

NIDA CATALOGUE OF GRADUATE CURRICULUMS

NATIONAL INSTITUTE OF DEVELOPMENT ADMINISTRATION

International Program

English Program

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**DOCTOR OF PHILOSOPHY PROGRAM
IN DEVELOPMENT ADMINISTRATION
(INTERNATIONAL PROGRAM)**

1. Name of Program

Doctor of Philosophy Program in Development Administration

2. Name of Degree

Doctor of Philosophy (Development Administration)

Ph.D. (Development Administration)

3. Responsible Agency

School of Public Administration

National Institute of Development Administration

4. Rationale and Program Objectives

The decision of the Ministry of University Affairs to grant the National Institute of Development Administration (NIDA) its own Ph.D. program in 1984 was in recognition of the modern reality that the Ph.D. is the pre-eminent degree of higher learning, the historical unavailability of Ph.D. degrees in Thailand and other developing countries notwithstanding. The NIDA International Doctoral Program in Development Administration is expected to provide several unique benefits:

1. It will internationalize NIDA as an organization by raising the standard of higher education in this country to the level of our international counterparts.
2. It will help make NIDA a regional center for the study of Development Administration by providing doctoral level education in this field.
3. It will provide an opportunity for qualified professionals to maintain high academic standards through their teaching and research contributions to the program.
4. It will help Thailand as well as other countries in the region minimize the cost of sending students abroad for their higher education.

5. Qualifications of Applicants

5.1 A Master Degree from an institution accredited by the RTG Civil Service Commission.

5.2 A TOEFL score of at least 550* or an IELTS score of at least 6.5 or as specified by the doctoral Executive Committee, except for applicants who either come from English speaking nations or who graduated from undergraduate or graduate programs which used English as the medium of instruction.

*Internet-based test = 79-80

6. Curriculum

6.1 Program Plan

The total credits, including coursework and dissertation, are 66 credits.

6.2 Program Structure: Plan 2 (2.1)

A. Basic	non-credit
B. Core Courses	9 credits
C. Research Methodology	9 credits
D. Area of Specialization	9 credits
E. Seminar	3 credits
F. Dissertation	36 credits
Total	66 credits

6.3 Basic Courses

non-credit

LC 4003 Advanced Integrated English Language Skills Development 3 credits

LC 6000 Advanced Reading and Writing in English for Graduate Studies 3 credits

6.4 Core Courses

9 credits

DA 800 Development Administration and Globalization 3 credits

DA 801 Organization Analysis and Management 3 credits

DA 802 Policy Studies 3 credits

6.5 Research Methodology 9 credits

DA 810	Philosophy of the Social Sciences	3 credits
DA 811	Quantitative Research Methods I	3 credits
DA 812	Quantitative Research Methods II	3 credits
DA 813	Qualitative Research Methods	3 credits

6.6 Area of Specialization 9 credits

5.6.1 Development Management

DA 830	Modern Management and Organization	3 credits
DA 831	Human Resource Management and Development	3 credits
DA 832	Financial Management	3 credits

5.6.2 Policy and Management

DA 840	Policy Implementation and Evaluation	3 credits
DA 841	Fiscal and Monetary Policy Analysis and Management	3 credits
DA 842	Management Systems and Organization Reforms	3 credits

6.7 Seminar 3 credits

DA 890	Seminar on Research Development	3 credits
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6.8 Dissertation 36 credits

DA 990	Dissertation	36 credits
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7. Course Description

LC 4003 Advanced Integrated English Language Skills Development 3 Credits

Course contents and teaching activities focus on the integrated skills of listening, speaking, reading and writing with a particular emphasis on academic writing. Students will also work in small groups, practicing paper presentation techniques, precise writing, and research writing.

LC 6000 Advanced Reading and Writing in English for Graduate Studies 3 Credits

Review of essential reading and writing strategies required to read and write academic English. Course contents include work on sentence structures, vocabulary and recognition of major thought relationships in paragraphs, as well as practice in reading and writing academic English.

DA 800 Development Administration and Globalization**3 credits**

Examines major theoretical approaches to (social, economic and administrative) development. Studies the processes of globalization as they interact with and impact on national and local development, especially in terms of how internal and external social, economic and political forces interact and shape the direction and outcome of development. Focus is placed on various development issues and policies, such as economic growth and income distribution, sustainable development, social policies, civil society-state relation, and good governance.

DA 801 Organization Analysis and Management**3 credits**

Examines organization as an instrument and determinant of policy issues from different theoretical perspectives. Attention is paid to organizational effectiveness and problems of organizational design and reorganization, including organization culture which influences management behavior and management strategies.

DA 802 Policy Studies**3 credits**

Examines three main aspects of public policy study: policy process, policy analysis, and the socio-economic forces that shape public policy. Current theories of how public policy is made are examined to further understand public policy making in developing countries. Various policy models are analyzed and their relative strengths and advantages are compared in terms of real world implementation, particularly in developing countries.

DA 810 Philosophy of the Social Sciences**3 credits**

Reviews the philosophical foundations of empirical social science. The course emphasizes such topics as: the nature and uses of language with special reference to concepts of meaning, understanding, definition, and verification; theory building and causal inference; systems theory, structural-functional theory and other empirical theories; the problem of discovery, verification, and experimental confirmation; the role of values in research and research design.

DA 811 Quantitative Research Methods I**3 credits**

Studies descriptive and inferential statistics as well as bi-variate measures of association for nominal, ordinal, and interval-ratio variables. Studies of measurement include scale construction and test of validity and reliability.

DA 812 Quantitative Research Methods II**3 credits**

A review of descriptive univariate and bivariate statistical methods and the nature of variables such as independent, dependent, and control (third) variables, intervening, distorting, suppressing, exogenous and endogenous, proxy, and dummy variables. A critical examination of the logic of multivariate statistical analyses including the rationale for their use and their roles in empirical analysis/hypothesis and theory testing. The principles and applications of currently available multivariate statistical methods to various social science research issues. The techniques to be covered include ordinary, stepwise, and hierarchical multiple regression analysis, path analysis, time series, analysis of variance and multiple classification analysis, discriminant analysis, factor and cluster analysis, and various types of statistical tests of measurement reliability.

Prerequisite: DA 811 Quantitative Research Methods I

DA 813 Qualitative Research Methods**3 credits**

Studies the philosophy, assumptions and main approaches of qualitative research. Emphasizes interpretive, comparative, and historical methods in qualitative research and holistic and humanistic analysis of issues and problems. Exercises employing research techniques such as documentary research, participant observation, in-depth interview, life history, and oral history will be conducted. A field work project will be assigned to reinforce and refine the use of the analytical tools learned in class and from the readings.

DA 830 Modern Management and Organization**3 credits**

Addresses the challenges that managers face in today's environment and the skills needed to meet those challenges. Examines the evolution of organization theory and the dimension of organizational theory and the dimensions of organizational structures as well as current problems, issues, and new concepts in management. Studies management processes, management styles, and technological factors within organization structures which impinge on competitiveness. Explores different philosophical concepts which provide public enterprise models. Examines the implications of public enterprise viability and privatization issues from political economy and management perspectives.

DA 831 Human Resource Management and Development**3 credits**

Discusses the impact of human resource management upon the organization. Links the human resource function to strategic business plans. Examines the theoretical and practical

applications of HRM and HRD. Various state-of-the-art techniques in HRM and HRD will be discussed, such as performance appraisal systems, reward systems, and training and development systems. Current issues and future trends in HRM and HRD will be considered.

DA 832 Financial Management**3 credits**

Provides basic accounting information for financial statement analysis. Examines current financial theory and practice and provides skills useful for managers involved in corporate finance, measurement of profitability, liquidity and solvency, investment funds, accounting, and marketing. The study will focus on both local and foreign money markets with the aim of increasing organizational competitiveness and goal achievement.

DA 840 Policy Implementation and Evaluation**3 credits**

Studies conceptual models used in various phases of policy and program implementation with consideration of the determinant factors which influence the success and failure of implementation. Models are formulated by using organizational theory, decision-making socio-economic-political theory and emphasis is placed on the use of innovative models. Examines the theoretical framework of policy and program evaluation and the analysis of the evaluation process covering context or environment, input, process, output, outcome and impact evaluation. Uses case studies to analyze the inter-relationship between program implementation and evaluation. Applies models to actual implementation and evaluation problems and their relationship through case study approaches.

DA 841 Fiscal and Monetary Policy Analysis and Management**3 credits**

Studies the objectives of fiscal and monetary policies, the uses of public expenditure and taxation policies, as well as monetary policy for economic growth, stability and equity, including demand and supply management policies. Focuses on international aspects of financial systems, including balance of payment problems and the use of exchange rate policies for balance of payment adjustments and their impact on economic development.

DA 842 Management Systems and Organization Reforms

3 credits

Studies the philosophy, concepts, and various models of bureaucratic systems and organizational reforms. Emphasizes increasing public service efficiency in responding to public demand. Studies the necessities and impacts of management systems and organizational reforms in both the public and private sectors, focusing on the relevance of social, economic, and political changes in order to facilitate more effective coordination. Studies the necessity and benefits of the privatization of both public agencies and public enterprises, including the issues of autonomy and accountability in the management of public agencies and public enterprises. Examines the progress, issues, problems, and limitations of privatization in different countries, including Thailand.

DA 880 Directed Studies

3 credits

Special topics that are not offered as regular courses but which are of special interest and relevance to students' academic enhancement may be offered as courses under Directed Studies. Given only upon request from students and the consent of instructors. Subject to approval of the Ph.D. Executive Committee?

DA 890 Seminar on Research Development

3 credits

Case studies of research on development and management projects will be studied to address issues arising from the conduct of research, such as research objectives, the theoretical framework of research, research methods, and data analysis. Students are also expected to propose sound recommendations for development and management projects to help them fulfill their potential in conducting research on development. Focuses on methods and procedures as well as issues and problems of dissertation preparation and writing. Starting with the development of a dissertation proposal, students will prepare and refine the ideas, concepts, methodologies, scope, and outcome of their dissertations. A dissertation proposal is expected at the conclusion of the seminar.

DA 990 Dissertation

36 credits

DOCTOR OF PHILOSOPHY PROGRAM IN FINANCE
(INTERNATIONAL PROGRAM)

1. Name of Program

Doctor of Philosophy Program in Finance (International Program)

2. Name of Degree

Doctor of Philosophy (Finance)

Ph.D. (Finance)

3. Responsible Agency

Graduate School of Business Administration

National Institute of Development Administration

4. Rationale and Program Objectives

1) To increase the knowledge of and depth of, faculty and research resources, respectively, at the doctoral level.

2) To accelerate the development of teaching, research and other program materials by way of institution-based research and doctoral dissertations.

3) To optimize the use of available resources through effective networking and collaboration with local and regional institutions.

4) To strengthen and/or develop institutional competencies for national and regional economic development through advanced business education.

5) To promote a profound understanding of Business Administration concepts.

5. Qualification of Applicants

5.1 Applicants for the program must have completed a master's degree or equivalent in any field from a university or institution accredited by the Commission on Higher Education, and possess an excellent scholastic record and background or have other evidence that indicates an ability to perform successfully in the program. Work experience is not required, but will favorably be evaluated in the application process.

5.2 Applicants must conform to the requirements in NIDA's current announcement on English proficiency requirements for International Program students as follows:

5.2.1 Unless applicants are native English speakers or have obtained their bachelor's and/or master's degree (not more than five years ago) from international academic institutions where English was the medium of instruction and study, they are required to submit a test score from either the Test of English as a Foreign Language (TOEFL) or the International English Language Testing System (IELTS) exams. The minimum TOEFL score is 550 for the paper-and-pencil test or 213 for the computer based test*. For the IELTS, the minimum score is 6.5 points.

Remedial Courses	non - credits
Basic Courses	6 credits
Major Courses	12 credits
Elective Courses	6 credits
Qualifying Examination	
Dissertation	36 credits
Total	60 credits

5.2.2 Applicants who fail to meet the requirement in 4.2.1 but earn the minimum score required by NIDA, may be accepted into the program. However, they must register for an English course in the first semester of their study. Students must pass the course with the result "S" (Satisfactory) in one academic year. Otherwise, they will not be allowed to continue their program of study.

Remark: * internet based test score of not less than 79

6. Curriculum

Total credits for the program is 60 credits. The student's thesis topic and coursework must be approved by the Ph.D. program committee. The curriculum structure of Plan 2 (2.1) consists of the following:

6.1 Course Requirements:

Remedial Courses (non credit)

LC 4003 Advanced Integrated English Language Skills Development	3 credits
LC 6000 Advanced Reading and Writing in English for Graduate Studies	3 credits
BA 507 Regression Analysis	3 credits

BA 509 Mathematical Economics	3 credits
BA 591 Econometrics I	3 credits
BA 592 Econometrics II	3 credits
BA 593 Multivariate Analysis	3 credits
BA 594 Optimization Theory	3 credits
BA 595 Stochastic Process	3 credits

Remarks :1. Students who cannot conform to NIDA's announcement on English proficiency requirements, must register for an English course (non credit) in the first semester of their study and also pass (must conform to GSBA's Evaluation System) the course in one academic year. Otherwise, they will not be allowed to continue their program of study.

2. An exemption, e.g. a qualifying examination for Remedial Courses (5.1), must conform to GSBA's Announcement; except LC582 which must conform to NIDA's Announcement.

Basic Courses (6 credits)

BA.801 Conceptual Foundation of Behavioral Research	3 credits
BA.802 Advanced Research Methods	3 credits

Major Courses : Finance (12 credits)

BA.841 Corporate Financial Theory	3 credits
BA.843 Financial Engineering	3 credits
BA.845 Financial Economics	3 credits
BA.847 Advanced Financial Investment	3 credits

Elective Courses

Students must study and complete at least 6 credits in a supporting area outside of his or her own major in Finance. Students, with the approval of the program committee, can choose to study the elective courses in other schools/fields within NIDA. However, all the elective courses must be on a doctoral level.

* {	BA.741 Financial Derivatives	3 credits
	BA.742 International Financial Management	3 credits
	BA.746 Advanced Financial Management	3 credits
	BA.747 Investment Analysis and Portfolio Management	3 credits
	BA.749 Financial Markets and Financial Institutions	3 credits
	BA.810 Selected Topics in Management	3 credits
	BA.811 Seminar in Organization and Management Development	3 credits

BA.812 Seminar in Organization Behavior and Human Resource Management 3 credits

Remark: * indicates MBA courses

BA.813 Seminar in Strategic and Contemporary Management 3 credits

BA.814 Seminar in Corporate Governance 3 credits

BA.815 Research Methods in Organizational Behavior and Human Resource Management 3 credits

BA.817 Management of Innovation and Technological Change 3 credits

BA.820 Selected Topics in Marketing 3 credits

BA.821 Seminar in Consumer Behaviors 3 credits

BA.822 Seminar in International Marketing Strategy 3 credits

BA.823 Marketing Strategy 3 credits

BA.824 Reading in Supporting Fields of Marketing 3 credits

BA.825 Research Methodology in Marketing 3 credits

BA.826 Advanced Research Methodology in Marketing 3 credits

BA.830 Selected Topics in Accounting 3 credits

BA.831 Seminar in Research Methodology in Accounting 3 credits

BA.832 Seminar in International Accounting Research 3 credits

BA.833 Seminar in Taxation Research 3 credits

BA.834 Seminar in Managerial Accounting Research 3 credits

BA.835 Seminar in Auditing and Corporate Governance Research 3 credits

BA.836 Seminar in Financial Accounting Research 3 credits

BA.837 Advanced Financial Accounting Research 3 credits

BA.840 Selected Topics in Finance 3 credits

BA.842 Seminar in International Financial Management 3 credits

BA.844 Empirical Research in Finance 3 credits

BA.846 Advanced Financial Markets and Institutions 3 credits

BA.848 Advanced Portfolio Theory 3 credits

BA.850 Selected Topics in Operations Management 3 credits

BA.851 Simulation Models for Operations Analysis 3 credits

BA.852 Inventory Systems and Theory 3 credits

BA.853 Seminar in Total Quality Management	3 credits
BA.854 Activity Scheduling	3 credits
BA.855 Seminar in Manufacturing Strategy	3 credits
BA.856 Seminar in Supply Chain Management	3 credits
BA.857 Dynamic Pricing & Revenue Management	3 credits
BA.870 Selected Topics in International Business	3 credits
BA.871 Theory in International Business	3 credits
BA.872 Management of International Business	3 credits
BA.874 Seminar in Cross-Cultural Research Methodology	3 credits

Remark : Students, with the approval of the program committee, can choose to study elective courses (Ph.D. level or equivalent) in other schools/fields within NIDA.

