

Master of Business Administration Program (International Program) (Revised 2007)

1. Full Name

- 1.1 **Thai** หลักสูตรบริหารธุรกิจมหาบัณฑิต (หลักสูตรนานาชาติ)
- 1.2 **English** Master of Business Administration Program
(International Program)

2. The Degree Name

- 2.1 **Full name (Thai)** บริหารธุรกิจมหาบัณฑิต
(English) Master of Business Administration
- 2.2 **Abbreviation (Thai)** บธ.ม. (หลักสูตรนานาชาติ)
(English) M.B.A. (International Program)

3. Responsible Department

The Graduate School, Stamford International University

4. Rationale

Stamford International University offers graduate programs leading to the Master of Business Administration Degree. The curriculum is multifunctional, integrated one which stresses application of modern business theories to the solution of problems confronting modern-day administrators.

Stamford International University M.B.A. Program is open to all qualified students with any undergraduate major.

5. Objective

1. To provide the broader perspectives needed for managers to effectively manage change in a globally interdependent, diverse world.
2. To enable students to effectively apply their knowledge to tackle complicated problems faced by today managers.
3. To create strong sense of ethics professionalism and social responsibility in business dealing practice.

6. General Qualification and Requirement of Candidate:

6.1 Candidates are required to possess the following documents prior to admission.

1. a baccalaureate degree with any undergraduate major from an accredited college or university
2. a GPA of 2.5 or higher
3. a minimum of 2 recommendation letters indicating the scholastic capacity and motivation to pursue graduate work

6.2 Admission

Candidates are required to take an entrance examination, which consists of both written and interview examinations. The written examination comprises of verbal and

quantitative components. Candidates with a minimum Test of English as a Foreign Language (TOEFL) score of 550 or greater will not be required to take the English component of the Exam.

7. Academic System

There are three equal fifteen-week terms per academic year. Full-time students enroll three(3) subjects per term.

First Semester	:	June – October
Second Semester	:	October – February
Third Semester	:	February – May

Academic Credit Unit System for Graduate Level, the duration of curriculum teaching and studying is divided into 3 semesters as follows:

1. Full-time (Regular) classes are divided into three semesters: the first semester, the second semester and the third semester. Each semester has duration of not less than 15 weeks.
2. The duration of 30 hour study to practical class per term is equivalent to one credit per semester.
3. The duration of experiment, seminar and practical class of 45 hours per semester is equivalent to one credit per semester.

8. Number of Students

The number of student's accepted 40 persons.

9. Study Plan

Option A	Professional Business Core Courses	24 credits
	Elective Courses	3 credits
	Thesis	<u>12</u> credits
	Total	<u>39</u> credits
Option B	Professional Business Core Courses	24 credits
	Elective Courses	12 credits
	Independent Study	<u>3</u> credits
	Total	<u>39</u> credits

11. Curricula:

Curriculum Structure : 39 Credits

12. Course Registration and Program Requirement

12.1 Registration

- 12.1.1 Students are allowed to register 3 courses total 9 credits each term
- 12.1.2 Students register less than 3 courses total less than 9 credits must get approval from the Director of the Program.

12.2 Number of credits to be enrolled for each semester is as follows:

- 12.2.1 Graduate students regularly register for not less than 9 credits and no more than 15 credits

12.2.2 Students are able to register for thesis seminar or independent studies after completing one semester of their program or 12 units with a grade point average of at least 3.00

12.2.3 In the event of an accident, illness or other unavoidable reason, or in the final term, students may request to register for fewer than the minimum number of courses.

To complete a M.B.A. degree, the candidate needs to fulfill 39 credits. Credits earned at other institution with “B” level or better may be transferred with the consent of the program director. The maximum number of transferable credits is nine.

Two options of M.B.A. degree program are available to suit the candidate’s need as follows:

Option A

The candidate must complete twenty-four (24) credits of core requirements, three (3) credits of elective courses, and a thesis of 12 credits, stipulated in the university regulations for the postgraduate thesis. In addition, they must meet the criteria and standard to satisfy the thesis committee, appointed by Stamford International University Graduate School.

Option B

Students must complete twenty-four (24) credits of core requirements twelve (12) credits of elective courses and three (3) credits of Independent Study.

13. Assessment and Completion of the Program

13.1 Assessment of the study program can be done by taking final examination at the end of the term, or mid term examination, or doing independent study report, or writing thesis, or doing project, or participating in class discussion, doing all mentioned together.

