



MBA (international Program) **Prince of Songkla University (PSU)**

Course Description

Pre-Courses

- 472-510 Intensive Business for Executives 3(3-0-6)
Fundamental knowledge in business theories; a basic understanding of marketing, accounting, finance; application of spreadsheet for analysis and decision making; comprehension on financial accounting, financial statements, cash flow statement, and time value of money
- 472-511 Intensive Research for Executives 3(3-0-6)
Concepts and process of business research; research topic identification; literature review; research design; research methods; research tools; sampling methods; data collection methods; data analysis techniques; research presentation; research ethics
- 472-512 Statistics for Research 3(3-0-6)
Descriptive statistics and the normal distribution; sampling distributions; random sampling; confidence intervals; hypothesis tests; simple regression; multiple regression; categorical predictors; logarithms in regression; cross-sectional modeling; time series modeling
- 472-513 Managerial Skills Development 3(3-0-6)
Development of managerial skills; communication and presentation, public speaking, team building, transferring knowledge, leadership, interpersonal relationship, and time management through various class activities for enhancing sustainable development

Core Courses

- 472-520 Accounting for Decision Making 3(3-0-6)
Analysis and use of accounting information in the evaluation of corporate performance; reporting managerial performance and making business decisions; reading, interpreting, analyzing and understanding of financial statements using common size analysis, ratio analysis; the impact of taxes and credit analysis; analyzing financial statements for making investment; credit acquisition and other evaluations; the preparation and use of managerial accounting information for using in planning, control, and decision making; budgeting; break-even analysis and pricing
- 472-521 Marketing Management for Decision Making 3(3-0-6)
Modern marketing concepts and theories; opportunities analysis and marketing planning; marketing mix management; brand building and development; approaches for create marketing value in successful marketing management and decision making by focusing on marketing ethics; modern marketing management case studies
- 472-522 Management of Human Capital for Sustainability 3(3-0-6)
Theory, importance, and process of managing human capital for sustainable decision making manpower planning; recruitment and selection; training and development; performance management; compensation and benefits; industrial relation; safety and health; and recent research relating to human resource management

- 472-523 Operations Management for Decision Making 3(3-0-6)
 Forecasting techniques, planning under deterministic and uncertain demand, operations planning and scheduling; queuing theory; service operations management; newsvendor models; risk pooling strategies in firms; capacity and revenue management; supply chain management
- 472-524 Finance for Decision Making 3(3-0-6)
 Financial statements and analysis; key financial concepts; evaluating firms, competitors, and suppliers; asset pricing models on risk and return; computation and usage cost of capital; capital budgeting, capital structure and working capital management; financial risk management; merger and acquisition
- 472-525 Strategic Integration and Business Implementation 3(3-0-6)
 Foundation, understanding, and application of strategy in corporate, business, and functional levels; industry analysis; competitive rivalry; organizational structure; marketing plan, finance, accounting, human resource management; performance monitoring system; managerial challenges of business implementation; strategic plan development

Elective courses

- 472-530 Entrepreneurship and Business Creativity 3(3-0-6)
 Entrepreneurial characteristics; enterprise creation process; evaluation choices for new business; new enterprise entry law; source of fund; potential for innovation and opportunities, operation planning; risk management; writing business plan for loan approval
- 472-531 Market Foresight and Business Innovation 3(3-0-6)
 Market dynamics; analysis of economic and non-economic factors for market opportunity; exploration of business creativity and innovation; analysis on the role of innovation in acquiring strategic advantage; examination of innovative strategies; techniques and processes for developing new products and services; best practices and models in business innovation; management of the different stages of innovative business development
- 472-532 Innovation for Value Creation 3(3-0-6)
 Creativity concepts and the essentials of creativity formulation; administrative innovation environment; thinking methods and creating value change for competitive advantage
- 472-533 Electronic Commerce and Digital Enterprises 3(3-0-6)
 Information technology and its roles in transforming organizations, markets, industries, the global economy and society; electronic commerce; electronic business; digital economy, and digital enterprise management; fundamental enabling technologies, including World Wide Web and social network; design principles for electronic commerce; electronics market; web analytics; trust; privacy and security; the social and ethical impacts of e-commerce
- 472-534 Managerial Economics and Sufficiency Economy 3(3-0-6)
 Integrate economic theory with business, policy implications; economic value analysis; issues of profit, various result measurements, estimation, risk analysis, demand analysis and economic cost, market structure analysis, sufficiency economy analysis and application