Dissertation (36 credits)

BA 990 Dissertation 36 credits

6.2 Course Descriptions

LC 4003 Advanced Integrated English Language Skills Development 3 Credits

Course contents and teaching activities focus on the integrated skills of listening, speaking, reading and writing with a particular emphasis on academic writing. Students will also work in small groups, practicing paper presentation techniques, precise writing, and research writing.

LC 6000 Advanced Reading and Writing in English for Graduate Studies 3 Credits

Review of essential reading and writing strategies required to read and write academic English. Course contents include work on sentence structures, vocabulary and recognition of major thought relationships in paragraphs, as well as practice in reading and writing academic English.

BA 507 Regression Analysis 3 credits

Fitting linear models to data by the method of least squares, choosing best subsets of predictors, and related materials.

BA 509 Mathematical Economics 3 credits

This course reviews the mathematical concepts and computer tools that are necessary for graduate study. Topics include differential and integral calculus; probability and statistics; algebra and matrix algebra; difference equations; optimization; approximation; and linear, mathematical

and dynamic programming. It shows how these tools are applied in an economic and business context.

BA 591 Econometrics I**3 credits**

The application of mathematical statistics and the tools of statistical inference to the empirical measurement of relationships postulated by economic theory.

Prerequisite : BA 507

BA 592 Econometrics II**3 credits**

A continuation of Econometrics, the extension to non-linear models, including full concepts of non-linear regression and non-linear optimization

Prerequisite : BA 591

BA 593 Multivariate Analysis**3 credits**

Multivariate statistical methods including exploratory data analysis, geometrical interpretation of multivariate data, multivariate tests of hypothesis, multivariate analysis of variance, multivariate multiple regression, principal components, factor analysis, discriminant analysis, cluster analysis, and multidimensional scaling. A major statistical package is used as a tool to aid calculations required for many of the techniques.

Prerequisite : BA 507

BA 594 Optimization Theory**3 credits**

Theory, algorithms and applications of optimization; optimization methodology including linear programming, network optimization, integer optimization, decisions tree and dynamic programming; optimization applications in logistics, finance, marketing, manufacturing and transportation.

Prerequisite : BA 509

BA 595 Stochastic Process**3 credits**

Various stochastic processes used in modeling business applications such as Poisson process, Markov process, Brownian motion, etc.; some aspects of stochastic calculus with emphasis in financial modeling.

Prerequisite : BA 509

BA 741 Financial Derivatives**3 credits**

The theoretical and working knowledge of derivatives analysis using mathematics and numerical examples in order to improve understanding in derivatives. Introduction to the different types of derivatives: futures, forward, swaps and options. The concept of trading and hedging strategies using derivatives.

BA 742 International Financial Management**3 credits**

The international financial environment and the problems in the management of international finance; exchange rate systems, the international money market, sources of funds for exporters, importers and international investors; management of risk caused by changes in foreign exchange rates; management of assets, liabilities and capital structures.

BA 746 Advanced Financial Management**3 credits**

The development of financial theories with emphasis on making investment decisions under risk conditions; the development of theories on cost of capital including various models used in making financial management decisions.

BA 747 Investment Analysis and Portfolio Management**3 credits**

Types of securities; sources and types of information used in investment analysis; methods and principles of investment decisions; basic principles and methods of securities and portfolio management of both personal and institutional investment.

BA 749 Financial Markets and Financial Institutions**3 credits**

Financial assets; financial markets, globalization, and the derivatives markets; financial intermediaries and recent developments in financial markets; depository financial institutions; central banking and monetary policy; insurance companies; investment companies and pension funds; determination of financial asset prices and interest rates; general level and structural of interest rates; structure and working of primary and secondary markets; markets of government securities; private bond markets; stock markets; futures markets; options markets; swaps.

BA 801 Conceptual Foundation of Behavioral Research**3 credits**

Philosophical and methodological concepts of social and behavioral science inquiry.

Application of empirical methods for behavioral studies. Quantitative and qualitative research methodology.

Prerequisite : BA 507

BA 802 Advanced Research Methods **3 credits**

Various research designs in business administration. Principles and techniques of selecting the appropriate empirical research design. Methods of data collection in both quantitative and qualitative research. Application of the appropriate data analysis on the research topic. Format and techniques in research result presentation.

Prerequisite : BA 507

BA 810 Selected Topics in Management **3 credits**

Studies of special topics in management determined and announced by the School before the beginning of each semester.

BA 811 Seminar in Organization and Management Development **3 credits**

The theories, analytic approaches, and skills development needed for introducing organizational change.

BA 812 Seminar in Organization Behavior and Human Resource Management **3 credits**

Topics of current research interest in human resource systems and organizational behavior.

BA 813 Seminar in Strategic and Contemporary Management **3 credits**

Selected topics and asset problems in organizational strategy. Research and field work in strategic management: application of theory and concepts to problems in strategic management through the development of contemporary management.

BA 814 Seminar in Corporate Governance **3 credits**

Research on corporate governance. Relation between corporate governance and various fields in business administration. Application of academic studies on corporate governance to corporate practices.

BA 815 Research Methods in Organizational Behavior and Human Resource Management **3 credits**

Methodologies and research design appropriate for research on topics in human resource and organizational behavior.

BA 817 Management of Innovation and Technological Change **3 credits**

Analysis of the role of organizational structure and the management process in fostering innovation. Emphasis on issues in research and development management.

BA 820 Selected Topics in Marketing **3 credits**

Studies of special topics in marketing determined and announced by the School before the start of each semester.

BA 821 Seminar in Consumer Behaviors **3 credits**

Major concepts and empirical foundations in consumer behaviors. Social, cultural, psychological and personal determinants affecting buyers' decision-making processes from attitude formation to post-purchase behaviors.

BA 822 Seminar in International Marketing Strategy **3 credits**

International marketing concepts and strategies, with an emphasis on different issues facing multinational and exporting companies, will be the focus. Theoretical developments dealing with issues relevant to managing businesses in Asia, such as standardization versus adaptation strategies, counterfeiting and protection of industrial property, distribution alliances, and sustaining competitiveness of OEMs are analyzed.

BA 823 Marketing Strategy **3 credits**

Theoretical and empirical perspectives of marketing affecting firm's decision in creating marketing objectives and marketing mix strategies.

BA 824 Reading in Supporting Fields of Marketing **3 credits**

Selected readings from other fields of studies e.g. economics and psychology and their contribution to the formation of marketing as a field of study.

BA 825 Research Methodology in Marketing

3 credits

Methodologies and Research design appropriate for research on topics in marketing.

BA 826 Advanced Research Methodology in Marketing

3 credits

Investigation of advanced research methodologies and research design using examples from research in marketing.

BA 830 Selected Topics in Accounting

3 credits

Studies of special topics in ac before the beginning of each semester. counting determined and announced by the School

BA 831 Seminar in Research Methodology in Accounting

3 credits

An introduction to research methodology in accounting. Research in various areas of accounting is explored, with emphasis on both the performance and evaluation of accounting research. The areas include financial, managerial accounting and auditing accounting system and accounting education, etc.

BA 832 Seminar in International Accounting Research

3 credits

Various aspects of international accounting research such as international financial, managerial accounting research, international auditing and taxation.

BA 833 Seminar in Taxation Research

3 credits

Major concepts, theories, and research methods applied in taxation research. Review and evaluate taxation literature in areas, including tax implications of individual and business decisions, tax problems and issues related to tax policy setting. Studies and critique of current findings and developments in tax research.

BA 834 Seminar in Managerial Accounting Research

3 credits

A multitude of managerial accounting areas both in behavioral aspects and experimental economics application in managerial accounting research.

BA 835 Seminar in Auditing and Corporate Governance Research **3 credits**

Two lines of research, auditing and corporate governance research. Research in auditing covers the issues of audit process, judgment and decision-making in auditing, audit expertise and information technology in auditing. Various issues regarding corporate governance.

BA 836 Seminar in Financial Accounting Research **3 credits**

Various aspects in financial accounting including financial reporting, the implication of accounting information and capital market research.

BA 837 Advanced Financial Accounting Research **3 credits**

Review and evaluate current topics in financial accounting research with the emphasis on complex financial reporting issues and the empirical studies of accounting information in both financial and capital markets.

BA 840 Selected Topics in Finance **3 credits**

Studies of special topics in finance determined and announced by the School before the beginning of each semester.

BA 841 Corporate Financial Theory **3 credits**

An advanced introduction to modern corporate finance. Cash Flow forecasting, optimal dividend policies, merger and acquisitions, structured finance, capital at risk, and the risk of adjusted return on capital. Advanced development of theories of corporate capital structure and corporate governance, going public, takeovers, and insolvency. The development of these theories involving applying the modern theories of agency, asymmetric information and game theoretic ideas. Application of the economics of incomplete contracts to the problems of ownership and control and financial decisions.

Prerequisite : BA 746

BA 842 Seminar in International Financial Management **3 credits**

Alternative theories of exchange rate determination, spot and future foreign exchange markets and management of foreign exchange and exchange control risk analysis of the international financial system, the operation of the international monetary systems and its implications

for exchange rate determination. Additional topics include determinants of foreign investments types and characteristics of international financial institutions and the relationships between international and domestic financial markets

Prerequisite : BA 742

BA 843 Financial Engineering

3 credits

Development of financial engineering and risk management tools; the process that seeks to adapt existing financial instruments and process and to develop financial innovation so as to enable financial market participants to cope more effectively with financial risk in the changing world.

Prerequisite : BA 741

BA 844 Empirical Research in Finance

3 credits

Introduction to empirical methods commonly employed in finance. Empirical papers with an emphasis on econometric methods. Heavy reliance on the analysis of financial data. Rigorous treatment of current empirical research in finance, applications of multivariate and nonlinear methods, inter-temporal and multifactor pricing models, conditional distributions and temporal dependence in asset returns.

BA 845 Financial Economics

3 credits

Choices under uncertainty; perfect and imperfect asset markets, equilibrium asset pricing, differential information in markets and rational expectations, asymmetric information in credit and capital markets; term structure of interest rates under certainty; relationship between real and financial sectors; efficiency of financial markets and institutions; international capital flows and their impact on national economies; financial crises and economic crises; case studies related to financial systems-real sector interactions in developing countries

BA 846 Advanced Financial Markets and Institutions

3 credits

Developments in and of financial markets, sales and implication of financial instruments, internationalization of financial markets, financial deregulation and securitization, international cooperation on monetary and financial policies.

Prerequisite : BA 749

BA 847 Advanced Financial Investment**3 credits**

Inter-temporal investment decision theory, time-state preference analysis mean variance analysis, stochastic dominance principle, arbitrage pricing models, multifactor duration analysis and bond immunization, portfolio insurance, program trading, fund management strategies and performance evaluation, pricing of options and option-like securities, future markets and stock crash models.

Prerequisite : BA 747

BA 848 Advanced Portfolio Theory**3 credits**

Advanced treatment of investment decision-making and the role of financial markets in pricing securities. Portfolio selection models, the institutional environment of investment decisions, and investment and asset pricing theory, modern capital market theory and portfolios and their performance. Alternative portfolio selection strategies (such as hedge funds), derivatives and other investment alternatives.

Prerequisite : BA 747

BA 850 Selected Topics in Operations Management**3 credits**

Studies of special topics in operations management determined and announced by the School before the start of each semester.

BA 851 Simulation Models for Operations Analysis**3 credits**

Modeling of business processes with simulation languages; statistical analysis of input and output, variance reduction techniques.

BA 852 Inventory System and Theory**3 credits**

Analysis and applications of deterministic and stochastic models for the control of single and multiple items at one of many locations; design of an integrated production and distribution system for a global company

BA 853 Seminar in Total Quality Management**3 credits**

An organization-wide approach to quality based on total customer satisfaction and continuous process improvement; both managerial and technical aspects of quality are discussed.

BA 854 Activity Scheduling**3 credits**

Theory and application of scheduling and sequencing of the manufacturing system; complexity theory; optimization and heuristic methods for sequence generation.

BA 855 Seminar in Manufacturing Strategy**3 credits**

Theory and application of deterministic sequencing of single machines, parallel machines, flow shops, and job shops as well as complexity theory, optimization and heuristic algorithms for combinatorial sequence generation.

BA 856 Seminar in Supply Chain Management**3 credits**

Integrated management of the total product delivery system; purchasing, inventory management and distribution functions, with emphasis on materials and information flows.

BA 857 Dynamic Pricing & Revenue Management**3 credits**

Principles of dynamic pricing and revenue management; identification of profitable applicability of dynamic pricing and revenue management; tactical tools and frameworks for implementation

BA 870 Selected Topics in International Business**3 credits**

Studies of special topics in international business determined and announced by the School before the start of each semester.

BA 871 Theory in International Business**3 credits**

A survey of mainstream international business related theories. Review of seminal and current articles in top journals in international business to reveal theoretical trends in international business. Current international business issues relating to the situation in southeast Asia, such as border business development, free trade zones, international trade financing, international patent and trademark protection.

BA 872 Management of International Business**3 credits**

International strategic management literature with concentration on enterprises and government policies to enhance firm, industry and national competitiveness. The environment of

international business and its effect on the management of enterprises, planning, organizing, staffing and control with emphasis on current issues. The problems of cross-cultural communications, leadership, motivation and decision-making.

BA 874 Seminar in Cross-Cultural Research Methodology

3 credits

Methodological problems in cross-cultural research. The criterion problem (definition of culture), methodological simplicity, sampling problems (representativeness, selection of cultures and Galton's problem) equivalence of instrumentation and data collection, analysis of qualitative data, levels of analysis and generalizability. Critical analysis of published research.

BA 990 Dissertation

36 credits

In-depth, original and systematic investigation of a topic related to the area of concentration in business administration. The excerpt of the dissertation must be acceptable through a peer-reviewed system.

**DOCTOR OF PHILOSOPHY PROGRAM IN ECONOMICS
(INTERNATIONAL PROGRAM)**

1. Name of Program

Doctor of Philosophy Program in Economics (International Program)

2. Name of Degree

Doctor of Philosophy (Economics)

Ph.D. (Econ.)

3. Responsible Agency

The School of Development Economics

National Institute of Development Administration.

4. Philosophy and/or Program Objectives

4.1 Rationale

The School of Development Economics has offered an international program of study leading to the Ph.D. degree in Economics since 2004. There has never been a more challenging time to pursue advanced study. New approaches in learning traditional fields are providing today's students with the knowledge and skills to shape the places around them. The School of Development Economics intends to admit qualified bachelor degree holders to its Ph.D. program. Their degrees need not be in economics, but a strong background in mathematics is important.

The revised program being designed as a Ph.D. program will offer prospective students the opportunity to proceed directly to the doctorate and complete their study in a shorter time period. Entering a program leading to two (master's and doctoral) degrees requires additional study beyond the period involved for completing the Ph.D. program with no master's level courses.

4.2 Program Objectives

The revised program aims to prepare qualified post baccalaureate students through the rigor and high level of scholarship in the subject matter of the Doctor of Philosophy with the acquisition of analytical skills in research for those who need the highest level of research training and who wish to pursue careers in colleges and universities, research institutes, public agencies as well as industrial and business organizations.

5. Qualifications of Applicants

5.1 Plan 2 (2.1), a Master's degree from an institution accredited by the Commission on Higher Education is required. Students who are currently enrolled in the master's degree program at the School of Development Economics and have completed at least two semesters with outstanding records may apply for the Ph.D. program. Admission is subject to approval from the Dean of the School of Development Economics upon recommendation of the Admission Committee.

5.2 Plan 2 (2.2), a Bachelor's degree from an institution accredited by the Commission on Higher Education is required with the GPA. not less than 3.25. At the Ph.D. level, the study of economics requires a year of college calculus (at a minimum).

5.3 A TOEFL score of at least 550* or an IELTS score of at least 6.5 or as specified by the doctoral Executive Committee, except for applicants who either come from English speaking nations or who graduated from undergraduate or graduate program which used English as the medium of instruction.

* Internet-based test = 79-80

6. Curriculum

6.1 Program Plan

The total credits, including coursework and dissertation, are as follows

Plan 2 (2.1) : 66 credits

Plan 2 (2.2) : 90 credits

6.2 Degree Requirements

The School of Development Economics offers two plans of study, Plan 2 (2.1) and Plan 2 (2.2), leading to the Ph.D. degree. The Plans include courses and the completion of the doctoral thesis. The following credits for the degree are required by individual Plans.

