3. Selective core courses	9 credits
4. Elective courses of the major area of study	6 credits
5. Thesis	12 credits
Total credit	42 credits

Plan B, (Non-Thesis Option)

Students must complete the curriculum of 42 credits, consisting of 39 credits for required courses and 3 credits for the Independent Study or Case Study, with the GPA of 3.00 out of 4.00.

The student must pass the oral or written comprehensive examination in the field of study and must submit the Independent Study or Case Study report to a committee set up by the University and pass the oral examination which is open to interested parties, and the report or part of the report of the Independent Study or Case Study must be publicized in a way that can be searched.

<u>Plan B, Non-Thesis Option</u>	
1. Foundation courses	- credits
2. Compulsory core courses	15 credits
3. Selective core courses	9 credits
4. Elective courses of the major area of study	9 credits
5. Free elective courses	6 credits
6. Independent Study or Care Study	3 credits
7. Comprehensive examination	- credits
Total credit	42 credits

Course Composition:

Foundation Courses:

The remedial or foundation courses are set for students who have graduated with majors other than business administration major or graduated with business administration major but whose academic background lacks the qualifications as specified by the graduate school committee. Such students must study the prescribed remedial course without credit and the study result shall be either **S** or **U**.

500-600	Introduction to Economics	3(3-0-6)
500-601	Basic Financial Accounting	3(3-0-6)
500-602	Quantitative Method for Management	3(3-0-6)
500-603	Technology Application in Business	3(3-0-6)
700-100	Foundation English for Graduate Study	3(3-0-6)

Core Courses:

Students must study 8 core course or 24 credits, divided into 2 groups as follows:

Compulsory core course: 5 courses or 15 credits.

500-610	Marketing Management	3(3-0-6)
500-611	Financial Management	3(3-0-6)
500-612	Organizational Behavior	3(3-0-6)
500-613	Strategic Management and Corporate Governance	3(3-0-6)
700-111	Research Methodology for Social Sciences	3(3-0-6)

Selective Core Course: to select 3 courses or 9 credits.

500-614	Managerial Economics	3(3-0-6)
500-615	Principles of Management	3(3-0-6)
500-616	Managerial Accounting	3(3-0-6)
500-617	Human Capital Management	3(3-0-6)
500-618	Technology and Information Systems Management	3(3-0-6)
500-619	International Business Management	3(3-0-6)
500-620	Logistics and Operations Management	3(3-0-6)
700-201	English for Graduate Study	3(3-0-6)

Course to be taken at the end of study plan:

Plan A

500-630	Thesis	12(0-0-540)
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Plan B

500-631	Independent Study or Case Study	3(3-0-135)
500-632	Comprehensive Examination	no credits

Plan A

Students must register 8 core course (24 credits) and 2 elective courses (6 credits) in the same study group with the GPA of at least 3.00. After that, the student must submit the title of thesis for approval and must pass the thesis examination. The total time taken for study must not exceed 15 semesters.

Plan B

Students must register 8 core courses (24 credits), 3 elective courses (9 credits) in the same study group and 2 free elective courses, making a total of 39 credits. Alternatively, students can select to register 2 groups of study of 6 courses (18 credits), making a total of 42 credits. Students must also register to study Independent Study or Case Study. Students must obtain the GPA of all courses including Independent Study or Case Study of at least 3.00 out of 4.00. The total study period must not exceed 15 semesters.

Comprehensive Examination

Plan B students must pass the comprehensive examination with the grade **S**. The examination requires the analysis of a case study by utilizing key subjects of business

administration, i.e. Marketing Management, Financial Management and Strategic Management and Corporate Governance. Students are eligible for 2 comprehensive examinations and failure to pass the second comprehensive examination will result in the end of student status.

Elective Course:

1. Marketing Management Group:

Prerequisite
Prerequisite: 500-610 Marketing Management or authorized by lecturer

In this group of study, students of Plan A can select 2 courses, Plan B, 3 courses or select 500-622 Co-operative Education (equivalent to 2 courses) and another course from this group.

501-610	Distribution Channels and Logistics Management	3(3-0-6)
501-611	International Marketing	3(3-0-6)
501-612	Marketing Research	3(3-0-6)
501-613	Marketing Communications and Customer Relations Management	3(3-0-6)
501-614	Marketing Strategy	3(3-0-6)
501-615	Digital Marketing Management	3(3-0-6)
500-622	Co-operative Education	6(0-36-0)

2. Financial, Banking and Investment Management Group:

Prerequisite
Prerequisite: 500-611 Financial Management and 500-615 Managerial Economics or authorized by lecturer

In this group of study, students of Plan A can select 2 courses, Plan B, 3 courses or select 500-622 Co-operative Education (equivalent to 2 courses) and another course from this group.

Money and Banking

502-610	Financial Strategy and Tax Planning	3(3-0-6)
502-611	International Finance and Banking	3(3-0-6)

502-612	Real Estate Investment	3(3-0-6)
502-613	Financial Reporting Analysis	3(3-0-6)
502-614	Applied Corporate Finance	3(3-0-6)
502-615	New Financial Innovations	3(3-0-6)
502-616	Financial Management for Medium and Small Scale Business	3(3-0-6)
502-617	Risk Management	3(3-0-6)

Money and Capital Market

502-618	Money and Capital Markets	3(3-0-6)
502-619	Equity and Bond Analysis	3(3-0-6)
502-624	Derivatives Analysis	3(3-0-6)

Corporate Financial Planner (CFP)

502-625	Investment Planning	3(3-0-6)
502-627	Insurance, Tax and Inheritance Planning	3(3-0-6)
502-630	Personal Wealth Management	3(3-0-6)
500-622	Co-operative Education	6(0-36-0)

3. Human Capital Management Group:

Prerequisite
Prerequisite: 500-617 Human Capital Management or authorized by lecturer

In this group of study, students of Plan A can select 2 courses, Plan B, 3 courses or select 500-622 Co-operative Education (equivalent to 2 courses) and another course from this group.

