

## COURSE DETAILS

### Master' Degree

#### **32714 Consumer Behavior and Integrated Marketing Communication\* (6 credits)**

##### ***Objectives***

1. To have knowledge about consumer behavior.
2. To have knowledge of integrated marketing communication concept.
3. To have knowledge in integrated marketing communication model simulation.
4. To be able to apply and use marketing communication tools related to consumer behavior.

##### ***Course Description***

This course considers consumer behavior concepts, consumer behavior analysis model simulator, buying behavior process, and the use of consumer behavior data for marketing management. Students will also explore other concepts, characteristics, integrated marketing communication processes, marketing communication model simulation, use of marketing communication tools, defining integrated marketing strategy, budget allocation for integrated marketing communication, and evaluation of integrated marketing communication performance and effectiveness.

#### **32716 Thesis (Business and Hospitality Management) (12 credits)**

##### ***Objectives***

1. To be able to select research problems for a thesis.
2. To be able to survey and analyze literature related to the thesis.
3. To be able to design research for the thesis.
4. To gain knowledge and skill in writing and presenting the thesis proposal.
5. To be able to develop quantitative research tools.
6. To be able to develop qualitative research tools.
7. To be able to collect, analyze, and present data for the thesis.
8. To be able to present and defend the thesis examination.
9. To be able to write the complete thesis report.
10. To be able to write the research report for publication.

##### ***Course Description***

Selection of the research problem; survey and analysis of relevant literature; research design; writing and presenting a thesis proposal; tool development for thesis research, both quantitative and qualitative research; data collection; thesis data presentation; thesis presentation and examination defending; writing the complete thesis report; writing the research report for publication.

#### **32717 Independent Study (Business and Hospitality Management)\* (6 credits)**

##### ***Objectives***

1. To be able to apply the knowledge of marketing research and marketing information technology system for decision making.
2. To have skills in applying concepts, theories and result from this course studied to analyze and research the administration problems focusing on the marketing management.

**Note: Work in Process of School of Management Science**



### ***Course Description***

This independent study allows students to propose topics or business issues that require study, work on research analysis and synthesis, write an academic treatise or book or develop prototype jobs, and apply the concepts, theories and methods that have been studied as well as write and present study results.

### **32723 Quantitative Analysis for Business and Operations Management (6 credits)**

#### ***Objectives***

1. To have knowledge in the theory of business quantitative analysis for decision making.
2. To have knowledge and ability in using the operation systems and monitoring system performance both in terms of quality and quantity.

#### ***Course Description***

This course presents concepts about the use of business quantitative analysis, linear programming in administration, transportation models, decision making theory under multiple criteria, Markov models, queuing models, simulation models, and forecasting.

Other topics include concepts about organizational operations, analysis of operational problems, the creation, implementation and monitoring system performance, both in terms of quality and quantity, design for products and services, quality management, production planning, lean production, location selection, plant and establishment layout, job design, design for manufacturing, capacity planning, production planning, quality management, supply chain management, material and resources planning, the Lean production, and system maintenance.

### **32725 Business Research and Management Information Systems (6 credits)**

#### ***Objectives***

1. To have knowledge about statistics and research methodology applying to business research.
2. To have knowledge about roles and important of Information technology applying to business management.

#### ***Course Description***

This course cover topics including business research methodology, descriptive statistical methods in data analysis and statistical inference consisting of estimation, hypothesis, correlation, forecasting and other statistical methods were used to analyze data for research purposes, and research methods for business decisions making and problem solving.

Also covered are the role and importance of IT and communication technologies in business management information systems development, as well as the ethics of MIS.

### **32726 Marketing and Strategic Management (6 credits)**

#### ***Objectives***

1. To have knowledge and application of the principle of marketing and marketing management process.
2. To have knowledge and application of the principle of marketing, marketing processes, and strategic control techniques.

#### ***Course Description***

The topic covered are marketing systems, marketing management process, planning, consumer behavior, target marketing, and marketing mix in both internal and external business environments, vision, mission and business objectives, strategic planning and corporate business functions, control and evaluation of business strategy.



**32727 Seminar in General Management****(6 credits)*****Objectives***

1. To apply elements and factors influencing management.
2. To concern on the important of corporate social responsibility.
3. To analyze problems and approaches in solving the problem of business operation.