Plan 2 (2.1) 66 credits

Plan 2 (2.1) includes basic courses with no credit counted toward the doctoral degree, 18 credits of core courses and a qualifying examination in the subjects of microeconomics and macroeconomics. In addition to the Core, Ph.D. requirements include demonstration of competence in one specialized field of concentration for 6 credits, courses in elective fields for 6 credits, and a dissertation demonstrating the ability to conduct original, scholarly research. No more than 36 credits of doctoral thesis research can be applied to the degree.

Plan 2 (2.2) 90 credits

Plan 2 (2.2) includes 12 credits of basic courses, 18 credits of core courses and a qualifying examination in the subjects of microeconomics and macroeconomics. In addition to the Core, Ph.D. requirements include demonstration of competence in one specialized field of concentration for 6 credits, courses in elective fields for 6 credits, and a dissertation demonstrating the ability to conduct original, scholarly research. No more than 48 credits of doctoral thesis research can be applied to the degree.

Consult Table 1 for the requirements for individual Plans.

Table 1: Degree Requirements

Courses	Plan 2 (2.1)	Plan 2 (2.2)
1. Basic Courses	no credit	12 credits
2. Core Courses	18 credits	18 credits
3. Specialized Field Courses	6 credits	6 credits
4. Elective Courses	6 credits	6 credits
5. Dissertation	36 credits	48 credits
6. Qualifying Examination	required	required
7. Field Examination	required	required
Total Credits	66	90

Students who begin with the intention of obtaining the Ph.D. but who change their plans or fail to satisfy the Ph.D. requirements will in most cases find themselves eligible for the Master's Degree. Requirements for the Master of Development Economics are 12 credits of basic courses, 9 credits of core courses, 3 credits of one course in development economics, 6 credits of courses in elective fields*, and 6 credits of independent study courses.

6.3 Courses

(a) Plan 2 (2.1)

The formal course requirements for **Plan 2 (2.1)** must be met with 66 credits. No credit earned in ECON 700 (Mathematics for Economists) may be applied toward the Ph.D. degree.

Basic Course

ECON700 Mathematics for Economists 3 credits

This is a required course for all doctoral students in the program. To be exempted from the course, students must petition for the permission from the School Dean.

* Core courses can be substituted as elective courses

Core Courses (18 Credits)

ECON 810 Microeconomic Theory	3 credits
ECON 820 Advanced Microeconomics	3 credits
ECON 830 Macroeconomic Theory	3 credits
ECON 840 Advanced Macroeconomics	3 credits
ECON 850 Econometrics I	3 credits
ECON 860 Econometrics II	3 credits

Specialized Field Courses (6 Credits)

Students must choose one field of specialization from the list below. The demonstration of competence in the specialized field must be certified by successful performance on one written preliminary Field examination.

1. Development Economics**Required field courses:**

ECON 910 Development Economics	3 credits
ECON 911 Empirical Issues in Development Economics	3 credits

Elective field course:

ECON 912 Research in Thai Economy	3 credits
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2. International Economics**Required field courses:**

ECON 920 International Trade	3 credits
ECON 921 International Finance	3 credits

Elective field courses:

ECON 922 Advanced Topics in International Trade	3 credits
ECON 923 Advanced Topics in International Finance	3 credits
ECON 924 Empirical Issues in International Economics	3 credits

3. Financial Economics**Required field courses:**

ECON 930 Financial Economics	3 credits
ECON 931 Asset Pricing Theory	3 credits

Elective field courses:

ECON 932 Empirical Issues in Finance	3 credits
ECON 933 Advanced Topics in Corporate Finance	3 credits
ECON 934 Advanced Topics in Monetary Economics	3 credits

4. Labor Economics and Human Capital**Required field courses:**

ECON 940 Economics of Labor Market	3 credits
ECON 941 Wage Determination	3 credits

Elective field courses:

ECON 942 Inequality, Human Capital and Macroeconomy	3 credits
ECON 943 Economics of Education	3 credits
ECON 944 Health Economics	3 credits

5. Environmental Economics**Required field courses:**

ECON 950 Environmental Economics	3 credits
ECON 951 Environmental Valuation	3 credits

Elective field courses:

ECON 952 Advanced Topics in Environmental Economics	3 credits
ECON 953 Empirical Issues in Environmental Economics	3 credits

6. Public Economics**Required field courses:**

ECON 960 Public Economics: Taxation	3 credits
ECON 961 Public Economics: Expenditure	3 credits

Elective field course:

ECON 962 Public Choice	3 credits
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Elective Courses (6 Credits)

Students must select two Ph.D.-level courses in economics or related to their area of specialization as electives.

ECON 970 History of Economic Thought	3 credits
ECON 971 Game Theory	3 credits
ECON 972 Economics of Cost-Benefit Analysis	3 credits
ECON 973 Independent Research Paper	3 - 6 credits
ECON 974 Directed Study	3 - 6 credits

Dissertation (36 Credits)

ECON 990 Ph.D. Dissertation	36 credits
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All candidates for the Ph.D. degree must have an advisor who is a faculty member of the School of Development Economics. The advisor is considered the primary reader of the dissertation. The defense must be open to the academic community of the university and be publicly announced at least one week prior to the occurrence.

The dissertation committee is appointed by the School Dean on the recommendation of the student's advisor or program. The defense committee consists of at least five persons, of whom one must be from outside their program. The chair of the committee must be a full member of the School faculty. At least two members of the committee must be tenured faculty at the School of Development Economics. The outside members may include graduate faculty from other NIDA schools or outside the university in which case the member must demonstrate equivalent academic standards.

(b) Plan 2 (2.2)

The formal course requirements for **Plan 2 (2.2)** must be met with 90 credits.

Basic Course (12 Credits)

ECON 601 Intermediate Microeconomics	3 credits
ECON 602 Intermediate Macroeconomics	3 credits
ECON 603 Basic Econometrics	3 credits
ECON 700 Mathematics for Economists	3 credits

Core Courses (18 Credits)

ECON 810 Microeconomic Theory	3 credits
ECON 820 Advanced Microeconomics	3 credits
ECON 830 Macroeconomic Theory	3 credits
ECON 840 Advanced Macroeconomics	3 credits
ECON 850 Econometrics I	3 credits
ECON 860 Econometrics II	3 credits

Specialized Field Courses (6 Credits)

Students must choose one field of specialization from the list below. The demonstration of competence in the specialized field must be certified by successful performance on one written preliminary Field examination.

1. Development Economics**Required field courses:**

ECON 910 Development Economics	3 credits
ECON 911 Empirical Issues in Development Economics	3 credits

Elective field course:

ECON 912 Research in Thai Economy	3 credits
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2. International Economics**Required field courses:**

ECON 920 International Trade	3 credits
ECON 921 International Finance	3 credits

Elective field courses:

ECON 922 Advanced Topics in International Trade	3 credits
ECON 923 Advanced Topics in International Finance	3 credits
ECON 924 Empirical Issues in International Economics	3 credits

3. Financial Economics**Required field courses:**

ECON 930 Financial Economics	3 credits
ECON 931 Asset Pricing Theory	3 credits

Elective field courses:

ECON 932 Empirical Issues in Finance	3 credits
ECON 933 Advanced Topics in Corporate Finance	3 credits
ECON 934 Advanced Topics in Monetary Economics	3 credits

4. Labor Economics and Human Capital**Required field courses:**

ECON 940 Economics of Labor Market	3 credits
ECON 941 Wage Determination	3 credits

Elective field courses:

ECON 942 Inequality, Human Capital and Macroeconomy	3 credits
ECON 943 Economics of Education	3 credits
ECON 944 Health Economics	3 credits

5. Environmental Economics**Required field courses:**

ECON 950 Environmental Economics	3 credits
ECON 951 Environmental Valuation	3 credits

Elective field courses:

ECON 952 Advanced Topics in Environmental Economics	3 credits
ECON 953 Empirical Issues in Environmental Economics	3 credits

6. Public Economics**Required field courses:**

ECON 960 Public Economics: Taxation	3 credits
ECON 961 Public Economics: Expenditure	3 credits

Elective field course:

ECON 962 Public Choice	3 credits
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Elective Courses (6 Credits)

Students must select two Ph.D.-level courses in economics or related to their area of specialization as electives.

ECON 970 History of Economic Thought	3 credits
ECON 971 Game Theory	3 credits
ECON 972 Economics of Cost Benefit Analysis	3 credits
ECON 973 Independent Research Paper	3 - 6 credits
ECON 974 Directed Study	3 - 6 credits

Dissertation (48 credits)

ECON 990 Ph.D. Dissertation	48 credits
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All candidates for the Ph.D. degree must have an advisor who is a faculty member of the School of Development Economics. The advisor is considered the primary reader of the dissertation. The defense must be open to the academic community of the university and be publicly announced at least one week prior to the occurrence.

The dissertation committee is appointed by the School Dean on the recommendation of the student's advisor or program. The defense committee consists of at least five persons, of whom one must be from outside their program. The chair of the committee must be a full member of the School faculty. At least two members of the committee must be tenured faculty at the School of Development Economics. The outside members may include graduate faculty from other NIDA schools or outside the university in which case the member must demonstrate equivalent academic standards.

(c) Master of Development Economics

This alternative set of requirements for the Master's Degree must be met with 36 credits if students change their plans or fail to satisfy the Ph.D. requirements.

Basic Courses (12 credits)

ECON 601 Intermediate Microeconomics	3 credits
ECON 602 Intermediate Macroeconomics	3 credits
ECON 603 Basic Econometrics	3 credits
ECON 700 Mathematics for Economist	3 credits

Core Courses (9 Credits)

ECON 810 Microeconomic Theory	3 credits
ECON 830 Macroeconomic Theory	3 credits
ECON 850 Econometrics I	3 credits

Required Course (3 Credits)

ECON 910 Development Economics	3 credits
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Elective Courses (6 Credits)

ECON 8xx/9xx Elective Course (#1)	3 credits
ECON 8xx/9xx Elective Course (#2)	3 credits

Independent Studies (6 Credits)

ECON 890 Independent Studies	6 credits
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7. Course Description**Basic Course****Plan 2 (2.1)****ECON 700 Mathematics for Economists****non- credits**

Study of fundamental thoughts and major theories in Economics, basic and applied mathematical techniques to understand economics models.

Plan 2 (2.2)**ECON 601 Intermediate Microeconomics****3 credits**

The course offers fundamental approaches to explain rational decisions of economic agents. Economic analysis of consumer behavior and demand for goods, production theory and costs, market structure, and price determination mechanism are the core focus. Basic concepts in general equilibrium theory, welfare economics and market failure, and remedies mechanism are topics to be discussed.

ECON 602 Intermediate Macroeconomics**3 credits**

Mainstream theoretical model in macroeconomics analysis is introduced. The course incorporates the comparative analysis of static and dynamic mechanism of macroeconomic variable fluctuations in an economic system. Assessing and forecasting economic situation under different circumstances as well as macroeconomic policy determination are included.

ECON 603 Basic Econometrics**3 credits**

The study of fundamental and advanced probability theory and probability distribution function in applied statistics. Moreover, the course covers an introduction to random variables, large sample theory, point estimation, interval estimation and hypothesis/hypotheses testing. A simple bivariate and multi-variate linear regression model is also introduced.

ECON 700 Mathematics for Economists**3 credits**

Study of fundamental thoughts and major theories in Economics, basic and applied mathematical techniques to understand economics models.

Core Courses**Plan 2 (2.1) and Plan 2 (2.2)****ECON 810 Microeconomic Theory****3 credits**

Microeconomic theory with an emphasis on analysis of consumer behavior, theory of firm, decision making under uncertainty, perfect competition, monopoly and monopsony, and imperfect competition. Game theory will also be introduced.

ECON 820 Advanced Microeconomics**3 credits**

Advanced microeconomic theory with emphasis on models of intertemporal choice, general equilibrium analysis. Introduction to adverse selection and moral hazard. Decision making under incomplete information and contract theory. Welfare economics, market failure and social choice.

Prerequisite: ECON 810

ECON 830 Macroeconomic Theory**3 credits**

Macroeconomic theory covering advanced topics such as Keynesian model with extension to the open economy, real business cycle theory, effectiveness of monetary and fiscal policy, stochastic rational expectation models and growth theory.

ECON 840 Advanced Macroeconomics**3 credits**

Advanced topics in Macroeconomics with emphasis on economic fluctuations. The competitive equilibrium business cycle and deviations from the competitive model are the main focus. Topics include consumption and investment theories, real business cycle theory, and new Keynesian theory.

Prerequisite: ECON 830

ECON 850 Econometrics I**3 credits**

Econometric methods for economic analysis. Topics include the theory and application of the LS and ML estimators of the linear single equation, nonlinear econometric methods, and structural models for cross-sectional and panel data, specification analysis, and model choice issues and analysis of limited dependent variables.

ECON 860 Econometrics II**3 credits**

The course focuses on advanced and recent topics in econometrics. Topics include time series econometrics, non-parametric estimation, asymptotic theory, unit roots and co-integration, and methods for measurement error.

Prerequisite: ECON 850

Specialized Field Courses**Plan 2 (2.1) and Plan 2 (2.2)****1. Development Economics****ECON 910 Development Economics****3 credits**

This course covers advanced topics of development economics spanning micro-development and macro-development economics. Topics include dual economy, inter-linkage in rural markets, structural transformation, economic roles of institutions, social welfare, poverty and income distribution, international trade and economic development and computable general equilibrium analysis of development policy scenarios.

ECON 911 Empirical Issues in Development Economics**3 credits**

A variety of current issues pertaining to economic development will be explored. Students will also be encouraged to apply analytical tools in discussing development issues.

ECON 912 Research in Thai Economy**3 credits**

This course covers development issues of Thai economy. Theoretical and empirical analyses of the course span the philosophy of Sufficiency Economy, frontier issues on geographical development disparity, decentralization, powers and social institutions, rural credit and debt analysis, poverty reduction strategy and analysis of selected social and economic development policies.

2. International Economics**ECON 920 International Trade****3 credits**

The theory and evidence concerning causes and consequences of international trade with attention focused on the interplay of economic theory and empirical descriptions of foreign trade and foreign direct investment. Topics include comparative advantage on the imperfectly competitive markets, income distribution and the gains from trade, and the impact of taxes, tariff, and subsidies on international trade.

ECON 921 International Finance**3 credits**

Analysis of international capital markets, exchange rates, interest and prices. International monetary economics covering topics like exchange rate and balance of payment determination, speculative attacks and target zones, monetary approaches to the adjustment mechanism, portfolio and asset market approaches, monetary integration and policy coordination.

ECON 922 Advanced Topics in International Trade**3 credits**

Advanced topics in international trade cover theoretical and empirical issues on modern trade theory, welfare aspects of trade and theory of commercial policy, international trading system, trade with scale economies, and dynamic trade models with R&D.

Prerequisite: ECON 920

ECON 923 Advanced Topics in International Finance**3 credits**

The course explores recent development in theoretical and empirical works on topics in international finance such as exchange rate regimes, capital controls, financial risk in the international setting, and current issues in international monetary reform.

Prerequisite: ECON 921

ECON 924 Empirical Issues in International Economics**3 credits**

This course extends the use of quantitative analysis to international issues such as exchange rates and balance of payments, capital flows, currency crises, technology flows and increasing interdependence, trade and industrial policy, international integration and growth.

Prerequisite: ECON 920

3. Financial Economics**ECON 930 Financial Economics****3 credits**

A synthesis of finance theory from the perspective of continuous-time analysis. It examines the microeconomic foundations of individual financial behavior, the financial market, and financial intermediation with some emphasis on risk and uncertainty. Topics include portfolio selection theory and investment decision, market signaling, market imperfection, capital pricing models, option pricing, arbitrage pricing, securitization, derivatives, hedge funds and agency theory.

ECON 931 Asset Pricing Theory**3 credits**

Dynamic models in finance and modern asset-pricing theory are examined: discrete-time models for portfolio choice and security prices, and continuous-time models. Models of the term structure of interest rates and the pricing of derivative claims are also explored.

ECON 932 Empirical Issues in Finance**3 credits**

This course introduces students to empirical work in financial economics as well as to illustrate the use of econometric method in analysis of financial data. Topics include empirical performance dynamic models of asset pricing and models of incomplete markets.

Prerequisite: ECON 930

ECON 933 Advanced Topics in Corporate Finance**3 credits**

This course explores advanced topics in corporate finance, both theoretical and empirical, with emphasis on the microeconomic foundations of corporate finance, and the development of financial markets and its effects on the efficiency of capital allocation, industrial structure, and economic growth. Topics include capital budgeting, capital structure of firms, dividend policy, security design, and financial decision making with asymmetric information and incomplete contracting.

