

Doctor of Philosophy Program in Industrial Business Administration
2016 New Program
(International Program)

Name of Institution King Mongkut's Institute of Technology Ladkrabang
Faculty/Department The Faculty of Administration and Management
Department of Industrial Business Administration

Part 1 General Information

1. Program Title

Title : Doctor of Philosophy Program in Industrial Business
Administration

2. Degree and Field Title

Full Title : Doctor of Philosophy (Industrial Business Administration)
Abbreviation : Ph.D. (Industrial Business Administration)

3. Major subjects (If any)

None

4. Total Credits

Plan A.1 54 credits
Plan B.1 54 credits

5. Type of the Program

5.1 Type Doctor of Philosophy Program

5.2 Language English

5.3 Admission Both Thai and Foreign students (passed the English Proficiency Test
as required criteria by the institute)

5.4 Collaboration with Other Institutes

The program belongs to the institute and collaborate with other institutes both in domestic and international follows the agreement of the institute.

5.5 Degree Conferment Single Degree

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

New Program. Course begins on August 2016. 2nd Semester Academic Year 2016

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

No...../2016 on2016

The program has been endorsed by the KMITL Council in its meeting

No...../2016 on2016

7. Expected Date for Thai Qualification Register (TQR)

Academic Year 2016.

8. Career Paths

Administrator, Entrepreneur, Expert, Instructor, Academician and Researcher both in government and private organization which have the potential in Technology and Innovation Business, Industrial Production Business, Service Business, Entertainment, Sports, Tourism, Medical, Agricultural, Food Business and Creative Economy Industrial.

9. Instructor Details

Name - Surname (Academic Position)	Qualification (Field of study), Academic Year	University
1. Dr. Singha Chaveesuk	- Ph.D. (Management and Information System), 2010 - M.B.A. (Business Administration), 1999 - M.Sc. (Management), 1998 - B.S. (Computer Science), 2004 - B.B.A. (Marketing), 1995	- Victoria University, Australia - The University of Akron, USA - Cleveland State University, USA - Ramkhamhaeng University, TH - Thammasat University, TH

Name - Surname (Academic Position)	Qualification (Field of study), Academic Year	University
2. Asst.Prof. Dr. Sorasak Tangthong	<ul style="list-style-type: none"> - D.B.A. (Human Resource Management), 2011 - Ph.D. (Industrial Business Administration), 2014 - M.Pol.Sc. (Politics and Governments), 2006 - M.B.A. (Marketing), 1997 - B.Pol.Sc. (Public Administration), 1987 - B.F.A. (International Politics) (International Program), 2004 	<ul style="list-style-type: none"> - Golden State University, USA - King Mongkut's Institute Technology Ladkrabang, TH - Thammasat University, TH - Krirk University, TH - Chiangmai University, TH - Ramkhamhaeng University, TH
3. Dr. Samart Deepijan	<ul style="list-style-type: none"> - D.B.A. (Business Administration) Marketing, 2009 - M.B.A. (International Business Management), 2002 - B.Eng. (Electrical Engineering), 1990 	<ul style="list-style-type: none"> - Eastern Asia University, TH - Eastern Asia University, TH - Sripatum University, TH
4. Dr. Puris Sornsarut	<ul style="list-style-type: none"> - D.B.A. (Business Administration), Marketing, 2009 - M.B.A. (Business Management), 2002 - B.Eng. (Mechanical Engineering), 1990 	<ul style="list-style-type: none"> - Eastern Asia University, TH - Ramkhamhaeng University, TH - Chiangmai University, TH

10. Location of Study

King Mongkut's Institute Technology Ladkrabang

11. External situations of development Needed to be Considered for the Planning of the Program

11.1 Economic Situation/Development

In today's world, globalization is the word of the growing interdependence of the world's technology and telecommunications. This change plays an importance role in the economic development of the country since recently the manufacturing processes of industries require the knowledge of administration and management, especially in the collaboration between industrial business administration and technical industry and business administration. Thus, the business administration program is aimed to provide the sophisticated knowledge in both theory and practice, particularly in advanced business and management sciences. This leads to the grounding of conducting research in industrial business administration and encourage the graduate to conduct the research for serving the economic development of the country in term of sustainability.

11.2 Social and Cultural Situation/Development

The industrial development is undeniably related to the changes of social and culture of the community. Therefore, the industrial business administration not only requires the proficiency and administration skills, but also requires the consideration of social and environmental circumstances. Moreover, it is important to master in communication and conform to the code of ethics. Thus, it can minimize the effect from the industry to the community resulted in the way of life in industrial community.

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

12.1 Program Development

An effect from the changes in manufacturing technology is not only aimed to control the process of manufacturing, but also strengthen the competitiveness in management, quality and standard of manufacturing product, safety of the procedure, and minimizing the cost and maximizing the value and so forth. Thus, it is important to apply the knowledge of technology and information. This program, therefore, has been developed under the development of technology and information management and the safety caused by technology. In addition, this program is designed to produce the graduate who conforms to

moral and code of ethic to be a leader in public and private sectors mastering in the industrial management.

