

Course Description

Master of Management (International Program)

College of Management Mahidol University

MGMG 591 Accounting

Principles and policies of accounting, accounting processes, internal audit of accountancy, presentation and uses of financial statements, uses of accounting information

MGMG 593 English Language I

An in-depth examination and practice of writing formal business reports, inclusive of determining the scope and depth of a specific type of report, researching for primary and literary sources, outlining the report, interpretation of gathered data, structure of the formal report, short and special business reports

MGMG 594 English Language II

A skill development course focusing on the production of language skills, the oral presentation techniques of creating good introductions and conclusions, structuring a presentation, effective presentation, use of visual aids, dealing with questions and giving different types of presentations

MGMG 595 English Language III

Simulated international business case studies, an active role in each part of the decision-making process, the use of videos, language practice reinforcing the assigned activities, vocabulary development, communicate skills to perform the assigned tasks

MGMG 503 Operation Management

Foundations of operations management to business management. Operation and competitive advantage. Operation strategy. New Service Development. Service blueprint. Process Analysis. Capacity Analysis. Concepts, methods and implementation of quality service delivery for customers. Moments of truth. Psychology of waiting line. Total Quality management. Process improvement in organizations. Lean management. Strategic supply chain management

MGMG 508 Strategic Marketing Management

Marketing, strategic analysis of markets, market research, consumer behavior, customer relationship management, corporate social responsibility, ethics, retailing, logistics, distribution channels, branding, advertising, events, public relations, omni channel and digital marketing, pricing, promotion, environment scanning, competitor analysis, new product development, product adoption, direct marketing, sales force

MGMG 509 Strategic Management

Strategic management process, company stakeholder and policy, external environment analysis, Internal environment analysis, building competition advantage through function-level strategies, department strategy, competition and industry environment strategy, world environment strategy, organization strategy, vertical integration, diversification and strategic alliances, development, building and restructuring the corporation, designing organization structure, strategic

control system design, matching structure & control to strategy, application of strategic change and case study analysis, Integration and of multidisciplinary knowledge

MGMG 513 Financial Management

An overview of the financial management framework of a corporation; financial statement analysis; ethics of financial management; financial planning and forecasting financial statements; working capital management; time value of money; investment decision-making; interest rates and bond valuation; risk, return and the capital asset pricing model; cost of capital; valuation of stocks and firms; capital structure decision-making; distributions to shareholders; cash flow estimation and risk analysis; multinational financial management

MGMG 514 Business Creativity

Active learning and the direct application of the learned creativity concepts and techniques. interactive learning; demonstrate and teach thinking skills; creativity and innovation by using a variety of instructional techniques: exercises, competitive games, self-assessments, and multi-media

MGMG 515 Asian Economy in Global Context

Microeconomics: demand, supply, equilibrium, elasticity, government intervention in markets, production costs, competition, profit maximization, market failures; Macroeconomics: GDP, economic growth, financial intermediation, inflation, unemployment, business cycles, monetary and fiscal policy, international trade; examples and cases from Asia and around the world.

MGMG 517 Investment Management

Principles of investment; the various kinds of financial instruments and their return distribution; the security markets and indexes; investment returns and risks; equity and fixed-income securities: characteristics and markets; modern portfolio theories; mean-variance efficient portfolios; the efficient market hypothesis; managing bond portfolios; the term-structure of interest rates; measuring and managing interest rate risk; investment risk management; derivatives; pricing of forwards, futures and options; measuring portfolio performance; mutual funds and ETF's; asset management; investment policy statements; asset allocation

MGMG 520 Consumer Behavior

Variations in consumer behavior, consumer research, market segmentation, consumer motivation, consumer behavior and personality, consumer perception, learning about customer behaviors and attitudes, influences on consumer behavior, reference group and family, social class, culture, cross culture, sub-cultures and social class influences, innovation diffusion influencing on consumer decision making

MGMG 532 Research Methodology in Marketing

Marketing information collection methodology from consumer or business markets, problem recognition, research design, questionnaire design, and data collection to maximize the value of information, statistical methods and computer software for data analysis

MGMG 536 Services Marketing

In-depth analysis of different marketing management between product and service, case studies in several service patterns, marketing management in service sector, relationship between service provider and customer, service providing process, customer satisfaction, and service quality

MGMG 547 Managing People in Organizations

Individual behavior; Personality type; Values; Attitudes and job satisfaction; Role of motivation and performance; Group behavior; Emotional intelligence; Communication and decision making; Leadership; Power and politics; Organization structure; Organization design; Ethics and social responsibility; Corporate culture and environment; Cross-cultural management; Planning and goal setting; Organizational development and change; People management in digital era.

