



วิทยาลัยการจัดการ  
มหาวิทยาลัยมหิดล  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY



วิทยาลัยการจัดการ มหิดล  
College of Management Mahidol University

# ONLINE INTERNATIONAL

MASTER OF MANAGEMENT

INSIGHTFUL



PRACTICAL



CONNECTED

# OUR VISION



The business world has significantly changed. It has been characterized with Vulnerability, Uncertainty, Complexity, and Ambiguity. Much of our decisions has to be made on a brittle and incomprehensible ground.

We thus aim to develop leaders who are capable of making effective decisions on issues at hand or yet to come. Based on true understanding of business and management with a right set of business and soft skills, they are agile and practical business players. Thus, they are an invaluable asset to their organization

## 100% ONLINE

- Convenience is a given.  
Flexibility is facilitated.
- Keeping work, education and life commitment in sync.

## GET CONNECTED

Connected with the real insights.

Connected with the real practices.

Connected with each other.

# LEARNING APPROACH

## "CONVENIENT AND FLEXIBLE"

This ONLINE program offers flexibility in learning through a variety of learning modes. Pre-recorded clips will provide foundations for different topics. These will enable students to learn at their own pace.



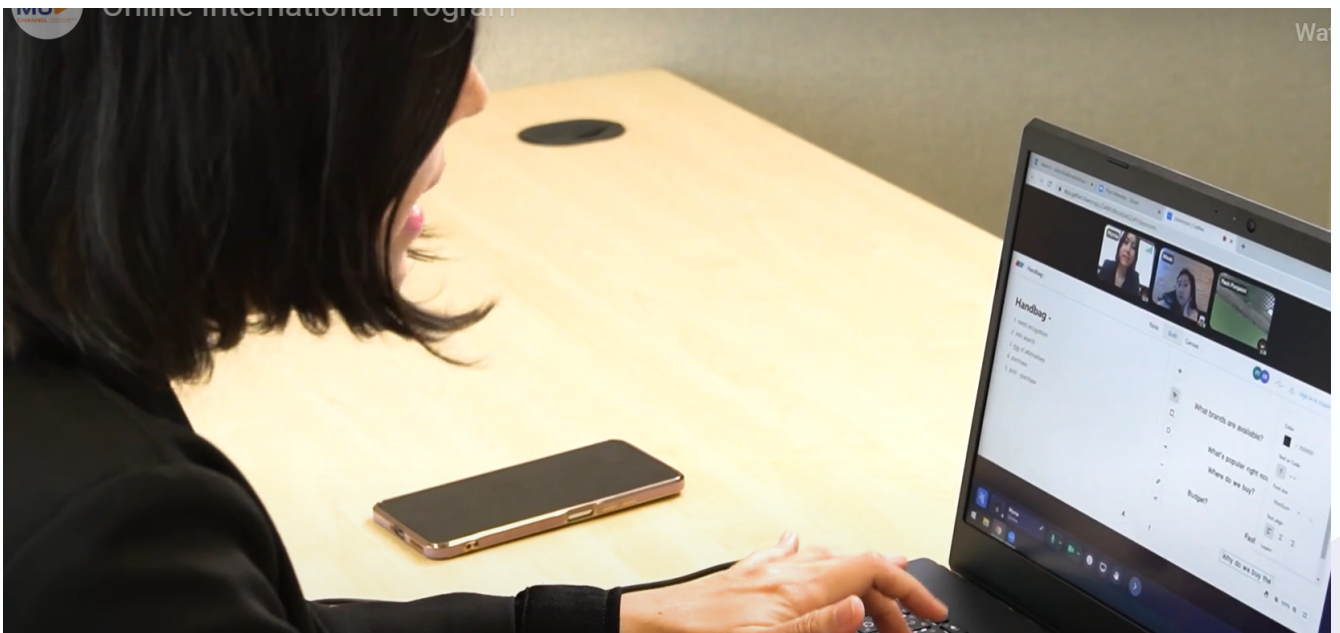
Live sessions are delivered once a week for each course to facilitate students' understanding and ability to apply the knowledge to actual business issues. These will nurture transferable skills. Besides flexibility, live sessions will help students to get connected with each other, with CMMU and with the real practices in the real business setting.