12.2 Relation to the Mission of the Institute King Mongkut's Institute of Technology Ladkrabang is recognized institute that producing the graduates in field of Science and Technology for serving the country. Hence, the industrial business administration program has been developed in accordance with mission and vision of the institute that aimed to produce the qualified graduates, to be the institute of scientific and technological research, to be the excellent industrial management, and to develop to innovation for sustainability.

13. Relation (if any) with Other Programs Available in the Faculty/Other Departments of the Institute

None

Part 2 Program Specific Information

1. Philosophy, Significance, and Objectives of the Program

1.1 Philosophy

In present, the environment in economic, social, politic and technology has been changing rapidly which are effected to the expansion in industry both in manufacturing industry, service, business, agriculture and food. These are affected to the creation in vary of innovation. The administrator is necessary to have a theory and experience in Industrial Business Administration to respond in the rapid changes of the environment both in internal and external. The Industrial Business Administration program is important to the student development which is able to be the administrator that have the potential in the new knowledge creation by analyzing and applying to be suitable for the work efficiently in vary of industry.

This program manipulation has a concept in the integration of the administrative management and industrial technology to meet a demand of related parties in field of industry, production, administration, technology and innovation, agricultural and food business both in government and private organization that are lacked of the specialist of these field. The graduates will have a knowledge and morality virtue and will be able to work at the executive level of the organization and enterprise. Including in arrangement of the program to conform to the philosophy in the graduate production of King Mongkut's Institute of Technology Ladkrabang that emphasize in field of industry and technology.

1.2 Significance

Thailand and ASEAN have a need of administrator that are an expert in the industrial administration and innovation skills to support the digital economic development. These personnel must have the ability to adapt in the continuously development and understand in the environment of economic and social and include in having a potential to bring the technology to develop or apply to added value and sustainable solved the problem. The personnel development in the department of Industrial Business Administration is important to the country especially the personnel who always ready to adapt and learn for the valuable creative innovation that leads to the economic and social development of the country.

1.3 Objectives

1.3.1 To produce the graduates who have the knowledge and skills in the administration and management of industry and academic includes a virtue and morality.

1.3.2 To produce the graduates who meet a demand of the country that are lacked a lot of the personnel in this field.

1.3.3 To produce the graduates for the expansion in the field of Industrial Business Administration research and development of the country.

1.3.4 To produce the graduates for the academic service and publish the academic work in field of Industrial Business Administration.

2. Improvement Plan

Doctor of Philosophy Program in Industrial Business Administration has a plan in the program development. The major plan for the changes that are expected to complete in five years by the important strategy to proceed for the success of a plan.

Improvement Plan	Strategies	Evidence/Indicator
1. The Industrial Business Administration curriculum is revised to have a quality not lower than the Office of the Higher Education Commission required.	1. The program is developed by follows the international standard. 2. Follow and evaluate the program regularly. 3. Specialists from both government and private are invited to cooperate in the program development.	1. Report the evaluation result of satisfaction of the graduates user from an entrepreneur/academician.
2. Improve the program to conform to demand of the industrial business and the change of technology.	1. The program is developed to conform to the progress in the Industrial Business Administration and technology.	1. Report the evaluation result of satisfaction of the graduates user from an entrepreneur. 2. The graduates users are satisfied with the skills, knowledge, and ability in the administration.

Improvement Plan	Strategies	Evidence/Indicator
		3. Researches that are used in the industry both national and international level.
3. The instructor development plan about the Industrial Business Administration in major subjects/desired characteristic of the Industrial Business Administration KMITL graduates.	1. The knowledge development in additional study for instructors of the faculty. 2. Teaching development and assessment for instructors of the faculty.	1. The percentage of instructor who passed the training/knowledge development about teaching. 2. The teaching evaluation of instructors by students.

2. Expected Learning Outcomes

When students graduate from the program, they will have an ability to develop for increasing the knowledge and the responsibility that adhere to performed. Also, the benefit to the organization and work efficiently.

Curriculum and instructor

Curriculum

Total Credits	54	Credits
Plan A.1 (Master Degree graduated)	54	Credits
Plan B.1 (Master Degree graduated)	54	Credits

Curriculum Structure

Plan A is a study plan that emphasize in the research by thesis that create a new knowledge or specify an additional subject or other academic activity without credits count.

Plan A.1 Master Degree graduated

A. Thesis subject	54	Credits
B. Seminar Subject (no credit count)	2	Credits

Plan B is a study plan that emphasize in the research by the highest quality thesis and the progression in academic and vocation and study an additional subject.