MGMG 552 Soft Skill Development

Mindfulness; Growth mindset; 4 sources of energy; Self-awareness; Active listening; Effective communication skills; Conflict management; Resilience; Stress management; Ability to manage self and others; Role plays and simulations.

MGMG 553 Learning and Development

The importance of learning and development and its impact on managing an organization, the whole process of training development for staff, training needs assessment, training design, training delivery, evaluation and follow-up, and individualized staff development

MGMG 564 Structural Foundation of New Ventures

The key legal and financing decisions that are faced during the new venture creation process; company formation, types of corporate entities, contracts, protecting intellectual property, valuation, negotiation with fund sources, exit strategies, and bankruptcy

MGMG 573 Retail Marketing

Retail marketing and retail strategies, management of store and non-store retailing, retail analysis, shopper behavior analysis, category management, managing store layout and store visibility, store's profit and loss analysis, direct marketing, direct Selling

MGMG 578 Communication Skills for Health Care Executives

Communication of health care executives with a wide range of internal and external groups. The competencies necessary to deliver successfully presentations in a variety of situations that involve subordinates, superiors, with the board, peers, and external constituencies. Analysis in challenging communication situations, prepare for contingencies, think on their feet, answer difficult questions and develop poise and confidence under pressure. Media management

MGMG 583 Design Thinking

Creative industries, new role of design, design thinking and business thinking, design process, design tools, contextual inquiry, observational research, ethnographic research, design for change

MGMG 584 Strategic Leadership

The scene of leadership; Strategic leadership; Strategic organization development; Sustainability strategies; Sustainability organizational culture; Organizational structure design; Sustainability performance management; Organizational resilience.

MGMG 585 Strategic Brand Management

The meaning of brand, the concept of brand, equity building a new brand, customer knowledge brand equity identity and positioning, creating a brand platform, choosing brand elements branding

and marketing strategy, using secondary associations brand hierarchy and project feedback managing brands overtime, revitalization managing brand overtime, brand extension and globalization

MGMG 586 Quantitative Methods in Finance

Statistical concepts and market returns; probability concepts; common probability distributions; sampling and estimation; hypothesis testing; correlation and regression; multiple regression and issues in regression analysis; profit and logit models; timeseries analysis; time-varying volatility models (GARCH); introduction to machine learning; empirical research in finance; mean-variance analysis and portfolio optimization; software for statistical and quantitative analysis

MGMG 590 International Marketing

Introduction to international marketing and international marketing planning, internationalization or globalization, economic environment, cultural environment, political and legal environments, competitive environment and researching international markets, entry & expansion strategies, product decisions, pricing decisions, promotion decisions, and distribution decisions

MGMG 598 Managing Business Information and Emerging Technologies

Information systems from the business viewpoint; understanding of its business activities and information requirement, emerging technology, application systems to support stakeholders needs and enhance business value, information systems development, evaluation and selection.

MGMG 602 Organization Development & Management for Changes

Environment factors for change of organization, technology, organization structure, behavior, and pattern of changes, organization management, strategic management, atmosphere for organization development, motivation, quality control and manpower utilization

MGMG 605 Project Management

Project objective and scope; Operation procedures in accomplishing goal; Implementation; Controlling and evaluation of the project; Waterfall and agile project management approach; The effectiveness of organizational structures; The allocation of resources; The preparation of documents for reporting purposes; Project feasibility analysis; Break-even analysis; Roles and responsibilities of a project manager; The use of advanced technology in project management

MGMG 606 Product Development

The process of innovation; the development of new products; the commercialization. The application of technology in the market place, market research, product testing, and investment feasibility. The technique of accelerating the product development cycle in time to meet the demand in the market.

MGMG 608 International Business Management

International business environment, practices and processes, practical approach to doing business with foreign counterparts, the analysis of joint venture, trading, customs procedures and tariff, international finance, World Trade Organization rules and procedures, and Thailand's export trend

MGMG 613 Management of Innovation

The importance and impact of technological innovation on business enterprises, and its contribution to an economy; the concept of innovation management process to develop a new venture;

linkage between business strategy and innovation strategy; new product development process and commercialization process; introduction to intellectual capital management; creativity and learning organization; new challenges in management of innovation.