# PRACTICAL LEARNING

## "PROBLEM-BASED LEARNING"

CMMU emphasizes practical and experiential learning in its programs, which allows students to apply what they have learned in real-world settings.



Our students will gain in-depth understanding and insights in management, combined with transferable skills and practices to enhance your business acumen. Company visits are organized to further strengthen the link between knowledge and practices, whilst fostering professional networking.



# PROGRAM STRUCTURE

The program structure consists of 2 main categories.

## CORE COURSES

7 core courses are designed to lay essential business and management foundations for our students.

- Financial Management
- Asian Economy in the Global Context
- Managing People in Organizations
- Strategic Marketing Management
- Managing Business Information and Emerging Technologies
- Strategic Management
- Managerial Decision Skills for thematic paper track)
- Business and Management Research (for thesis track)

## ELECTIVE COURSES

Our students can choose twice more of the elective courses than other programs in Thailand. Thesis plan take 6 elective courses whereas thematic plan can choose 12 elective courses. Students can choose to explore a range of business topics or deepen their knowledge and skills in a few topics.

- |                                     |                                       |
|-------------------------------------|---------------------------------------|
| • Strategic Brand Management        | • Leading for Success                 |
| • Consumer Behavior                 | • Employee Selection                  |
| • Social Media Marketing            | • Business Creativity                 |
| • Cross-Cultural Management         | • New Product Positioning             |
| • Managerial Negotiation Strategy   | • Project Management                  |
| • Project Management                | • Soft Skills Development             |
| • Business Planning                 | • Data to Intelligence                |
| • International Business Management | • Design Thinking                     |
| • Business Analytics                | • Consulting Tools for Sustainability |
|                                     | • Leading Sustainable Organizations   |

# CURRICULUM PLAN

## Thematic Plan:

Students can choose to explore in-depth a topic of their interest. Students will carry out independent research on the topic, with guidance from an advisor. When passing the oral defense, students will complete their written report.

Term 1	Core course 1	Core course 2	Core course 3		
Term 2	Core course 4	Core course 5	Elective 1	Elective 2	
Term 3	Core course 6	Core course 7	Elective 3	Elective 4	
Comprehensive Exam					
Term 4	Thematic Part 1	Elective 5	Elective 6	Elective 7	Elective 8
Term 5	Thematic Part 2	Elective 9	Elective 10	Elective 11	Elective 12

# CURRICULUM PLAN

## Thesis Plan:

Students will choose a topic to explore in-depth in an academic research format. An advisor will be assigned to guide their research and oral defense.

To complete, students must publish one paper in a journal approved by CMMU.

Term 1	Core course 1	Core course 2	Core course 3	
Term 2	Core course 4	Core course 5	Elective 1	Elective 2
Term 3	Core course 6	Core course 7	Elective 3	Elective 4
Comprehensive Exam				
Term 4	Thesis part 1		Elective 5	Elective 6
Term 5	Thesis Part 2			



# REAL PRACTICES

# REAL EXPERTS

## GUEST SPEAKERS

CMMU has strong partnerships with businesses and organizations in Thailand and around the world, providing students with opportunities for gaining insights into real practices from experts of different industries.

### UNLEASH THE POWER OF SPONSORSHIP WITH THE SPONSORSHIP EXPERTS FOUNDER

#### Event Timing:

November 12, 2022

12.30-14.00

02-2062000



Register now

<https://forms.gle/8qNfZD203fhp859K9>

Mr. Paul Poole



Assoc. Prof. Dr. Randall Shannon

"We are a member of the Asian Sponsorship Association and the parent company, Asia Sponsorship News, the leading sponsor in the region, which provides us with an excellent market intelligence, insight, reports, analysis and case studies."