Prerequisite: ECON 930

ECON 934 Advanced Topics in Monetary Economics**3 credits**

The course covers advanced topics in monetary theory and policy. Topics include the financial system and the macroeconomy; the interaction of credits, asset prices and the business cycle; optimal monetary policies and stabilization policies.

Prerequisite: ECON 830

4. Labor Economics and Human Capital**ECON 940 Economics of Labor Market****3 credits**

Theoretical topics in labor economics and current empirical issues. Topics include analytical treatment of theories of labor markets, allocation of time in household labor supply models, behavior of unemployment, vacancies, and wages, endogenous job destruction and job creation, labor turnover and on-the-job search, and job matching.

ECON 941 Wage Determination**3 credits**

Current research in wage determination and the functioning of labor markets. It examines how investments in information and human capital generate patterns of wage growth and mobility. Topics include female labor supply and wage structure, credit constraints and human capital investment decisions, wage growth within firms and tradeoff between insurance and incentives.

ECON 942 Inequality, Human Capital and Macroeconomy**3 credits**

The analysis of labor market and human capital as related to education, inequality and employment. Topics include analysis of public and private investment in human capital, structural factors responsible for patterns of inequality in income, wealth bequests, and the relation between human capital, inequality, population change, and economic growth.

ECON 943 Economics of Education**3 credits**

The applications of investment theory to investment in education, both private and social. Topics include school choice, competition in the education market, equity and efficiency of different school finance systems, and current education policy issues.

ECON 944 Health Economics**3 credits**

The course offers an analysis of the economics of health care and health care reform with respect to allocation efficiency and equity. Topics include the economic determinants of health, market for medical care, insurance market, interaction between health and other markets, investment in health sector, and government regulation and public financing in health care.

5. Environmental Economics**ECON 950 Environmental Economics****3 credits**

Conceptual, methodological and policy issues associated with environmental protection. It illustrates the use of economic theories to analyze public policy measures designed to preserve and improve environments. Topics include modeling externalities and common property resources, regulation, taxes, and subsidies, tradable permits and environmental risk.

ECON 951 Environmental Valuation**3 credits**

Investigating various types of environmental values: use value, non-use value and option value. Methods developed in the course are contingent valuation method, hedonic price model, travel cost methods, averting behavior, replacement cost method, and benefit transfer approach. Empirical issues on the use of environmental values are discussed.

ECON 952 Advanced Topics in Environmental Economics**3 credits**

Topics covered are identification of current discussion of issues in environmental economics and the state of the art of environmental valuation methods.

Prerequisite: ECON 950

ECON 953 Empirical Issues in Environmental Economics**3 credits**

Emphasis is placed on issues namely environment and development, trade and environment, application of economic instruments for environmental improvement, or poverty and environment.

Prerequisite: ECON 950

6. Public Economics

ECON 960 Public Economics: Taxation

3 credits

The course focuses on the roles of government and taxation. The fundamentals of public economics are to examine the impact of taxations on resource allocation and distribution in conjunction with the economic efficiency and equity, and, to determine the optimal taxation as to balance government expenditure and stabilize the economic growth. The course also analyzes the effects of fiscal policies on the decisions of economic agents and the economic stability. A priori objective of the course is for students to development their own economic tools as to analyze and evaluate the tax systems.

ECON 961 Public Economics: Expenditure

3 credits

The economic roles of government, the public expenditure theory, and how government policies affect social welfare will be examined. The evaluation of public expenditure with reference to the Thai economy will be discussed.

ECON 962 Public Choice

3 credits

The course focuses on various public mechanisms for resource allocations, voting coalitions and voting equilibrium. Alternatives for determining public goods expenditure and income distribution, the public provision of private goods, the public choice of fiscal constitutions, and the optimal size for public sector.

Elective Courses

Plan 2 (2.1) and Plan 2 (2.2)

ECON 970 History of Economic Thought

3 credits

Thoroughly exploring various facets of the development of economic theory from its beginnings up to contemporary contributions. The course covers classical political economy, neoclassical economic thought, keynesian and new Keynesian, and, the modern economics.

ECON 971 Game Theory

3 credits

The behavior of economic agent and the analysis of optimal decisions being dependent upon other agents' actions. Various models of equilibrium are explored to capture various ways economic agents make their decisions under different games: static games, dynamic games, or games of incomplete information.

ECON 972 Economics of Cost Benefit Analysis**3 credits**

Discussion of issues central to economic evaluation analysis including fundamental welfare economics for project appraisal, economic valuation of inputs and outputs, shadow pricing, private vs. social discount rate, and sensitivity analysis.

ECON 973 Independent Research Paper**3-6 credits**

Students write a substantial research paper under supervision of a faculty member approved by Dean of School of Development Economics.

ECON 974 Directed Study**3-6 credits**

Topics not offered as a regular course but are of individual interests to students could be offered as a directed course under guidance of a faculty member.

Dissertation**Plan 2 (2.1)****ECON 990 Ph.D. Dissertation****36 credits**

All candidates for the Ph.D. degree must have an advisor who is a faculty member of the School of Development Economics. The advisor is considered the primary reader of the dissertation. The defense must be open to the academic community of the university and be publicly announced at least one week prior to the occurrence.

The dissertation committee is appointed by the School Dean on the recommendation of the student's advisor or program. The defense committee consists of at least five persons, of whom one must be from outside their program. The chair of the committee must be a full member of the School faculty. At least two members of the committee must be tenured faculty at the School of Development Economics. The outside members may include graduate faculty from other NIDA schools or outside the university in which case the member must demonstrate equivalent academic standards.

Plan 2 (2.2)**ECON 990 Ph.D. Dissertation****48 credits**

All candidates for the Ph.D. degree must have an advisor who is a faculty member of the School of Development Economics. The advisor is considered the primary reader of the dissertation.

The defense must be open to the academic community of the university and be publicly announced at least one week prior to the occurrence.

The dissertation committee is appointed by the School Dean on the recommendation of the student's advisor or program. The defense committee consists of at least five persons, of whom one must be from outside their program. The chair of the committee must be a full member of the School faculty. At least two members of the committee must be tenured faculty at the School of Development Economics. The outside members may include graduate faculty from other NIDA schools or outside the university in which case the member must demonstrate equivalent academic standards.

Independent Studies

Master of Development Economics

ECON 890 Independent Studies

6 credits

Students develop research proposal and write a substantial research paper (or thesis) related to economic issues. The work shall be done under supervision of a faculty member approved by the Dean of School of Development Economics.

DOCTOR OF PHILOSOPHY PROGRAM
IN COMPUTER SCIENCE AND INFORMATION SYSTEMS
(INTERNATIONAL PROGRAM)

1. Name of Program

Doctor of Philosophy Program in Computer Science and Information Systems
(International)

2. Name of Degree

Doctor of Philosophy (Computer Science and Information Systems)
Ph.D. (Computer Science and Information Systems)

3. Responsible Agency

School of Applied Statistics
National Institute of Development Administration

4. Program Objectives

At present information technology plays major role for Thailand development. However, the country is in shortage for personnel in Information Technology especially computer science and information system specialists. Therefore, the main objective of this doctoral program is to produce these needed Information Technology personnel. The School of Applied Statistics carries out this program with the following objectives :

1. To produce graduates with expertise on both theoretical foundations and applications of computer science and information systems.
2. To produce computer science and information systems personnel at the Ph.D. level to fulfill the demand that increases rapidly in these areas.
3. To enhance Thailand capability to conduct research by producing researchers in the areas of computer science and information systems.
4. To produce graduates with good knowledge and high ethics, that will take part in the country development.

5. Rationale for Revision

To revise the curriculum in order to keeps up with the new development of the respective fields and produces graduates with expertise in line with the demand of the country.

6. Qualifications of Applicants

Major in Computer Science:

Students hold degrees in Computer Science, Computer Engineering or related fields from a university or institution accredited by the Commission on Higher Education. Excellent academic records. Good proficiency in English is required.

Major in Information Systems:

Students hold degrees in Information Technology, Information Systems Management or related fields from a university or institution accredited by the Commission on Higher Education. Excellent academic records. Good proficiency in English is required.

7. Program Structure

The program structure is divided into two study plans.

(1) Type 1.1 Dissertation only

Type 1.1	
Remedial Courses (non credit)	6-9 credits
Dissertation	48 credits
Total	48 credits

Study Plan 1.1: Each student must write a dissertation proposal and submit it to his or her adviser for consideration. This proposal will be used to help set up the student's study plan and additional academic activities. If the adviser gives initial approval, this study plan will then be presented to the School's Doctoral Program Executive Committee for approval.

(2) Type 2.1 Dissertation and coursework

For applicants with a master's degree

Type 2.1	
Remedial Courses (non credit)	6-9 credits
Core Courses	9 credits
Electives	at least 9 credits
Dissertation	36 credits
Total	at least 54 credits

Study Plan 2.1 : Each student should have his/her plan of study approved by his/her adviser within the first year of his/her study.

7.1 Remedial courses are courses that must be taken according to NIDA regulations on Education and/or announcements of the School of Applied Statistics.

- (1) LC 6000 Advanced Reading and Writing in English for Graduate Studies 3 credits
- (2) LC 4003 Advanced Integrated English Language Skills Development 3 credits
- (3) CI 4000 Research Methods in Computer Science and Information Systems 3 credits

7.2 Core Courses

Students of Type 2.1 are required to take 9 credits of core courses in their major. Additional core courses can be taken and will be counted as elective courses.

Major in Computer Science

- (1) CI 7103 Advanced Database Systems 3 credits
- (2) CI 7503 Advanced Computer Architectures 3 credits
- (3) CI 7601 Design and Analysis of Algorithms 3 credits

Major in Information Systems

- (1) CI 7103 Advanced Database Systems 3 credits
- (2) CI 7306 Information Security Management 3 credits
- (3) CI 7901 Information Systems Management 3 credits

7.3 Elective Courses

Students of Type 2.1 are required to take at least 9 credits of elective courses that are interesting and useful for their dissertation writing. Approval from their adviser is needed prior to taking any elective courses.

- (1) CI 7010 User Interface Design and Development 3 credits
- (2) CI 7104 Enterprise Architecture 3 credits
- (3) CI 7301 Computer and Network Security 3 credits
- (4) CI 7304 Cryptography 3 credits
- (5) CI 7305 Wireless and Mobile Communications 3 credits
- (6) CI 7308 Information Security Risk Assessment 3 credits
- (7) CI 7309 Secure Software Systems 3 credits

(8) CI 7402 Advanced Artificial Intelligence	3 credits
(9) CI 7403 Machine Learning	3 credits
(10) CI 7404 Neural Networks	3 credits
(11) CI 7504 Parallel Computing Information Systems	3 credits
(12) CI 7505 Compiler Design and Construction	3 credits
(13) CI 7507 Advanced Operating Systems	3 credits
(14) CI 7508 Computer Systems Performance Analysis	3 credits
(15) CI 7604 Theory of Computation	3 credits
(16) CI 7803 Image Processing Systems	3 credits
(17) CI 7804 Computer Graphics and Visualization	3 credits
(18) CI 7903 Decision Technology for Management	3 credits
(19) CI 7904 Economics of Information	3 credits
(20) CI 7905 Management of Information Technology Resources	3 credits
(21) CI 7906 Knowledge Discovery	3 credits
(22) CI 7907 Knowledge Management	3 credits
(23) CI 8700 Readings in Computer Science and Information Systems	3 credits
(24) CI 8701 Seminar in Computer Science and Information Systems	3 credits
(25) CI 8800-8809 Selected Topics in Computer Science and Information Systems	3 credits
(26) CI 9000 Independent Study	3 credits

The elective courses also include other graduate courses offered by the school or others in NIDA (To register for these courses, students must receive approvals from his/her advisor).

7.4 Dissertation (CI 9900)

36 , 48 credits

The student's dissertation must represent original scientific research that contributes substantially to the advancement of the field. Results from the dissertation must be published in a research journal. A dissertation must be under supervision of a dissertation committee appointed by the dean and approved by the Doctoral Program Executive Committee. A dissertation committee consists of 3 to 5 members and is chaired by a school's faculty member and co-chaired (if any) by a qualified person from inside or outside NIDA.

8. Course Description

LC 6000 Advanced Reading and Writing in English for Graduate Studies **3 credits**

Review of essential reading and writing strategies required to read and write academic English. Course contents include work on sentence structures, vocabulary and recognition of major thought relationships in paragraphs, as well as practice in reading and writing academic English.

LC 4003 Advanced Integrated English Languages Skill Development **3 credits**

Course contents and teaching activities focus on the integrated skills of listening, speaking, reading and writing with a particular emphasis on academic writing. Students will also work in small groups, practicing paper presentation techniques, precise writing, and research writing.

CI 4000 Research Methods in Computer Science and Information Systems **3 credits**

Introduction to research areas in computer science and information systems, qualitative and quantitative methods of research, research project writing and presentation, statistical and experimental design techniques, literature searches and reviews, and research ethics.

CI 7010 User Interface Design and Development **3 credits**

User interface design, human-computer interaction, examination of alternative design, tools and methods for design and development of user interfaces, as well as methods for measuring and evaluating interface quality.

CI 7103 Advanced Database Systems **3 credits**

Advanced topics in database development and management, buffer management, join processing, query processing, performance improvement, concurrency control, data replication, data recovery, distributed database distributed query processing, parallel database systems, deductive database systems, object-relational database systems, client-server caching and object stores, XML, OLAP, decision support systems, and data mining.

Prerequisite: CI 6101 Database systems or Instructor Consent

CI 7104 Enterprise Architectures**3 credits**

Key components and processes involved in the effective creation and governance of enterprise architectures. Knowledge about all aspects of enterprise architectures, as well as choices and how to make them for enterprise architectures.

CI 7301 Computer and Network Security**3 credits**

Business, conceptual, and technological aspects of network security for voice and data networks. Analysis, design, implementation, and management issues surrounding effective network security. Key concepts and technology include cryptography, virus protection, firewalls, authentication, encryption, wireless security, security protocols, physical security, as well as network security architectures and policy development.

CI 7304 Cryptography**3 credits**

Cryptographic primitives such as symmetric encryption, public key encryption, digital signatures, and message authentication codes, cryptographic protocols such as key exchange, remote user authentication, and interactive proofs, cryptanalysis of cryptographic primitives and protocols such as by side-channel attacks, differential cryptanalysis, or replay attacks, and cryptanalytic techniques on deployed systems such as memory remanence, timing attacks, and differential power analysis.

Prerequisite: AS 4005 Discrete Mathematics or Instructor Consent

CI 7305 Wireless and Mobile Communications**3 credits**

Principles, techniques, architectures and protocols for wireless communications, communication channel modeling, channel sharing, system resource management, channel performance evaluation, broadband communications, wireless network, and security.

Prerequisite: CI 6102 Data Communications and Computer Networks or Instructor Consent

CI 7306 Information Security Management**3 credits**

Principles and practices uses in managing an information security program. Key topics include security management technologies and their applications, information assurance concerns, legal and regulatory aspects of information security, governance models, and risk management best practices. Key issues in the convergence of IT security and physical security are also addressed.

Prerequisite: CI 7100 Computer and Network Security or Instructor Consent

CI 7308 Information Security Risk Assessment**3 credits**

Steps in performing information security risk assessment, threats to information security, technical, managerial, and operational vulnerabilities, methods for analyzing controls, methods for determining likelihood of and impact from an information security breach, and methods for determining risk.

Prerequisite: CI 7100 Computer and Network Security or Instructor Consent

CI 7309 Secure Software Systems**3 credits**

Software design process, choices of programming languages, operating systems, databases and distributed object platforms for building secure systems, common software vulnerabilities, such as buffer overflows and race conditions, auditing software, proving properties of software, software and data watermarking, code obfuscation, and tamper resistant software.

Prerequisite: CI 7100 Computer and Network Security or Instructor Consent

CI 7402 Advanced Artificial Intelligence**3 credits**

Advanced topics in artificial intelligence, such as planning, knowledge and decision making, natural language processing, machine learning, such as neural network, fuzzy logic, hidden Markov model, Bayesian network, and evolutionary computation.

Prerequisite: CI 7401 Artificial Intelligence or Instructor Consent

CI 7403 Machine Learning**3 credits**

Machine learning concepts, learning from version spaces, decision tree learning, neural network learning, Bayesian learning, computational learning theory, instance-based learning, inductive learning, analytical learning, and reinforcement learning.