Plan B.1 Master Degree graduated

A. Thesis subject	36	Credits
B. Compulsory Subject (Research)	6	Credits
C. Compulsory Subject (Industrial Business Administration)	3	Credits
D. Major subject	9	Credits
E. Seminar Subject (no credit count)	2	Credits

Subjects

Compulsory Subject (Research) 6 Credits

Credits (Lecture-Practice-Self Study hours)

14128101	PHILOSOPHY OF ADVANCED RESEARCH METHODOLOGY	3 (3-0-6)
14128102	ADVANCED QUANTITATIVE RESEARCH METHODS	3 (3-0-6)

Compulsory Subject (Industrial Business Administration) 3 Credits

Credits (Lecture-Practice-Self Study hours)

14128103	ADVANCED INDUSTRIAL BUSINESS ADMINISTRATION	3 (3-0-6)
----------	---	-----------

Elective Subjects are divided into 4 groups choose only 1 group 9 credits

Credits (Lecture-Practice-Self Study hours)

Group 1 Technology and Innovation Management Subject

14128211	ADVANCED STRATEGY OF TECHNOLOGY AND INNOVATION	3 (3-0-6)
14128212	ADVANCED MANAGEMENT OF NEW AND EMERGE TECHNOLOGY AND INNOVATION	3 (3-0-6)
14128213	ADVANCED MANAGING TECHNOLOGICAL CHANGE AND INNOVATION	3 (3-0-6)
14128214	NEW PRODUCT AND SERVICES DEVELOPMENT	3 (3-0-6)
14128215	ADVANCED MANAGEMENT OF INTELLECTUAL PROPERTY	3 (3-0-6)
14128216	ADVANCED STRATEGICS FOR TECHNOLOGY INDUSTRIAL AND INNOVATION SUSTAINABILITY	3 (3-0-6)
14128217	ADVANCED RESEARCH IN TECHNOLOGY AND INNOVATION MANAGEMENT	3 (3-0-6)

Group 2 Industrial Management Subject

14128218	ANALYZING AND PROJECT MANAGEMENT	3 (3-0-6)
14128219	QUALITY MANAGEMENT SYSTEM	3 (3-0-6)
14128220	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3 (3-0-6)
14128221	INDUSTRIAL SAFETY AND ENVIRONMENTAL MANAGEMENT	3 (3-0-6)
14128222	INDUSTRIAL ADMINISTRATIVE ETHICS	3 (3-0-6)
14128223	INDUSTRIAL ANALYSIS AND INDUSTRIAL POLICY	3 (3-0-6)
14128224	ADVANCED RESEARCH IN THE INDUSTRIAL BUSINESS	3 (3-0-6)
14128225	ADVANCED FINANCIAL MANAGEMENT FOR INDUSTRY	3 (3-0-6)

Group 3 Service Business Management Subject

14118226	ADVANCED STRATEGY ANALYSIS FOR THE SERVICE BUSINESS	3 (3-0-6)
14118227	STRATEGIC MARKETING FOR THE SERVICE BUSINESS	3 (3-0-6)
14118228	LOGISTICS AND SUPPLY CHAIN MANAGEMENT FOR THE SERVICE BUSINESS	3 (3-0-6)
14118229	TECHNOLOGY AND INNOVATION MANAGEMENT FOR THE SERVICE BUSINESS	3 (3-0-6)
14118230	STRATEGIC HUMAN RESOURCE MANAGEMENT FOR THE SERVICE BUSINESS	3 (3-0-6)

14118231	CONSUMER ANALYSIS FOR THE SERVICE BUSINESS	3 (3-0-6)
14118232	ADVANCED RESEARCH IN THE SERVICE BUSINESS	3 (3-0-6)

Group 4 Food and Agribusiness Management subject

14128233	ADVANCED FOOD AND AGRIBUSINESSES MANAGEMENT	3 (3-0-6)
14128234	ADVANCED MARKETING MANAGEMENT FOR FOOD AND AGRIBUSINESS	3 (3-0-6)
14128235	PRODUCTION AND OPERATION MANAGEMENT FOR FOOD AND AGRIBUSINESSES	3 (3-0-6)
14128236	STRATEGIC MANAGEMENT FOR FOOD AND AGRIBUSINESSES	3 (3-0-6)
14128237	LOGISTICS AND SUPPLY CHAIN MANAGEMENT FOR FOOD AND AGRIBUSINESSES	3 (3-0-6)
14128238	GLOBAL TRADE AND POLICIES FOR FOOD AND AGRIBUSINESSES	3(3-0-6)
14128239	ADVANCED RESEARCH IN FOOD AND AGRIBUSINESSES	3 (3-0-6)

Seminar Subject (no credit count) 2 Credits

Credits (Lecture-Practice-Self Study hours)

14128301	DOCTORAL SEMINAR 1	1 (0-3-0)
14128302	DOCTORAL SEMINAR 2	1 (0-3-0)

Knowledge Test Subject

99141282	QUALIFYING EXAMINATION
99141284	ENGLISH PROFICIENCY TEST

Thesis subject

Program Plan A.1

Credits (Lecture-Practice-Self Study hours)