MGMG 614 Technology Transfer Management

Technology transfer management, the concept of international technology transfer, the influence of the motivations and attributions of the transferee and transferor on the effectiveness of technology transfer, legal, financing and policy, culture environment of international transfer, commonly used mechanisms for international technology transfer preparing for effective technology transfer at the firm level

MGMG 615 Innovative Product/Service Design and Commercialization

A systematic design process for a product/service consisting of key design activities including empathy, define, idea, prototype and launch; introduce innovative design tools and techniques to support concept development and evaluation, and help to ensure that a final product/service meets customer requirements; business model development coupling with economic techniques for evaluating the feasibility of successfully launching a new product/service in the marketplace

MGMG 622 Reward and Performance Management

Concept of internal logic, recognizing and rewarding difference in performance levels among people doing similar work, the relationship between reward and performance concept, different approaches to use in reward system

MGMG 624 Organizational Structure and Design

A methodology for designing organizational structure at macro and micro level, concept of learning organization as an approach to organizational improvement, organization design for alignment with technology and environment

MGMG 629 Managerial Negotiation Strategy

Negotiation process as a management instrument, influence building to colleague, supervisor, subordinate, supplier, customer, labor union, government, trade association, efficient negotiation strategy and case studies

MGMG 632 R&D Management and Technology Planning

The basic concept of technology planning and R&D management. New challenges in managing R&D process. The strategic framework of R&D management and the process of R&D management. R&D project management. Managing R&D organization and intellectual property rights. Human resource management in R&D, creativity and team management, knowledge management network and research ethics

MGMG 644 Digital Marketing

Plan, manage and execute successful digital marketing campaigns, build brands and generate sales using digital techniques, search marketing, online display advertising, email marketing, social media and mobile

MGMG 645 Seminar in Management

Topics outside the regular syllabus of special interest, to take advantage of subject or topics from the invited specialists

MGMG 650 Corporate Strategy and Performance Measurement

Development of corporate strategy and measurement of corporate performance in achieving strategic goals; measurement approaches, understanding of techniques and presentation of corporate performance metrics to managers for the status of a complex business environment. Analysis of corporate performance metrics using Executive Information Systems (EIS) and alternative presentation aids

MGMG 651 Customer Relationship Management

Techniques for customer research. Methods for customer segmentation and for enhancing customer satisfaction, the key factors in the implementation of such techniques and methods. The information management techniques, customer information to design products and services that enhance customer loyalty

MGMG 658 Cross Cultural Management

Culture and management, Cross-cultural dimensions, Communication across culture, Organizational culture, Negotiation across cultures, Leadership across cultures, Ethics and Good Governance, Expatriation and International human resource management, Intercultural Competence, Cross-cultural mergers

MGMG 661 Innovations and Strategies for Electronic Commerce

An integrated study of the design, algorithms, innovations, and strategies of Electronic Commerce. The development of sound business logics leading to innovative business models and a proven strategy for successful E-commerce business. Planning of digital strategies, technology assessment and forecasting, global market analysis, Web analysis, design and publishing, visual, textual and content organization, response time, and usability testing. Strategies for mass customization, interactive marketing and support for collaborative work. To develop innovative business models and strategies for an E-commerce business

MGMG 680 International Finance

International financial management; capital flows between countries; international financial markets; foreign exchange rates; foreign exchange market instruments; arbitraging on foreign exchange currencies; the relationship between countries' inflation rates, interest rates and exchange rates; future exchange rates forecasting and managing any potential loss from foreign exchange risk exposure; financing short-term funds; international cash management; international capital structure and cost of capital; foreign direct investments; country risk analysis; international banking issues; modern international financial tools such as digital currency (cryptocurrency)

MGMG 682 Mergers and Acquisitions

Objectives, events, and benefits of M&As; methodologies in M&As; how to value the intrinsic value of corporations after they have been merged or acquired, valuation methods, the M&A financing decision and tax-related effects, accounting-related effects and laws; M&A strategies and financial instruments, defensive strategies and case studies of successful and unsuccessful M&As

MGMG 738 Consulting Tools for Sustainability

Consulting skills, interpersonal skills, analytical skills, emotional intelligence, communication skills, coaching skills, leadership skills, people development skills, change management, team leadership, conflict management, management for sustainability

MGMG 739 Sustainable Leadership in Action

Organizational sustainability; Anglo/US capitalism; Rhineland capitalism; sustainable leadership; Western and Thai approaches to organizational sustainability; organizational sustainability assessment; organizational sustainability strategy formulation and planning.