Prerequisite: CI 7401 Artificial Intelligence or Instructor Consent

CI 7404 Neural Network**3 credits**

Fundamentals of neural network computing, logical neurons, perceptrons, linear adaptive networks, attractor neural networks, competitive activation networks, back propagation learning, self-organizing maps, and applications of neural networks.

Prerequisite: CI 7401 Artificial Intelligence or Instructor Consent

CI 7503 Advanced Computer Architectures**3 credits**

Computer models and architectures, parallel computing, pipeline computer architectures, VLIW architecture, superscalar central processing unit, SIMD computer architectures, MIMD computer architecture, and interconnection networks.

Prerequisite: CI 6013 Computer Architectures or Instructor Consent

CI 7504 Parallel Computing**3 credits**

Survey of parallel computer architectures, models of parallel computation and interconnection networks. Parallel algorithm development and analysis. Programming paradigms and languages for parallel computation. Different approaches to writing parallel software for shared-memory and message-passing paradigms. Example applications. Performance measurement and evaluation. Other possible topics such as the design and implementation of efficient and effective thread packages, communication mechanisms, process management, virtual memory, and file systems for scalable parallel processing.

Prerequisite: CI 6013 Computer Architectures or Instructor Consent

CI 7505 Compiler Design and Construction**3 credits**

Theory and practice in compiler construction, lexical and syntax analysis, basic theory on context-free languages and parsing, machine code generation and optimization, automatic parser generation, compiler writing, and extendible compilers.

Prerequisite: AS 4006 Data Structures and Algorithms or Instructor Consent

CI 7507 Advanced Operating Systems**3 credits**

Theoretical and practical aspects of operating system design, implementation, system organization, resource management, multithreading and multiprocessing systems, real-time systems, distributed and clustering systems, as well as security issues.

Prerequisite: CI 6014 Operating Systems or Instructor Consent

CI 7508 Computer Systems Performance Analysis**3 credits**

Development of analytical models of computer systems and application for such models to performance evaluation. Advanced topics in computer architecture and computer communication are examined via simulation and analytical modeling.

Prerequisite: CI 6103 Computer Architectures or Instructor Consent

CI 7601 Design and Analysis of Algorithms**3 credits**

Analysis of algorithm complexity, divide-and-conquer algorithms, amortized analysis, disjoint sets, priority queues, graph algorithms, pattern matching, matrix multiplication, computational geometry, polynomial multiplication, fast Fourier transformation, greedy algorithm, dynamic programming, NP-complete problems, and approximation algorithms.

Prerequisite: AS 4006 Data Structures and Algorithms or Instructor Consent

CI 7604 Theory of Computation**3 credits**

Complexity and intractability, decision problems, deterministic Turing machine and the class P, nondeterministic computation and class NP, relationship between P and NP, polynomial transformation and NP completeness, Cook's theorem, technique for proving NP-completeness, Turing reducibility and NP-Hard problem, approximation algorithms, the structure of NP, the polynomial hierarchy, the complexity of enumeration problems, and logarithmic space.

Prerequisite: AS 4005 Discrete Mathematics or Instructor Consent

CI 7803 Image Processing Systems**3 credits**

Digital images in color or black and white, image storages, image pre-processing, segmentation, shape representation and description, image recognition and understanding, image transformation, image compression, image processing software, image processing system design, and image databases.

Prerequisite: AS 4006 Data Structures and Algorithms or Instructor Consent

CI 7804 Computer Graphics and Visualization**3 credits**

3D point computations: computer manipulation and perspective transformations of figures, curved line and surface calculations, theory behind information visualization, different classes of visualization problems and solutions, future challenges, and open research problems.

Prerequisite: CI 7801 Computer Graphics or Instructor Consent

CI 7901 Information Systems Management**3 credits**

A broad overview of the issues managers face in the selection, use, and management of information technology (IT). Information technology and strategies, information technology and organization, and information technology assets management.

CI 7903 Decision Technology for Management**3 credits**

Decision process, mathematical models for parameter determination, models for resource allocation, inventory, transportation and job assignment, dynamic programming model, stochastic models for business and industrial decision makings, Poisson process, birth-death process, continuous-time and discrete Markov chains, recurrent process, stochastic analysis, applications to queuing, inventory, financial and risk problems.

Prerequisite: AS 4001 Mathematics for Applied Statistics or Instructor Consent

CI 7904 Economics of Information**3 credits**

Measurement and analysis of the role information plays in the economy and of the resources devoted to production, distribution, and consumption of information. Economic analysis of the information industry. Macroeconomics of information.

CI 7905 Management of Information Technology Resources

3 credits

Management of information technology (IT) as an organizational asset. Investigation of the problems, challenges, and issues facing IT managers in a rapidly changing, competitive environment. A "best practices" approach to solutions is developed.

CI 7906 Knowledge Discovery**3 credits**

Processes, algorithms and practical aspects for discovering knowledge from large and complex databases.

CI 7907 Knowledge Management**3 credits**

The nature of knowledge and information. The roles of information and knowledge professionals in the knowledge society, information policy; economics of information; information industries, legal and ethical considerations in information and knowledge systems, technologies necessary for knowledge management in a variety of environments, KM processes and corresponding technologies, collaboration tools, information and knowledge portals, KM readiness and IT infrastructure.

CI 8700 Readings in Computer Science and Information Systems**3 credits**

This course intends to allow a student who is preparing a dissertation proposal or is interested in a particular research topic to read academic papers under instructors' supervision. The student must present an analytical report on the topic to the faculty supervisor.

CI 8701 Seminar in Computer Science and Information Systems**3 credits**

This course is to provide students the insights into the applications of computer science and information systems in both public and private organizations. The students must complete term papers and present them to the class.

CI 8800-8809 Selected Topics in Computer Science and Information Systems**3 credits**

Study in topics different from courses in the regular curriculum, under the school's approval.

CI 9000 Independent Study**3 credits**

Special study in a particular aspect under faculty supervision. Each student is required to present analytical report and evaluation of his/her readings to his/her advisor.

CI 9900 Dissertation**36 ,48 credits**

**DOCTOR OF PHILOSOPHY PROGRAM
IN HUMAN RESOURCE AND ORGANIZATION DEVELOPMENT
(INTERNATIONAL PROGRAM)**

1. NAME OF PROGRAM

Doctor of Philosophy Program in Human Resource and Organization Development
(International Program)

2. NAME OF DEGREE

Doctor of Philosophy (Human Resource and Organization Development)
Ph.D. (HROD)

3. RESPONSIBLE AGENCY

The Graduate School of Human Resource Development
National Institute of Development Administration

4. PHILOSOPHY AND/OR PROGRAM OBJECTIVES

4.1 Rationale

Human Resource Development has played a vital role in building a strong national foundation and strengthening national capacity. It has become a key success factor in maintaining a sustainable competitive advantage as well as adding more value and quality to social capital which becomes indispensable in the time of uncertainty and economic recession. In order for Thailand to adapt to changes effectively, a well-designed PhD. program in HROD that can generate knowledgeable scholars is necessary. The Doctor of Philosophy program in Human Resource and Organization Development (HROD) is designed for experienced practitioners and researchers who wish to refine and broaden their knowledge in the area of human resources and organization development through the emphasis on a solid education grounded in both theories and practices from micro and macro perspectives of private, public, and international organizations. In order to widen the capacities of students to diagnose and create new patterns of change in human resources and organization improvement, the students are expected to conduct quantitative and qualitative research in a scholarly manner.

The Graduate School of Human Resource Development is dedicated to provide teaching and learning as well as building student capability which reflects an integration of local wisdom within the context of globalization. The three missions comprise of innovative teaching and learning, high quality research, and knowledge creation in HROD field. These missions will result in highly competent graduates who are well-rounded, continuously self-developed, highly skillful in learning and adapting to change as well as ready to serve the society as good citizens.

4.2 Program Objectives

The main objective of the program is to prepare high level professionals such as corporate consultants, researchers and academicians who will become leaders in the field of HROD to be able to:

- Strategically synthesize multiple bodies of knowledge in HROD from interdisciplinary perspectives
- Creatively construct new knowledge and critically analyze the existing ideas via scholarly research and theory building.
- Ethically transform knowledge to present the obtained knowledge in practical and effective forms via means of publication, teaching and implementation.

Upon program completion, students will be proficient in the 4 areas illustrated in the following diagram:



5. QUALIFICATIONS OF APPLICANTS

5.1 Plan 2(2.1) for an applicant who had) earned a Master's degree from a university or institution accredited by the Commission on Higher Education.

5.2 Plan 2(2.2) for an applicant who has a Bachelor's degree with a minimum GPA of 3.25 from a university or institution accredited by the Commission on Higher Education.

5.3 All applicants must submit a test score from either the Test of English as a Foreign Language (TOEFL) or the International English Language Testing System (IELTS). The minimum TOEFL score is 550 * or IELTS score of at least 6.5 or as specified by the Doctoral Executive Committee in accordance with NIDA's announcement and criteria , except for applicants who either come from English speaking nations or graduated from undergraduate or graduate program which used English as the medium of instruction

***Internet-based test = 79-80**

6. CURRICULUM

6.1 Program Plan

6.1.1 Plan 2(2.1): Total credits for Ph.D. program for an applicant with MS/MA are 60 credits including basic courses with no credit counted toward the doctoral degree, 6 credits for core courses, 6 credits for research methodology, 6 credits for specialized field courses, 6 credits for elective courses and 36 credits for dissertation.

6.1.2 Plan 2(2.2): Total credits for Ph.D. program for an applicant with Bachelor are 81 credits including 15 credits for basic courses, 6 credits for core courses, 6 credits for research methodology, 3 credits for specialized field courses, 3 credits for elective courses and 48 credits for dissertation.

* Please note that students who first apply for the Ph.D. program in plan 2(2.2) but fail to meet the degree requirements or change their plans will be eligible for the Master's Degree. However, they have to meet the Master's Degree requirements for 39 credits of course works which included 9 credits of basic courses, 6 credits of core courses, 6 credits for research methodology, 9 credits for specialized field courses, 6 credits for an elective course, 3 credits for independent study. Otherwise, students may choose to do dissertation for 12 credits so they are not required to take 6 credits for an elective course, 3 credits for independent study and 3 credits for the seminar course (in core courses) and pass the comprehensive and oral examination.

6.2 Program Structure

Courses	Plan 2(2.1)	Plan 2(2.2)
A. Remedial Courses	Non credit	Non credit
B. Basic Courses	Non credit*	9 credits
C. Core Courses	6 credits	6 credits
D. Research Methodology	6 credits	6 credits
E. Specialized Field Courses	9 credits	9 credits
F. Elective Course	3 credits	3 credits
G. Dissertation	36 credits	48 credits
H. Qualifying Examination	Required	Required
	60 credits	81 credits

***These subjects can be waived for students who received Master Degree in HROD from the School of Human Resource Development of NIDA or related MS/MA/M.Ed. program**

Exemption of Remedial courses must comply with the announcement of school of Human Resource Development based upon NIDA's standard.

A. Remedial Courses	Non credit
LC 4003 Advanced Integrated English Language Skills Development	3
LC 6000 Advanced Reading and Writing in English for Graduate Studies	3
B. Basic Courses	Non credit or 9 Credits
HROD 5001 Strategic HR in Global Context*	3
HROD 5002 Learning and Development in the Workplace*	3
HROD 5003 Epistemology & Inquiry in HROD*	3
C. Core Courses	6 Credits
HROD 6001 HROD Theory Development	3
HROD 8001 Seminar on HROD Issues	3

D. Research Methodology	6 Credits
HROD 6002 Advanced Qualitative Research in HROD	3
HROD 6003 Advanced Quantitative Research in HROD	3
E. Specialized Field Courses	9 Credits
HROD 7101 Innovative Organization Development and Change*	3
HROD 7102 Strategic Performance Management	3
HROD 7103 Ethics and Good Governance in Complex Organization*	3
F. Elective Courses	3 Credits
HROD 72xx Elective Course #1	3
G. Dissertation Courses (HROD 9900) for plan 2 (2.1)	36 Credits
Dissertation Courses (HROD 9900) for plan 2 (2.2)	48 Credits
H. Qualifying Examination	Required

7. Course Descriptions

Remedial Courses

LC 4003 Advanced Integrated English Language Skills Development 3 Credits

Course contents and teaching activities focus on the integrated skills of listening, speaking, reading and writing with a particular emphasis on academic writing. Students will also work in small groups, practicing paper presentation techniques, precise writing, and research writing.

LC 6000 Advanced Reading and Writing in English for Graduate Studies 3 Credits

Review of essential reading and writing strategies required to read and write academic English. Course contents include work on sentence structures, vocabulary and recognition of major thought relationships in paragraphs, as well as practice in reading and writing academic English.

Basic Courses**HROD 5001 Strategic HR in Global Context****3 Credits**

This course applies a global perspective to those concepts which describe human resources in the global competitive environment. Upon course completion, students will have a view on how to become a "Strategic Partner" who can apply business and industry knowledge to support all business functions with cultural awareness.

HROD 5002 Learning and Development in the Workplace**3 Credits**

This course is designed to provide students with a broad understanding of learning in the workplace. Major topics include the principles, concepts and process of an individual's learning and development; behavior modification; arrangement of the environment that promotes seeking knowledge, understanding and learning in the workplace; increasing individual's potential and ability; creative interaction with others; and self-development strategies for building organizational capacity.

HROD 5003 Epistemology & Inquiry in HROD**3 Credits**

The course explores epistemological and ontological foundations of science and how they influence the development of the science of HROD. It examines specific philosophical traditions such as empiricism, phenomenology, critical, and feminist theory for their relevance to human resource and organization development.

Core Courses**HROD 6001 HROD Theory Development****3 Credits**

This course emphasizes on theory and design of research and inquiry in various applications of models and research procedures including quantitative analyses, naturalistic inquiry, research design and preparation of research proposals, as they relate to the discipline of human resource and organization development.

HROD 8001 Seminar on HROD issues**3 Credits**

The course promotes a discussion of the issues, trends, and emerging knowledge in the field of HROD. Theoretical underpinnings, ethical considerations, research methods, instrumentation, findings and implications for further research will be explored.

Research Methodology

HROD 6002 Advanced Qualitative Research in HROD

3 Credits

The course provides advanced practical, hands-on experience of the application of qualitative methods such as ethnographical and anthropological observation in HROD context. Field research methods and techniques of data collection, observation, description, interviewing, analysis and presentation will be included.

HROD 6003 Advanced Quantitative Research in HROD

3 Credits

The course introduces the concepts of descriptive and inference statistics which are useful in social research and practice. The emphasis is on applications rather than mathematical theory and by the end of the course students will be able to choose the relevant statistical approaches for a variety of practical problems in HROD fields, conduct advanced statistical analyses using appropriate statistical software, interpret statistical results and communicate the conclusions of the analyses to wider audiences in HROD and related fields.

Specialized Field Courses

HROD 7101 Innovative Organization Development and Change

3 Credits

This course aims at offering students the knowledge and skills they will need to face the challenges of organizational change in various cultures. It examines the innovative and adaptive capabilities of organizations, the reasons people may resist change, and introduces models of the change process and how it could be managed effectively.

HROD 7102 Strategic Performance Management

3 Credits

This course addresses the importance of performance management in general and how performance management has close ties to business strategy and translates strategy into tangible goals in particular. Focus (as) places on a systematic process of designing performance management plans, along with performance evaluation & review, strategic techniques for performance improvement.

HROD 7103 Ethics and Good Governance in Complex Organization**3 Credits**

This course aims to build a solid understanding of the ethical basis of human behavior which is of fundamental importance for building commitment to organizational goals and for imparting integrity and a sense of the common good in organizational and social members. The course examines a broad array of matters relating to ethics, including: individual and organizational obstacles to ethics as well as Corporate Social Responsibility (CSR).

Elective Courses**HROD 7201 Cultural Intelligence in HROD****3 Credits**

This course promotes an understanding of the nature of cultural intelligence and its role in dealing with national, organizational, vocational, as well as regional cultures. It provides students with techniques to enhance cultural understanding and adaptation which involves overcoming obstacles and setbacks. It also helps students understand the effects of culture on behavior and apply their cultural intelligence to cope effectively with people from different cultures and to competently dealing with cross-cultural differences in organizational context.

HROD 7202 Leadership Development**3 Credits**

This course provides fundamental concepts, theories, and applications in the area of leadership development, especially with the problematic landmarks of leadership status and leadership development. Specifically, this course would help students understand the organization leadership as well as transfer the knowledge and experience into their actual workplace, which would strengthen the organization leadership development in a realistic and sustainable manner.