14128601	DOCTORAL THESIS	54 (0-2430-0)
----------	-----------------	---------------

Program Plan B.1

Credits (Lecture-Practice-Self Study hours)

14128602	DOCTORAL THESIS	36 (0-1620-0)
----------	-----------------	---------------

Study Plan

The program plan A.1 Master Degree graduated

1st Year, Semester 1

Code	Subject	Amount of credits
14128601	DOCTORAL THESIS	9 (0-405-0)
14128301	DOCTORAL SEMINAR 1	1 (0-3-0)
Total of credits		9

1st Year, Semester 2

Code	Subject	Amount of credits
14128601	DOCTORAL THESIS	9 (0-405-0)
14128302	DOCTORAL SEMINAR 2	1 (0-3-0)
Total of credits		9

2nd Year, Semester 1

Code	Subject	Amount of credits
14128601	DOCTORAL THESIS	9 (0-405-0)
Total of credits		9

2nd Year, Semester 2

Code	Subject	Amount of credits
14128601	DOCTORAL THESIS	9 (0-405-0)
Total of credits		9

3rd Year, Semester 1

Code	Subject	Amount of credits
14128601	DOCTORAL THESIS	9 (0-405-0)
Total of credits		9

3rd Year, Semester 2

Code	Subject	Amount of credits
14128601	DOCTORAL THESIS	9 (0-405-0)
Total of credits		9
Total		54

The program plan B.1 Master Degree graduated

1st Year, Semester 1

Code	Subject	Amount of credits
14128101	PHILOSOPHY OF ADVANCED RESEARCH METHODOLOGY	3 (3-0-6)
14128102	ADVANCED QUANTITATIVE RESEARCH METHOD	3 (3-0-6)
Total of credits		6

1st Year, Semester 2

Code	Subject	Amount of credits
14128103	INDUSTRIAL BUSINESS ADMINISTRATION	3 (3-0-6)
14128XXX	FREE ELECTIVE	3 (3-0-6)
14128301	DOCTORAL SEMINAR 1	1 (0-3-0)
Total of credits		6

2nd Year, Semester 1

Code	Subject	Amount of credits
14128XXX	FREE ELECTIVE	3 (3-0-6)
14128XXX	FREE ELECTIVE	3 (3-0-6)
14128302	DOCTORAL SEMINAR 2	1 (0-3-0)
Total of credits		9

2nd Year, Semester 2

Code	Subject	Amount of credits
14128601	DOCTORAL THESIS	12 (0-36-18)
Total of credits		12

3rd Year, Semester 1

Code	Subject	Amount of credits
14128601	DOCTORAL THESIS	12 (0-36-18)
Total of credits		12

3rd Year, Semester 2

Code	Subject	Amount of credits
14128601	DOCTORAL THESIS	12 (0-36-18)
Total of credits		12
Total		54

*Note : In case of the student who have a purpose to register in Thesis subject with more credits required in the study plan and must be accepted by the advisor and registration office.

3.1.5 Course Description

Course Description Appendix C

3.2 Faculty Members Details

3.2.1 Instructor responsible for the program

Name - Surname	Qualification/Field of study/ Institute/Academic Year	Academic Work
1. Dr. Singha Chaveesuk	<ul style="list-style-type: none"> - Doctor of Philosophy (Management and Information System) Victoria University, 2010 - MBA (Science in Management) The University of Akron, 1999 - MBA, Master of Business Administration, Cleveland State University , 1998 - B.S. (Computer Science), Ramkhamhaeng University , 2004 - B.B.A. (Marketing), Thammasat University, 1995 	<ul style="list-style-type: none"> 1. Research 2. Instruction - Supply Chain Management and Logistics (3 hours/week) - Global Strategy and Innovation (3 hours/week)
2. Dr. Sorasak Tangthong	<ul style="list-style-type: none"> - D.B.A. (Human Resource Management), Golden State University, 2011 - Ph.D. (Industrial Business Administration), King Mongkut's Institute Technology Ladkrabang, 2014 - M.Pol.Sc. (Politics and Governments), Thammasat University, 2006 - M.B.A. (Marketing), Kirk University, 1997 - B.Pol.Sc. (Public Administration), Chiangmai University, 1987 - B.F.A. (International Politics) (International Program), Ramkhamhaeng University, 2004 	<ul style="list-style-type: none"> 1. Research 2. Instruction - Knowledge Management and Learning Organization (6 hours/week) - Integrated Marketing Communication (6 hours/week)
3. Dr. Samart Deepijan	<ul style="list-style-type: none"> - D.B.A. (Business Administration) Marketing, Eastern Asia University, 2009 - M.B.A. (International Business Management), Eastern Asia University, 2002 	<ul style="list-style-type: none"> 1. Research 2. Instruction - Economy of Asia Country (6 hours/week)