503-610	Information System for Human Capital Management	3(3-0-6)
503-611	Industrial Relations, Social Welfare and Labor Unions	3(3-0-6)
503-612	Communication in Management	3(3-0-6)
503-613	Seminar in Human Capital Management	3(3-0-6)
503-614	Leadership and Change Management	3(3-0-6)
503-615	Negotiation and Conflict Management	3(3-0-6)
500-622	Co-operative Education	6(0-36-0)

4. International Business Management Group:

Prerequisite	
Prerequisite: 500-619 International Business Management or authorized by lecturer	
Prerequisite	International Business Management Group
500-610 Marketing Management	501-611 International Marketing
500-611 Financial Management	502-611 International Finance and Banking

In this group of study, students of Plan A can select 2 courses, Plan B, 3 courses or select 500-622 Co-operative Education (equivalent to 2 courses) and another course from this group.

501-611	International Marketing	3(3-0-6)
501-615	Digital Marketing Management	3(3-0-6)
502-611	International Finance and Banking	3(3-0-6)
504-610	International Accounting	3(3-0-6)
504-611	ASEAN Economic Community	3(3-0-6)
504-612	International Trade and Investment	3(3-0-6)
504-613	International Business Laws	3(3-0-6)
504-614	Logistics and Supply Chain Management	3(3-0-6)
504-615	Doing Business in ASEAN Plus Three	3(3-0-6)
500-622	Co-operative Education	6(0-36-0)

5. Hotel Tourism and Service Business Management Group:

In this group of study, students of Plan A can select 2 courses, Plan B, 3 courses or select 500-622 Co-operative Education (equivalent to 2 courses) and another course from this group.

505-610	Information Technology for Hotel and Tourism	3(3-0-6)
505-611	Facilities Management	3(3-0-6)
505-612	MICE and Tourism Management	3(3-0-6)
505-613	Planning and Development of Sustainable Tourism	3(3-0-6)
505-614	Service Quality Management in Tourism and Service Industry	3(3-0-6)
505-615	Marketing Strategy for Hotel Tourism and Service Business	3(3-0-6)

505-616	Strategy for Hotel Tourism and Service Business Management	3(3-0-6)
500-622	Co-operative Education	6(0-36-0)

6. Industrial Management Group:

Prerequisite
Prerequisite: 500-620 Logistics and Operations Management or authorized by lecturer

In this group of study, students of Plan A can select 2 courses, Plan B, 3 courses or select 500-622 Co-operative Education (equivalent to 2 courses) and another course from this group.

505-611	Facilities Management	3(3-0-6)
506-610	Project Feasibility Study and Administration	3(3-0-6)
506-611	Total Quality Management	3(3-0-6)
506-612	Operations Strategy	3(3-0-6)
506-613	Manufacturing System Planning	3(3-0-6)
500-622	Co-operative Education	6(0-36-0)

7. Digital Communication Management Group:

Prerequisite
Prerequisite: 500-618 Technology and Information System Management or authorized by lecturer

In this group of study, students of Plan A can select 2 courses, Plan B, 3 courses or select 500-622 Co-operative Education (equivalent to 2 courses) and another course from this group.

501-615	Digital Marketing Management	3(3-0-6)
507-610	Modern Business Management	3(3-0-6)
507-611	Decision Support Systems and Negotiations	3(3-0-6)
507-613	Digital Product Development	3(3-0-6)
507-615	Information and Communication Technology For Global Competition	3(3-0-6)
500-622	Co-operative Education	6(0-36-0)

8. Technology and Innovation Management Group:

Prerequisite
Prerequisite: 500-618 Technology and Information Systems Management or authorized by lecturer

In this group of study, students of Plan A can select 2 courses, Plan B, 3 courses or select 500-622 Co-operative Education (equivalent to 2 courses) and another course from this group.

508-610	Big Data Analysis	3(3-0-6)
508-611	Information System for Decision Making	3(3-0-6)
508-612	Knowledge Management and Learning Organization	3(3-0-6)
508-613	Management of Information Technology Project	3(3-0-6)
508-614	Artificial Intelligence	3(3-0-6)
508-615	Information Business Management	3(3-0-6)
508-616	Cyber Security Management	3(3-0-6)
500-622	Co-operative Education	6(0-36-0)

9. General Management Group:

Students can select courses from this study group or other study groups, For Plan A, to select 2 courses or Plan B, to select 3 courses or select 500-622 Co-operative Education (equivalent to 2 courses) and one more course from any study group.

509-610	Entrepreneurship and Business Innovation	3(3-0-6)
500-622	Co-operative Education	6(0-36-0)

Free Elective Courses:

For Plan B, students can select elective courses according to their interests from any study group so that, students can have broad knowledge. Students have to select 2 free elective courses.