***Course Description***

This seminar deals with elements and factors that influence management and social responsibility, idea and innovation management, and analysis of management problems and solutions, using case studies, research or other means to apply principles and understanding of management.

**32728 Seminar in Human Resource Management****(6 credits)*****Objectives***

1. To apply and using the elements and factors that influence human resource management.
2. To concern on the important of corporate social responsibility.
3. To analyze problems and approaches in solving the problem of human resource.

***Course Description***

This seminar covers elements and factors that influence human resource management in an organization, ideas and innovation in management, and analysis of human resource management problems and solutions, using case studies, research or other means to apply principles and understanding of management.

**32732 Thesis (Business Administration)****(12 credits)*****Objectives***

1. To enable students to select research problems for thesis;
2. To enable students to survey and analyze literature related to thesis title;
3. To enable students to design research for thesis;
4. To acquire knowledge and skills in writing and submitting a research project;
5. To enable students to develop a quantitative instrument for thesis;
6. To enable students to develop a qualitative instrument for thesis;
7. To enable students to collect, analyze and submit data for thesis;
8. To enable students to present and defense thesis;
9. To enable students to write a complete thesis report;
10. To enable students to write a research article for publication.

***Course Description***

Selection of research problems for thesis, survey, analysis of literature review, research design, writing and submitting thesis project, development of quantitative and qualitative instruments for thesis, data collection, data analysis, submission of thesis data, presentation and defense in thesis examination, writing a complete thesis report and writing a research article for publication.



## Objectives

### ***Course Description***

**(6 credits)**

1. To enhance the knowledge and experience from long distance learning.
2. To have personality improvement and positive attitude towards the management profession.
3. To promote and develop leadership skills in the management profession.
4. Building human relationship and the ability to collaborate with colleagues.
5. To improve the problem solving skills in management profession effectively.
6. To enhance morality and ethics as a high level professional.

This intensive training gives students a chance to practice, examining, defining, analyzing and solving complex problems through applying business theories to case study scenarios in order to build teams and promote moral and ethical issues in the modern workplace.

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## Objectives

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**Note: Work in Process of School of Management Science**



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**32737 Financial Management and Strategic Management\*****(6 credits)****Objectives**

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**32738 Marketing Management and Managerial Accounting\*****(6 credits)****Objectives**

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**Note: Work in Process of School of Management Science**



**32739 Brand Building and Supply Chain Management\***

**(6 credits)**

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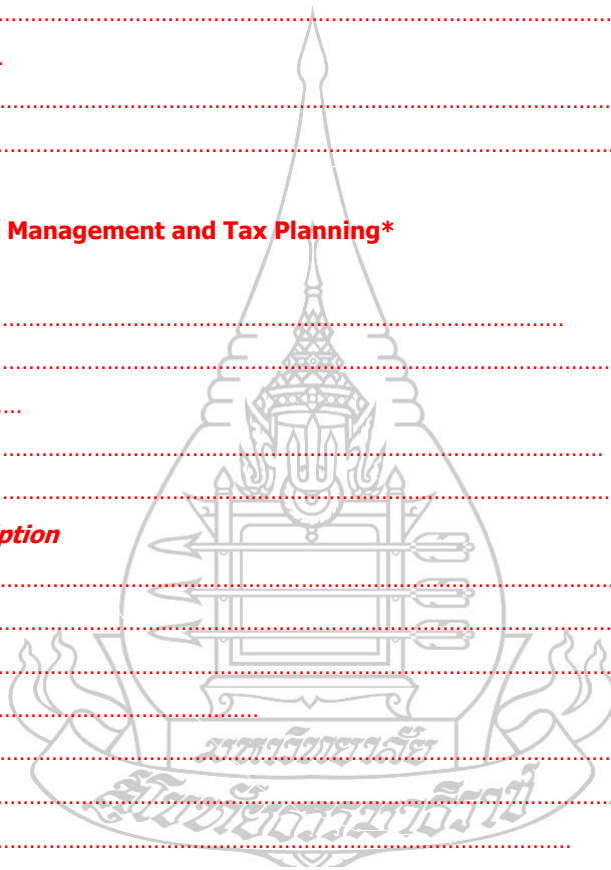
**32740 Strategic Cost Management and Tax Planning\***

**(6 credits)**

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### ***Course Description***





**32741 Managerial Economics and Human Resource Management****(6 credits)*****Objectives***

1. To understand economic theory and to be able to apply to decision making and setting business policies.
2. To understand human resource management.