13.2 Assessment is in grading system, and each grade is valued to 1 credit as follows:

<u>Grade</u>	<u>Value</u>	<u>Meaning</u>
A	4.00	Excellent
B ⁺	3.50	Very Good
B	3.00	Good
C ⁺	2.50	Very Fair
C	2.00	Fair
D ⁺	1.50	Poor
D	1.00	Very Poor
F	0.00	Fail

13.3 Assessment for non credit course has two levels as follows:

Level S is Satisfactory pass

Level U is Unsatisfactory and students must repeat the course to get the S.

13.4 Grade report can be in other symbols for other meanings as follows:

<u>Symbols</u>	<u>Meaning</u>
I Incomplete	Not complete due to: project work not finished in time or missed examination because of any unfortunate incidence; students are allowed one month to complete the course.

AU	Audit	Sit in for the lecture
W	Withdraw	Withdrawn with Permission

All assessment will be recorded in student transcript record.

13.5 Non Credit Class

- 13.5.1 In some necessary case, students may be allowed to register a non credit class as supplement to the study program as advised by the faculty advisor or the lecturer. Students must register and pay tuition fee of the non credit course and get AU for in the transcript record. Students must attend lectures and participate in class activities not less than 80% of class attendance.
- 13.5.2 AU credit hours are not calculated in Grade Average Point (GPA)

13.6 Thesis (Option A)

- 13.6.1 Students may get permission from the Dean of the Graduate School with approval from the program advisor to register for thesis option after they have studied at least one term, or have accumulated credits not less than 12 credits, and GPA not less than 3.00.
- 13.6.2 Students have to present thesis outline and proposal with a list of advisor committee for thesis to the Dean, as prescribed in the regulation, for approval.
- 13.6.3 An Advisor Committee for thesis is comprised of at least two lecturers or well qualified professionals related in topic of the proposed thesis. The thesis advisor must be a program lecturer. If necessary external well qualified lecturers may be invited to be in the Committee, but at least one lecturer of the program must be included.
- 13.6.4 After the thesis has been completed and approved by the Advisor Committee, students must send a request for a comprehensive examination to the Dean at least three weeks before the examination date.
- 13.6.5 The Program Graduate Committee must send a request for appointment of the Thesis Examination Committee to the Dean before the end of the term, as effective before the completion of student's thesis.
- 13.6.6 The Thesis Examination Committee must have at least three members, comprising of the Dean, or representative of the Dean as the Chair, a lecturer advisor, and at least one member from the Commission of Higher Education.
- 13.6.7 The Thesis Examination Committee is responsible for checking the thesis, and the Dean must announce the result of the examination within two weeks after the examination.
- 13.6.8 The format of thesis publication must be as prescribed in the Graduate School Regulation.
- 13.6.9 Students must hand in four copies of thesis publication to the Graduate School within the date due of the Academic Calendar.
- 13.6.10 Thesis assessment is in S or U level. The S level must be anonymously approved from the Examination Committee.

13.7 Independent Study (Option B):

- 13.7.1 Students can hand in an IS topic at the beginning of the final term.
- 13.7.2 The IS report must be handed with in one week after the final examination of the last course.
- 13.7.3 Students must come to the meeting to defend their IS topic to the IS Committee to get their approval.

- 13.7.4 The University will notify the date of IS topic approval to the IS Committee.
- 13.7.5 Students have 60 days to finish their IS, and to request for an examination to defend their IS. If they can not comply within the due date, they can ask to extend the due date to not more than 15 days.
- 13.7.6 The University will issued the IS examination dates of each program, and notify students at least one week in advance.

13.8 Written and Oral Comprehensive Examination

All students who take Option B, must take Comprehensive Examination as follows:

- 13.8.1 Comprehensive Examination is comprised of both written and oral examinations.
- 13.8.2 The Graduate Program Committee will process to the Dean for an appointment of a Comprehensive Examination Committee, date and time of examination.
- 13.8.3 The Comprehensive Examination Committee is comprised of at least 2 lecturers in the program, 1 qualified external member from the CHE, and the Dean or a representative, as the Chair.
- 13.8.4 The students must pay comprehensive examination fee within due date.
- 13.8.5 The Comprehensive Examination will be organized once very term.
- 13.8.6 The students who complete their study program and pass examinations with GPA not less than 3.00 have the right to take the comprehensive examination.
- 13.8.7 The assessment level is S for pass and U for fail. If students get U, they have to register again to repeat the examination to get the S. They can repeat the examination 2 times during the remaining time of their study program.
- 13.8.8 The Graduate School will announce the result of the examination within two weeks after the examination date.

13.9 Academic Standing Assessment

- 13.9.1 Students who receive less than GPA 2.50 will be dismissed.
- 13.9.2 At the end of any term if students receive less than GPA 3.00, they have to work harder to receive GPA 3.00 or more in three terms consecutively, otherwise they will be dismissed.
- 13.9.3 Students who receive GPA 2.50 and above, but less than 3.00 will be on probation.