Study Guide Plan:

Trimester 1 - 15 weeks			
Code	Subjects	Plan A	Plan B
500-601	Basic Financial Accounting	-	-
500-610	Marketing Management	3	3
500-612	Organizational Behavior	3	3
500-619	International Business Management	3	3
Credit		9	9
Trimester 2 - 15 weeks			
Code	Subjects	Plan A	Plan B
500-602	Quantitative Method for Management	-	-
500-611	Financial Management	3	3
500-617	Human Capital Management	3	3
700-111	Research Methodology for Social Sciences	3	3
Credit		9	9
Trimester 3 - 15 weeks			
Code	Subjects	Plan A	Plan B
500-613	Strategic Management and Corporate Governance	3	3
xxx-xxx	Selective core courses 1 subject	3	3
xxx-xxx	Elective courses of the major area 2 subject	6	6
Credit		12	12
Trimester 1 - 15 weeks			
Code	Subjects	Plan A	Plan B
500-630	Thesis Plan A	12	-
500-631	Independent Study or Care Study Plan B	-	3
xxx-xxx	Elective courses of the major area 1subject	-	3
xxx-xxx	Free elective courses 2 subject	-	6
Credit		12	12
Total credit		42 credits	42 credits

Course Descriptions:

Foundation Courses:

- | | | |
|----------------|---|-----------------|
| 500-600 | Introduction to Economics | 3(3-0-6) |
| | Basic microeconomic theory; consumer behaviours, production theory, business theory, production cost, income distribution, as well as macroeconomic theory; measurement of economic activity, principles and ideas of the IS-LM, economic policy formulation, stability and international economics. | |
| 500-601 | Basic Financial Accounting | 3(3-0-6) |
| | The understanding of basic concept of accounting, accounting process and techniques and the general format of balance sheet and financial reports for decision making. | |
| 500-602 | Quantitative Method for Management | 3(3-0-6) |
| | Quantitative theories which are applied in business analysis, such as probability, distribution of probability, hypothesis testing, the application of the decision theory under various scenarios, correlation theory, regression theory, quantitative analysis by linear programming, game theory, queuing theory, theory of decision making under uncertainty, optimization techniques, principle of maximization and minimization, business forecasting, as well as operation management research principles. | |
| 500-603 | Technology Application in Business | 3(3-0-6) |
| | Data and information systems in the contemporary business system by relying on principles of data processing, upgrading data with machines as well as the analysis of organizational work system and other important topics related to computers in business which play a role in the decision making of management in contemporary business management. | |
| 700-100 | Foundation English for Graduate Study | 3(3-0-6) |
| | To develop the learners' English language proficiency in the four basic language skills of listening, speaking, reading and writing. The underlying | |

grammatical structural base will be used to help students use the language correctly at the lower to intermediate levels.

Core Courses:

- | | | |
|----------------|---|-----------------|
| 500-610 | Marketing Management | 3(3-0-6) |
| | Contemporary marketing techniques, consumer behaviors, market shares, the analysis and forecasting of market demand, selecting strategy and management of marketing mix, planning, organization, control and evaluating marketing results as well as the analysis of problems and solutions in marketing, including the organization of network marketing as a new marketing channel direct to the consumers without going through middlemen, Use case studies. | |
| 500-611 | Financial Management | 3(3-0-6) |
| | Financial concepts, financial management, the analysis and utilization of financial reports, cash flow management, mobilization of capital in the capital markets, structure of investment budgets, dividends, the cost of capital and emphasis is placed on the principles of high level financial management of financial institutions. | |
| 500-612 | Organizational Behavior | 3(3-0-6) |
| | The behavior of organizations in theory and practice, especially in decision making as well as the behaviors of individuals in the organizations, change and operations within the organizations for effective management and control. The emphasis is on the study of psychological aspects and various experiments which are helpful for management and decision making. | |
| 500-613 | Strategic Management and Corporate Governance | 3(3-0-6) |
| | The setting up of strategy and the determination of mission, policy, goals and business strategy at various levels as well as the administration of the plan, its evaluation, and analysis of various scenarios and alternatives, in the context of corporate governance in the organization, which take into account the interest of all stakeholders within the philosophy of sufficient economy | |

for good practice and sustainable development of HM King Rama 9. Using case study and business games to help making decisions.

- 500-614 Managerial Economics 3(3-0-6)**
- 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 analyses the macro economic situation.
- 500-615 Principles of Management 3(3-0-6)**
- 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 3(3-0-6)**
- 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 3(3-0-6)**
- 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 Technology and Information Systems Management 3(3-0-6)**
 Utilization of information technology to gain greater sustainable creativity, efficiency and effectiveness from operational and managerial systems, the components of information system for management, the roles and functions of information system for management strategy for business and technology. Technology planning and transfer, design of the organization and development of technology.
- 500-619 International Business Management 3(3-0-6)**
 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 3(3-0-6)**
 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.
- 700-111 Research Methodology for Social Sciences 3(3-0-6)**
 Research Methods in social sciences including both qualitative and quantitative research, research design. Research tools, random sampling, data collection, and data analysis. The use for statistics in research, writing a research report, assumptions and hypothesis testing. Using research results

for decision making and references, as well as the ethics involved in the research.

- 700-201 English for Graduate Study 3(3-0-6)**
- 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.

Course to be taken at the end of study plan:

- 500-630 Thesis 12(0-0-540)**
- Select topics or problems of interest for students to do a research which relates to subjects of concentration by using a research methodology.
- 500-631 Independent Study or Case Study 3(3-0-135)**
- Select topics or problems of interest to students study in the subjects of concentration which may include doing a business plan, working system development and giving recommendation. Then, present by report writing.
- 500-632 Comprehensive Examination no credits**
- To test the knowledge and the ability to apply the knowledge and the learning experiences in the prescribed related fields of study to the implementation or research. Comprehensive examinations can be either oral or written or both, in the prescribed areas of study.

Elective Course:

- 500-622 Co-operative Education 6(3-36-0)**
- Students will be trained as a temporary employee for a semester in a workplace. Then, they must present their performance results to a co-operation educational advisor and a co-operation employer from the workplace.

- 501-610 Distribution Channels and Logistics Management 3(3-0-6)**
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 3(3-0-6)**
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 3(3-0-6)**
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 Marketing Communications and Customer Relations Management 3(3-0-6)**
Key principles, strategies and tactics of Integrated Marketing Communications (IMC), emplacing an 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. Evaluation and draw up plans of marketing communication. Strategy for keeping existing customers, attracting new ones. Case studies.

