



Master of Business Administration  
(International Program)  
(2019 New Program)

Faculty of Business Administration  
King Mongkut's Institute of Technology Ladkrabang

**Master of Business Administration  
(2016 Revision)**

**Name of Institution** King Mongkut's Institute of Technology Ladkrabang  
**Faculty / College / Department** Faculty Business Administration

**Part 1: General Information**

**1. Program Title** : Master of Business Administration

**2. Degree and field title**

Full name : Master of Business Administration

Abbreviation : M.B.A.

**3. Major or Minor subjects (If any)**

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**4. Total credits**

Plan A Type A1 39 Credits

Plan A Type A2 39 Credits

Plan B 39 Credits

**5. Type of program**

**5.1 Type:** Master's Degree Program

**5.2 Language:** English

**5.3 Admission:** Both Thai or Foreign students

**5.4 Collaboration with Other institution:** Program issued specifically by KMITL

**5.5 Degree Conferment:** One degree (Master of Business Administration) from KMITL

**6. Status of the Program and Consideration for the Authorization/Agreement**

Revised program: Course begins on .....January .....2016.....

The program has been endorsed by the Academic Committee of KMITL in its meeting

No. ....5<sup>th</sup> ....2015.....On.....19.....May.....2015

The program has been endorsed by the Academic Committee of KMITL in its meeting

No. ....6<sup>th</sup> ....2015.... On.....24.....June.....2015

**7. Expected Date for Thai Qualifications Register (TGR)**

Academic year 2016

**8. Career Paths**

Potential executive in both public and private organizations including the Executive of an industrial factory or other businesses. Additionally, teachers, Scholars, Researchers and those who are involved in a branch of knowledge of management.

## 9. Instructors Details

Name-Surname (Academic position)	Qualification (Field of study), Academic Year
1. Assoc. Prof. Dr. Kulkanya Na Pomphet	B.Acc. (Cost Accounting) Chulalongkorn University (2528)  M.B.A. (Business Administration) University of Central Missouri, USA. (2530)  DBA. (Finance) Louisiana Tech University, USA (2545)
2. Assoc. Prof. Dr. Woranart Saengmanee	B.Acc. (Bachelor of Accountancy) Bangkok University (2525) MBA (General Business) Tarleton State University, USA. (2528) Ph.D. (Business Education) University of Missouri – Columbia, USA. (2536)
3. Assoc. Prof. Katanyu Hiransomboon	Faculty of Commerce and Accountancy <b>(second-class honors)</b> (Marketing) Chulalongkorn University (2528) MBA (International Management) University of Dallas, USA. (2530)
4. Asst. Prof. Dr. Wonchanok Chaisunthorn	B.Sc. (Computer Science) King Mongkut's Institute of Technology Ladkrabang(2544)  M.Sc. (Science Education)(Computer) King Mongkut's Institute of Technology Ladkrabang(2546)  Ph.D. (Human Resource Development) Burapha University (2556)
5. Dr. Aphiwat Krommuang	B.Eng. (Industrial Engineering) Ubon Ratchathani University (2543)  M.B.A. (Agribusiness and Food Industry Management) King Mongkut's Institute of Technology Ladkrabang(2547)

Name-Surname (Academic position)	Qualification (Field of study), Academic Year
	Ph.D. (Industrial Business Administration) King Mongkut's Institute of Technology Ladkrabang (2557)

**10. Location of Study:** King Mongkut's Institute of Technology Ladkrabang

**11. External Situations of Development need to be considered for the Planning of the Program**

**11.1 Economic Situation/Development**

Currently, there are many changes in the world society; every part of the way of life must adapt. Accordingly, the organization must adapt and rely on the knowledge in management and technology to enhance the organization and increase the ability in competition in order to remain sustainable. Thus, Master of Business Administration aims to respond the need of graduates in various fields who would like to learn more about business management and bring these knowledge to enhance the prior sciences and be able to create the value-added for the organization.