Name - Surname	Qualification/Field of study/ Institute/Academic Year	Academic Work
	- B.Eng. (Electrical Engineering), Sripatum University, 1990	- Financial Marketing & Institute (6 hours/week)
4. Dr. Puris Sornsarut	- D.B.A. (Business Administration), Marketing, Eastern Asia University, 2009 - M.B.A. (Business Management), Ramkhamhaeng University, 2002 - B.Eng. (Mechanical Engineering), Chiangmai University, 1990	1. Research 2. Instruction - Marketing (6 hours/week) - Operation Management (6 hours/week)

3.2.2 Instructor of the program

Name - Surname	Qualification/Field of study/ Institute/Academic Year	Academic Work
1. Asst. Prof. Dr. Vinai Panyakajornsak Assistant Professor in Department of Business Administration	- D.B.A. (Marketing) University of South Australia, 2006 - M.B.A. (Marketing) University of Texas, 1993 - B.Pol.Sc (International Relationship), Chulalongkorn University, 1982	1. Research 2. Textbook - Principle of Marketing - Marketing Research - Consumer Behavior - Business Logistic Management 3. Instruction - Economy and Living (12 hours/week) - Advanced Research Methodology Philosophy (3 hours/week) - Quantitative Research (3 hours/week)

Name - Surname	Qualification/Field of study/ Institute/Academic Year	Academic Work
<p>2. Dr. Wannoo Fongsuwan</p>	<ul style="list-style-type: none"> - Ph.D. (International Marketing and Marketing Information Systems) The University of Warwick, 1999 - M.B.A. (Management) University of Brussels, 1990 - B.B.A. (Marketing) Ramkhamhaeng University, 1985 	<ol style="list-style-type: none"> 1. Research 2. Textbook <ul style="list-style-type: none"> - International Business - Electronic Commerce (Unit 3 and 4 Electronic Marketing) 3. Instruction <ul style="list-style-type: none"> - Marketing Management (3 hours/week) - Economic and Living (9 hours/week)
<p>3. Assoc. Prof. Dr. Woranat Sangmanee</p> <p>Assistant Professor in Department of Industrial Education</p> <p>Associate Professor in Department of Business Administration</p>	<ul style="list-style-type: none"> - Ph.D. (Business Education) University of Missouri – Columbia, USA, 1993 - MBA (General Business) Tarleton State University, USA, 1985 - B.Acc. Bangkok University, 1983 	<ol style="list-style-type: none"> 1. Research 2. Textbook <ul style="list-style-type: none"> - Principle of Accountancy - General knowledge about Business Administration and Human Resources Administration. - Organization : Theory of Design and Administrative Management Strategy 3. Instruction <ul style="list-style-type: none"> - Principle of Accountancy (6 hours/week) - Business Administration

Name - Surname	Qualification/Field of study/ Institute/Academic Year	Academic Work
		(6 hours/week) - Organization and Organization Management (6 hours/week)
4. Asst. Prof. Dr. Nuttawut Rojniruttikul Assistant Professor in Department of Business Administration	- D.P.A. (Human Resources Administration) National Institute of Development Administration-NIDA, 2010 - M.A. (Business and Managerial Economics) Chulalongkorn University, 2003 - B.Eng (Chemical Engineering) King Mongkut's University of Technology Thonburi, 1995	1. Research 2. Textbook - Symposium of Knowledge and Learning Organization Management 3. Instruction - Principle of Administration (25 hours/week) - Technology Administration (3 hours/week) - Economic for Industrial Management (3 hours/week)
5. Asst. Prof. Dr. Wornchanok Chaiyasoonthorn Assistant Professor in Department of Management	- Ph.D. (Human Resources Mangement) Burapha University, 2013 - M.S. (Computer Science Education) King Mongkut's Institute Technology Ladkrabang, 2003 - B.S. (Computer Science) King Mongkut's Institute Technology Ladkrabang, 2001	1. Research 2. Instruction - Application in Computer and Information (6 hours/week) - Management Information System (6 hours/week)

Name - Surname	Qualification/Field of study/ Institute/Academic Year	Academic Work
		<ul style="list-style-type: none"> - Electronic Commerce (6 hours/week) - Electronic Business Agricultural Business (6 hours/week)
<p>6. Asst. Prof. Dr. Chalita Srinuan Assistant Professor in Department of Business Administration</p>	<ul style="list-style-type: none"> - Ph.d. (Technology Management and Economics) Chalmers University of Technology, Sweden, 2012 - M.Sc. (Finance) (English Program) Chulalongkorn University, 2005 - B.Econ (Economy) Walailak University, 2002 	<ul style="list-style-type: none"> 1. Research 2. Instruction - Technology Management (6 hours/week) - Micro-Economics (6 hours/week) - Macro-Economics (6 hours/week) - Economic of Information Technology (6 hours/week)
<p>7. Assoc. Prof. Dr. Kulkanya Napompech Assistant Professor in Department of Agricultural Business Administration Associate Professor in Department of Agricultural Technology</p>	<ul style="list-style-type: none"> - DBA. (Finance) Louisiana Tech University, USA, 2002 - M.B.A. (Business Administration) University of Central Missouri, USA, 1987 - B.Acc. (Cost Accounting) Chulalongkorn University, 1985 	<ul style="list-style-type: none"> 1. Research 2. Textbook - Principle of Marketing - Corporate Finance - Cost Accounting - Managerial Accounting 3. Instruction - Financial Management (3 hours/week) - Corporate Finance (12 hours/week) - Financial Accounting (3 hours/week)

