



International Program

GM

GENERAL MANAGEMENT

Our goal is to boost students' careers and help them to succeed in a wide range of industries. To achieve this we favor an international outlook with an Asia zest.

APPLY NOW

TEL 02 206 2000 ext. 3104

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





GM

International Program GENERAL MANAGEMENT



The GM program prepares you to meet the challenges of the international work arena and gives you a competitive edge to boost your career. The curriculum is designed to give you a broad perspective in business with an international outlook.

The GM program:

- Is designed to fit the needs of students who want to boost their career with the objective to work in an international context
- Provides fundamental skills to help students succeed in the international business world, and more specifically in the Asian region
- Is less a specialization but rather a comprehensive skill set and view of how companies operate, from crafting a strategy to the management of different business functions
- Emphasizes practical and new business concepts through real world case studies, business projects, guest speakers and company visits
- Offers an opportunity to study in Toulouse, France for a double degree in International Management (at no extra cost)

WHO SHOULD TAKE THIS SPECIALIZATION

GM students are likely managers or expect to have management positions. Their diverse professional & cultural backgrounds enrich the overall program experience. We are strongly interested in recruiting students with a few years of experience and more specifically:

- Students with a background in engineering or liberal arts who want to add extra value to their academic background to boost their career
- Students who want to explore new opportunities different from their undergraduate specialization
- Students who are sensitive to the cultural diversity existing in any international environment
- Students who are ready to challenge themselves

CAREER OPPORTUNITIES

Depending on the position of the candidates when entering CMMU, the General Management major will equip them to grow into a higher managerial position by enhancing their capabilities and skill sets.

DUAL DEGREE OPTION

- **Double Degree with Toulouse University, France**

GM students have the opportunity to study 3 terms at CMMU and then 2 terms at Toulouse University, France and receive a double degree (Masters of Management from CMMU and Masters of International Management from TSM Toulouse, France). No extra tuition fee for the 2 semesters in Toulouse.

- **Dual Degree with Macquarie University, Australia**

GM students also have the opportunity to study 3 terms at CMMU and then

continue their studies at Macquarie University, Sydney, Australia for 1 year. They will receive a Masters of Management from CMMU and a Masters of Commerce with a specialization in either "Business Management and Organizations" from Macquarie University. A partial scholarship is available from Macquarie University 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)

- Project Management
- Strategic Leadership
- Managerial Negotiation Strategy

Electives (select 3 subjects, 9 credits)

- Cross-cultural Management
- Business Creativity
- Consumer Behavior
- Operations Management
- International Business Management
- Strategic Brand Management
- Soft Skills Development
- Management Accounting
- Consulting Tools for Sustainability

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 88, 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.