**11.2 Social and Cultural Situation/Development**

It is undeniable that economic change has affected the society and culture of community. For instance, business organizations are accelerating the growth in productivity to meet with human need. Meanwhile, there must be effective management in order to maintain a good environment of the society and community. Thus, the educational organizations must create an important foundation for population by equipping their students with professional ethics and strengthen them to have the public mind for sacrificing and have a social responsibility in the long term.

**12. Effects from 11.1 and 11.2 on the Development of the Program and the Relation to the Mission of the Institute**

**12.1 Program Development**

The country development cannot rely on the scientific and technological research only, but science and technology are also combined with the knowledge of management that can increase the efficiency on the production, marketing, human resource management and others processes. Therefore, the Master of Business Administration Program has been developed in order to increase personnel knowledge in various field also potential increasing of Bachelor degree, so they can apply the knowledge to develop and raise organization to compete the world stage.

**12.2 Relation to the Mission of the Institute**

King Mongkut's Institute of Technology Ladkrabang is renowned on producing Science and Technology students to support national development and social services. The

development of Master of Business Administration program is relevant to the missions and visions of the institute which aims to be the institute of producing qualities and qualified graduated in the Institute of Scientific and Technological. The science of management will help further the knowledge of various sciences of technology that can develop the country to be sustainable self-reliance.

## Curriculum and Instructors

### Curriculum

<b>Total credits</b>	<b>39</b>	<b>Credits</b>
Plan A Type A1	39	Credits
Plan A Type A2	39	Credits
Plan B	39	Credits

### Curriculum Structure

<b>Plan A Type A1</b>	<b>39</b>	<b>Credits</b>
Preparation Courses (no credit count)	9	Credits
Thesis	39	Credits
<b>Plan A Type A2</b>	<b>39</b>	<b>Credits</b>
Preparation Courses (no credit count)	9	Credits
Compulsory Courses		
- Core Subjects	24	Credits
- Elective Courses	3	Credits
- Thesis	12	Credits
<b>Plan B</b>	<b>39</b>	<b>Credits</b>
Preparation Courses (no credit count)	9	Credits
Compulsory Courses		
- Core Courses Subjects	24	Credits
- Elective Courses	12	Credits
- Independent study	3	Credits

### Subjects

#### Preparation Courses (no credit count)

		Credits (lecture/practice/self-study)
14057000	PRINCIPLES OF ACCOUNTING	3 (3-0-6)
14057001	PRINCIPLES OF ECONOMICS	3 (3-0-6)
14057002	BUSINESS STATISTICS	3 (3-0-6)

The student who have already studied these basic courses, do not need to enroll in a new course. The student who have not studied these basic courses must enroll without credit count, or the curriculum committee are able to use discretion over each case.

## Compulsory Courses

Core Subjects		24	Credits
		Credits (lecture/practice/self-study)	
14057101	MARKETING MANAGEMENT	3	(3-0-6)
14057102	OPERATIONS MANAGEMENT	3	(3-0-6)
14057103	ORGANIZATION AND HUMAN RESOURCE MANAGEMENT	3	(3-0-6)
14057104	METHODOLOGY OF BUSINESS RESEARCH	3	(3-0-6)
14057105	STRATEGIC MANAGEMENT	3	(3-0-6)
14057106	MANAGERIAL ACCOUNTING	3	(3-0-6)
14057107	FINANCIAL MANAGEMENT	3	(3-0-6)
14057108	MANAGEMENT INFORMATION SYSTEM	3	(3-0-6)

