

# Siam University IMBA Course Composition

April, 2011



## 1. Foundation Courses

The remedial or foundation course section is arranged for students who graduated with in majors other than business administration or business administration but whose academic background lacks the qualifications as specified by the graduate school committee. Such students are required to study the courses in the remedial course section, the credits of which will not be considered as part of graduation credits and nor the grades earned be included in the grade point average calculation upon completion of study.

Course code and Name	Credits
500-600 Economic Theory	3(3-0-6)
500-601 Mathematics and Statistics for Business Analysis	3(3-0-6)
500-602 Intensive Financial Accounting	3(3-0-6)
500-603 Quantitative Methods for Management	3(3-0-6)
500-604 Computer Application in Business	3(3-0-6)
500-605 Business English 1	3(3-0-6)
500-606 Business English 2	3(3-0-6)

## 2. Required Courses *30 credits*

Students must complete all of the following required core courses:

500-610 Managerial Economics	3(3-0-6)
500-611 Business Research Methods	3(3-0-6)

501-610 Managerial Accounting	3(3-0-6)
502-610 Marketing Management	3(3-0-6)
504-610 Financial Management	3(3-0-6)
505-610 Technology and Information Systems Management	3(3-0-6)
506-611 Economic Integration and Area Studies	3(3-0-6)
507-611 Organization Behavior and Corporate Governance	3(3-0-6)
507-612 Strategic Management	3(3-0-6)
508-610 Logistics and Operation Management	3(3-0-6)

For Plan A: Thesis Options, students need also to enroll the following subject:

500-620 Thesis	12(0-0-540)
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For Plan B: Non-Thesis Options, students need also to enroll the following subject:

500-621 Independent Study	3(3-0-135)
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### 3. Elective Courses

The Master of Business Administration (International Program) curriculum offers 5 elective subject groups as listed below. In each group of study, except for General Management, all 3 subjects must be selected from that group.

- **Marketing Management Group**

Students must study 502-622 Integrated Marketing Communications and 502-629 Marketing Strategy, and select 1 other course from the following list:

502-621 Marketing Channel Distribution and Logistics Management	3(3-0-6)
502-622 Integrated Marketing Communications	3(3-0-6)
502-623 International Marketing	3(3-0-6)
502-626 Customer Relation Management	3(3-0-6)
502-628 Service Marketing	3(3-0-6)
502-629 Marketing Strategy	3(3-0-6)
505-631 Electronic Commerce Management	3(3-0-6)
507-622 Seminar in Business Laws	3(3-0-6)

- **Management Information Systems Group**

Students must study 505-621 Information Systems for Decision Making and select 2 other courses from the following list:

505-620 Business Database and Knowledge Management	3(3-0-6)
505-621 Information Systems for Decision Making	3(3-0-6)
505-622 Information Technology and Supply Chain Management	3(3-0-6)
505-631 Electronic Commerce Management	3(3-0-6)
507-622 Seminar in Business Laws	3(3-0-6)

- **International Business Management Group**

Students must study 504-622 International Finance, Investment and Banking, and 506-622 International Business Management and Negotiation, and select 1 other course from the following list:

502-623 International Marketing	3(3-0-6)
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502-628 Service Marketing	3(3-0-6)
504-622 International Finance, Investment and Banking	3(3-0-6)
505-631 Electronic Commerce Management	3(3-0-6)
506-621 International Business Laws	3(3-0-6)
506-622 International Business Management and Negotiation	3(3-0-6)
508-620 Logistics and Supply Chain Management	3(3-0-6)

- **General Management Group**

Comprising 3 selective courses from any group of study 3(3-0-6)

- **Hotel and Tourism Management Group**

Students must study 509-626 Strategy for Hospitality Management and select 2 other elective courses from the following list:

502-628 Service Marketing	3(3-0-6)
507-622 Seminar in Business Laws	3(3-0-6)
509-622 MICE and Incentive Tourism Management	3(3-0-6)
509-623 Sustainable Development of Tourism	3(3-0-6)
509-624 Service Quality Management	3(3-0-6)
509-625 Marketing Mechanism for Hotel and Tourism	3(3-0-6)
509-626 Strategy for Hospitality Management	3(3-0-6)

Example of an IMBA study plan

year	Semester	ID	Courses	Credit
1	1	500-610	Managerial Economics	3(3-0-6)
		505-610	Technology and Information Systems Management	3(3-0-6)
		508-610	Logistics and Operation Management	3(3-0-6)

Total 9(9-0-18)

year	Semester	ID	Courses	Credit
1	2	501-610	Managerial Accounting	3(3-0-6)
		504-610	Financial Management	3(3-0-6)
		507-611	Organization Behavior	3(3-0-6)
		506-611	Economic Integration and Area Studies	3(3-0-6)