- 501-614 Marketing Strategy 3(3-0-6)**
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 3(3-0-6)**
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, advertising and market promotion, including Web design, website advertising, strategy and factors leading to success.
- 502-610 Financial Strategy and Tax Planning 3(3-0-6)**
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 3(3-0-6)**
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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)

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 3(3-0-6)

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 3(3-0-6)

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

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

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 50Future, SET 50Options, 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**3(3-0-6)**

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 behavior, 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 3(3-0-6)**
 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 3and Module 5examinations).
- 502-630 Personal Wealth Management 3(3-0-6)**
 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 1Financial Planning and CFP Module 4 Retirement Planning examination).
- 503-610 Information System for Human Capital Management 3(3-0-6)**
 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 3(3-0-6)**
 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.
- 503-612 Communication in Management 3(3-0-6)**
 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 3(3-0-6)**
 To analyze and discuss theories and 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 3(3-0-6)**
 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 3(3-0-6)**
 Theory and, 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 and culture,

strategy and methods compromise and arbitration. Application of strategy and tactics performed for fair negotiation.

504-610 International Accounting

3(3-0-6)

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

3(3-0-6)

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

3(3-0-6)

Concepts and theories of trade and international investment. Effects of exchange rate on trade and international investment, trades 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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 Information technology for hotel and tourism management which supports making decision for management and customer service with effectiveness.
- 505-611 Facilities Management 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 Philosophy of total quality management. Principle of continuous 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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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 21th century professions such as Data Scientist and Big Data Analytic.
- 507-611 Decision Support Systems and Negotiations 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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 Management of Information Technology Project 3(3-0-6)**
 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 presentation techniques; and effective management of both behavioral and technical aspects of the project.

- 508-614 Artificial Intelligence 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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 3(3-0-6)**
 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.

Evaluation and Graduation Requirements:

Evaluation and Graduation

1. Evaluation must be made for every course that students register in each semester. Evaluation can be made during the semester by a test, report, assignment or any other means, and at the end of the semester by an examination or by any mean of examination suitable for each course.
2. Evaluation can be measured by symbols representing credit figures as follows:

Grade	Definition	Numerical Equivalent
A	Excellent	4.0
B+	Very Good	3.5
B	Good	3.0
C+	Fairy Good	2.5
C	Fair	2.0
D+	Poor	1.5
D	Very Poor	1.0
F	Fail	0

Symbols	Definition
I	Incomplete
S	Satisfactory
U	Unsatisfactory
AU	Audit
P	In Progress
W	Withdraw with Permission
X	Awaiting result during the process of research for Thesis, Independent Study or Case Study.

- I **Incomplete** when students fail to take part in the examination due to situation beyond control or fail to complete assignment. To change I into a grade must be done within the following semester. Failure to do so will

result in an automatic F result which has to be recorded and calculated in the GPA.

- S **Satisfactory** is used for non-credit course.
 - U **Unsatisfactory** is used for non-credit course.
 - AU **Audit** means registration to attend a course without credit.
 - P **In Progress** for courses in progress and with no evaluation within the semester that students register. P will be changed after evaluation which must be made within the next 2 semesters. Beyond this time. P will be changed to F or U.
 - W **Withdraw** means withdrawal within the mandatory time limit when students request to do so or ordered to do so.
 - X Awaiting result during the process of research for Thesis, Independent Study or Case Study.
3. Evaluation of result of comprehensive examination, thesis, qualification examination and foreign language examination is as follows:
 - S **Satisfactory** means satisfactory result or pass.
 - U **Unsatisfactory** means unsatisfactory result or not passing the comprehensive examination or qualification examination in the second examination. For foreign language examination, there is no limit.
 4. Passing grade for each course must be the following:
 - a. For compulsory core course, the grade must not be lower than C. If lower, students must register for the same subject until the grade not lower than C is obtained. In case of selective core courses, the same or another selective core course can be selected so as to obtain the grade not lower than C.
 - b. For elective courses or free elective courses which obtain grade D or F, the same courses or different courses can be selected for registration.
 5. Calculation of credits and GPA.
 - a. Only credits of courses having grade C or higher can be used for credit calculation. The grades for courses having grade D and F will be calculated for that semester and for GPA.

- b. In case the student register for any course more than once, the grade and credit must be calculated and used for GPA calculation.
- 6. Examinations
 - a. For registered courses, students must take examination for all registered courses, except audited courses or courses withdrawn officially. Lecturers responsible for the courses submit the grade in official forms to the Graduate School within 15 days after examination.
 - b. Comprehensive examination is the written or oral examination in Master Degree Plan B consisting of key and related courses under the responsibility of the Comprehensive Examination Committee.
 - c. Thesis examination is an oral examination to test the understanding of the student in the Thesis of Master Degree Plan A conducted by the Thesis Committee, and the thesis work must be published or part of it has to be accepted to be published in a journal or academic publishing or presented at an academic conference which has proceedings.
 - d. Independent Study or Case Study report must obtain a grade of C or higher and part of the report must be published in a manner that can be searched.
 - e. Comprehensive examination is conducted by the approval of the Graduate School Committee which sets the regulations and procedure for the examination.

Graduation Regulations

Graduation of Master of Business Administration must have the following qualifications:

1. Obtain enough credits as stipulated by the MBA program.
2. Gain a GPA of at least 3.00.
3. For Plan A, having studied all required courses and having obtained a GPA of 3.00 out of 4.00, having presented the thesis and pass the oral thesis examination by the Thesis Committee and the Thesis or part of the Thesis being published in a journal or academic publishing or presented at an academic conference which has proceedings.