## Elective Courses

Plan A Type A2	choose to study for	3	Credits
Plan B	choose to study for	12	Credits
		Credits (lecture-practice-self study)	
14057211	RISK MANAGEMENT	3	(3-0-6)
14057212	SUPPLY CHAIN MANAGEMENT	3	(3-0-6)
14057213	CUSTOMER RELATIONSHIP MANAGEMENT	3	(3-0-6)
14057214	INTERNATIONAL BUSINESS MANAGEMENT	3	(3-0-6)
14057215	CONTEMPORARY TOPICS IN BUSINESS	3	(3-0-6)
14057216	INNOVATION AND CREATIVITY	3	(3-0-6)
14057217	QUALITY SYSTEM MANAGEMENT	3	(3-0-6)
14057218	PROJECT MANAGEMENT	3	(3-0-6)
14057219	SERVICE BUSINESS MANAGEMENT AND MARKETING	3	(3-0-6)
14057220	PRODUCT MANAGEMENT	3	(3-0-6)
14057221	ELECTRONIC COMMERCE	3	(3-0-6)
14057222	ENTREPRENEURSHIP	3	(3-0-6)
14057223	INVESTMENT MANAGEMENT	3	(3-0-6)
14057224	MANAGERIAL ECONOMICS	3	(3-0-6)
14057225	QUANTITATIVE ANALYSIS IN BUSINESS	3	(3-0-6)
14057226	LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	3	(3-0-6)

## Thesis

Plan A Type A1		39	Credits
		Credits (lecture/practice/self-study)	
14057601	THESIS	39	(0-18-9)

Plan A Type A2 12 Credits  
 14057602 THESIS 12 (0-18-9)

INDEPENDENT STUDY 3 Credits  
 14057701 INDEPENDENT STUDY 3 (0-6-3)

### Study Plan

#### Plan A Type A1

#### 1<sup>st</sup> Year, semester 1

Code	Subject	Amount of credits (lecture-practice-self study)
14057000	PRINCIPLES OF ACCOUNTING	3 (3-0-6)*
14057002	BUSINESS STATISTICS	3 (3-0-6)*
14057601	THESIS	x (x-x-x)
	<b>Total of credits</b>	<b>6</b>

\* Preparation Courses is not counting a credit

#### 1<sup>st</sup> Year, semester 2

Code	Subject	Amount of credits
14057001	PRINCIPLES OF ECONOMICS	3 (3-0-6)*
14057601	THESIS	x (x-x-x)
	<b>Total of credits</b>	<b>6</b>

\* Preparation Courses is not counting a credit

#### 2<sup>nd</sup> Year, semester 1

Code	Subject	Amount of credits
14057601	THESIS	x (x-x-x)
	<b>Total of credits</b>	

#### 2<sup>nd</sup> Year, semester 2

Code	Subject	Amount of credits
14057601	THESIS	x (x-x-x)
	<b>Total of credits</b>	<b>39</b>
	<b>The total throughout the course</b>	<b>39</b>

Plan A Type A2

1<sup>st</sup> Year, semester 1

Code	Subject	Amount of credits (lecture-practice-self study)
14057000	PRINCIPLES OF ACCOUNTING	3 (3-0-6)*
14057101	MARKETING MANAGEMENT	3 (3-0-6)
14057102	OPERATIONS MANAGEMENT	3 (3-0-6)
14057103	ORGANIZATION AND HUMAN RESOURCE MANAGEMENT	3 (3-0-6)
14057108	MANAGEMENT INFORMATION SYSTEM	3 (3-0-6)
	<b>Total of credits</b>	<b>12</b>

\* Preparation Courses is not counting a credit

1<sup>st</sup> Year, semester 2

Code	Subject	Amount of credits (lecture-practice-self study)
14057001	PRINCIPLES OF ECONOMICS	3 (3-0-6)*
14057002	BUSINESS STATISTICS	3 (3-0-6)*
14057104	METHODOLOGY OF BUSINESS RESEARCH	3 (3-0-6)
14057106	MANAGEMENT ACCOUTING	3 (3-0-6)
14057107	FINANCIAL MANAGEMENT	3 (3-0-6)
	<b>Total of credits</b>	<b>9</b>

\* Preparation Courses is not counting a credit

2<sup>nd</sup> Year, semester 1

Code	Subject	Amount of credits (lecture-practice-self study)
14057105	STRATEGIC MANAGEMENT	3 (3-0-6)
xxxxxxx	ELECTIVE COURSE (1)	3 (3-0-6)
14057602	THESIS	x (x-x-x)
	<b>Total of credits</b>	<b>12</b>