Total 12(12-0-24)

year	Semester	ID	Courses	Credit
1	Summer	500-611	Business Research	3(3-0-6)
		502-610	Marketing Management	3(3-0-6)
		507-612	Strategic Management	3(3-0-6)

Total 9(9-0-18)

year	Semester	ID	Courses	Credit
2	1	500-620/	Thesis / Independent Study	3
		500-621	3 elective courses	9

Total 12, Total credits for Plan B 42

year	Semester	ID	Courses	Credit
2	2	500-620	Thesis	9

Total 12, Total credits for Plan B 42

# Siam University IMBA Course Descriptions

## Foundation Courses

### **500-600 Economic Theory**

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

Basic microeconomics theory, consumer behaviors, production theory, business theory, production cost, income distribution, as well as macroeconomics theory, measurement of economic activity, principles and ideas of the IS-LM, economic policy formulation, stability and international economics.

### **500-601 Mathematics and Statistics for Business Analysis**

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

Mathematical methods in business analysis such as matrix, solving equations, derivatives and partial derivatives, maximization and minimization in the optimization process, probability theory, statistical inferences, correlation and regression analysis.

### **500-602 Intensive Financial Accounting**

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

The basic concept of accounting, accounting process, accounting equations, principles of financial accounting, accounting methods, data storage, factors which influence profit and loss, type of assets, debts and capital, asset valuation, return measurement, establishment of funds for debt redemption, capital and cumulative profit as well as income statement report and the general format of balance sheet and financial reports.

**500-603 Quantitative Methods 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 on decision making under uncertainty, optimization techniques, principle of maximization and minimization, business forecasting, as well as operation management research principles.

**500-604 Computer Application in Business**

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

Study 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 plays a role in the decision making of management in contemporary business management.

**500-605 Business English 1**

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

Drill in listening, speaking, reading, and writing of the English language with emphasis on pronunciation. Simple essay writing, reading comprehension and translation of English sentences.

**500-606 Business English 2**

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

Reading skill development, writing, technical reports, technical terms in business, biographies of prominent business personalities, participating in English speaking seminar simulation. More sophisticated external reading assigned. Modern business "jargon" and vocabulary.

## Required Courses

### **500-610 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 as well as gross national product, balance of payment and government fiscal and monetary policies.

### **500-611 Business Research Methods**

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

Study business research methodology, the various techniques for information gathering, data processing, the analysis of data, research report writing for use in decision making, research project development, planning research system, random sampling, questionnaire design, model building, quantitative analysis, data processing and analysis by computers, case study of research results and thesis writing practice.

### **501-610 Managerial Accounting**

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

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.

**502-610 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.

**504-610 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.

**505-610 Technology and Information Systems Management****3(3-0-6)**

Utilization of information technology to gain greater 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.

**506-611 Economic Integration and Area Studies****3(3-0-6)**

The course covers theories and types of economic integration, the theory of customs union and the benefits of economic integration. The movements of regional economic groupings, in particular the development and emergence of the European Community and the European Union 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.

**507-611 Organization Behavior and Corporate Governance 3(3-0-6)**

The behavior of organizations in theory and in practice, especially in decision making as well as the behaviors of individuals in the organizations, how to change the organizations for effective management and control. The role and importance of corporate governance in the organization.

**506-612 Strategic Management 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 using case study and game theory to help making decisions that enable the business to service and succeed in the changing environments.

**508-610 Logistics and Operation 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.

## **Elective Courses**

### **Group: Marketing Management**

#### **502-621 Marketing Channel Distribution 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, using case studies.

#### **502-622 Integrated Marketing Communications 3(3-0-6)**

Key principles, strategies and tactics of Integrated Marketing Communications (IMC), emphasizing 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.

#### **502-623 International Marketing 3(3-0-6)**

Ideas 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.

**502-626 Customer Relation Management****3(3-0-6)**

Process of customer relationship management. Strategy for keeping existing customers, attracting new customers. Role and duties of executives, personal, technology and information in the management of customer relationship. Techniques in the management of customer relationship so as to enhance competitiveness and customers satisfaction.

**502-628 Service Marketing****3(3-0-6)**

Unique market for service and customers behavior for services, marketing mix for service business, process of marketing strategy includes planning, plan implementation, control and valuation of marketing plan for service business.

**502-629 Marketing Strategy****3(3-0-6)**

Marketing problems 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, distribution channel strategy and market communication strategy or market promotion strategy. Marketing process starts from planning to put the marketing mix strategy into practice.

**505-631 Electronic Commerce 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, advertizing and market promotion, including Web design, website advertising, strategy and factors leading to success.

**507-622 Seminar in Business Laws**

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

Laws relating to business operations, various legal forms of business, limited companies and partnership, business contracts, bills, notes and promissory notes. Specific business laws, including monopoly, labor laws, accounting laws and laws relating to financial institutions and stock exchange business.