13.10 Graduation and Degree Conferment

- 13.10.1 Completed and passed examinations of all courses of the study program with accumulated credits not less than 39 credits
- 13.10.2 Received GPA not less than 3.00
- 13.10.3 Passed Thesis examination in Option A, and already handed in Thesis publication.
- 13.10.4 Passed IS comprehensive examination in Option B
- 13.10.5 Have a good attitude and proper conduct
- 13.10.6 Cleared all balance due to the University
- 13.10.7 Send a request form for a degree conferment at least one month before the end of the last term of the program

14. Time to complete degree program

For those who select Option A/Option B, must complete their Thesis/Independent Study and submit it to the Graduate School at the specified date. Students, regardless to what option they have selected, are allowed a maximum of 5 years to complete their M.B.A. degree program.



15. Code of the Courses:

Letter Code: ACC	Accounting
ECO	Economics
ENG	English
FIN	Finance
GBA	Thesis/Independent Study
INB	International Business
MGN	Management
MKT	Marketing

16. Curriculum Structure

16.1 Preliminary courses

Candidates with no or very limited background in business administration or non-business major will be required to take the following courses:

ACC 501	Principle of Accounting
ENG 500	Business Communications in English

16.2 Professional Required Core Courses

24 credits

All candidates are required to take the followings:

		Credit
ACC 543	Accounting Analysis for Decision Making	3
ECO 557	Managerial Economics	3
FIN 524	Financial Management	3
MGN 521	Organizations and Management	3
MGN 562	Operations Management	3
MGN 584	Business Research Methods	3
MGN 590	Strategic Management	3
MKT 548	Marketing Management	3

16.3 Major Elective Course

Option A	3	credits
Option B	12	credits

		Credit
FIN 530	Investment	3
FIN 539	Investment Banking	3
FIN 542	Financial Information System	3
FIN 548	Security Analysis and Portfolio Construction	3
FIN 551	Project Feasibility Studies	3
FIN 560	International Finance	3
FIN 575	Management of Financial Institutions	3
FIN 579	Mergers, Acquisitions and Leveraged Buyouts	3
FIN 580	Seminar in Financial Management	3

Strategic Management			Credit
MGN	520	Strategic Supply Chain Management	3
MGN	524	Leadership and Change Management	3
MGN	530	Strategic Human Resource Management	3
MGN	535	Strategic Management and Decision-Making	3
MGN	545	Strategic Financial Planning	3
MGN	547	Negotiation and Conflict Resolution	3
MGN	553	Managing Complex Organization	3
MGN	575	Seminar in Strategic Management	3