2<sup>nd</sup> Year, semester 2

Code	Subject	Amount of credits (lecture-practice-self study)
14057602	THESIS	x (x-x-x)
	<b>Total of credits</b>	<b>12</b>
	<b>The total throughout the course</b>	<b>39</b>

Plan B

1<sup>st</sup> Year, semester 1

Code	Subject	Amount of credits (lecture-practice-self study)
14057000	PRINCIPLES OF ACCOUNTING	3 (3-0-6)*
14057101	MARKETING MANAGEMENT	3 (3-0-6)
14057102	OPERATIONS MANAGEMENT	3 (3-0-6)
14057103	ORGANIZATION AND HUMAN RESOURCE MANAGEMENT	3 (3-0-6)
14057108	MANAGEMENT INFORMATION SYSTEM	3 (3-0-6)
	<b>Total of credits</b>	<b>12</b>

\* Preparation Courses is not counting a credit

1<sup>st</sup> Year, semester 2

Code	Subject	Amount of credits (lecture-practice-self study)
14057001	PRINCIPLES OF ECONOMICS	3 (3-0-6)*
14057002	BUSINESS STATISTICS	3 (3-0-6)*
14057104	METHODOLOGY OF BUSINESS RESEARCH	3 (3-0-6)
14057107	FINANCIAL MANAGEMENT	3 (3-0-6)
14057106	MANAGERIAL ACCOUNTING	3 (3-0-6)
	<b>Total of credits</b>	<b>9</b>

\* Preparation Courses is not counting a credit

2<sup>nd</sup> Year, semester 1

Code	Subject	Amount of credits (lecture-practice-self study)
14057105	STRATEGIC MANAGEMENT	3 (3-0-6)
xxxxxxxx	ELECTIVE COURSE (1)	3 (3-0-6)
xxxxxxxx	ELECTIVE COURSE (2)	3 (3-0-6)
	<b>Total of credits</b>	<b>9</b>

2<sup>nd</sup> Year, semester 2

Code	Subject	Amount of credits (lecture-practice-self study)
xxxxxxxx	ELECTIVE COURSE (3)	3 (3-0-6)
xxxxxxxx	ELECTIVE COURSE (4)	3 (3-0-6)
14057701	INDEPENDENT STUDY	3 (0-6-3)
	<b>Total of credits</b>	<b>9</b>
	<b>The total throughout the course</b>	<b>39</b>

Plan A Type A2 for A Progressive Bachelor's Degree

1<sup>st</sup> Year, semester 1

Code	Subject	Amount of credits (lecture-practice-self study)
14057101	MARKETING MANAGEMENT	3 (3-0-6)
14057103	ORGANIZATION AND HUMAN RESOURCE MANAGEMENT	3 (3-0-6)
	<b>Total of credits</b>	<b>6</b>

1<sup>st</sup> Year, semester 2

Code	Subject	Amount of credits (lecture-practice-self study)
14057106	MANAGERIAL ACCOUNTING	3 (3-0-6)
14057108	MANAGEMENT INFORMATION SYSTEM	3 (3-0-6)
	<b>Total of credits</b>	<b>6</b>

2<sup>nd</sup> Year, semester 1

Code	Subject	Amount of credits (lecture-practice-self study)
14057102	OPERATIONS MANAGEMENT	3 (3-0-6)
14057104	METHODOLOGY OF BUSINESS RESEARCH	3 (3-0-6)
14057107	FINANCIAL MANAGEMENT	3 (3-0-6)
14057602	THESIS	x (x-x-x)
	<b>Total of credits</b>	<b>15</b>

2<sup>nd</sup> Year, semester 2

Code	Subject	Amount of credits (lecture-practice-self study)
14057105	STRATEGIC MANAGEMENT	3 (3-0-6)
xxxxxxx	ELECTIVE COURSE (1)	3 (3-0-6)
14057602	THESIS	x (x-x-x)
	<b>Total of credits</b>	<b>12</b>
	<b>The total throughout the course</b>	<b>39</b>

