

COURSE DETAILS

Master' Degree

32726 Marketing and Strategic Management (6 credits)

Course Learning Outcomes

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)

Course Learning Outcomes

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)

Course Learning Outcomes

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)*****Course Learning Outcomes***

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.

32733 Independent Study (Business Administration)**(6 credits)*****Course Learning Outcomes***

Provide the students with skills in applying concepts, theories and result from this course studied to analyze and research the administration problems focusing on the business management.

Course Description

Students may focus on proposed topics or business issues that require study, procedural steps of research analysis and synthesis, writing an academic treatise or book or developing a prototype job, or other ways of applying the concepts, theories and methods that have been studied as well as writing and presenting study results.

32734 Graduate Professional Experience in Business Administration**(6 credits)*****Course Learning Outcomes***

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.

Course Description

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.

32741 Managerial Economics and Human Resource Management (6 credits)***Course Learning Outcomes***

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)***Course Learning Outcomes***

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.

32748 Business Research and Operations Management (6 credits)***Course Learning Outcomes***

1. To have knowledge about statistics and applied business research process.
2. To have knowledge and applied it for creating operations system both in terms of quality and quantity.

Course Description

Business Research Methodology. Data analyzing with descriptive and inferential statistics. Estimations, Hypothesis testing, Correlations, Forecasting and other statistics method for research data analysing.

Concept of organizational operations. Creating an operating system and controlling the operating system both in term of quality and quantity. Operation process from product design, production process planning, lean, location, layout, enterprise resource planning, quality management, supply chain management, system maintenance and technology relating modern operations management.

32749 Change Management and Management Innovation (6 credits)***Course Learning Outcomes***

1. To have knowledge about concept and management process of change for business.
2. To have knowledge about concept and management process of managerial innovations.

Course Description

Concept and management process of change. Change process from planning, implementing and controlling. Trend of major change. Innovation Management process for efficiency and effectiveness. Change Research and Development. Innovation Control and Maintenance.

32750 Human Resource Management in a Digital Era and Human Resource Development for Sustainability (6 credits)***Course Learning Outcomes***

1. Understand Human Resource Management in The Digital Era.
2. Understand Human Resource Development for Sustainability.

Course Description

The Concept of Human Resource Management in The Digital Era, The Changing Trend of the Environment in The Digital Era, and Human Resource Planning the Recruitment and Selection, Human Resources Development, Evaluation, Human Resources Management Information technology.

The Concept of Human Resource Development for Sustainability, Business Based on the Idea of Sustainability, Strategy for Human Resource Development for Sustainability, Competency Development and Human Capital, Knowledge Management and Learning Organization, Sufficiency Economy Philosophy.

32751 Seminar in Tourism and Air Transportation Management (6 credits)***Course Learning Outcomes***

1. To apply components and major factors of tourism and air transport management.
2. To apply theory and concepts of tourism and air transport management.
3. To analyze problems and find solutions of tourism and air transport management.

Course Description

Components and major factors influencing tourism and air transport management; theory and concepts of tourism and air transport management; analysis of problems and solutions of tourism and air transport management, case studies, research, reports in order to apply tourism and air transport management into practices.

**32752 Tourism and Air Transportation Systems and
Management in the 21st Century**
(6 credits)***Course Learning Outcomes***

1. To study knowledge of tourism and air transportation systems and management in the 21st Century.
2. To integrate knowledge of tourism and air transport management.
3. To apply knowledge into tourism and air transport businesses.

Course Description

Tourism system and management in the 21st Century; innovation and entrepreneurship in tourism industry, tourism planning and development; destination planning and development; marketing management for tourism; human capital management and development for tourism; quality management for tourism; risk management for tourism, and strategic management for tourism.

Air transport system in the 21st Century; safety and security for air transport; innovation and technology for air transport; marketing management for air transport; air cargo management; airport management; and strategic management for air transport.

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