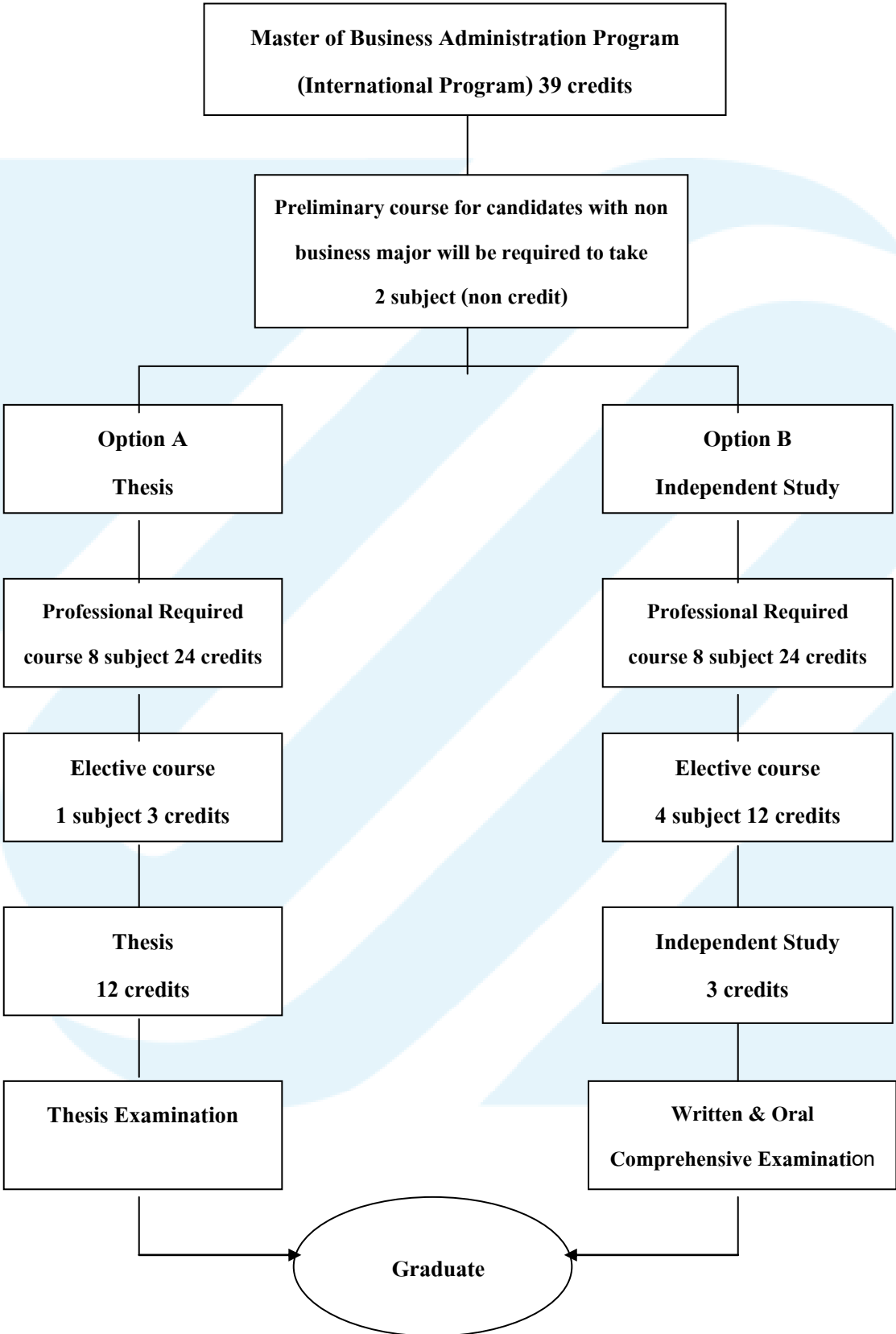
Marketing			Credit
MKT	520	Advertising and Promotion Management	3
MKT	545	Marketing Research	3
MKT	555	Sales Management	3
MKT	557	Services Marketing	3
MKT	560	Direct Marketing	3
MKT	562	Supply Chain Management	3
MKT	565	Product Management and Pricing strategy	3
MKT	568	Integrated Marketing Communication	3
MKT	573	Brand Management	3
MKT	574	Seminar in Marketing Management	3

International Business			Credit
INB	528	International Business Management	3
INB	537	International Economics	3
INB	538	Cross-Cultural Management	3
INB	540	International Trade	3
INB	542	Global Marketing Strategies	3
INB	551	Project Feasibility Study	3
INB	556	International Business Law	3
INB	564	International Financial Management	3
INB	567	E-Commerce	3
INB	570	International Alliances and Joint Ventures	3
INB	575	Multinational Enterprises Management	3
INB	579	Seminar in International Business Management	3

16.4 Required

Option A			Credit
GBA	597	Thesis	12
Option B			
GBA	593	Independent Study	3

17. Curriculum Structure



18. Study Plan

Master of Business Administration Program (International Program)

Course	Option A	Credits	Option B	Credits
	Semester I		Semester I	
MGN 521	Organizations and Management	3	Organizations and Management	3
FIN 524	Financial Management	3	Financial Management	3
MGN 562	Operations Management	3	Operations Management	3
Course	Semester II	Credits	Semester II	Credits
ACC 543	Accounting Analysis for Decision	3	Accounting Analysis for Decision	3
MGN 590	Strategic Management	3	Strategic Management	3
MKT 548	Marketing Management	3	Marketing Management	3
Course	Semester III	Credits	Semester III	Credits
MGN 584	Business Research Methods	3	Business Research Methods	3
ECO 557	Managerial Economics	3	Managerial Economics	3
xx xxx	Elective Course	3	Elective Course	3
Course	Semester IV	Credits	Semester IV	Credits
GBA 597	Thesis I	6	Elective Course	3
			Elective Course	3
			Elective Course	3
Course	Semester V	Credits	Semester V	Credits
GBA 597	Thesis II	6	GBA 593 Independent Study	3
Total		39	Total	
			39	

19. Course Description

Preliminary Courses

ACC 501: Principles of Accounting **3 credits**

Introduce the student to accounting principles, practices and techniques. Emphasis is placed on accounting for a sole proprietorship. The accounting cycle, financial statements, control of cash, inventories, plants assets, current liabilities and payroll accounting are covered.

