



International Program

EN

ENTREPRENEURSHIP MANAGEMENT

**Be your own boss.
Create. Inspire.**

APPLY NOW

TEL 02 206 2000 ext. 3104

<http://admission.cm.mahidol.ac.th>





EN

International Program ENTREPRENEURSHIP MANAGEMENT



Do you want to be the master of your own destiny? CMMU's EN program leverages entrepreneurship knowledge to help people in starting up their own business. We also provide current entrepreneurs, corporate venturing managers, and others involved in entrepreneurial environments the abilities you need in order to develop ideas into successful businesses, to nurture your enterprise, and to expand it to further stages on the entrepreneurial life cycle. At CMMU you will learn how to increase entrepreneurial opportunities in your desired organization, in your digital business, in your family business, and in your institution. The concepts, tools, and frameworks learned in the EN program will enable students to:

- Apply fundamental knowledge for the foundation of successful start-ups
- Identify and evaluate new venture opportunities
- Create and interpret customer needs and quantify the value proposition
- Develop winning business plans
- Navigate the venture capital investment process and identify further sources of financing a start-up
- Understand geographical and cultural peculiarities in the process of starting up new ventures
- Scale small businesses and medium enterprises (SMEs) to be globally or regionally successful
- Transfer (research) knowledge to the market
- Enhance your experience as an entrepreneur and broaden vital networks with entrepreneurial communities (successful entrepreneurs, venture capitalists, funding agencies, leading small and medium-sized business owners)

WHO SHOULD TAKE THIS SPECIALIZATION

- Future entrepreneurs with a dream to start up their own new company
- Current entrepreneurs who want to grow and sustain their self-owned business
- Current family business leaders who want to get first-hand knowledge from experienced instructors
- Future family business leaders (family business succession)
- Researchers and holders of patents/intellectual property rights who want to transfer their research findings into marketable products
- Intrapreneurs in companies, institutions and regions who are involved with the development of new ventures or new products

CAREER OPPORTUNITIES

- Business Owner
- CEO, President, Managing Director, Manager of self-owned business/SME; Family Business Manager; Digital Business Manager
- Executive/Manager in a local, regional, multinational, or global enterprise
- Business Angel, Venture Capitalist or other Financier who transfers capital and knowledge to newly founded start-ups and developed ventures as well

Core Course 1	Core Course 4	Core Course 7	Capstone Project	
Core Course 2	Core Course 5	Specialization 1	Specialization 3	Elective 2
Core Course 3	Core Course 6	Specialization 2	Elective 1	Free Elective
Term 1	Term 2	Term 3	Term 4	Term 5

Note: This structure is the normal curriculum structure. It may change without prior notice. Please check with the program educator.

Core Courses (7 subjects, 21 credits)

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

Specialization Courses (3 subjects, 9 credits)

- Business Planning
- Small and Family Business Management
- Entrepreneurial Strategy & Competitive Dynamics

Electives (select 3 subjects, 9 credits)

- Innovative Product/Service Design & Commercialization
- Start-up and SME Financing
- Business Creativity
- Omni-Channel Retail Management
- Managerial Negotiation Strategy
- Project Management
- Free Elective

Capstone Project (Total 6 credits)

Total 45 credits

Successful completion of the Masters Program requires:

- Students must maintain an overall GPA of at least 3.0
- Pass the written comprehensive examination
- TOEFL ITP score of 520+ prior to graduation (Equivalent to TOEFL iBT 68, IELTS 5.0 or MU GRAD TEST 70)

Remark: There may be other graduation requirements as indicated in the student manual or by the announcement of the College of Management Mahidol University.

DUAL DEGREE OPTION

EN students have the opportunity to study 3 terms at CMMU and 1 year at Macquarie University, Sydney, Australia. They will receive a Master of Management from CMMU and a Masters of Commerce with a specialization in Business Management and Organizations from Macquarie University. A partial scholarship is available from Macquarie University for this program.