## Group: Management Information Systems

### **505-620 Business Database and Knowledge Management 3(3-0-6)**

Database systems with an emphasis on data modeling. The course will provide the student with the foundation of knowledge necessary to learn about the application of automated database development tools in a variety of business environments. Concepts in knowledge management. Type of knowledge and transfer of knowledge. Use of technology and in development design and management of knowledge and intellect of personnel in the organizations. Problems in management of knowledge, factors contributing to success and failure in development of system of knowledge management, using case studies.

### **505-621 Information Systems for Decision Making 3(3-0-6)**

Identify an organization's information needs. They learn how to determine the information technology and application systems that support those needs and that deliver competitive advantage at all levels, from operational to strategic.

Students learn to resolve issues involved in acquisition, deployment, and operation of information systems.

### **505-622 Information technology and Supply Chain Management 3(3-0-6)**

This course focuses on the role of Information technology (IT) in supply chain management. It also highlights the contribution of IT in helping to restructure the entire distribution set up to achieve higher service levels and lower inventory and lower supply chain costs. The broad strategic directions which need to be supported by the IT strategy , frequency of receipts/dispatch, holding materials further up the supply chain and reduction of the various lead times.

**505-631 Electronic Commerce 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, advertizing and market promotion, including Web design, website advertising, strategy and factors leading to success.

**507-622 Seminar in Business Laws**

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

Laws relating to business operations, various legal forms of business, limited companies and partnership, business contracts, bills, notes and promissory notes. Specific business laws, including monopoly, labor laws, accounting laws and laws relating to financial institutions and stock exchange business.

## Group: International Business Management

### **502-623 International Marketing**

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

Concept of marketing management in international businesses for planning and determining relevant strategies consistent with international market environment. Analyses of market differentiation, political, legal, economic, financial, cultural environments and consumer behaviors in the foreign countries. Organization planning and setup for operations, and also the determination of marketing mix strategy for foreign markets.

### **502-628 Service Marketing**

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

Unique market for service and customers behavior for services, marketing mix for service business, process of marketing strategy includes planning, plan implementation, control and valuation of marketing plan for service business, using case studies.

### **504-623 International Finance, Investment and Banking**

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

Financial management and administration of international banks, conditions and control mechanism, operation, investment, international financial system and financial and equity markets, principles of international financial management, international financial organizations, the international financial environment in which firms operate, the financial policy of nations and of international financial firms, capital inflow/outflow, emphasis on financial decision making of international business organizations and case studies.

**505-631 Electronic Commerce Management****3(3-0-6)**

Electronic commerce concept, planning electronic commerce strategy, various technologies concerning the security system and payment system, legal framework for electronic commerce, the application of electronic commerce in various business activities, advertizing and market promotion, including Web design, website advertising, strategy and factors leading to success. Analyse domestic and foreign case studies, and preparing investment project in electronic commerce.

**506-621 International Business Laws****3(3-0-6)**

Study the legal system governing international economic relations, its principle 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 economics and international business, analyze legal problems and issues affecting international business.

**506-622 International Business Management and Negotiation****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.

**508-620 Logistics and Supply Chain Management**

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

The development of logistics system and supply chain to support business strategy of business organizations by considering activities such as communications, inventory management, warehouse management, transportation and plant location, analyze the impact of logistics and supply chain on efficiency of business.

**Group: General Management**

Comprising 3 selective courses from any group of study.

## Group: Hotel and Tourism Management

### **502-628 Service Marketing**

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

Unique market for service and customers behavior for services, marketing mix for service business, process of marketing strategy, including planning, plan implementation, control and valuation of marketing plan for service business, using case studies.

### **507-622 Seminar in Business Laws**

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

Laws relating to business operations, various legal forms of business, limited companies and partnership, business contracts, bills, notes and promissory notes. Specific business laws, including monopoly, labor laws, accounting laws and laws relating to financial institutions and stock exchange business.

### **509-622 MICE and Incentive 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 and 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.

### **509-623 Sustainable Development of Tourism**

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

Investigate impacts of tourism on economic, socio-cultural and physical environments. In addition, the course will explore the current impacts on tourism

industry and sustainability and problem analysis solutions and decision-making for planning and developing in sustainable tourism.

**509-624 Service Quality Management**

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

Management and methods of service 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.

**509-625 Marketing Mechanism for Hotel and Tourism**

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

Theory of direct marketing and service marketing for practical use in the hotel and tourism Industry. Concepts analyzed include marketing mix components of products - presentation communication and distribution - customer retention, service deliveries, systems and Internet-based strategic marketing, hotel and tourism applications.

**509-626 Strategy for Hospitality Management**

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

Business practice of management strategy for international hotels and hospitality, system to manage international hotel chain, learn the tools to analyze and solve problems in hospitality management, e.g. medical tourism, long-stay and etc.