ENG 500: Business Communications in English **3 credits**

This course is designed to study the basic formats and principles of business communications. The subject covers the analysis of audience, purpose, and message, and gives students the opportunity to compose memos, letters, and informal reports for a variety of work situations. Assignments will require the use of sound grammar and mechanics, as well as the further development and application of essential communication tools.

Professional Required Courses

ACC 543: Accounting Analysis for Decision Making **3 credits**

Introduces accounting principles and practices applicable to the preparation and analysis of financial statements of a business organization. Major topics include the classification of current and non-current assets and liabilities, the measurement of income, and preparation and analysis of financial statements. Effective managerial decision making and financial planning through accounting systems, accounting cycle, performance evaluation and control of operations, capital budgeting, and management of assets are studied.

ECO 557: Managerial Economics **3 credits**

Application of economic theory and quantitative methods to business decision-making is emphasized. Topics studied are consumer choice, product demand, marginal pricing, neoclassical and linear production theory, market structure, and choice under imperfect information.

FIN 524 Financial Management **3 credits**

This course is designed to study the corporate finance discipline, examine the financial management of corporations, develop skills necessary for financial decision-making, such as financing, investments and dividends, and acquaint students with a consideration of financial concepts as applicable to modern firms as well as money and capital markets and institutions. Also included are cash flow, financial ratios, the time value of money, the cost of capital, and aspects of long term financing with leases, bonds, preferred stock and common stocks.

MGN 521: Organizations and Management **3 credits**

Analyzes the evolution of organizations theory, which focuses on the design of modern organizations and human behavior in organizations. Topics include history, structural design variables, the matching of organization design to task and environment, alternative

leadership styles, power and conflict, motivation and the consequences of organization architecture.

MGN 562: Operations Management

3 credits

The course focuses on examination of the managerial systems a firm uses to integrate geographically and sequentially its manpower, machines and materials in order to design, produce and distribute a product or a service. The course includes all facets from costs to implementation of human resource development and utilization; processes and mechanisms of production; and assemblies.

MGN 584: Business Research Methods

3 credits

The course addresses the issues arising in the process of generating data and information for decision making. Emphasis are on the research design: scaling, sampling and field work; basic parametric and non-parametric techniques of data analysis and discussed. Students gain experience in analyzing real-life business research data using SPSS and other packages which provide some exposure to multivariate data analysis.

MGN 590: Strategic Management

3 credits

This course examines how an organization resolves complex problems within the constraints of the real world and develop an ability to view the organization as a whole and understand how and why the various functions are interdependent. Topics include setting realistic objectives, policies, and plans; corporate and business strategies; translating strategies into Performa statements; organizational structure; and resource allocation. Case studies and simulated business decision-making identify the role of the general manager in a variety of domestic and international situations are include.

MKT 548: Marketing Management

3 credits

The course presents an integrative framework for understanding the role and the challenges of marketing in a modern organization. The determinants of market demand and consumer buyer behavior and their implication for decision making in the areas of product development and management, promotion, pricing and distribution and analyzed.

Elective Course

Option A	3 credits
Option B	12 credits

Finance

FIN 530: Investment 3 credits

Principles of investment, investment policies, profit speculation, factors that motivate investment, types and characteristics of securities, investment institutions, methods of investment analysis, investment project, income determination from investment, lessons learned from local and international investment, and trend of the future of international investment.

FIN 539: Investment Banking 3 credits

Prerequisite FIN 524: Managerial Finance

Examines the role of investment banking in the capital allocation process. Includes the investment banking functions of origination, syndication underwriting and distribution of origination, syndication underwriting and distribution of securities. The regulatory and legal environment in which investment bankers operate is examined in detail.

FIN 542: Financial Information System 3 credits

Prerequisite FIN 524 Managerial Finance

The financial services industry has been a leader in the use of information technology. Firms in banking, investments, and insurance are among the most information intensive and innovative users of information technology as are exchanges for financial products. With the emergence of the Internet and the pace of technological change, managers in banking and securities firms are required to make critical strategic decisions about their data resources, information infrastructure, decision support, and the computerization of processes within their firms. As financial markets grow and become more global, information systems specialists are increasingly involved with capital markets functions, and the development and delivery of new financial services.

FIN 548: Security Analysis and Portfolio Construction 3 credits

Prerequisite FIN 524 Managerial Finance

Covers the valuation of corporate securities of multinational and domestic corporation, portfolio theory and the measurement of portfolio performance. Emphasizes the role of return and risk in valuing stocks, bonds, options, and in constructing portfolios.

FIN 551: Project Feasibility Studies 3 credits

Prerequisite FIN 524 Managerial Finance

Assessment of the relevance of the proposed project to address the problems identified in the economic and social sectors and any additional problems arising in the sectors. Detailed analysis of the technical, economic and financial, institutional and management, environmental and social cultural feasibility of the proposed project.