***Course Description***

Application of economics for management; profit concept, demand analysis and forecasting, production analysis, cost analysis, market analysis and competition, pricing analysis, investment decision making in a state of risk and uncertainty as well as studies and analysis of the mechanisms of the economic system. Analysis of economic conditions, inflation, deflation, as well as government economic policies and measures that affect business planning and decision-making.

Human resource management; planning, recruiting, selection, development, performance management, compensation management, labor relations management, research and information of human resource management.

**32742 Managerial Accounting and Financial Management****(6 credits)*****Objectives***

1. To understand costs; cost analysis including the use of accounting information for decision making, operations planning and control.
2. To understand financial management and be able to apply financial theory in business management.

***Course Description***

Financial statements and the use of accounting information about costs for calculating product costs and profit. Cost behavior and relationship between cost, volume and profit, standard cost and production cost, variance analysis, use of accounting information for decision making and control, analysis of capital budgeting, responsibility accounting, budgeting, reporting, performance analysis and business law related to management for executives and relationship between management and the accounting profession.

Objectives and Principles of financial management, functional relationships with other business functions, financial analysis, management of current assets and capital budgeting, capital structure and dividend policy, merger and acquisition, liquidation, international finance, as well as applying financial theory in business management.

**32743 Seminar in Managerial Accounting and Financial Management****(6 credits)*****Objectives***

1. To apply the concept of Management accounting theory in business management.
2. To be able to analyze problems and solutions regarding managerial accounting.
3. To apply financial principles and theories in business management.
4. To be able to analyze and manage investment securities portfolio.

***Course Description***

Analyze the concepts, theories, and practical problems in managerial accounting. As well as using new methods and innovations of Management accounting, using case studies, research results or other methods for applying knowledge in managerial accounting in business management.



Analysis of financial and investment problems; applying new ideas and innovations in finance, investment, techniques, methods and strategies of finance in solving financial and investment problems. As well as using case studies, research results or other methods to apply knowledge and understanding of financial management to business.

**32744    Advanced Managerial Finance and Security Analysis\*    (6 credits)**

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**32745    Entrepreneurship in Hospitality Business\*    (6 credits)**

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**32746    Service Innovation\*    (6 credits)**

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**Note: Work in process of School of Management Science**



**32747 Graduate Professional Experience in Marketing, Financial and Accounting, and Hospitality\* (6 credits)**

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**33711 Concepts, Theories and Principle of Public Administration\* (6 credits)**

***Objectives***

1. To have knowledge and understanding in the development of the concepts, theories, principles and public administration techniques of Thailand and other countries according to the problems and situation of public administration.
2. Ability to describe, analyze, synthesize, compare, estimate and conclude of the concepts, theories, principles and techniques in public administration in applying to the public administration or general administration according to the problems and situation in the present and future.
3. Ability to analyze, synthesis, compare, for forecasting the trends and directions of the future public administration in order to suggest the public administration concept, theory, principle and technique.

***Course Description***

This course outlines the development of the concepts, theories, principles and public administration techniques of Thailand and other countries. It also covers analysis, synthesis, comparison, evaluation and conclusions about the aforementioned concepts, theories, principles, and public administration techniques, the application of public administration theory in the administrative process or administration in general, forecasting or predicting future trends and directions of public administration, taking initiative and proposing concepts, theories, principles and techniques of public administration and their appropriate and consistent application in Thai public administration.

**Note: Work in process of School of Management Science**



**33713 Research Methodology in Public Administration\*****(6 credits)*****Objectives***

1. To have knowledge and understanding in principles, concepts, methodology, and public administration research processes.
2. To have knowledge and understanding in logic, statistics, and computer software in collecting the data, analyze, synthesize, and conclusion the research results accurate and reliable.
3. To have knowledge and understanding in morality and ethics of researcher in public administration research.