Name - Surname	Qualification/Field of study/ Institute/Academic Year	Academic Work
		<ul style="list-style-type: none"> - Managerial Accounting (6 hours/week) - Accounting for Executives (6 hours/week)
<p>8. Assoc. Prof. Katanyu Hiransomboon Assistant Professor in Department of Agricultural Business Management Associate Professor in Department Agricultural Technology</p>	<ul style="list-style-type: none"> - MBA (International Management) University of Dallas, USA , 1987 - B.Com. (Second Class Honor) (General Marketing) Chulalongkorn University, 1985 	<ul style="list-style-type: none"> 1. Research 2. Textbook - Industrial Administration - Small Business Management - International Business Management - Entrepreneurship - Service Management 3. Instruction - Entrepreneurship (12 hours/week) - International Business Management (3 hours/week) - International Agricultural Business Management (3 hours/week) - Small Business Management (3 hours/week) - Production and Operation Management (6 hours/week)

Name - Surname	Qualification/Field of study/ Institute/Academic Year	Academic Work
		<ul style="list-style-type: none"> - Production Management (3 hours/week) - Marketing Management (3 hours/week)
9. Dr. Apiwat Krommuang	<ul style="list-style-type: none"> - Ph.D. (Industrial Business Management) King Mongkut's Institute Technology Ladkrabang, 2014 - M.B.A. (Agricultural Business and Food Industry Management) King Mongkut's Institute Technology Ladkrabang, 2004 - B.Eng. (Industrial Engineering) Ubon Ratchathani University, 2000 	<ul style="list-style-type: none"> 1. Research 2. Instruction - Information Technology for Management (6 hours/week) - Interaction between human and computer (6 hours/week)
10. Dr. Poramate Asawaruangpipop	<ul style="list-style-type: none"> - Ph.D. (Industrial Business Management) King Mongkut's Institute Technology Ladkrabang, 2014 - M.S. (Agricultural Economics) Chiangmai University, 2003 - B.A. (Economics) Maejo University, 1998 	<ul style="list-style-type: none"> 1. Research 2. Instruction - Agribusiness Project Management (6 hours/week) - Principle of Macro-Economics (6 hours/week) - Research Project (6 hours/week) - Business Quantitative Analysis (6 hours/week)

Name - Surname	Qualification/Field of study/ Institute/Academic Year	Academic Work
		<ul style="list-style-type: none">- Principle of Micro-Economics (6 hours/week)- Seminar (6 hours/week)- Business Research Methodology (6 hours/week)

Course Description

Compulsory Subject (Research)

14128101 PHILOSOPHY OF ADVANCED RESEARCH METHODOLOGY 3 (3-0-6)

PREREQUISITE: NONE

To study philosophy, basic principle for research. The course will focus on the dynamic processes of theory building, theoretical factors, concept of advanced research methodology, study on the qualitative research methods which emphasizes on research's technique such as the documentary research, observe research, in-depth interview, historical research and group conversation.

14128102 ADVANCED QUANTITATIVE RESEARCH METHODS 3 (3-0-6)

PREREQUISITE: NONE

To study approach of quantitative research methods. This emphasizes on research techniques such as research proposals, sampling random techniques, process of collecting data which using questionnaire and experimental methods. This includes descriptive and inferential statistics, the measurement of variable concepts, research instruments construction and validity, reliability testing of research instruments.

Compulsory Subject (Industrial Business Administration)

14128103 ADVANCED INDUSTRIAL BUSINESS ADMINISTRATION 3 (3-0-6)

PREREQUISITE: NONE

To study the Characterization of Industrial Business Management of various forms and types of businesses industry , Strategic management, Financial, analysis, Accounting, Marketing, Human resources management, Services, Production, Integrating the knowledge of modern industry and various theories such as TQM, TQA and TPM for effective and effectiveness of organization.

Elective Subject

Students can choose the subject to register in 9 credits from the group as following

1. Technology and Innovation Management Group

14128211 ADVANCED STRATEGY OF TECHNOLOGY AND INNOVATION 3 (3-0-6)

PREREQUISITE: NONE

To Study an importance of technological innovation for competitiveness, the relationship between the technology and innovation, the innovation work behavior, the innovation process, elements of innovation strategy - accepting the challenge, formulating and implementing strategy, and delivering value - managing Research & Development, new product development, collaboration, commercialization and production and operations.