4. For Plan B, having studied all required courses, with the GPA of at least 3.00 out of 4.00 and having passed a comprehensive examination. The University may promote the publication of research work in a journal or media or academic publishing or presentation in an academic conference which has proceedings.
5. Termination of Student Status
 - a. Death
 - b. Resignation with approval
 - c. Graduation
 - d. Order by the University as a result of not following University regulations or failure to pay tuition fees.
 - e. GPA lower than 3.00 at the end of each semester when the total credits registered is not yet exceeding half of the total credits of the program.
 - f. GPA lower than 3.00 when total credits registered are more than 2 thirds of total credits of the program.
 - g. Having studied the full 5 year period permitted.
 - h. Not passing the second comprehensive examination.
 - i. Having maintained the student status beyond the time allowed by the program.
 - j. Sentenced to imprisonment by the court of law, except for light sentences or guilt by negligence.
 - k. Having been expelled from university for inappropriate conduct.

Students who apply for graduation must meet all qualifications and meet all present regulations of the University.

MBA Regulations and Requirements

Visa Renewal

The international relations office, located on the 9th floor of Building 19, assists international students in the application of student visa and visa renewal.

Student Visa (non-immigrant ED) for 6 month when registering 4 subjects in the first semester and afterwards for one-year when registering for 4 another subjects. Subsequently, visa will be for each semester until graduation.

Four weeks before the visa expires, application documents must be submitted to the international relation office in order to apply for visa extension.

Once The international relation office receives all the documents. The officer will send them to the immigration authorities, which will issue a letter within 3 weeks permitting the requested visa.

Then, the students will need to go in person to the immigration office with the necessary documents (passport, letter from Siam University, fee, etc.) to finalize the visa issue. The visa fee is 1,900 Baht.

NOTE: If the students enter Thailand with a tourist visa and need subsequently to obtain a non-immigrant (ED) visa in order to study at Siam University, in most cases, the students must leave Thailand and apply for visa from abroad at the Thai embassy or consulate.

Please refer to the website of *the Ministry of Foreign Affairs* for up-to-date details: <http://www.mfa.go.th/main/en/home> for more information Tel. 02-457-0068 ext. 5361

Register Online

Students not having passwords for registration online can contact the Registration Department Building 12th Floor 1st or can enquire it at **02-457-0068 ext. 5208**. Printouts from online registration can be used to make payments at Finance Department Building 19th, Floor 1st or can enquire at **02-457-0068 ext. 5400**

Detail: <https://home.sis.siam.edu/registrar/login.asp>

Remark: The MBA Students will register online starting from their 2rd semester.

Course Adding Withdrawal

Students may add and or drop one or several courses before the end of the add-and-drop period in the early part of the term, as published in the academic calendar or class schedule, by filling out and processing an ADD-WITDRAWAL COURSE form. Students are entitled and will not get a withdrawal mark (W), as long as they drop the course before the end of the add-drop period of that semester. Students, who withdraw from a course and add a course at the same time, substituting one for the other, do not need to obtain a refund or make a payment.

The form is available at the MBA Office, fill it out and have it signed for approval by the Program. Then submit the rest to the Registration Department Building 12th Floor 1st or can enquire at **02-457-0068 ext. 5208**.

Attendance

Students are expected to attend all classes. A minimum of 80% attendance is mandatory. There are no authorized cuts from classes. Irregular attendance or attendance lower than 80% may result in the loss of the right to sit for the final examination of the respective subjects for which you were excessively absent (e.g. absent more than 20% of the classes).

In case of unavoidable absences, such as illness or death of a family member, all work missed due to the student's absence must be satisfactorily made up. The student unavoidable absences must be properly documented with an attending physician's certificate from a duly registered hospital. Failure to provide proper documentation may result in absence.

Examinations

Students who could not take their examination and are willing to take their examination out of schedule by the following reasons:

- a. Sickness (Doctor Certificate needed).
- b. Accident (police statement for a needed).
- c. Work engagement outside Bangkok (letter from the company needed).

Students have to bring the evidence document to MBA officer and do the following

Processes:

1. Fill a request form.

2. Obtain the lecturer's permission.
3. Obtain the approval from the Dean.
4. Wait for the consideration within 2 weeks.
5. Contact MBA office for the examination

If Consideration Not Approved

1. Students cannot take their examination out of schedule.
2. Students automatically get F grade for the subject.

English Proficiency Level for MBA Graduation

In the Siam University Announcement dated June 25, 2016, all MBA Graduates with the ID later than 54 are required to attain the English Proficiency before graduation as follow :-

PROGRAM	TOEIC	TOEFL Paper	CU TEP	TOEFL IBT	IELTS	CEFR	ELLIS
			TOEFL CBT				
MBA English Program	600	500	180	60	5	B2	9
MBA Chinese Program	500	450	120	50	4.5	B1	8

ELLIS Placement Test (English Test for Graduation)

Students without the required TOEFL or IELTS score as indicated above can apply for English Language Proficiency Test under the ELLIS Test Program conducted by the stall of the Maruey Library, 6th floor, 19th Building, Siam University, using the Financial Lab: The score obtained must be 9 or 8 as indicated in the above table. Further information, call **02-457-0068 ext. 5334**

Remark:

1. ELLIS Language Test is divided into 3 sections as follow: Vocabulary, Grammar and Listening and test period is 120 minutes.
2. For MBA students, at least get Level8 must be obtained for Thai and Chinese programs and Level9 for the English program.

