



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 - the pioneer of entrepreneurship education in Thailand - provides all current and future entrepreneurs with the managerial skills they need to develop ideas into successful companies. The **EN mission** is to learn how to start, grow and sustain your business along the entrepreneurial life cycle. Great ideas are not enough. Being a successful entrepreneur requires profound management knowledge - to prevent failure.

WHO SHOULD TAKE THIS SPECIALIZATION

- **Future entrepreneurs:** people with a dream to start up their own company; people who want to learn how to identify and evaluate business opportunities; people who want to develop winning business plans
- **Current entrepreneurs** who want to grow and sustain their self-owned business
- **Current family business managers** who want to create and interpret customer needs and quantify the value proposition
- **Future family business leaders** (family business successors) who want to learn from instructors with their very own entrepreneurial experience
- **Any managers in companies.** All corporations require entrepreneurs. Contents learned in the EN program leave your future career path flexible.
- People who are interested in building **strong and diverse networks** with graduates, successful entrepreneurs, professors, senior managers and funding agencies. Networking is a vital core of the journey in CMMU's EN program.

CAREER OPPORTUNITIES

- Start-up Founder
- CEO, Managing Director
- Family Business Founder and Successor
- SME Manager
- Corporate Executive
- Digital Business Founder and Manager
- Business Owner
- Business Angel, Venture Capitalist

DUAL DEGREE OPTION

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

Core Course 1	Core Course 4	Core Course 7	Comprehensive Examination	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

4 Consulting Practice Topics (Total 6 credits)

Digital Transformation & Change Leadership (Study Trip to NUS Singapore), International Business (Study Trip to Germany), Business Analytics, Leading for Success, Corporate Strategy in Competitive Markets, Employee Selection, Consulting Tools for Sustainability, New Product Positioning, Organizational Change, Data to Intelligence, Soft Skills Development

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.