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## C.H.I.C.K Recipe of DAY Success 2.0

<b>PINCHES OF CLARITY</b> Ceva Animal Health Asia	<b>ABUNDANCE OF IDEAS</b> Ph.D. in Marketing Mahidol University	<b>CONTINUOUS FLOW OF POSITIVITY</b> Ceva Animal Health - Malaysia	<b>WISE BOWLS OF INVESTMENT</b> Big Dutchman Asia
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<b>Vector Vaccines : Too Many Myths ; Too Little Truth</b>	<b>Commodity : Selling with Creativity</b>	<b>MD Wives in Malaysia : A Tough Yet Rewarding Journey</b>	<b>Housing of The Future</b>
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<b>DR. MARCELO PANIAGO</b> Veterinary Services Director	<b>DR. JESSICA LEE</b> Veterinary Services Manager	<b>DR. RANDALL</b> Associate Professor	<b>DR. DANIEL MOHAN</b> Veterinary Services Manager	<b>MIR. COEN BOONSTRA</b> Sales Director of Business Unit Poultry
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<b>DATE</b> 24 JUNE 2022	<b>SEMINAR TIME</b> 3.00 PM - 6.00 PM	<b>ORGANIZE BY :</b>
<b>VENUE</b> ALOFT HOTEL BALLROOM A LEVEL 2	<b>GALA DINNER</b> 7.00 PM - 9.00 PM	

#### CEO Perspectives

How the world's largest restaurant company invests in people and builds the culture that elevates the customer experience, unlocks growth for our franchisees and makes a difference in the world.

Saturday, 27 November 2021

12.30 - 13.30

zoom



Please reserve seat at

**Waeckanee Assaratgoon**  
Managing Director  
Yum Restaurants International (Thailand), Ltd.



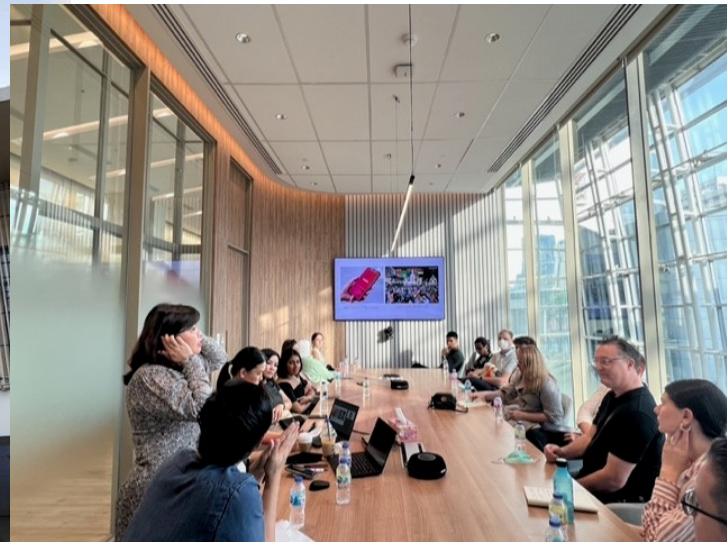
**GET CONNECTED**

**GLOBAL NETWORK**

**FIELD TRIPS\***

Not only that we want students to get connected with each other and with us, but we also encourage them to get connected with the real-life business setting. We encourage them to join our field trip to gain insights into various organization practices.

\*At an extra cost.