HROD 7203 Communication in Organization Development**3 Credits**

This course enables students to think critically, express their reasoning clearly, both in written and oral communications, and to understand the role of strategic communications in the organization development process.

HROD 7204 Knowledge Management & Learning Organization**3 Credits**

This course introduces the field of Knowledge Management (KM) as practiced today by exploring the myriad of views, approaches, literature and epistemological perspectives that have been put forth by academics, practitioners and organizational natives. The topics covered will

include KM Uses and Challenges in the Information World, History of KM, Policy, Law and Economics of KM, Structuring Information for KM, Human Capital for KM, KM Technologies and Measurements, Exploiting Explicit Knowledge, Strategizing Tacit Knowledge and Running the Knowledge Enterprise.

HROD 7205 HROD Audit Evaluation

3 Credits

This course covers an overview of effective organization and human resource development evaluation. Students will learn to design evaluation questions, create evaluation form, select grouped samples, as well as how to plan and develop the effective key performance index. The course involves the discussion of how to investigate the breakeven analysis of human resource development, practice communication skill for transferring results to targeted group appropriately. The issue of outsourcing and political factors related to the evaluation process will also be included.

HROD 7206 Professional Consultant

3 Credits

This course is a comprehensive overview, integration, and application of major theories and techniques employed in the consulting process. Initial consulting skills will be developed and reviewed and critiqued by the instructor. Basic models and strategies of consultation will be explored from theoretical and pragmatic points of view, and applied to case material.

HROD 7207 Advanced Organization Development

3 Credits

This course provides a solid understanding of conceptual skills and core values needed to become effective leaders in today's rapidly changing business environment, and specifically emphasizes the application of theory to examine the forces of change and recognize several approaches to planned organizational change such as organization design and the socio-technical system perspective.

HROD 8000 Independent Study

3 Credits

This course focuses on in depth examination and review of specific topics in the various areas of human resource and organization development related to students' specializations but not offered in the program. This course is designed to assist students in focusing on their dissertation topic in research areas under the guidance of a faculty member.

HROD 9004 Independent Study**12 Credits**

This course is an intensive course that places considerable emphasis on the student's ability to think critically and independently. The students will organize their time and activities efficiently, and produce a substantial piece of original scholarly work related to the field of human resource and organization development. They will be expected to follow to ensure successful progression through the various steps involved in the thesis.

HROD 9900 Ph.D. Dissertation**36 - 48 Credits**

This course provide each student an opportunity to work directly with a faculty advisor to identify an appropriate research question, develop a systematic research plan to address it, and then execute this plan themselves, collecting, analyzing and interpreting the resulting data and writing them up in standard scholarly format.

MASTER OF BUSINESS ADMINISTRATION PROGRAM
(INTERNATIONAL PROGRAM)

1. Name of Program

Master of Business Administration Program (International Program)

2. Name of Degree

Master of Business Administration

M.B.A.

3. Responsible Agency

Graduate School of Business Administration

National Institute of Development Administration

4. Rationale and Program Objective

NIDA's Graduate School of Business Administration aims to prepare students for substantial responsibilities, especially at the middle and high management level. The school has a potential to manage the comprehensive management education by supporting the students can create the progressive in technique , expert in the business ability to using in their career with moral and corporate governance. Moreover , the students can link the business skills with another subjects.

Objective

1. To create the leader with ethics doing business in Asia-Pacific.
2. To understand the operation's behavior and supporting the ability to be the manager who ready to be at the middle and high management level in the future.
3. To develop knowledge , approach and skills of management.
4. To develop the analytical ability and present the new approach of solving business problem in Asia-Pacific.
5. To develop the ability to setting up the business strategies in Asia-Pacific which according to the business changing in global by knowing analyse both internal environment as well as external in the organization.

5. Qualification of Applicants

Applicants must hold a bachelor's degree in any field from an accredited academic institution accredited by the office of Higher Education Commission

6. Curriculum

6.1 Total credits for the program at least 42 credits

6.2 The curriculum consists of two plans : Plan A(2) and Plan B

Plan A(2)		Plan B	
1. Remedial Courses	non credits	1. Remedial Course	non credits
2. Basic Courses	9-12 credits	2. Basic Courses	9-12 credits
3. Core Courses	15 credits	3. Core Courses	15 credits
4. Major/Elective Courses	3-6 credits	4. Major/Elective Courses	12-15 credits
5. Comprehensive Examination		5. Independent Study	3 credits
6. Thesis	12 credits	6. Comprehensive Examination	
		by written and oral examination	
Total credits at least	42 credits	Total credits at least	42 credits

6.3 Course requirements are :

1. Remedial Courses (non-credits)

LC 4003 Advanced Integrated English Language Skills Development

LC 4012 Remedial Integrated English Language Skills Development

Remark: Exemption for remedial Courses must conform to NIDA's Announcement.

2. Basic Courses choose 9-12 credits from courses as following

AB 5020 Business Economics

AB 5030 Quantitative Analysis for Business Decisions

AB 5060 Legal Issues in Business

AB 5100 Contemporary Management

AB 5140 Corporate Governance and Business Ethics

AB 5300 Financial Accounting

AB 5600 Information Technology and Management

3. Core Courses 15 credits

AB 6100 Human Resource Management and Organizational Behavior

AB 6200 Marketing Management

AB 6300 Management Accounting

AB 6400 Financial Management

AB 6500 Operations Management

4. Major/Elective Courses

4.1 Students in Plan A2 must take major/elective courses 3 - 6 credits by studying AB 8000 Business Policy and Strategic Management and selecting to study from required or elective courses in major courses until completing 42 credits

4.2 Students in Plan B must take major/elective courses 12 - 15 credits by studying AB 8000 Business Policy and Strategic Management and selecting to study from required or elective courses in major courses until completing 42 credits

Course descriptions and condition of major course as following**Major Course Asia - Pacific Business**

Students who select this group must study required courses 3 credits and elective courses at least 6 credits

-Required Courses select 1 course from courses as following ;

AB 7720 Analysis of Global Setting 3 credits

AB 7800 Asia-Pacific Business Management 3 credits

AB 7810 Economic,Cultural, Political, Legal and 3 credits

Business Structures in the Asia Pacific Region

AB 7820 Management Styles, Organizational Design, 3 credits

and Corporate Cultures of Asia-Pacific Business

AB 8888 Selected Topics in Business Administration 3 credits

And elective courses at least 6 credits

AB 7020 Microeconomics of Competitiveness 3 credits

AB 7021 Government Policies and International Economy 3 credits

AB 7100 New Venture Creation 3credits

AB 7110 Training and Development	3 credits
AB 7111 Human Capital Management	3 credits
AB 7120 Leadership	3 credits
AB 7130 Changes and Development of Situation and Environment	3 credits
AB 7150 Management Technology and Techniques	3 credits
AB 7160 Corporate Planning	3 credits
AB 7170 Organizational Innovation and Change	3 credits
AB 7180 Organization Theories and Organizational Development	3 credits
AB 7190 Business Opportunity Management	3 credits
AB 7200 Industrial Marketing Management	3 credits
AB 7210 Consumer Behavior	3 credits
AB 7220 International Marketing	3 credits
AB 7230 Retail Management	3 credits
AB 7240 New Product Development	3 credits
AB 7250 Marketing for Financial Services	3 credits
AB 7260 Marketing Research	3 credits
AB 7270 Marketing Communications	3 credits
AB 7271 Advertising and Public Relations Campaign Management	3 credits
AB 7272 Interactive Marketing and Sales Promotion Strategies	3 credits
AB 7280 Service Marketing	3 credits
AB 7290 Advanced Marketing Management	3 credits
AB 7400 Fixed Income Securities	3 credits
AB 7410 Financial Derivatives	3 credits
AB 7420 International Financial Management	3 credits
AB 7430 Financial Risk Management	3 credits
AB 7440 Quantitative Analysis in Finance	3 credits
AB 7450 Investment Banking	3 credits
AB 7460 Financial Markets and Financial Institutions	3 credits
AB 7470 Investment Analysis and Portfolio Management	3 credits
AB 7471 Portfolio Theory and Capital Markets	3 credits
AB 7490 Advanced Financial Management	3 credits
AB 7500 Feasibility Study	3 credits

AB 7501 Project Management	3 credits
AB 7510 Decision Modeling for Operations Management	3 credits
AB 7520 Service Operations Management	3 credits
AB 7530 Quality Management	3 credits
AB 7540 Business Process Management	3 credits
AB 7541 Lean Enterprise	3 credits
AB 7550 Production and Operations Strategy	3 credits
AB 7560 Supply chain Management	3 credits
AB 7570 Management of Business Logistics	3 credits
AB 7620 Database Systems for Management	3 credits
AB 7630 Analysis and Design of Management Information Systems	3 credits
AB 7640 Decision Support System	3 credits
AB 7650 Electronic Business	3 credits
AB 7660 Knowledge Management	3 credits
AB 7710 Management of International Business	3 credits
AB 7711 Entrepreneurship and Globalization	3 credits
AB 7730 Countertrade Management	3 credits
AB 7740 Cross-cultural management and Business Negotiation	3 credits
AB 7760 Export-Import Management	3 credits
AB 7780 Franchising	3 credits
AB 7800 Asia-Pacific Business Management	3 credits
AB 8000 Business Policy and Strategic Management	3 credits
AB 8190 Seminar in Management	3 credits
AB 8290 Seminar in Marketing	3 credits
AB 8490 Seminar in Finance	3 credits
AB 8590 Seminar in Operations Management	3 credits
AB 8591 Seminar in Logistics and Supply Chain Management	3 credits
AB 8690 Seminar in Management Information System	3 credits
AB 8790 Seminar in International Business	3 credits
AB 8800 Directed Studies	3 credits
AB 8888 Selected Topics in Business Administration	3 credits

Students , who have elective courses more than condition after successfully completing the condition of major courses , can register additional courses , which NIDA Business School opens or courses which NIDA Business School or NIDA has announced to be an elective course , until completing the total credits required for the program.

5. Independent Study 3 credits (For Plan B students only)

AB 9000 Independent Study: Integrated Business Project 3 credits

6. Comprehensive Examination by written and oral examination

7. Thesis 12 credits (For Plan A(2) students only)

AB 9004 Thesis 12 credits

Total credits required for the program is not less than 42 credits

6.4 Course Descriptions

AB 5020 Business Economics 3 credits

The study of microeconomic and macroeconomic theories for the purposes of applying the theories for decision making and business planning. Analyzing economic cases from Thailand and other countries by studying the relationships of leading economic indicators.

AB 5030 Quantitative Analysis for Business Decisions 3 credits

The study of statistical theory and quantitative analysis for use in business decisionmaking: topics include the measurement of numerical data, frequency distribution probability, sampling distributions, confidence intervals, hypothesis testing, ANOVA, correlation, simple and multiple regression models, time series analysis, linear programming, decision analysis, and selective topics in quantitative business analysis.

AB 5060 Legal Issues in Business 3 credits

The course is an examination of legal topics relevant to the current business situation. Course topics include contracts, legal entities, hiring, labor, finance and property rights (i.e. buying, selling, trading, or renting), international commerce, financial restrictions in international

commerce that may affect society, and the impact of laws, legal rights, and ethical issues concerning managers.

AB 5100 Contemporary Management**3 credits**

The study of management theory and principles used in modern organizational development that are perfect for the constantly changing business environment by emphasizing the study of planning for the allocation of tangible and intangible resources. Importance is placed on thought provocation, strong leadership, and the use of strategic control in creating a sustainable competitive advantage.

AB 5140 Corporate Governance and Business Ethics**3 credits**

The role of company executives, managers, stock holders, auditors, financial exchanges, and society in cultivating an ethical business environment for managers, conflict of interest resolution of stakeholders of the company, best practices of the company that promote good corporate governance, and corporate social responsibility.

AB 5300 Financial Accounting**3 credits**

The study of accounting budgeting analysis tools used in financial analysis and organizational control.

AB 5600 Information Technology and Management**3 credits**

A foundation in information technology and the benefits gained from using information technology in business competition. It is a study of the application of information technology in management and strategic planning and how the implementation of technology is used to increase organization effectiveness.

AB 6100 Human Resource Management and Organizational Behavior**3 credits**

Theories and principles used to study behavior in an organization at the individual, group, and organizational levels. It is a study of Human Resources management, which includes recruitment and selection, training and development, developing positive employee behavior through motivation, and employee retention.

AB 6200 Marketing Management**3 credits**

A comprehensive study of marketing philosophy and concepts, marketing plans, marketing strategy for business development, market opportunity analysis, evaluating market attractiveness, determining marketing programs, and controlling business execution to maximize effectiveness.

AB 6300 Management Accounting**3 credits**

A study of principles and issues in utilizing accounting information in business management; an analysis of the roles of accounting in product costing, costing for quality, budgeting and profit planning, reporting, monitoring, performance evaluation, and organization control. It also includes the role of financial and quantitative information in making effective, non-routine managerial decisions.

AB 6400 Financial Management**3 credits**

Develops the framework for financial analysis and management and is the study of long-term management of capital and assets, short-term and long-term financing, a company's capital structure and dividend policy, and the cost of capital.

AB 6500 Operations Management**3 credits**

The course is an introduction to the management of production and service operations systems, problem analysis, processing controls for both quantity and quality and an examination of the concepts and principles of operations management for both manufacturing and service organizations.

AB 7020 Microeconomics of Competitiveness**3 credits**

A study of the factors of competitive ability and economic development from a microeconomic perspective, a business's ability and effectiveness, the strength of industrial clusters, and the quality of the business environment in which competition takes place, which is the ultimate determinant of a nation's, or a region's, productivity.

Prerequisite: AB.5020

AB 7021 Government Policies and International Economy**3 credits**

A study of the impact of political changes and economic policies of countries of economic and geopolitical importance on international commerce; with areas of particular relevance being:

The ASEAN regions, Asia-Pacific, the European Union, the USA, Canada, Japan, China, India, Eastern Europe, and Middle-Eastern countries.

Prerequisite: AB.5020

AB 7100 New Venture Creation**3 credits**

The course is a look into the process of creating successful new ventures, including evaluating opportunities, designing strategies, forming the entrepreneurial team, and developing financing strategies.

AB 7110 Training and Development**3 credits**

A focus on the role and importance of training and development in personnel management by emphasizing individual, group, and organizational development and training and development evaluations.

Prerequisite: AB.6100

AB 7111 Human Capital Management**3 credits**

Managing human capital is a strategic responsibility and competency increasingly shared by an organization's leaders to increase company competitiveness. This course aims to teach corporate executives how to leverage their workforces' skills, knowledge, and experience, which is a critical source of competitive advantage for a company when managed properly. Key functional areas of human capital management and positive work behaviors will be explored as platforms on which to build a high-performance organization.

Prerequisite: AB.6100

AB 7120 Leadership**3 credits**

A systematic study of how individuals and groups behave within an organizational setting, the impact of leadership on other people in an organization, theories and research related to leader's behavior in solving problems and bringing about changes and innovation in a business organization. Also, an analysis of different leadership styles of firms in the Asia-Pacific region compared with other regions

AB 7130 Changes and Development of Situation and Environment**3 credits**

The course is an investigation into the nature and relationship of environmental factors, i.e. social, political, economic, legal, and technological, on the evolution of different business enterprises. It examines the current environment along with future trends towards dynamic changes in environmental factors on a global level and the effect those changes will have on business and management.

AB 7150 Management Technology and Techniques**3 credits**

Contemporary management techniques and technologies that are used in the area of planning, organizing, directing and controlling. Comparative studies in participative Management (PM), Employee Improvement (EI), and Management by Objective (MBO).

AB 7160 Corporate Planning**3 credits**

An analysis of the external and internal business environments of the organization, corporate visions, the integration of business strategies, operations planning, and both short-term and long-term manpower planning.

AB 7170 Organizational Innovation and Change**3 credits**

A look into forces that bring about organizational innovation, the origin and types of innovation that change organizations, the adoption and impact of organizational innovation, and organization innovation management. An explanation of how technology and human resources affect an organization's culture and can alter productivity.

AB 7180 Organization Theories and Organizational Development**3 credits**

Theories and Applied Organizational Development (OD) methods, including the topics of restructuring, reorganizing, and reengineering to enable organizations to cope with changes in the business environment, productivity, efficiency, flexibility, and speed, and to develop sustainable competitive advantages

AB 7190 Business Opportunity Management**3 credits**

A course on situational analysis for business expansion, internal and external business strengths and weaknesses, feasibility studies for opportunities, the analysis of threats, project planning, and managing the evaluation of projects in different stages.