***Course Description***

This course covers principles, concepts, research methodology and of procedural steps in public administration, logic, statistics and computer programs used in research, as well as morality and ethics of the researcher in conducting research in public administration, publishing research, and the application of research in management.

**33715 Human Resource Management\*****(6 credits)*****Objectives***

1. To have knowledge and understanding in principles, concepts, theories and methods of human resource management including the method details of human resource management of Thailand and other country.
2. To study, analyze, synthesize, describe, apply and develop the activities, processes, or methods in human resource management according to the problems and situation of Thai public administration.
3. To have knowledge and understanding able to describe and apply the principles, concepts and techniques of human resource management or apply the appropriate new methods.

***Course Description***

Students in this course will learn about principles, theories, techniques, processes, activities and innovation in human resource management, as well as the analysis, synthesis, application and development of human resource management.

**33718 Local Administration\*****(6 credits)*****Objectives***

1. To have knowledge and understanding in concepts, theories, principles, techniques, methods and local administration development of Thailand and other country appropriate and consistent with the public administration of Thailand.
2. To describe, analyze, synthesize, compare, conclude and apply the concepts, theories, principles, techniques and local administration methods and administration innovation for local administration development.
3. Ability to analyze, synthesize, conclude and expect or forecast about trends and future direction of local administration.

***Course Description***

Topics include concepts, theory, principles, techniques, processes and development of local administration, defining the form and mission of the organization, human resource management, management of local finance, analysis, synthesis, comparison, conclusion and application of concepts, theories, principles, techniques and administrative innovation for local administration development.



**33719 Public Finance Administration****(6 credits)*****Objectives***

1. To have knowledge and understanding in concepts, theories, principles, techniques, methods and local administration development of Thailand and other country appropriate and consistent with the public administration of Thailand.
2. Ability to describe, analyze, synthesize, compare, and apply the concepts, theories, principles, techniques and public finance administration process to develop system and methods of future public finance administration.

***Course Description***

This course presents concepts, theories, principles, policy, and processes of public finance administration, overseeing government revenues and expenditures, public debt management, and the analysis, synthesis, comparatives, application of concepts, theories, principles, and policy in public finance administration, as well as analysis of the effectiveness of some aspects of public finance administration.

**33721 Thesis (Public Administration)****(12 credits)*****Objectives***

1. To be able to select research problems for a thesis.
2. To be able to survey and analyze literature related to the thesis.
3. To be able to design research for the thesis.
4. To gain knowledge and skill in writing and presenting the thesis proposal.
5. To be able to develop quantitative research tools.
6. To be able to develop qualitative research tools.
7. To be able to collect, analyze, and present data for the thesis.
8. To be able to present and defend the thesis examination.
9. To be able to write the complete thesis report.
10. To be able to write the research report for publication.

***Course Description***

Selection of the research problem; survey and analysis of relevant literature; research design; writing and presenting a thesis proposal; tool development for thesis research, both quantitative and qualitative research; data collection; thesis data presentation; thesis presentation and examination defending; writing the complete thesis report; writing the research report for publication.

**33722 Independent Study (Public Administration)****(6 credits)*****Objectives***

Student will have ability to work on the public administration research or in their interest topics.

***Course Description***

This independent study can consist of selecting problems in public administration that require study or research, writing a research proposal, literature review, data analysis or presentation of research findings.

**33723 Graduate Professional Experience in Public Administration****(6 credits)*****Objectives***

1. To compute and apply theoretical knowledge of public administration.
2. To apply the theory and knowledge in appropriate with the condition of Thai society.
3. To enhance the development of attitude, behavior, consciousness, ethics, in the profession for the benefit of the nation and society.



**Course Description**

Students are able to apply computational and theoretical knowledge of public administration the benefit of society by using case studies as well as promoting and developing leadership skills, human relations and ability to work with others, developing attitudes and behavior as well as professional ethics and professional conscience.

**33724 Public Policy and Strategic Management\*****(6 credits)****Objectives**

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**33726 Innovation for Public Administration\*****(6 credits)****Objectives**

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**Note: Work in Process of School of Management Science**



**33727 Public Sector Development and Change Management\*****(6 credits)*****Objectives***

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**33732 Organization Administration and Public Management\*****(6 credits)*****Objectives***

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**Note: Work in Process of School of Management Science****Last updated: 27-October-2020**