Plan B for A Progressive Bachelor's Degree

1<sup>st</sup> Year, semester 1

Code	Subject	Amount of credits (lecture-practice-self study)
14057101	MARKETING MANAMGEMENT	3 (3-0-6)
14057103	ORGANIZATION AND HUMAN RESOURCE MANAGEMENT	3 (3-0-6)
	<b>Total of credits</b>	<b>6</b>

1<sup>st</sup> Year, semester 2

Code	Subject	Amount of credits (lecture-practice-self study)
14057106	MANAGERIAL ACCOUNTING	3 (3-0-6)
14057108	MANAGEMENT INFORMATION SYSTEM	3 (3-0-6)
	<b>Total of credits</b>	<b>6</b>

**2<sup>nd</sup> Year, semester 1**

Code	Subject	Amount of credits (lecture-practice-self study)
14057102	OPERATIONS MANAGEMENT	3 (3-0-6)
14057104	METHODOLOGY OF BUSINESS RESEARCH	3 (3-0-6)
14057105	STRATEGIC MANAGEMENT	3 (3-0-6)
14057107	FINANCIAL MANAGEMENT	3 (3-0-6)
<b>Total of credits</b>		<b>12</b>

**2<sup>nd</sup> Year, semester 2**

Code	Subject	Amount of credits (lecture-practice-self study)
xxxxxxx	ELECTIVE COURSE (1)	3 (3-0-6)
xxxxxxx	ELECTIVE COURSE (2)	3 (3-0-6)
xxxxxxx	ELECTIVE COURSE (3)	3 (3-0-6)
xxxxxxx	ELECTIVE COURSE (4)	3 (3-0-6)
14057701	INDEPENDENT STUDY	3 (0-6-3)
<b>Total of credits</b>		<b>15</b>
<b>The total throughout the course</b>		<b>39</b>

**Course description**

**Fundamentals Courses**

**14057000 PRINCIPLES OF ACCOUNTING 3 (3-0-6)**

**PREREQUISITE : NONE**

A study of basic principles of accounting practice, chart of accounts, accounting cycle, recording in general journal, transactions posting to ledgers, trial balance, adjusting and closing entries, and financial statements preparation.

**14057001 PRINCIPLES OF ECONOMICS 3 (3-0-6)**

**PREREQUISITE : NONE**

A study of general principles of economics : values, prices and resource allocation; fundamental theories of firm behaviors, production, and cost with an emphasis on factors affecting product's demand and supply, as well as a study on business cycle, the application of monetary and fiscal policy, and economic stability.

**14057002 BUSINESS STATISTICS 3 (3-0-6)**  
**PREREQUISITE : NONE**

A study of statistical concepts for business research, data collection method, data analysis, estimating and testing hypothesis, regression and correlation and, regression analysis, time series analysis, chi-square test, variance, nonparametric test, and presentation.

**Compulsory Courses - Core Courses**

**14057101 MARKETING MANAGEMENT 3 (3-0-6)**  
**PREREQUISITE : NONE**

A study of concepts and marketing management process, strategic marketing planning, marketing information system, buying decision in consumer and business market, competitive analysis, market segmentation and targeting, market positioning, decision making in marketing mix, including analysis and decision in present marketing case studies.

**14057102 OPERATIONS MANAGEMENT 3 (3-0-6)**  
**PREREQUISITE : NONE**

A study of concept and application for principle of production and operations management in related to the overall company strategy, production and operation strategy, planning for operations and capacity, scheduling and controlling manufacturing, location factory, quality control, inventory management, materials management. Effective production and operations management creates global competition and continuous improvement, including case study of operations management in each organization.