AB 7200 Industrial Marketing Management**3 credits**

This course is an overview of the major characteristics of an industrial market, industrial market behavior, marketing plans for industrial markets, and the evaluation of industrial marketing.

Prerequisite: AB.6200

AB 7210 Consumer Behavior**3 credits**

A study of consumer behavior using behavioral sciences, e.g. anthropology, social psychology, and sociology, to explain the consumer decision-making process and crucial factors that have an impact on that process.

Prerequisite: AB.6200

AB 7220 International Marketing**3 credits**

An analysis of the concepts, issues, and methods involved in the marketing of products across national boundaries; emphasis is placed on the distinctive opportunities and constraints that are encountered in an international business environment, international marketing strategies, and international marketing management techniques.

Prerequisite: AB.6200

AB 7230 Retail Management**3 credits**

The course takes a look into the significance of retailing distribution channels, finding retailing opportunities, modern retail organizations, new retailing technology available, and retailer bargaining power. It also looks into the planning, organizing, and controlling of retail organizations, along with relationships of the retailer with members of the same supply chain.

Prerequisite: AB.6200

AB 7240 New Product Development**3 credits**

An overview of the processes that lead to successful new product development, including: opportunity identification and selection, concept generation of new products and services, attribute analysis, concept evaluation, sales forecasts and financial analysis, and launch management.

Prerequisite: AB.6200

AB 7250 Marketing for Financial Services**3 credits**

Consists of marketing strategies used in the financial services sector: banking, finance, securities, and insurance, and consists of applying the marketing mix elements to financial products and services, i.e. lending, deposits, investment banking, securities trading, fixed income securities, derivatives, etc.

Prerequisite: AB6200 and AB.6400

AB 7260 Marketing Research**3 credits**

Defines basic concepts of the marketing research process, including problem definition, research questions, data collection, analytical techniques, and the presentation of research results.

Prerequisite: AB.6200

AB 7270 Marketing Communications**3 credits**

Teaches integrated marketing communications plans, the role of marketing communications and marketing plans, marketing and communications objectives, and communications budget planning. Focuses on the major characteristics of the communications mix elements: advertising, direct marketing, public relations, publicity, sales promotions, and personal selling; also focuses on the evaluation of integrated marketing communications plans.

Prerequisite: AB.6200

AB 7271 Advertising and Public Relations Campaign Management**3 credits**

The characteristics and roles of advertising and public relations in marketing communications; selection of advertising and public relations strategies with consideration given to marketing and communications objectives, the target audience, budgets, campaign periods, and the integration of advertising and public relations with other marketing communications mix elements; problems associated with implementing an advertising and public relations plan and how to evaluate advertising and public relations activities.

Prerequisite: AB.6200

AB 7272 Interactive Marketing and Sales Promotion Strategies**3 credits**

The interactive nature of marketing communications mix elements, such as direct marketing, electronic marketing, and personal selling are covered, along with the roles of interactive marketing tools in developing marketing plans, sales promotion strategies that include customer and trade oriented plans, and how to integrate these communications mix elements with other marketing-related elements.

Prerequisite: AB.6200

AB 7280 Service Marketing**3 credits**

A detailed analysis of the characteristics of a services business, comparisons between marketing for services and marketing for products, behavior of service consumers, factors in assessing service quality, and the application of marketing mix strategies for services.

Prerequisite: AB.6200

AB 7290 Advanced Marketing Management**3 credits**

Covers marketing topics and case studies about topics such as marketing research, industrial marketing, consumer behavior, international marketing, new product development, marketing communications, services marketing, etc.

Prerequisite: AB.6200

AB 7400 Fixed Income Securities**3 credits**

The course is designed to develop a framework for properly valuing fixed income securities. The framework is applied with interest rates, the valuation of fixed income securities with complex structures, callable and puttable bonds, mortgage-backed securities, asset-backed securities, and convertible bonds. Methodologies for valuing interest rate futures, options on fixed income securities, and interest rate caps and floors are also considered.

Prerequisite: AB.6400

AB 7410 Financial Derivatives**3 credits**

The course provides a theoretical and working knowledge of derivatives analysis by using mathematical and numerical examples in order to improve understanding of derivatives,

along with an introduction to different types of derivatives: futures, forwards, swaps, and options, and derivatives trading and hedging strategies concepts.

Prerequisite: AB.6400

AB 7420 International Financial Management

3 credits

Covers the international financial environment and problems associated with the management of international finance, exchange rate systems, the international money market, sources of funds for exporters, importers, and international investors, the management of risk caused by changes in foreign exchange rates, and the management of assets, liabilities, and capital structures.

Prerequisite: AB.6400

AB 7430 Financial Risk Management

3 credits

Financial economic theory and modeling techniques are taught as an integral part of mathematical risk management; other topics include: Mathematical models used for risk management and financial derivatives, the arbitrage-free principle, single-period and multi-period valuation models, valuations of exchange-traded options, valuation of uncertain cash flow streams, complete and incomplete models related the sophisticated management of risk and insurance products.

Prerequisites: AB.6400

AB 7440 Quantitative Analysis in Finance

3 credits

A review of quantitative financial analysis underpinning modern financial decision making, methods for modeling financial markets for practical financial applications, and mathematical and statistical applications for the development, implementation, and analysis of financial models to solve problems encountered in finance.

Prerequisite: AB.6400

AB 7450 Investment Banking

3 credits

A comprehensive study of investment banking and the role of investment banking in the financial services industry and major investment banking operations, including all major capital marketing activities, such as: financial advisory, financial valuation, securities underwriting, private placement, public offering, trading, financing, venture capital, financial engineering, risk management, money market instruments, and money management.

Prerequisite: AB.6400

AB 7460 Financial Markets and Financial Institutions**3 credits**

Covers a broad range of topics, including: financial assets, financial markets, globalization, derivatives markets, financial intermediaries, recent developments in the financial markets, depository financial institutions, central banking and monetary policy, insurance companies, investment companies, pension funds, price determinants of financial assets, interest rates-general level and structure of, the structure and workings of primary and secondary markets, market and government securities, the private bond market, stock markets, futures markets, options markets, and swaps.

Prerequisite: AB.6400

AB 7470 Investment Analysis and Portfolio Management**3 credits**

The course covers types of securities, sources and types of information used in investment analysis, methods and principles of investment decisions, and basic principles and methods of securities and portfolio management for personal and institutional investment.

Prerequisite: AB.6400

AB 7471 Portfolio Theory and Capital Markets**3 credits**

Explains the characteristics and scope of capital markets and related financial institutions; also includes important mechanisms in capital market operations, theories related to securities investment and securities management and the application of those theories in Thailand.

Prerequisites: AB.7470 and AB.7490

AB 7490 Advanced Financial Management**3 credits**

Develops financial theories that emphasize making investment decisions under risky conditions and theories on the cost of capital, including models used in making financial management decisions.

Prerequisite: AB.6400

AB 7500 Feasibility Study**3 credits**

Explores the concepts of creating proposals for project feasibility, business expansion, product line expansion and new business development; covers the steps of a feasibility study, mainly: technical, economic, financial, and management aspects, including preparation and presentation.

Prerequisites: AB.5020, AB.6200, AB.6300, AB.6400, AB.6500

AB 7501 Project Management**3 credits**

Concepts and theories used throughout the project management cycle, including selection activities, definition, initiation, planning, execution, monitoring, control, completion, and post-implementation review.

Prerequisite: AB.6500

AB 7510 Decision Modeling for Operations Management**3 credits**

Includes the basic tools used to analyze data to make informed managerial decisions based upon that data, explores concepts, touches on available packaged software applications that develop deterministic and probabilistic models for business decision making, such as: optimization models, decision analysis, queuing models, simulation, forecasting methods, etc.

Prerequisite: AB.6500

AB 7520 Service Operations Management**3 credits**

Concepts and techniques used in designing, planning, and controlling service operations. Topics include service site location, service facilities design, managing workforce effectiveness and demand, queuing phenomenon, and the impact of new technology on service operations.

Prerequisite: AB.6500

AB 7530 Quality Management**3 credits**

Teaches concepts and implications of various quality management philosophies coupled with tools and techniques, which include: quality control, quality improvement, quality assurance, and the integration of quality management in an organization.

Prerequisite: AB.6500

AB 7540 Business Process Management**3 credits**

Business Processes consist of service processes and manufacturing processes. The management aspect of developing a process that satisfies customer needs is the main topic of discussion. Tools and techniques, such as process mapping, flow analysis, and process reengineering, will be the focal point of attention.

Prerequisite: AB.6500

AB 7541 Lean Enterprise**3 credits**

The course aims at developing an understanding of lean concepts and the value-added process, providing tools and techniques for eliminating waste and performing value stream mapping, and focus on human development as the foundation of a lean organization.

Prerequisite: AB.6500

AB 7550 Production and Operations Strategy**3 credits**

Talks about the definition and scope of operations strategy as it relates to the overall corporate strategy, the importance of productivity and how productivity is amplified in global competition, how to position the operations system to match market forces and job design, strategic implications of operating decisions, suppliers, and vertical integration. Case studies involving strategic issues in manufacturing and nonmanufacturing situations are used in this course.

Prerequisite: AB.6500

AB 7560 Supply chain Management**3 credits**

Provides concepts and tools needed to efficiently and effectively manage the flow of information, materials, and money in the network of customers, suppliers and manufacturers, topics include: demand forecasting methods, inventory control, transportation operations, scheduling, fleet dispatching approaches, supply chain network design, procurement, sourcing, auctions management, supply chain contract and collaboration.

Prerequisite: AB.6500

AB 7570 Management of Business Logistics**3 credits**

The course is a study of transportation systems and management, warehousing, procurement, materials management, distribution, customer service, distribution network design and the integration of logistics activities, and laws and regulations as related to logistics and international trade.

Prerequisite: AB.6500

AB 7620 Database Systems for Management**3 credits**

This course covers the basic concepts of a database system: data structures, including the network hierarchy, relational databases, updating and retrieving information to help in decision-making, and provides exercises in designing a business database.

Prerequisite: AB.5600

AB 7630 Analysis and Design of Management Information Systems**3 credits**

Goes through the principles of information systems design, analyzing and designing key data, data files, communication and controls for information systems in business organizations, and includes exercises in analysis and design of information systems.

Prerequisite: AB.5600

AB 7640 Decision Support System**3 credits**

A study of information systems used for decision-making, the structure of decision support systems, theories and development of decision support systems, roles of people involved with the decision support system, mathematical approaches in evaluating the system from the perspective of users, designers, and programmers, and future trends for decision support systems in the organization.

Prerequisite: AB.5600

AB 7650 Electronic Business**3 credits**

A course covering internet related business, including both business-to-business and business-to-consumer transactions, the advantages and limitations of electronic business, types of electronic businesses, security, privacy, and anonymity problems in electronic businesses, and online payments and logistical issues.

Prerequisite: AB.5600

AB 7660 Knowledge Management**3 credits**

The differences between data, information, and knowledge are covered, along with the significance of knowledge management in business, knowledge identification, acquisition, development, storage, and sharing in organizations, applying appropriate technologies in knowledge management, planning, system management, and knowledge management evaluation.

Prerequisite: AB.5600

AB 7710 Management of International Business**3 credits**

The role and importance of international business, the organization and management styles of multinational corporations, joint ventures and firms dealing with international business, operation expansion strategies, competitive analysis, multinational corporation's motivation, political,

legal, social, cultural, and economic factors that have an impact on international business, conflict and solutions between a parent company its international subsidiaries.

Prerequisite: AB.5100

AB 7711 Entrepreneurship and Globalization **3 credits**

The role entrepreneurs play in global business development and issues in operating across borders in a global context.

AB 7720 Analysis of Global Setting **3 credits**

The purpose if this course is to assess the political and economic environment in which international firms operate. Institutions and treaties that facilitate global trade are discussed and the course includes a review of regional groupings and accords and the impact that they have on the global economic environment. Restrictive measures to free trade, such as tariff and non-tariff barriers, are examined along with financial instruments and mechanisms in financial transactions used in global business.

AB 7730 Countertrade Management **3 credits**

Explains what the various counter-trade practices in different industries and in different parts of the world are, how managerial consideration is to be given to finance, marketing, accounting, taxation, organization, and what companies are available to assist an organization that wishes to engage in counter-trade.

AB 7740 Cross-cultural management and Business Negotiation **3 credits**

The social and cultural environmental aspects of a business are explored in regards to an analysis of global consumer culture, characteristics of regional markets, and differing ethical standards, culture, auditing, and ethical training programs between countries. Other topics examined are cross-cultural problem analysis, managing different country, regional, and international cultures, and the diffusion of cross-culture that affects policy and strategy establishment. And it explains business negotiation techniques in different cultures and how to manage conflict in business negotiations between differing cultures.

AB 7760 Export-Import Management**3 credits**

An overview of the export-import process, including documentation, transportation, marketing, and financing export-import operations, legal and legislative restraints that confront exporters and importers, government support programs available, and the different forms of export options: subcontracting, indirect exporting, and direct exporting. Problems and issues faced in managing the different forms of exporting

AB 7780 Franchising**3 credits**

The course teaches the principles, concepts, and dimensions of franchising, as well as the process of being granted a franchise license.

AB 7800 Asia-Pacific Business Management**3 credits**

Includes the major aspects of the Asia-Pacific business environment that shape the Asia-Pacific business enterprise, common business practices and values that characterize companies operating in the Asia-Pacific region, and general and strategic management issues facing local and multinational firms in the region.

**AB 7810 Economic, Cultural, Political, Legal and Business Structures
in the Asia Pacific Region****3 credits**

This course examines the economic, cultural, political, legal, and societal forces that shape business in the Asia-Pacific region.

**AB 7820 Management Styles, Organizational Design, and Corporate Cultures
of Asia-Pacific Business****3 credits**

This course focuses on the common operating practices and ethical values of businesses that characterize companies operating in the Asia-Pacific region.

AB 8000 Business Policy and Strategic Management**3 credits**

A capstone course that integrates all functional areas of business administration with practical application to realistic business problems, strategic management processes from corporate and departmental levels, and strategic implementation including corporate design, control systems, and resource allocation.

Prerequisites: AB.6100, AB.6200, AB.6300, AB.6400, AB.6500

AB 8190 Seminar in Management**3 credits**

The seminar covers strengths and weaknesses analyses of organizations, systems and processes used in designing and improving the work processes of an organization, the impact of business policies and strategies on the organization system and structure, and sustainable business improvement processes.

Prerequisite: AB.5100

AB 8290 Seminar in Marketing**3 credits**

The seminar teaches how to apply marketing theory in problem solving, planning, formulating policy, strategy, and decision making by use of case studies.

Prerequisite: AB.6200

AB 8490 Seminar in Finance**3 credits**

Covers problems in business finance, problems in financial management, investment planning, fund sourcing, and dividends, while emphasizing the application of theories and techniques in problem-solving by using case studies.

Prerequisite: 6400

AB 8590 Seminar in Operations Management**3 credits**

This seminar covers current topics in the field of operations management with analysis and discussion on topics concerning operations management.

Prerequisite: AB 6500

AB 8591 Seminar in Logistics and Supply Chain Management**3 credits**

This advanced seminar covers current topics in the field of logistics and supply chain management with analysis and discussion of topics in logistics and supply chain management.

Prerequisites: AB.6500

AB 8690 Seminar in Management Information System**3 credits**

An analysis of management information systems by using case studies and the discussion of journal articles; theories and techniques are explored and applied along with a presentation of the results.

Prerequisite: AB.5600

AB 8790 Seminar in International Business**3 credits**

An advanced-level capstone course in international business in which the students analyze cases using knowledge and skills gained from previous courses in international business or with comparative content. The course explores the problems and practices of decision making in international business operations.

Prerequisite: AB.5100

AB 8800 Directed Studies**3 credits**

An individual, in-depth research on a topic related to the students major, which must be approved by the Dean and announced by the School of Business Administration.

Prerequisite: At the instructor's discretion

AB 8888 Selected Topics in Business Administration**3 credits**

Special and contemporary topics in business determined and announced by the School before the beginning of each semester.

Prerequisite: At the instructor's discretion

AB 9000 Independent Study: Integrated Business Project**3 credits**

An independent study, advanced-level investigation analyzing symptoms, problems, and causes, and includes a business audit and a business plan integrating various functions in business.