FIN 560: International Finance 3 credits

Prerequisite FIN 524 Managerial Finance

Deals with the international aspects of corporate finance and investment. Areas covered include foreign exchange with emphasis on exchange rate determination, exchange risk, hedging and interest arbitrage, international money and capital markets and international financing, multinational capital budgeting, cost of capital and international portfolio management.

FIN 575: Management of Financial Institutions 3 credits

Prerequisite FIN 524 Managerial Finance

Techniques of financial management are applied and adapted to the specific characteristics of financial institutions and financial services firms. The changing regulatory environment and its effects on commercial banks, savings and loan associations, insurance companies and brokerage firms are discussed.

FIN 579: Mergers, Acquisitions and Leveraged Buyouts 3 credits

Prerequisite FIN 524 Managerial Finance

Focuses on identifying and evaluation target companies and structuring deals. The economic and social impact of such changes in corporate ownership is also considered. Students analyze recent cases, search for a target company, structure a deal and negotiate financial arrangements.

FIN 580: Seminar in Financial Management 3 credits

Prerequisite FIN 524 Managerial Finance

Students will be exposed to a range of finance and finance-related material, including material about the current financial environment affecting firms. Current issues affecting corporate finance and suggested solutions will be discussed.

Strategic Management

MGN 520: Strategic Supply Chain Management 3 credits

An analysis of the role of logistics in the company marketing mix; a detailed look at the major areas of logistics management namely-inventory location, warehousing, inventory control, order processing, material handling and transportation, the interactions between logistics functions examined from a total cost perspective.

MGN 524: Leadership and Change Management 3 credits

To attain long-term strategic flexibility, traditionally hierarchical systems must be transformed into more flexible and essentially self-managing systems. This transformation requires managerial leadership, historical wisdom and a sense of purpose consistent with requirements of self-organization, Extensive studies of such rigidly- to flexibility transitions amplify and support conceptual developments.

MGN 530: Strategic Human Resource Management 3 credits

The personal function in private and public organization is studied. Topics included are recruiting, employment, wage and salary administration, human resource management, development, performed appraisal, job evaluation and design, career development training, employee turnover, manpower planning, and its problems.

MGN 535: Strategic Management and Decision-Marking 3 credits

The course addresses the issues arising in the process of generating data and information for decision making. Emphasis are on the research design: exploratory, descriptive and causal; methodologies in measurement and scaling, sampling and field work; basic parametric and non-parametric techniques of data analysis and discussed. Students gain experience in analyzing real-live business research data using SPSS and other packages which provide some exposure to multivariate data analysis.

MGN 545: Strategic Financial Planning 3 credits

This course is designed to peruse financial decision-making under read world considerations of risk and uncertainty. Hoary emphasis is placed on evaluating the allocation of funds within the firm and managing the capital structure.

MGN 547: Negotiation and Conflict Resolution 3 credits

Explores the theory and practice of negotiation, with an emphasis on bargaining within and organizational context. Develops both a knowledge of bargaining concepts and models and the skill to apply this knowledge in real-life negotiating situations. Utilizes simulations to increase involvement and to deepen understanding of negotiating principles.

MGN 553: Managing Complex Organization 3 credits

Examines both formal and informal power within organizations, particularly managerial sources of influence ad control. Provides and opportunity to explore leadership and political issues inside of and between organizations. Pays special attention to the problems of understanding one' boss.

MGN 575: Seminar in Strategic Management **3 credits**
Focuses on a different management theme. Such as managing corporate alliances, managing with influence, implementing ethics in organization, issues in leadership and managing effective work teams and so on.

Marketing

MKT 520: Advertising and Promotion Management **3 credits**
Planning, execution and measurement of advertising programs are studied. The course focuses on the creation of advertising campaign. Students will in addition, learn about advertising strategy, media strategy, and the creation of actual advertising. Also included are budget setting, evaluation of advertising effectiveness and media data sources.

MKT 545: Marketing Research **3 credits**
An introduction to the principles and methods of marketing research: securing the respondents, making a test investigation, sampling, collecting data, types and errors of collected data, tabulating and analyzing the information, interpreting the findings and presentation of a final report. The course emphasizes a practical orientation to research.

MKT 555: Sales Management **3 credits**
The application of fundamental management principles to the sales function of a marketing oriented firm. The course focuses on the external and internal responsibilities of the sales manager who has to generate and maintain an adequate sales volume while profitably human, physical, and geographic resources.