3. When students reach the required Level9, the test result could be obtained at with charge of 100 baths per page.
4. Students can check ELLIS Language Test timetable to be held several times per month at facebook: MBA SIAM UNIVERSITY

Turnitin

Standards for Research works

The President has announced the guideline on December 15, 2016 to use the Turnitin Program to check all Independent Study (IS) and Thesis to prevent copy of research works. All research works (IS and Thesis) cannot have more than 25% of similarity of other sources. Before submitting the research work, students can check with Turnitin Program at **Maruay Library** on 6th floor 19th Building,

Procedure to Obtain Research Number for Thesis, Independent Study or Case Study

Thesis and Independent Study submitted to the University for grading and applying for graduation must have Research Numbers, which can be obtained by the following procedure.

1. Prepare the soft-files of the IS/Thesis report in both MS Word and PDF formats by renaming them, part by part, as per Siam University research database instruction. After saving them into a CD ROM, take that CD with the final report (hard-copy) and the Data Submission Form (with the MBA Dean's signature) to the Financial Lab (opposite to **Maruey Library** on the 6th floor 19th Building)
2. After pre-checking and CD submission as in item 1, take the final report and the Submission Form further to **The Office of Research Database** Promotion on the 10th (and a half) floor 19th Building,
3. **Make photo-copy** of the completed Submission Form as in item 2 **and return** one copy to the **Maruey Library** on the 6th floor, and submit the original copy of

the completed Data Submission Form back to MBA Officer on the 3rd floor 19th Building, to be used later to apply for graduation. In case of any question/suggestion, please feel free to visit the Financial Lab or call 081-8224502 (Aj.SakchaiMee Amorntiyangkoon) during office hours *on Tuesday - Saturday*.

CD Format:

	Segment action of content	File Name	
		Word	PDF
1	The cover of research	1.cov.doc	1.cov.pdf
2	The certificate of research *With signatures*	2.certificate.doc	2.certificate.pdf
3	The abstract of research *With signatures*	3.researcher name and surname.doc	3.researcher name and surname.pdf
4	The acknowledgement of research	4.acknowledgements.doc	4.acknowledgements.pdf
5	Table content of research	5.table content.doc	5.table content.pdf
6	The first chapter	6.1chapter1.doc	6.1chapter1.pdf
7	The second chapter	6.2chapter2.doc	6.2chapter2.pdf
8	The third chapter	6.3chapter3.doc	6.3chapter3.pdf
9	The fourth chapter	6.4chapter4.doc	6.4chapter4.pdf
10	The fifth chapter	6.5chapter5.doc	6.5chapter5.pdf
11	The bibliography of research	7.reference.doc	7.reference.pdf
12	The appendix of research	8.appendix.doc	8.appendix.pdf
13	Researcher biography (If you have)	9.biography.doc	9.biography.pdf

Maintenance of Student Status

Regulations of Siam University for Graduate Study BE 2549 Article 30.6 stipulate that students, who have not graduated (i.e. their names have not been approved for graduation by the University Council) and do not register in any semester, have to apply to the Registration Dept. to maintain their student's status until graduation. Failure to do so for 3 consecutive semesters, if the regulations are strictly enforced, students will be liable to have their names removed from the University. One of the main reasons of the Regulations is to encourage students to graduate at the earliest opportunity as many

students have taken over 2 years to submit their Independent Study. The low rate of student graduation seriously affects the quality assurance score of Siam University as evaluated by the Ministry of Education. The fee to maintain student status is Bath 2,000 for semester can be made at Finance Department Building 19th, floor 1st

MBA Graduation Regulations

After having passed the written comprehensive examination and published or presented the academic article derived from Thesis or Independent Study, students are invited to submit requests for graduation at the MBA Office, the request form for graduation together with following documents.



1. A set of documents relating to the presentation of the article in a national or international conference or a journal showing the publication of the article.
2. Research number
3. Result of turnitin
4. A copy of ELLIS test or TOEFL or IELTS.
5. A set of independent Study document, i.e. the cover, abstract and the page with certified acceptance with the Dean signature.

Registration Department:

1. 3 copies of passport paper
2. 1 copy of Bachelor Transcript
3. 4 one-inch photographs (Black and white color with wear the MBA gown)
4. 1 copy of name or surname changed document (If any)

Registration fee **150 Bahts.

Graduation fee for attending the graduation ceremony **3,900 Bahts.

Graduation fee for **Not attending the graduation ceremony **2,200** Bahts.

Please contact The Registration Department Building 12th, floor 1st

University Resources and Facilities:

The University has many resources and facilities on-campus for students. Conveniently located and easy to find, all University facilities are open during most of the day. Please check the scheduled operation hours for details.

Financial Lab – Located on the *6th Floor in the 19th Building.*

Financial Lab, established with the cooperation of the Stock Exchange of Thailand to be the center for financial education for students, investors and the general public especially in the Thonburi areas. With the Maruey Library and Financial Lab, MBA organizes “Easy Finance Talk” series several times a year to educate students, investors and the general public in the financial and capital market practices. In addition, the lab is used for training courses for financial and investment professionals. The Lab also provides real time information and data in business, finance, stock exchange trading to students and investors to do researches with several programs, e.g. E-Finance Smart Portal from online SET Smart program and database. In addition, the Financial Lab also provides Ellis English Language Learning Program, valued at more than Baht 10 million provided by the Stock Exchange of Thailand to help students develop and test their English Language Proficiency.



Maruey Library – Located on the 6th Floor on the 19th Building.

The MBA library is called “Maruey Knowledge and Resource Center”, established in 2010 with the close collaboration between *Siam University* and *The Stock Exchange of Thailand (SET)*. This library is considered one of the best state of the art library facilities providing resources mainly for MBA and other graduate students. The library is one the 5 resource centers established

as the model of modern resource center in the name of Dr.Maruey, who was the 5th president of Stock Exchange of Thailand. The first Maruey Library was established at the Stock Exchange of Thailand to provide the general public with up to date knowledge of financial investment, when Dr.Vijit Supinit, Dean of The Graduate School of Business, was the Chairman of the Stock Exchange of Thailand.