**14128212 ADVANCED MANAGEMENT OF NEW AND EMERGE TECHNOLOGY 3 (3-0-6)
AND INNOVATION**

PREREQUISITE: NONE

To study explores the business implications of selected new and emerging technologies and innovations with the potential to change business practices and create new industries. Technologies discussed include new Internet architectures, Wikis, Open Source, security issues, new Web services, social networking and Web 2.0. This course is for the manager who is interested in staying current with, and learning about, new technologies for use in business. No specific engineering background is required.

**14128213 ADVANCED MANAGING TECHNOLOGICAL CHANGE AND 3 (3-0-6)
INNOVATION**

PREREQUISITE: NONE

To study focuses on effectively managing technological change and innovation, which is accomplished with a dual perspective. One perspective is based on individual, group and organizational theory, research and practice. This body of literature, viewpoints and experience provide essential guides to manage successfully the introduction of new technologies. Realizing the full potential of new technologies requires effectively managing change to assure the commitment of all stakeholders. The second perspective is based on innovation theory, research and practice. This body of literature, viewpoints and experience provide key insights to for effectively managing the process of innovation and the impact of innovation.

14128217 ADVANCED RESEARCH IN TECHNOLOGY AND INNOVATION 3 (3-0-6)
MANAGEMENT
PREREQUISITE: NONE

To study philosophy, basic principle for research. The course will focus on the dynamic processes of theory building, theoretical factors, concept of advanced research in technology and innovation management, study on the mix research methods which emphasizes on research's technique such as the documentary research, observe research, in-depth interview, historical research and group conversation and empirical research (Quantitative research methods).

2. Industrial Management Group

14128218 ANALYZING AND PROJECT MANAGEMENT 3 (3-0-6)
PREREQUISITE: NONE

To study theory and application in modern project management consists of design strategy, structure and culture, defining the project, estimating project times and costs, developing a project plan, managing risk, scheduling resources, managing project teams and progress performance measurement and evaluation in shortage resources and feasibility of project from related many factors.

14128219 QUALITY MANAGEMENT SYSTEM 3 (3-0-6)
PREREQUISITE: NONE

To study about 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.

14128220 LOGISTICS AND SUPPLY CHAIN MANAGEMENT 3 (3-0-6)
PREREQUISITE: NONE

To study all activities in production and global marketing perspectives since customers place orders, procurement, production, delivery until the order is fulfilled. The meaning of supply chain and logistics, New concepts of supply chain management, E-commerce, Quick Response in supply chain, Performance measurement, Global supply chain, Warehouse management, Logistics and transportation, Case studies, Field studies and Discussion.

14128221 INDUSTRIAL SAFETY AND ENVIRONMENTAL MANAGEMENT 3 (3-0-6)

PREREQUISITE: NONE

To study about cause of pollution, measurement of pollution, principle of protection in pollution with industrial management, control and destroy pollution in industry. Study of various structures of factory, importance and impact of working accident, working condition and working environment in factory, preventive actions concerning the working condition and working environment, rules and laws relating to safety and factory environment.

14128222 INDUSTRIAL ADMINISTRATIVE ETHICS 3 (3-0-6)

PREREQUISITE: NONE

To study of concept of ethics, application concept of ethics for industrial business, study of good governance example as principle of transparency, responsible, equity, participate. Study role of executive and employee enhance the processes of working in industrial business management about ethics and good governance including analysis case study of ethics in operation industrial business.

14128225 ADVANCED FINANCIAL MANAGEMENT FOR INDUSTRY 3 (3-0-6)

PREREQUISITE: NONE

To study modern finance theory and its applications in investment, corporate finance, and financial engineering. The course will cover financial markets that are money market and capital market, asset pricing models, risk-return analysis, optimal capital structure, capital budgeting and real options theory in corporate decision-making. The topics include option pricing theory, risk management, and multinational financial management.

14128223 INDUSTRIAL ANALYSIS AND INDUSTRIAL POLICY 3 (3-0-6)

PREREQUISITE: NONE

To study the role of industry in the economy. The relationship between the industry and other manufacturing sectors. Investment criteria analysis of monopoly power in the industry. The impact of industrial production on the economy and the environment. The behavior of the generating units under various market characteristics. The role of international investment for the development of the industry and state policy on the development of the industry.

14128224 ADVANCED RESEARCH STUDIES FOR THE INDUSTRIAL BUSINESS 3 (3-0-6)

PREREQUISITE: NONE

To study advanced statistics and research methods used in industry. The variables measured variable data collection. Correlation analysis of variables with statistical tools to be used in the decision with a computer and appropriate software. Defining the issues and the solutions research. The report by using advanced statistical difference for industrial business development.

3. Service Business Management Group

14128226 ADVANCED STRATEGY ANALYSIS FOR THE SERVICE BUSINESS 3 (3-0-6)

PREREQUISITE: NONE

To study the models, frameworks, and techniques for the analysis of internal and external environments, strategy alternatives, strategic choice, strategy implementation, and strategy control and evaluation, relevant to the service firms. Furthermore, other issues relating to strategy considerations and implementation are included, such as leadership roles, human capital, human resource practices, corporate culture, and corporate structure.