**14057103 ORGANIZATION AND HUMAN RESOURCE MANAGEMENT 3 (3-0-6)**  
**PREREQUISITE : NONE**

A study of organization and structure, organization theory, strategies, designs, size, life cycle, building organizational culture and the impact of environment. The challenge of human resources management : Strategy and human resources planning, job analysis, motivation, and the maintaining of positive work environment, appraising performance , and managing compensation.

- 14057104      METHODOLOGY OF BUSINESS RESEARCH      3 (3-0-6)**  
**PREREQUISITE : NONE**  
 A study of research methodology in problem identification, processes in business research, beginning stages of research processes, research design, research proposal writing, data collection, measurement concepts, construction of questionnaire, sampling techniques and field work, an analysis of data with the use of business statistics and presentation, research report writing, and ethics in research.
- 14057105      STRATEGIC MANAGEMENT      3 (3-0-6)**  
**PREREQUISITE : NONE**  
 A study of theories and concepts of business competition and strategic management enriching competitive advantage and business performance along with skills at thinking and decision-making in different situations and tools supporting strategic decision-making.
- 14057106      MANAGERIAL ACCOUNTING      3 (3-0-6)**  
**PREREQUISITE : 14057000 PRINCIPLES OF ACCOUNTING**  
 A study of role and significance of managerial accounting, the use of accounting data in the management of an organization, planning, budgeting, reporting systems and the use of accounting information in management decision.
- 14057107      FINANCIAL MANAGEMENT      3 (3-0-6)**  
**PREREQUISITE : 14057000PRINCIPLES OF ACCOUNTING**  
 A study of basic theory and techniques of finance and their application on business management: financial statement analysis, financial planning, risk and return, current asset management, cost of capital, capital budgeting, and capital financing alternatives.
- 14057108      MANAGEMENT INFORMATION SYSTEM      3 (3-0-6)**  
**PREREQUISITE : NONE**  
 A study of roles and concepts of management information system, usage of information systems for business processes such as a production system, sale system, human resource management system, supply chain management system, and customer relationship management system. Strategic planning for information system, electronic commerce, information system development, knowledge management system, decision support system, ethical issues, security system, and the future of information system.

## Elective Courses

- 14057211 RISK MANAGEMENT 3 (3-0-6)**  
**PREREQUISITE : NONE**  
A study of business risk, risk from technology, market, financial, interest rates, foreign exchange rates, manufacturing, trade barriers, laws and regulations, politics, and disasters. Avoiding unnecessary risk and reducing risk exposure using modern risk management methods, instruments and tools.
- 14057212 SUPPLY CHAIN MANAGEMENT 3 (3-0-6)**  
**PREREQUISITE : NONE**  
A study of role, meaning and strategy of supply chain management, demand and supply planning in supply chain, business logistics, inventory planning and management in supply chain, transportation in supply chain, facility selection in supply chain, information management in supply chain, E-commerce and supply chain and financial decision in supply chain.
- 14057213 CUSTOMER RELATIONSHIP MANAGEMENT 3 (3-0-6)**  
**PREREQUISITE : 14057101 MARKETING MANAGEMENT**  
A study of customer category, delivering customer satisfaction value, cultivating long term customer relationship, attracting and retaining customers, building royalty programs, one-to-one marketing, database marketing.
- 4057214 INTERNATIONAL BUSINESS MANAGEMENT 3 (3-0-6)**  
**PREREQUISITE : NONE**  
A study of nature and significance of international business, international business environment, economic cooperation, international trade and foreign investment, development of international business strategy, international marketing, international finance, international operations and logistic, international human resource management and case studies of business in global market.
- 14057215 CONTEMPORARY TOPICS IN BUSINESS 3 (3-0-6)**  
**PREREQUISITE : NONE**  
A study of contemporary business management responding to the current situation and environment though theories and concepts across multi-disciplines. Selected topics may be different in each semester.