The philosophy of this library is to provide a place where students can study in the comfortable and pleasant environments where students can study in a relaxed atmosphere with coffee shop facilities.

The library has books, Internet facility, famous local and international contemporary magazines, such as the Economist, Forbes, Money and Wealth, National Geographic, The Harvard Business Review, newspapers in Thai and English and etc. It also keeps other journals including Siam University Newsletter for students of Siam University to learn about university activities and to follow new issues and problems of the world.

There are also other books available, such as Chinese culture and linguistics. The library receives most of the book supply from SET. The library also stocks MBA theses and Independent Studies of former students, so that new students can read those theses and Independent Studies and understand the procedure of writing theses and Independent Study.



The library also organizes regular “Easy Finance Talk” Programs with the support of MBA department, by inviting experts and professionals from the business and financial industry to enlighten the minds of business students with new knowledge and contemporary business paradigms.



This library has several permanent staff always available to help and guide the internal and external visitors from Tuesday to Sunday.

The library has following rules for internal and external visitors:

The students of Siam University can borrow 4 books for 7 days at any time by paying membership fees of 100 Baht/Year.

The students of Siam University can access books and internet facility at the library. External visitors who would like to borrow books have to pay membership fees of 1000 baht/year and they can borrow 4 books at a time as well for 7 days.

External visitors can pay 400 Baht/Year to use library's internet facility.

Timing::

Tues- Fri (10:00 am to 18:00 pm)

Sat and Sun (9:00 am to 17:00 pm)

All Public Holidays and University Holidays closed.

Digital Central Library

This library main university is the one of the most important facilities for all at Siam University. The library is located at **12th Building** of Siam University just above the registration office. The library covers a wide range of subjects including Business, Politics, Engineering, Arts, Hospitality, Medical science and Nursing, as well as a big selection of journals and periodicals. The library because of its very strategic location is also called “Academic Resource Center”. It has more than 30,000 books available in Thai and English languages, It can also accommodate more than 500 students at the same time. The library facilitates borrowing of books, CDS and Theses in Thai language.

The library has been recently modernized with pleasant environments and equipped with a very sophisticated computerized database so that students can search for their books with the book title through desktop systems.

Students can also entertain themselves at several individual sound stations or with one free movie show every day upon request, mainly in the afternoon.



The library lends books to university students for the duration from 7 to 30 days depending on the importance of the subjects and the demand of the books. It will charge a late fee of 5 Baht per book per day.

The library staff can speak Thai and English fluently in order to assist both Thai and international students.

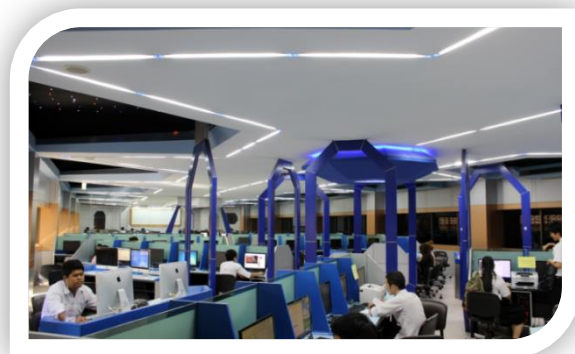
Timing:

Mon-Saturday (8:00 am to 19:00 Pm)

Sunday and Public Holiday Closed.

Computer Center

The computer lab is located at **15th building** of Siam University near the 12th building and beside the main canteen of the university. The computer lab is also called internet lab because most of the students in Siam University use this facility for internet access for their routine academic and non-academic tasks. Students could even use the internet as a replacement for textbooks and reference books as it contains the main source of knowledge.



This facility is one the best state of the art facilities in Siam University, furnished with pleasant interior decoration, highly convenient seating arrangements with sophisticated technological devices. The lab consists of two sections, one is called general area where students from all faculties can visit and use desktop computers with high speed internet connection in order to complete their academic assignments, projects and other educational requirements.

The second section of this lab is allocated for “computer classes” carried out by different faculties at different times, depending on their class schedule and computer lab availability. The lab can accommodate more than 100 students in the general area and more than 80 students in computer lab area.

Highly sophisticated desktop computers are provided by the university to facilitate e-learning because e-learning encourages self learning to enable students to become independent thinkers/learners/risk takers in a sheltered environment. It also broadens the horizons of students as it exposes students to the wide world outside.

The students of Siam University need a student ID with the password given by registration department in order to use free internet at this lab and within the campus. The students need to log in the system in order to use internet at the university and log out from the system when they finish their task.

Timing:

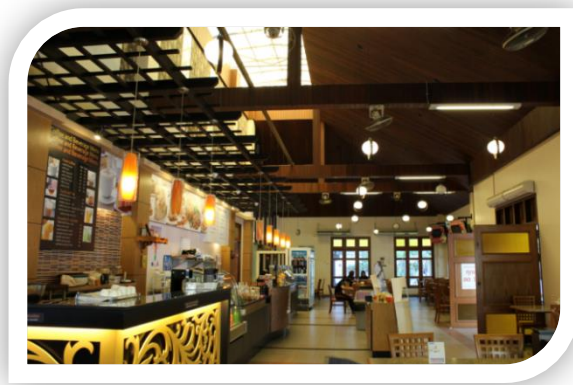
Mon-Fri (8:30 to 19:00 Pm)

Sat (8:30 to 16:00 Pm)

Sunday and Public Holiday Closed.

Kitchen Plus Branch at Siam University

Kitchen Plus is one of the famous restaurant chains in Thailand. It has more than 66 branched around the country. It was established in 2007 with the concept of Banana Leaf or delicious a la carte. Kitchen Plus is mostly renowned for its Thai and



western food. Kitchen Plus at Siam University Branch is opened in 2014 where it can accommodate more than 100 patrons at the same time. This branch is administrated directly by the management of Kitchen Plus.