14128227 STRATEGIC MARKETING FOR THE SERVICE BUSINESS 3 (3-0-6)

PREREQUISITE: NONE

To study the key marketing concepts, models, and theories relevant to service firms. To analyze the behavior of consumers to gain customer insight that can be applied to enhance customer satisfaction and loyalty. Also to analyze the key elements of modern marketing mix that can be included in the marketing programs and marketing plans.

**14128228 LOGISTICS AND SUPPLY CHAIN MANAGEMENT FOR
THE SERVICE BUSINESS 3 (3-0-6)**

PREREQUISITE: NONE

To study and analyze the key elements of logistics and supply chain management of service firms, the linkage between logistics and supply chains, the increasing importance of the efficient management of logistics and supply chains for service firms. In addition, to study how integrated logistics and supply chain management can increase the efficiency and effectiveness of service firms and contribute to enhance customer value and company value.

14128232 ADVANCED RESEARCH IN THE SERVICE BUSINESS 3 (3-0-6)

PREREQUISITE: NONE

To study in-depth the research process, methodologies and methods, case studies, academic articles, doctoral dissertations related to the service firms. The emphasis is on both qualitative and quantitative research methods so that doctoral students can understand and properly apply the knowledge to their own research. Moreover, doctoral students can also earn more knowledge and experiences by attending national and/or international academic conferences and submit and present their reports to the class.

4. Food and Agribusiness Management Group

14128233 ADVANCED FOOD AND AGRIBUSINESS MANAGEMENT 3 (3-0-6)

PREREQUISITE: NONE

To study and analysis of the combination of agricultural science and business, by blending basics and innovative approach, developing analytical skills on marketing, management, agribusiness-financial management, human resources and accounting related to the agribusiness, food and fiber industry, including environmentally-friendly management and cases to perceive a multi-spectrum of societal demand is further explored to meet sustainability and harmony agribusiness and society.

14128234 ADVANCED MARKETING MANAGEMENT IN AGRIBUSINESS AND 3 (3-0-6)

FOOD BUSINESS

PREREQUISITE: NONE

To study and an analysis of marketing management to application in agribusiness and food business, including consumer and agribusiness market analyze, competition dealing, market shares, market targets, marketing mix, product development, marketing planning, strategies and wholistic marketing management.

14128235 ADVANCED PRODUCTION AND OPERATION MANAGEMENT IN 3 (3-0-6)
AGRIBUSINESS AND FOOD BUSINESS
PREREQUISITE: NONE

To study and analysis of demand forecasting for food and agribusiness organization's products or services, develop efficient production and service-delivery processes, planning and controlling inventories, scheduling employees, as well as designing and managing distribution and transportation networks.

14128236 ADVANCED STRATEGIC MANAGEMENT IN AGRIBUSINESS AND 3 (3-0-6)
FOOD BUSINESS
PREREQUISITE: NONE

To study and analysis of the strategic management, theories and process, with given cases in the country and overseas, to enhance analytical capability of business environment, strategy formulation, implementation, and control, to increase competitiveness, especially for food and agribusiness enterprises, on production, marketing, and financial issues, and understanding of suitable strategies for conducting business in developing and developed economies, including ethics and social responsibility.

14128237 ADVANCED LOGISTICS AND SUPPLY CHAIN MANAGEMENT 3 (3-0-6)
FOR AGRIBUSINESS AND FOOD BUSINESS
PREREQUISITE: NONE

To study and analysis of the role, meaning and strategy of logistics and supply chain management for agribusiness and food industry, demand and supply planning, inventory planning and management, transportation, facility selection, information management, E-commerce, logistics cost analysis, and financial decision.

14128302 DOCTORAL SEMINAR 2

1 (0-3-0)

PREREQUISITE: NONE

The purpose of the course is to develop the students' ability in understanding technical papers, research, methodology and statistic used in research. The process outlining the proposed research in an academic conference presentations, integrating academic conference presentations both in the country and abroad or the participants about the research, the research progress planning a dissertation or other counsel deemed appropriate.

Thesis Subject

Doctoral Thesis Subject Program Plan 1.1

14128601 DISSERTATION

54 (0-2430-0)

PREREQUISITE: NONE

This is the required course that must be taken by every Ph.D candidate. The dissertation should aim for new and useful results in Industrial Business Administration. The Ph.D candidate should publish the result of research work at least in two international conferences during dissertation 1 – dissertation 5.

Doctoral Thesis Subject Program Plan 2.1

14128602 DISSERTATION

36(0-1620-0)

PREREQUISITE: NONE

This course is registered by the Ph.D candidate who is working on his/her dissertation. He/She has to publish the result of work at least in one international journal. Also, the doctoral candidate has to publish the result of research work at least in two international conferences if he/she could not make it during Dissertation 1 - Dissertation 5. Finally, the Ph.D candidate defends his/her dissertation in an oral examination to committee.