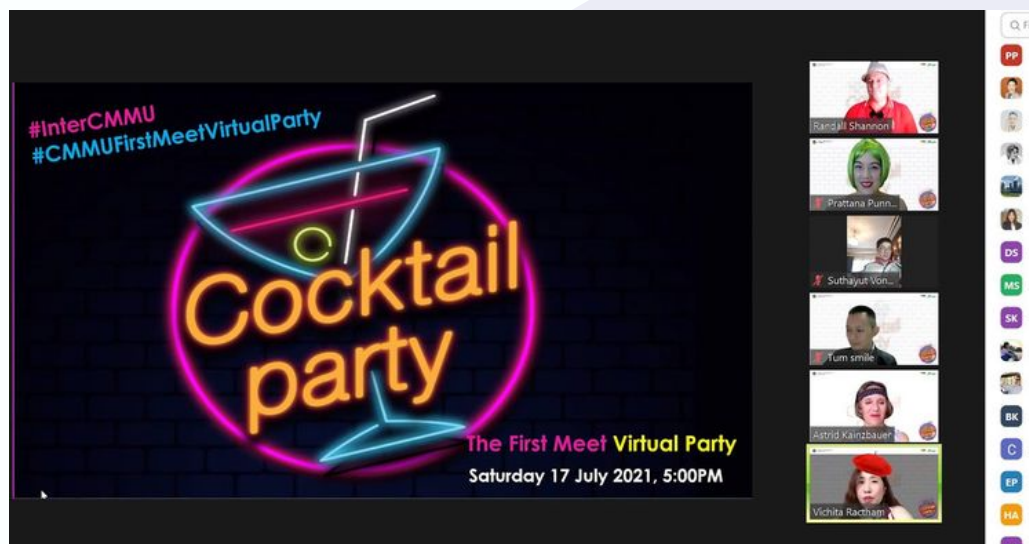
# FUN & INTERACTIVE

## SENSE OF COMMUNITY

## VIRTUAL NETWORKING



At CMMU, we love networking. Our students, staff, and faculty members, from time to time, like to have fun together outside an education context. We value our community and seek to continuously grow it. A popular saying we have is: Once CMMU, it is CMMU forever.





# EXCHANGE PROGRAM

Students on this program can enjoy our Exchange Program. CMMU works in partnership with a number of universities worldwide throughout Asia Pacific, Europe and the America.





**Master of Management  
Online International Program**

*Exchange Program\**



**Our partner universities**

- 📍 Copenhagen Business School, Denmark
- 📍 Ludwig Maximilians University, Germany
- 📍 Osaka University, Japan
- 📍 Université du Québec à Montréal, Canada

**and many more**

📍 CMMU Building, Bangkok, Viphavadee - Dindaeng 🌐 [www.cm.mahidol.ac.th](http://www.cm.mahidol.ac.th)  CMMU MAHIDOL  @CMMU

# INFORMATION ACCESS

Information is key. At CMMU, we have more than 130 databases, providing students with access to a large pool of data and information. Besides library databases, we have Financial Lab, which was resulted from the collaboration between Siam Commercial Bank (SCB) and Mahidol University (MU). Students are empowered with cutting-edge investment information from investment database and unlimited academic research.



Throughout the program, students are encouraged to evaluate and analyze data that are relevant to their task at hand to reach an informed decision.

Their critical and analytical thinking skills are refined and sharpened over the course of their learning, and become the skills that are relevant to their business and management work.

## Online International Master of Management

Special privileges only for our CMMU students  
**NEW E-DATABASE 2023**

Refinitiv Eikon | Business Source Ultimate  
Set Smart Multi-Market | Emerald

Databases provided by the Mahidol University Library and Knowledge Center, 130 databases.  
<https://www.li.mahidol.ac.th/e-databases>



# STUDY WITH US STUDY WITH CONFIDENCE!

We are No. 1 university in Thailand.  
Our quality is globally recognized as we are AACSB accredited.

College of Management  
Mahidol University

## 2022-2023 Best Global Universities in Asia

- 1 National University of Singapore
- 2 Nanyang Technological University
- 3 Ton Duc Thang University
- 4 Universiti Malaya
- 5 Duy Tan University
- 6 Universiti Teknologi Malaysia
- 7 Singapore University of Technology & Design
- 8 Universiti Sains Malaysia
- 9 **Mahidol University** 
- 10 Chulalongkorn University 

 CMMU Building, Bangkok, Viphavadee - Dindaeng  [www.cm.mahidol.ac.th](http://www.cm.mahidol.ac.th)  CMMU MAHIDOL  @CMMU



# CONTACT INFO



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(PHD)**

*Program Chair*

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## WEBSITE

*URL*

<https://www.cm.mahidol.ac.th/web/index.php/academic-programs/master-degree-program/online-international-program>



## FACEBOOK

CMMU Mahidol

CMMU Mahidol International Program

CMMU Online International Master of Management