- 14057216      INNOVATION AND CREATIVITY      3 (3-0-6)**  
**PREREQUISITE : NONE**  
 A Study of meaning of innovation, theories and management of innovation, life cycle of innovation, innovation and business competitive potential, meaning of creativity, creativity-based innovation, case study and practice of product and process innovation.
- 14057217      QUALITY SYSTEM MANAGEMENT      3 (3-0-6)**  
**PREREQUISITE : NONE**  
 A study of principles and applications of quality system management in industry, selection of tools and techniques for quality control, steps in planning, developing, and controlling in quality system in organization.
- 14057218      PROJECT MANAGEMENT      3 (3-0-6)**  
**PREREQUISITE : NONE**  
 A study of project planning and operating, concepts, process and methodology in feasibility analysis of public and private investment project, especially the analysis of marketing ,technical, financial, economic and environmental feasibilities, preparation of the feasibility study, project proposal and report with emphasis on practices and case studies of practical public and private projects.
- 14057219      SERVICE BUSINESS MANAGEMENT AND MARKETING      3 (3-0-6)**  
**PREREQUISITE : 14057101 MARKETING MANAGEMENT**  
 A study of characteristic of service business, new service development, marketing mix of service marketing, customer satisfaction management, service quality management, service encounter management, demand and yield management of service business, queuing management and service supply chain management.
- 14057220      PRODUCT MANAGEMENT      3 (3-0-6)**  
**PREREQUISITE : 14057101 MARKETING MANAGEMENT**  
 Study of classification of product, product levels, packaging and label design, managing product mixes and product line, creating brand equity, brand positioning, and new product development.



- 14057221      ELECTRONIC COMMERCE      3 (3-0-6)**  
**PREREQUISITE : NONE**  
 A study of basic electronic commerce; electronic commerce technology, tools for electronic commerce, web development, e-commerce success, factors of success, types of electronic commerce, marketing, and advertising on web, e-payment, security, information technology laws, and trends of electronic commerce.
- 14057222      ENTREPRENEURSHIP      3 (3-0-6)**  
**PREREQUISITE : NONE**  
 A study of being a success entrepreneur, strategy of business setup, legal form of business, business plan writing and implementation, and strategies of growing and harvesting.
- 14057223      INVESTMENT MANAGEMENT      3 (3-0-6)**  
**PREREQUISITE : NONE**  
 A study of importance and objectives of investment, risk, financial market, capital market, Bond Electronic Exchange, Stock Exchange of Thailand, types of security, security valuation and analysis, derivatives, and portfolio management .
- 14057224      MANAGERIAL ECONOMICS      3 (3-0-6)**  
**PREREQUISITE : NONE**  
 A study of the application of economic concepts and principles to managerial decision making. Topics include the demand and supply analysis, cost analysis, market structure, pricing and output determination, competitive analysis, risk analysis, and production planning.
- 14057225      QUANTITATIVE ANALYSIS IN BUSINESS      3 (3-0-6)**  
**PREREQUISITE : NONE**  
 A study of an applications of operational research techniques and mathematics modeling of business problems, such as business decision analysis, techniques of linear programming, simulation, forecasting, transportation, Markov models, inventory models and project planning with networks, application of quantitative analysis software, analytical solutions by interpretation and discussion for possible implementation in the business context.

14057226 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR 3 (3-0-6)

PREREQUISITE : NONE

A study of concepts and theories of leadership and organizational behavior, such as leadership characteristics, roles, duties, reinforcing leadership, individual behavior, group behavior, organizational behavior, analysis and management of organizational behavior, organizational justice, organizational communication, and using leadership and organizational behavior to deliver benefits, develop human resources for organizations and ethics in leadership.

Thesis

14057601 THESIS 39 (0-18-9)

PREREQUISITE : NONE

A study and a research related to fields of study, writing research proposal and data collection.

14057602 THESIS 12 (0-18-9)

PREREQUISITE : NONE

A study of data processing, analyzing and summarizing result including report writing and research presentation.

Independent study

14057701 INDEPENDENT STUDY 3 (0-6-3)

PREREQUISITE : NONE

A study of business problems, including analyzing, report writing and presentation.