MKT 557: Services Marketing **3 credits**
Examine the unique marketing problems of service businesses, non profit organizations and the services units of manufacturing companies. Topics included are positioning services in the market place, managing the customer mix and managing demand. Cases studies will be assigned and service marketing executives will be invited to illustrate practical application of essential concepts.

MKT 560: Direct Marketing **3 credits**
Survey the various media and methods of direct marketing to access specific markets with refined advertising messages and to assess more successfully the effectiveness of those messages are thoroughly discussed. Topics include direct mail, catalogs, telemarketing, electronic media, mailing lists, copy writing and copy & media testing.

MKT 562: Supply Chain Management **3 credits**
To study the concepts of supply chain integration and value chain competitiveness, efficient consumer response, quick response, etc.; operational performance issues such as forecasting, supplier-producer coordination, vendor-managed inventory, and continuous replenishment; supply-chain restructuring; impact of product design; role of information technology in supply chain integration; procurement, logistics, reverse logistics, and distribution management; supply chain optimization; linking supply chain strategy to overall business strategy.

MKT 565: Product Management and Pricing Strategy 3 credits

The theory and methods of product management, an analysis necessary to develop a product strategy and the elements required for a marketing plan are studied. Also discussed are broader strategy issues on product mix, pricing product life cycle as well as new product development. Students will be required to write an annual marketing plan.

MKT 568: Integrated Marketing Communication 3 credits

As analysis of promotional mix strategies covering personal selling, advertising, sales promotions, public relations and publicity. The course focuses on the integrated nature of marketing communications, new media, its importance, an role in marketing strategy are discussed.

MKT 573: Brand Management 3 credits

To study Brand product marketing strategy modern concept of brand product marketing management, the process of new brand introduction the operation live management, an analysis of fundamental product characteristics pursue to decision making and to plan to the brand building, brand loyalty brand renewal so as to conduct marketing strategy.

MKT 574: Seminar in Marketing Management 3 credits

Coverage includes current topics of marketing management in domestic and international markets; marketing strategies and its implementation.

International Business

INB 528: International Business Management 3 credits

This course introduces the student to the management of global operations. It covers the major functional areas of management as they are practiced in a multinational corporation. This includes participation, organization, financial management, communications and control, and the formation of strategic alliances. The course uses texts, as well as, case studies.

INB 537: International Economics 3 credits

Examines the role of the private business enterprise in the international economy: analyzes the nature of foreign trade and direct foreign investment and their impact on income, employment and economic growth. Discusses the bases for international trade and the determinants of the pattern of trade. Considers commercial policies of the United States and other countries and analyzes their effects on consumers, producers and investment decisions. Emphasis made on examination of a firm's choice between exporting and foreign production, influence of taxes, tariffs and transfer prices and discussion the balance o payments, exchange rate determination and the operation of the international monetary system. Emphasis is made on the effect of the international economy on both domestic and multinational business enterprise.

INB 538: Cross-Cultural Management 3 credit

Understanding cultural differences, and effectively managing these differences are critical to working, communicating and transferring knowledge in multi-cultural and international business environments. The aims of this course are to provide conceptual and theoretical frameworks for developing an understanding of the ways in which cultures differ, how these cultural differences impact on organizations and how they constrain communication and knowledge transfer. The course also considers strategies for managing and valuing the diversity within organizations. Topics include the nature and dimensions of culture, challenges in managing cultural differences, issues relating to cross-cultural problem solving, the dynamics of multi-cultural teams, leadership across cultures, cross-cultural perspectives to motivation and decision making, the nature and management of knowledge within different cultures and across cultures, and global approaches to managing conflict and conducting business negotiations.

INB 540: International Trade 3 credits

International trade theories and their influences on trade practices and policies are discussed. The topics include tariff and non-tariff barriers, current issues of international trade including international competitiveness, innovation and the growth of world trade. Globalization and its implications also from part of the course.

INB 542: Global Marketing Strategies 3 credits

The course will focus on problems of cross national marketing; identification of market potential; development of strategies to suit cultural difference; management of multinational marketing efforts. Also studied are the development of product promotion policies, pricing strategies and distribution methods as will as legal and political aspects of international marketing.

INB 551: Project Feasibility Study **3 credits**
Purposes of project feasibility study preparation. Evaluation of feasibility studies prepared. Components of feasibility studies and the feasibility evaluation model. Stages of project feasibility analysis and evaluation starting from ideas through pre-selection, and analysis till selection and implementation stage. Market Studies and Analysis: Data collection and survey techniques (primary and secondary data and information). Supply / demand analysis, estimation and forecasts. Objectives of market studies. Analysis of market price structure and assessment of competition and product pricing. Development of production plan, market penetration / share, market strategies and promotion ideas.