Kitchen Plus at Siam University has the same kind of excellent food, good interior design. Kitchen Plus price list at Siam University is 10 to 20% lower than from their other branches around Thailand because of university support.

Kitchen Plus is located next to the clock tower just in front of Seven Eleven and behind True Coffee Shop inside the Siam University.

Timing:

7:00 am to 7:00 pm (Monday to Saturday).

Sunday and Public Holiday Closed.

Sky Lounge:

Sky lounge is the restaurant directly administrated by international hotel and tourism management department of Siam University with the help of its faculty and students. It is the place where students of hotel and tourism faculty are trained as chefs and food and beverage staff to exercise their potential to understand the hotel industry of Thailand. The restaurant is located at **19th Building, 8th Floor** just at the right hand side of the elevator. The restaurant has the capacity to serve more than 100 visitors inside and outside of the restaurant at the same time. The restaurant mainly serves Thai and western style food items, but it also offers cultural and native dishes from the courtiers of students.



The restaurant provides a wide range of services to students, teachers and management staff from **12:00 to 2:00 pm** on all working days except weekends and public holidays. The restaurant mostly provides two to three dishes per day.

Canteen 1:

Canteen 1 of Siam University is located at a very strategic and convenient place beside the Seven Eleven and the book store. The canteen provides simple delicious Thai food. It can accommodate more than 250



visitors at the same time. This canteen is run by independent vendors under the Siam university guidelines but the canteen food is much cheaper than other food outlets outside. The canteen opens around 8 am and closes at 5 pm.

True Coffee Shop:

True coffee shop is a sophisticated coffee shop located in front of book store very near to the main entrance of the university and it is part of the chain which belong to one of the three top mobile phone companies of Thailand.



visitors at the same time. The canteen opens its services from morning and remains opened till late afternoon.

Canteen 2:

The canteen 2 is the main canteen located next to 15th Building or simply behind 12th Building. The canteen can accommodate more than 500



Amazon Coffee Shop:

This is also a sophisticated coffee shop which is a part of the famous international chain and owned by PTT the biggest petroleum company in Thailand. The shop is located next to canteen 1.



Other Coffee Shops:

There are several less expensive coffee shops scattering around the university, notably at the Science Faculty Building, Maruey Library and both canteens.



Bangkok Bank:

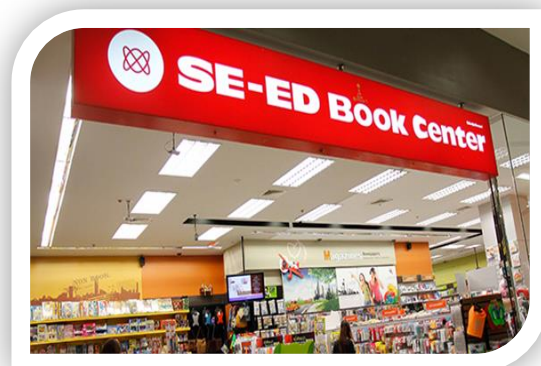
The Bangkok Bank is the biggest commercial bank in Thailand. with a large network of branches in and outside Thailand. Bangkok Bank Branch at Siam University provides full banking services and produces student ID cards (ATM Cards) to all students of Siam

University for use as an identification for every enrolled student and as ATM card. For China, The Bangkok Bank has branches in Beijing, Shanghai, Xiamen and Shenzhen.

SE-ED Book Store

It's the only bookstore on campus to provide a wide variety of academic and non-academic resources and stationary, including newspapers, magazines and journals.

The book store is part of the national chain and widely famous among the students for its up to date book lists and



the customized items that are sold with the “Siam University Logo”. Some of the customized items are T-shirts, Bags, Umbrellas, Badges and Pens.

Post office

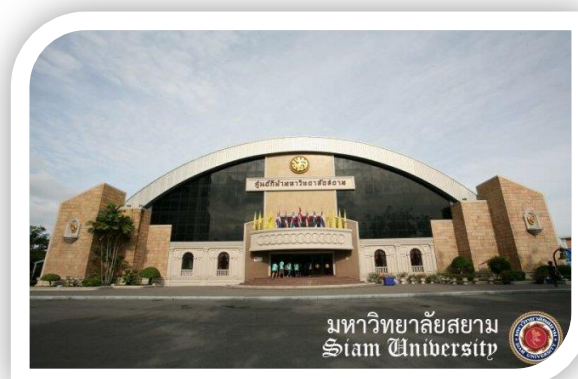
The government post office is open from Monday to Friday; between 8.30 am. to 3.30 pm. Location: ground floor of Building 2.



Sports Center

Siam University has one of the best sports centers among universities in Thailand. The sports center is located at *the back of the university at the left hand corner of the 19th Building*, with a large open space for parking.

The sports center serves all the students, teachers and management staff with free basket and volley balls, badminton rackets, and ping pong rackets. Students can borrow these items from the staff and return them back to the staff after finishing their games. The students of Siam University can use the fitness gym and play almost all indoor games inside the center and outdoor games outside the center on the adjoining a big ground. Football can be played by the students outside the center.



The center is not only used for games but it is also a place where different events are organized by the university, such as new students orientation ceremony, graduation parties, job fairs and many more.

The center can accommodate more than 2000 visitors inside at the same time.

The Campus

Siam University campus is conveniently located on Petkasem Road, a main road, in South-West Bangkok and comprises 20 main buildings with a total floor area of roughly 140,000 square metres. It is served by a mass transit line, at Bang Wa Station, and by 2019, 2 more mass transit lines will also reach the university.