Comparison of different organizational structures influenced by different concepts from past to present; proper organizational structure according to goals and strategies of organization; cooperation of workers from different sections; analysis of different organization structures affecting productivity improvement

Characteristics and elements of the learning organization; concepts and development organization guidance to learning organization; characteristics of knowledge in corporate; concepts and approach to knowledge management in organizations; design and development technology management system for knowledge management in organizations

Project management techniques; roles of project manager; project planning; project budgeting; project evaluation; project monitoring and control; project closing and performance review

Business consulting; roles of business consultants; business consulting process; developing a proposal; framing the problem; designing the analysis; interpreting results; making a presentation; leading change; working with client team

Analysis of theories, concepts, opportunities, new strategies and management crises with discussion and case studies

Theories, research, trends, and hot issues in business areas for contemporary organizations operating in our today's world; methods for evaluating financial soundness of business policies and practices of contemporary organizations.

Classification, analysis, comparison and understanding of differences and diversities in cultures, demography, physical conditions, attitudes, and other aspects that have impacts on organization management, communication, and human resource management

Key leadership theories and models; influence and power; change agent; followership; essential skills for business leaders; leadership coaching; conflict management; and ethical decision making for sustainable development

Analysis of components in international business environments; consists of cultures, politics, and economic environment; theories of international business management; economic integration, cooperation and practices; organizational strategy, marketing, finance and management, ethics in international business

- 472-544 International Financial Management 3(3-0-6)
International monetary system; international trade; international parity conditions; foreign exchange market, hedging foreign exchange risk; foreign exchange exposures; international investment decision; financing from international; debt and equity markets
- 472-545 Global Marketing Management 3(3-0-6)
Complexity and variety factors in designing and implementing global marketing programs; market considerations in a global environment; impact of cultural, economic and political environments on global marketing; value and the challenges of global market information analysis; competitive marketing strategy in a global context; strategic options in the implementation of global marketing programs; methods of evaluation and control of global marketing performance
- 472-546 International Business Negotiation 3(3-0-6)
Concepts and theories of negotiation in international business; strengthening and developing negotiating skills; strategy and tactics in negotiation; fair negotiation
- 472-547 Seminar in ASEAN Business 3(3-0-6)
Analysis of business concepts, theories of ASEAN countries and ASEAN+6; the application of shared rules and regulations, new trade orders; issues arising in practices problems and solutions
- 472-548 Techniques of Business Forecasting 3(3-0-6)
Quantitative and qualitative methods of business forecasting; regression analysis and changing pattern; time series analysis; data collecting methods; forecasting methods in the form of probability; qualitative forecasting techniques
- 472-549 Data Analytics and Business Informatics 3(3-0-6)
Examination raw data for better business decision making; quantitative and statistical analysis and predictive modeling; tools and techniques used to identify undiscovered patterns and establish hidden relationships; theories, concepts, and application of data analytics and business informatics; business informatics for perception, understanding, analysis, synthesis, storage, retrieval, communication of information systems
- 472-550 Business Problem Simulation 3(3-0-6)
Concepts of simulation for business problem; applications of various types of business simulation; development of models; data collection and preparation; computer programming for simulation systems; analysis of results of business simulation; ethics in business problem simulation
- 472-551 Model for Decision Making 3(3-0-6)
Process of developing, analyzing, and interpreting a model; critical thinking; data analysis; decision analysis; resource allocation; risk analysis; multi criteria decision making modeling; communicating decisions to management
- 472-552 Special Topics in Business I 3(3-0-6)
Current special business topics in order to understand the modern business process and broaden business and management perspective

- 472-553 Special Topics in Business II 3(3-0-6)
Current special business topics in order to understand the modern business process and broaden business and management perspective
- 472-660 Thesis 36(0-108-0)
Study and research in business administration based on courses in curriculum under supervision of thesis advisory committee members; a publication of the thesis in a peer-reviewed international journal is required
- 472-670 Thesis 18(0-54-0)
Study and research in business administration based on courses in curriculum under supervision of thesis advisory committee members; the thesis presentation in an international conference or a publication of the thesis in a peer-reviewed international journal is required
- 472-680 Minor Thesis 6(0-18-0)
Study and research in business administration based on courses in curriculum under supervision of minor thesis advisory committee members; the minor thesis presentation in a national conference is required