MGMG 740 Sustainability Strategy

Sustainability management frameworks, sustainability strategy, social responsibility, corporate responsibility/corporate social responsibility (CSR), ethics and corporate governance, stakeholder theory and other related sustainable management approaches for well-being, balance and sustainability, UN Sustainable Development Goals (SDGs), Triple Bottom Line to balance people, planet and profits, Sustainability Balance Scorecard, Sustainability reporting, sustainable business applications, business cases for sustainability.

MGMG 741 Sustainable Logistics and Supply Chain Management

Principles of logistics and supply chain management, trends and issues in modern logistics and supply chain, sustainability and green supply chain, the various kinds of sustainable logistics and supply chain management models, the methods to forecast and analyze the sustainable logistics and supply chain performance, sustainable logistics and supply chain strategy, and best practices of sustainable logistics and supply chain management

MGMG 742 Knowledge Management for Sustainability

Knowledge as main asset; value stream through knowledge management processes; creation, assimilation, leveraging, sharing and application of knowledge, knowledge management for sustainable communities and all stakeholders, continuous process of collaborative learning

MGMG 743 Emerging Healthcare and Wellness Business Management

Trend of healthcare and wellness industry, opportunity and problem identification, idea generation, concept development, idea testing, concept implementation, business model and business strategy, customer segment, value proposition, distribution channels, customer relations management, revenue stream, key activities, key resources, key partners, cost structure, service management, service excellence,

MGMG 744 Leading and Managing Healthcare Organizations

Organizing and governing healthcare organization, roles of healthcare leader and healthcare professions, hospital international standards, medical travel services, healthcare organizational strategy, patient experiences, healthcare digital transformation

MGMG 745 Principles and Concepts Health Systems and Health Policy

Principles and concepts of health systems and health services systems; Systems thinking; the building blocks of health systems, the desirable characteristics and the goals of health systems; Systematic approaches to analyze demand and supply of health services delivery in various population

groups; Social determinants of health (SDH) and health promotion; Health care reforms; Principles and concepts of health policy formulation, advocacy, decision-making, implementation, monitoring and evaluation; systematic assessment of health policy process, and applications of social sciences theories in the policy processes to make health policies relevant to socioeconomic and political contexts, especially in LMICs settings.

MGMG 746 Seminar in Contemporary Health Care and Wellness Management

Contemporary management with related to health care and wellness management. Issues in contemporary healthcare and wellness management. Problem solving and analysis in management within healthcare and wellness organizations. Experience integration from class participants and knowledge from management for problems encountered.

MGMG 747 Advertising

The application of communication process to marketing management. Consumer behavior analysis, branding concept, product positioning in consumer's mind, relationship between marketing factors, advertising, public relations, promotion and consumer behavior along with customer relationship management

MGMG 748 Financial Planning, Strategy and Value Creation

Financial value creation policies (enhance a corporate's valuation) in these fields of financial planning and strategy, based on real-world cases: balance sheet; income statement; cash flow statement; capital budgeting; risk management; long-term financial planning and forecasting; raising capital; equity versus debt financing; preferred stock and hybrid securities

MGMG 750 Small and Family Business Management

Opportunities and challenges of running small businesses and family businesses; case studies of small and family businesses; the key processes (vision, people, data, issues, process and traction) for managing and growing small and family businesses

MGMG 751 Entrepreneurial Strategy & Competitive Dynamics

Tradeoffs entrepreneurs must make about which customers to serve, what technology to employ and what primary identity to assume; The tension between competition and cooperation, and between experimentation and control; Intellectual property management; Disruption; Value chains; Economics of platforms; Business ethics.

MGMG 752 Management Accounting

Management accounting concepts and principles & cost behavior; accumulating and assigning costs to products: job order cost accounting and process cost accounting; financial control: cost allocation and activity-based cost systems and performance measurement; using costs in decision-making: cost-volume-profit analysis; using budgets for planning and coordination: master budgets and planning & flexible budgets and standard costs and managerial decision-making

MGMG 753 Omni-Channel Retail Management

The design and management of retail business, covering the evolving modes of interaction between offline, online, and omni-retailers and consumers; practical issues and concepts of omni-channel retail business, retail marketing strategy, retail financial management, and retail services, as

well as the management of retail human resources; the sustainable competitive advantage strategies for omni-channel retail business