INB 556: International Business Law **3 credits**
Prerequisite MGN 555: Business Law
Examines the impact of law on international business transactions. Readings and discussions focus on four areas: the general international legal environment, including litigation and dispute settlement, the international sales transaction, trade law, and regulation in the international marketplace. The three basic forms of doing business (trading, licensing and investment) are analyzed in an international context. Comparisons in national legal environments are noted. Legal and business cases are used for class discussions.

INB 564: International Financial Management **3 credits**
Prerequisite FIN 524: Business Finance
Deals with the international aspects of corporate finance and investment. Areas covered include foreign exchange with emphasis on exchange rate determination, exchange risk, hedging and interest arbitrage, international money and capital markets and international financing, multinational capital budgeting, cost of capital and international portfolio management.

INB 567: E-Commerce **3 credits**
Principles and concepts of electronic commerce. The computerization of operational systems for efficiency. Analyses and development of electronic commerce technologies, the use of internet technologies to increase competitive advantage, legal implications of electronic commerce, and system security for using electronic commerce, B2B, B2C and C2C.

INB 575: Multinational Enterprises Management **3 credits**
The course addresses the issues arising in the process of generating data and information for decision making. Emphasis are on the research design: exploratory, descriptive and causal; methodologies in measurement and scaling, sampling and field work; basic parametric and non-parametric techniques of data analysis and discussed. Students gain experience in analyzing “real-life” business research data using SPSS and other packages which provide some exposure to multivariate data analysis.

INB 579: Seminar in International Business Management **3 credits**
Prerequisite INB 528 International Business Management
Constraints and limitations of particular cultural, economic and political setting are discussed. Current issues on international business and challenges facing multinational

enterprises as well as smaller firms are emphasized. Guest speakers especially these executives for multinational companies will be invited to speak in class.



Required

GBA 597: Thesis **12 credits**
A program of selected research tailored to the interest and capabilities of the individual student, under the guidance of a departmental outstanding advisor.

GBA 593: Independent Study **3 credits**
Independent study is graded for the record. The student sets the goals and standards for a project to study. The project must be worthwhile personally and professionally. The student will be working to achieve his or her own expectations rather than those of the faculty supervisor. The project should be related to the student's primary area of interest of vocational goal. Such a project will normally take the form of a major paper, but it may also take other forms best serving the purpose of presentation. The precise nature of the independent study project will be worked out in consultation with the student's project advisor.

20. Curriculum Quality Assurance:

The curriculum has a system and methods of quality assurance as itemized below:

20.1 Curriculum management (identified)

The University has appointed the Curriculum Committee, under supervision of the University Council.

20.2 Teaching and Learning Resources (identified)

1. Class room equipments as follows:

- | | |
|---|---------|
| 1. Computer Window XP Intel(R) Core(TM) 2 cpu 6400 RAM 1 GB | 1 set |
| 2. LCD projector model PT-LBIVE 1600 XGA | 1 set |
| 3. Overhead projector model 3M 1708 | 1 set |
| 4. Audio equipment, amplifier, microphone TOA | 1 set |
| 2. Computer Lab with 30 computers | 2 rooms |
| 3. Internet Corner Services total | 5 sets |
| 4. Computers for reference search in the Library | 11 sets |
| 5. Internet Wireless 8/4 Mbps | |

20.3 Student advising and support (identified)

1. The University has emphasized on student centered learning for teaching method, and promote real experiences as well as fieldtrips to industrial locations.
2. Besides the University has invited external well qualified with knowledge and skills in special subjects as special lecturers.
3. Other than having regular lecturers for each major as students' advisors, the University has appointed an Advisor Committee to advise students on writing thesis and term papers.

20.4 Demand from labor market and society and/or satisfaction of employers (identified)

1. At present the business sector is facing with strong competition and all are seeking better advantage in the hot competition; and it is found that knowledge in business management and innovation management applied in the organization could help them with more competitive edge.
2. Most students who are interested to come to study, are workers in business administration, and they seek new knowledge to apply in their work for better positions and better salary.
3. Some students who are interested to come to study, have their own business, thus they seek new knowledge for their own business management.

21. Curriculum Development:

Key Performance Indicator (KPI) for Standard and Quality of this Curriculum (identified)

1. To develop students to be able to work at executive management level with international quality and sufficient to the demand of the growing business
2. To develop students to have knowledge and skills in both theory and practice, emphasizing management, and strategies, as well as to reasonably apply the knowledge in time of the global business changes
3. To develop students to have vision, creativity, and interest in doing research and continuing education in keeping abreast of world events to solve the problems wisely, as well as to be able to make good judgment decision

22. Curriculum assessment is due every 5 year.