



# ONLINE INTERNATIONAL MASTER OF MANAGEMENT

**Your gateway to the potential  
Asian businesses.  
Lead, Connect and Empowered.**

**APPLY NOW**

TEL 02 206 2000 ext. 3104

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





ONLINE  
INTERNATIONAL

# ONLINE INTERNATIONAL MASTER OF MANAGEMENT



College of Management Mahidol University (CMMU) has a modern, interactive and practical approach to learning experiences. Our teaching and learning standards are internationally recognized as being accredited by AACSB.

This ONLINE program offers flexibility in learning through a variety of learning modes. For example, we have developed pre-recorded clips for each lesson to facilitate flexible learning that fits the pace of individuals' learning. We have LIVE sessions to nurture transferable skills and social connection in an intellectually challenging and supportive environment. Case studies, simulation, consulting projects, and many more are integral tools to facilitate 'learning by practice'.

Students will gain in-depth understanding and insights in management, combined with transferable skills and practices to enhance their business acumen. Featuring the Asian business context, this program appeals to those who are eager to learn best practices from real experts from different industries in Asia. Company visits are organized to further strengthen the link between knowledge and practices, whilst fostering professional networking.

More than any other programs in Thailand, the program enables students an opportunity to explore a range of disciplines from business and management, such as Finance, Economics, Human Resources, Sustainability, Marketing, and Business Strategy. Students can take up to 12 elective courses, enabling them to broaden your management knowledge in different disciplines or deepen your management knowledge in a particular specialization.

Students on online international Master of Management can also enjoy our Exchange Program. CMMU works in partnership with a number of universities worldwide throughout Asia Pacific, Europe and the America.

In essence, students will get:

- Asian business insights and practices from real experts
- A balance between learning flexibility and social connection
- Company visit
- More courses to learn than other mater programs in Thailand

## WHO SHOULD TAKE THIS SPECIALIZATION

- Business professionals: who inspire to pursue a management/executive position.
- Entrepreneurs or those in family businesses: who seek insightful business know-how.
- Almost anyone from any field, as long as you are fascinated by businesses.

## CAREER OPPORTUNITIES

- Business Owner
- CEO, President, Managing Director, COO of self-owned business/the SME; Family Business Manager; Digital Business Manager

## COURSE STRUCTURE

### Core Courses (7 subjects, 21 credits)

- 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)

### 6 Elective courses (Thesis track) or 12 Elective courses (Thematic track)

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

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.

## EXCHANGE PROGRAM

The College of Management, Mahidol University works in partnership with a number of overseas universities. These partnerships provide opportunities for student exchanges with universities throughout Asia Pacific, Europe and the Americas.