MGMG 754 Start-Up and SME Financing

Innovative entrepreneurship & financing sources; the entrepreneurial finance mix; the due diligence process in entrepreneurship; contractual aspects of financing start-ups and SMEs; risk controlling in start-ups and SMEs; start-ups' and SME's cost of capital and their valuation; valuation case; exit strategies: IPOs & buyouts; foreign exchange and multinational entrepreneurship; modern topics in entrepreneurial finance: fintech crowdfunding, microfinance

MGMG 755 Health Ethics, Law and Governance

The link between ethics, law and governance; ethics and law in managerial decision making; healthcare legislation and regulation of healthcare professionals; corporate governance; whole of governance approach; governance for health and well-being; accountability, transparency and privacy obligations; public and private partnerships; co-locations of public and private hospitals; codes of conduct; negligence and complaints; managing the complaint process and incident management; the rights of patients; informed decision making and consent; shared decision-making; open disclosure; end-of-life decision making and related ethical issues

MGMG 756 Business and Management Research

The basic structure of a research, the interdependence between research objective, research framework (in terms of variables studied and related hypothesis), and research methodology (in terms of methods of data collection, data measurement and data analysis). Sampling design, questionnaire design, interview, and experiment, Management and analysis for quantitative or qualitative data at basic and intermediate levels

MGMG 803 Managerial Decision Skills

Frameworks for the effective management decision-making, models and tools for decision makers, using information for decision making, psychological and ethical factors affecting business decisions, research skills for managers, empirical abilities, problem analysis and evaluation, critical thinking, empirical data collection, analysis and presentation.

MGMG 809 Business Analytics and Data Visualization

Business analytics for interpreting and analyzing data; Using analytics to understand customers; Data analysis to support business; Managerial decision-making with business analytics; Application of tools/software for data analytics and business decision making; Data visualization

MGMG 810 Managing Digital Transformation in Healthcare organizations

Digital and global trends shaping and disrupting the healthcare ecosystem; Approaches in digital transformation and enabling technologies in healthcare; Case studies of digital health transformation; Change management and governance for implementing digital transformation; Best practices in managing digital transformation and innovation; Develop a digital culture in organizations

MGMG 811 Business Planning & Pitching

The process of business planning as part of the process for identifying potential innovation opportunities, validating them, and then putting the business activities in place to realize them; Defining an entrepreneurial mindset; Methods to think bigger, aiming for innovation, impact on society

and reaching international markets; Methods to act small, test potential opportunities using quick, low-risk tests and then scaling up; Communicating entrepreneurial opportunities to stakeholders; Differentiation between entrepreneurial opportunities and other business opportunities; Cash flow forecast and capital budgeting; Elevator pitch

MGMG 812 Marketing to Aging Consumers

Changing demographics; Physiological changes due to aging; Wellness and successful aging; Financial literacy and independence; Physiological well-being; Retailing and the aging; Advertising and the aging; Packaging and the aging; Gerontology and other disciplines; Digital marketing and the aging

MGMG 813 Social Media Marketing

Digital marketing; platforms and marketing metrics; Social media platforms; Social media audit; Target marketing; Social media strategy; Analytics and dashboards

MGMG 814 Introduction to Gamification and Behavior Management

Introduction to gamification; Gamification building blocks; gamification process; Gamification environments; Gamification in practice; Applied gamification, Analytics

MGMG 815 Basic Quantitative Research Methods in Management

Measurement scales; surveys; research design; sample size; sampling methods; confidence intervals; hypotheses; statistical significance; T-tests, linear regression

MGMG 816 Intermediate Quantitative Research Methods in Management

Multivariate models; factor analysis; multiple regression; non-parametric methods; applied statistical analysis using specialized software

MGMG 817 Advanced Quantitative Research Methods in Management

Advanced statistical techniques; multivariate models; structural equation modeling; confirmatory factor analysis; MANOVA; discriminant analysis; logistic regression; time series data analysis

MGMG 818 Introduction Academic Writing and Obtaining Publications

Literature review; bibliometric analysis; writing for academic journal publication; citations; selecting target journals; how to respond to reviewer comments

MGMG 698 Thesis

Identifying management research proposal, conducting research, ethic of research, research writhing, research presenting and publishing in standard journal or academic publishing or presenting on the academic conference, ethics of academic presenting

MGMG 696 Independent Study

Identifying concept, data retrieval, reviewing data analyst, concept syntactic, comment, summary, paper review, report presentation, ethics of academic presenting