Prerequisite: AB.6100, AB.6200, AB.6300, AB.6400, AB.6500 (for students in plan B)

AB 9004 Thesis**12 credits**

An in-depth investigation on an approved business administration topic by using accepted research methodologies. The student is to publish the results of the investigation, which will culminate in oral thesis defense.

Prerequisite: Complete not less than 36 credits in Plan A 2

LC 4003 Advanced Integrated English Language Skills Development

3 credits

Course contents and teaching activities focus on the integrated skills of listening, speaking, reading and writing with a particular emphasis on academic writing. Students will also work in small groups, practicing paper presentation techniques, precis writing, and research writing.

LC 4012 Remedial Integrated English Language Skills Development

3 credits

This course is intended to provide additional practice in the four skills-listening, speaking, reading and writing strategies covered in LC 4002 or LC 4003. Students receive individualized attention to enhance their communication skills in English.

Basic and major/elective course offerings are subject to the discretion of the Curriculum Committee.

Approval from the Dean must be received in order to be exempted from a prerequisite.

**MASTER OF SCIENCE PROGRAM
IN FINANCIAL INVESTMENT AND RISK MANAGEMENT
(INTERNATIONAL PROGRAM)**

1. Name of Program

Master of Science Program in Financial Investment and Risk Management
(International Program)

2. Name of Degree

Master of Science (Financial Investment and Risk Management)
M.S. (Financial Investment and Risk Management)

3. Responsible Agency

Graduate School of Business Administration
National Institute of Development Administration

4. Rationale and Program Objectives

For the first time in Thailand, the Graduate School of Business Administration (GSBA) of the National Institute of Development Administration (NIDA) has combined the two most internationally respected designations in the financial community to design a Master of Science program with emphasis in financial analysis and risk management that prepares the student for the Chartered Financial Analyst? (CFA?) and Financial Risk Manager? (FRM?) exams.

Financial professionals already know the significance that major investment/mutual fund companies and investment banks place on having either one of these two designations. By combining the knowledge base of the CFA and the FRM programs and standards the NIDA Master of Science in Financial Investment and Risk Management Program (MSc in FIRM) gives the student the knowledge of portfolio management and investment analysis combined with the ability to dynamically manage risk in the real-world. These two knowledge bases are complementary and having them creates a synergy that differentiates the holders of both designations from other MBAs as well as from those that have a single designation.

Growth in world financial markets has created an unprecedented demand for investment practitioners, hence establishing the importance of a globally accepted standard with which employers and investors can validate the knowledge integrity, and professionalism of investment managers and financial analysts. That standard is the Chartered Financial Analyst (CFA) Program.

The Graduate School of Business Administration has utilized its faculty members, some of whom have earned the CFA and FRM designations or are experts in risk management and the investment community, to develop the curriculum used in this MSc in FIRM Program.

5. Qualification of Applicants

5.1 Applicants for the program must have completed a bachelor's degree or equivalent in any field from a university or institution accredited by the Commission on Higher Education, and possess an excellent scholastic record and background or have other evidence that indicates an ability to perform successfully in the program. Work experience is not required, but will favorably be evaluated in the application process.

5.2 Applicants must conform to the requirements in NIDA's current announcement on English proficiency requirements for International Program Students as follows:

5.2.1 Unless applicants are native English speakers or have obtained their bachelor's and/or master's degree (not more than five years ago) from international academic institutions where English was the medium of instruction and study, they are required to submit a test score from either the Test of English as a Foreign Language (TOEFL) or the International English Language Testing System (IELTS). The minimum TOEFL score is 550 for the paper-and-pencil based test or 213 for the computer based test*. For the IELTS, the minimum score is 6.5 points.

5.2.2 Applicants who fail to meet the requirement in 4.2.1 but earn the minimum score required by NIDA, may be accepted into the program. However, they must register for an English course in the first semester of their study and pass the course with the result "S" (satisfactory) in one academic year. Otherwise, they will not be allowed to continue in their program of study.

Remark: * internet based test score of not less than 79

6. Curriculum

6.1 Total credits for the program is 36 credits.

6.2 The curriculum structure (Plan A and Plan B) consists of the following:

M.S. in FIRM	Plan A	Plan B
1. Remedial Courses	non-credit	non-credit
2. Basic Courses	12 credits	12 credits
3. Core Courses	3 credits	3 credits
4. Major Courses	9 credits	12 credits
5. Elective Courses	-	6 credits
6. Independent Study	-	3 credits
7. Comprehensive Examination (Written Examination)	Exam	Exam
8. Thesis	12 credits	-
Total	36 credits	36 credits

6.3 The course requirements include:

Remedial Course Non-credit (Plan A and Plan B)

LC 4003 Advanced Integrated English Language Skills Development

LC 4012 Remedial Integrated English Language Skills Development

Remarks: 1. Students who cannot conform to NIDA's announcement on English proficiency requirements, must register for an English course (non credit) in the first semester of their study and also pass (must conform to GSBA's Evaluation System) the course in one academic year. Otherwise, they will not be allowed to continue their program of study.

2. Exemption, e.g. a qualifying examination, for Remedial Courses must conform to NIDA's Announcement.

Basic Courses 12 credits (Plan A and Plan B)

BA 503 Quantitative Analysis for Business Decisions 3 credits

BA 512 Macroeconomics 3 credits

BA 522 Microeconomics 3 credits

BA 530 Financial Accounting 3 credits

Core Courses 3 credits (Plan A and Plan B)

BA 640 Financial Management 3 credits

Major Courses 12 credits (Plan A and Plan B)

BA 735 Financial Reporting and Corporate Governance	3 credits
BA 741 Financial Derivatives	3 credits
BA 743 Financial Risk Management	3 credits
BA 747 Investment Analysis and Portfolio Management	3 credits

Remarks: Students in **Plan A** must take Major Courses of 9 credits.

Students in **Plan B** must take Major Courses of 12 credits.

Elective Courses 6 credits (Plan B Only)

BA 740 Fixed Income Securities	3 credits
BA 843 Financial Engineering	3 credits
BA 845 Financial Economics	3 credits
BA 849 Seminar in Finance	3 credits

Independent Study 3 credits (Plan B Only)

BA 890 Independent Study	3 credits
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Comprehensive Examination (Plan A and B)

Written Examination

Thesis 12 credits (Plan A Only)

BA 904 Thesis

7. Course Descriptions**LC 4003 Advanced Integrated English Language Skills Development 3 credits**

Course contents and teaching activities focus on the integrated skills of listening, speaking, reading and writing with a particular emphasis on academic writing. Students will also work in small groups, practicing paper presentation techniques, precis writing, and research writing.

LC 4012 Remedial Integrated English Language Skills Development 3 credits

This course is intended to provide additional practice in the four skills-listening, speaking, reading and writing strategies covered in LC 4002 or LC 4003. Students receive individualized attention to enhance their communication skills in English.

BA 503 Quantitative Analysis for Business Decisions**3 credits**

Concepts and the uses of statistical and mathematical models for economic and business problems. Topics include measurement of numerical data, frequency distributions, probability, sampling distributions, confidence intervals, hypothesis testing, ANOVA, correlation, simple and multiple regression models, time series analysis, linear programming, decision analysis, and selected topics in quantitative business analysis.

BA 512 Macroeconomics**3 credits**

This course will cover determination of gross domestic product, consumption, investment, unemployment and price level. Analysis of interest rate, wage rate and inflation rate. Role of fiscal and monetary policy. Furthermore, this course will extend to the international economy.

BA 522 Microeconomics**3 credits**

This course will cover theory of consumer choice and demand, estimation and forecasting demand, theory of production and cost, market structure, game theory, pricing theory, theory of demand and supply of factor market, general equilibrium and making decision under risk and uncertainty.

BA 530 Financial Accounting**3 credits**

Concepts and issues involved in the preparation and interpretation of financial statements; the use of financial information to evaluate and control an organization.

BA 640 Financial Management**3 credits**

The framework for financial analysis and management is developed. A study of capital term asset management, short-term and long-term financing, capital structure as well as dividend policy and cost of capital.

BA 735 Financial Reporting and Corporate Governance**3 credits**

Corporate Governance and Financial accounting, reporting and analysis of financial statements with the focuses on pensions, stock compensation, and other employee benefits, inter-corporate investments, business combinations and multinational operations.

BA 740 Fixed Income Securities**3 credits**

A framework for properly valuing fixed income securities and alternative investment is developed. The valuation frameworks in consideration of the term structure of interest rates and the value of fixed income securities with complex structures and embedded options including callable and puttable bonds, mortgage-backed securities, asset-backed securities and convertible bonds. Methodologies for valuing interest rate futures, options on fixed income securities and interest rate caps and floors.

BA 741 Financial Derivatives**3 credits**

The theoretical and working knowledge of derivatives analysis using mathematics and numerical examples in order to improve understanding in derivatives. Introduction to the different types of derivatives: futures, forward, swaps and options. The concept of trading and hedging strategies using derivatives.

BA 743 Financial Risk Management**3 credits**

Financial economic theory and modeling techniques as an integral part of mathematical risk management. Mathematical models used for risk management and financial derivatives, the arbitrage-free principle, single-period and multi-period valuation models, valuations of exchange-traded options, application to valuation of uncertain cash flow streams, complete and incomplete models and applications to sophisticated management of risk and insurance products.

BA 747 Investment Analysis and Portfolio Management**3 credits**

Types of securities; sources and types of information used in investment analysis; methods and principles of investment decisions; basic principles and methods of securities and portfolio management of both personal and institutional investment.

BA 843 Financial Engineering**3 credits**

Development of financial engineering and risk management tools; the process that seeks to adapt existing financial instruments to develop financial innovation so as to enable financial market participants to cope more effectively with financial risk in the changing world.

BA 845 Financial Economics**3 credits**

Choices under uncertainty; perfect and imperfect asset markets, equilibrium asset pricing, differential information in markets and rational expectations, asymmetric information in credit and capital markets; term structure of interest rates under certainty; relationship between real and financial sectors; efficiency of financial markets and institutions; international capital flows and their impact on national economies; financial crises and economic crises; case studies related to financial systems-real sector interactions in developing countries.

BA 849 Seminar in Finance**3 credits**

Problems in business finance; problems in financial management, investment planning, sources of funds; and dividends; with emphasis on the application of theories and financial techniques in problem-solving using case studies.

BA 890 Independent Study**3 credits**

An Independent Study. Advanced-level investigations which cover the analysis of symptoms, problems, causes, and business audit. Business plan integrating various functions in businesses.

BA 904 Thesis**12 credits**

DOCTOR OF PHILOSOPHY PROGRAM IN STATISTICS
(ENGLISH PROGRAM)

1. Name of Program

Doctor of Philosophy Program in Statistics (English Program)

2. Name of Degree

Doctor of Philosophy (Statistics)

Ph.D. (Statistics)

3. Responsible Agency

School of Applied Statistics

4. Program Objectives

Statistics, as a branch of applied statistics, has been recognized as a discipline most needed for scientific development in Thailand and other developing countries. Human resources specialized in this area have long been identified as one of the most severe shortages in the country. NIDA, as an institute of higher learning and the country's only graduate university, in response to this urgent problem, launched its Doctor of Philosophy Program in Statistics in the academic year 1995.

The School of Applied Statistics carries out this program with the following objectives :

1. To produce graduates with expertise in statistical theory and abilities to study and develop advanced statistics and other related areas.
2. To produce professional statisticians at the Ph.D.level as to fulfill the demand that increases rapidly in this area. In addition, a goal is to prepare statistical academic lecturers with expertise both in theory and research performance.
3. To encourage statistics graduates to conduct research and produce statistical works at international standards.
4. To prepare students to assume responsible roles in statistics to lead society and in properly applying statistics to organizations' work.
5. To provide students with a curriculum which raises issues of ethics in the production and utilization of statistical works.

5. Rationale for Revision

The revision of the program is made to keep pace with rapid changes in economic, social, technological and theoretical development. It is also intended to produce doctoral graduates who are competent not only in theoretical work but also in practical and management issues. With this revision, the program is expected to enjoy more flexibility in its administration

6. Qualifications of Applicants

Holders of a bachelor's degree or Master's degree in Mathematics, Statistics, Applied Statistics or related fields from an accredited institution, local or overseas

7. Program Structure

The program structure is arranged in two plans and each plan has two cases.

(1) Plan 1: By dissertation only

For applicants with a master's degree.

Plan 1	
Foundation English Courses (non credit)	6 credits
Dissertation	48 credits
Total	48 credits

Study Plan 1: Each student must write a dissertation proposal and submit it to his or her adviser for consideration. This proposal will be used to help set up the student's study plan and additional academic activities. If the adviser gives initial approval, this study plan will then be presented to the School's Doctoral Program Executive Committee for approval.

(2) Plan 2: By dissertation and coursework

Plan 2.1 for applicants with a master's degree

Plan 2.2 for applicants with a bachelor's degree

Plan 2.1		Plan 2.2	
Foundation English Courses (non credit)	6 credits	Foundation English Courses (non credit)	6 credits
Remedial courses	non credit	Remedial courses	non credit
		Basic courses	6 credits
Core courses	18 credits	Core courses	30 credits
Electives	at least 12 credits	Electives	at least 27 credits
Dissertation	36 credits	Dissertation	48 credits
Total	66 credits	Total	111 credits

Study Plan 2: Each student should have his/her plan of study approved by his/her adviser within the first year of his/her study.

7.1 Remedial courses are courses designed to help students to readily study at the graduate level. These include remedial courses required of students in the M.S. Program in Applied Statistics (majoring in Statistics) and foundation English courses. Student must register these courses according to the school announcement and NIDA announcement.

1. LC 6000 Advanced Reading and Writing in English for Graduate Studies 3 credits
2. LC 4003 Advanced Integrated English Language Skills Development 3 credits
3. AS 4001 Mathematics for Applied Statistics 3 credits
4. AS 4002 Statistical Computer Packages 3 credits

7.2 Basic courses are courses designed to give students a foundation appropriate for studies in core courses and electives. These include basic courses required of students in the M.S. Program in Applied Statistics (majoring in Statistics) that are 2 subjects (6 credits) are

1. AS 5001 Research Methodology and Statistics 3 credits
2. AS 5002 Information Technology and Management 3 credits

7.3 Core courses are courses designed to give students knowledge in Statistics.

Study Plan 2.1 consists of core courses of 18 credits from 1.2

Group 1.1

AS 6201	Statistical Analysis II	3 credits
AS 6202	Mathematical Statistics I: Probability	3 credits
AS 6203	Mathematical Statistics II : Statistical Inference	3 credits
AS 6204	Regression Analysis	3 credits

Group 1.2

AS 6901	Number and Measure	3 credits
AS 6902	Theory of Probability	3 credits
AS 6903	Advanced Statistical Theory I	3 credits
AS 6904	Advanced Statistical Theory II	3 credits
AS 6905	Linear Models	3 credits
AS 6906	Advanced Experimental Designs	3 credits

Study Plan 2.2 consists of core courses of 30 credit hours, four courses of which are offered by the M.S. Program in Applied Statistics (majoring in Statistics) that are 12 credits and that are 18 credits from 1.2 the remainder are :

7.4 Elective Courses(Type 2.1 at least 12 credits and Type 2.2 at least 27 credits)

Students of both Type 2.1 and Type 2.2 are required to take at least 12 credits of courses in Group 1, and with approval from their adviser can choose courses in Group 2 and Group 3 that they consider interesting and useful for their dissertation writing.

Elective Courses

AS 7206	Sampling Theory	3 credits
AS 7207	Theory of Multivariate Statistics	3 credits
AS 7208	Theory of Nonparametric Statistics	3 credits
AS 7304	Applied Nonparametric Statistical Analysis	3 credits
AS 7305	Applied Time Series Analysis	3 credits
AS 7306	Survival Analysis	3 credits
AS 7307	Categorical Data analysis	3 credits
AS 7308	Quality Control	3 credits
AS 7309	Statistical Computing	3 credits
AS 7901	Bayesian Analysis	3 credits

AS 7902 Statistical Decision Theory	3 credits
AS 8800 Selected Topics in Statistics	3 credits
AS 8900 Readings in Statistics I	3 credits
AS 8901 Readings in Statistics II	3 credits
AS 9000 Independent Study	3 credits

Courses in this group are those taught both in M.S. program and Doctoral program at NIDA and at local and overseas institutions that NIDA has established academic cooperation with.

7.5 Dissertation (AS 9900)

36 , 48 credits

The student's dissertation must be original theoretical works, which shows the expertise within his/her area of study. In addition, the dissertation must have content and writing quality comparable to standard articles published in professional journal. It will be written under the supervision of a dissertation committee appointed by the Dean with approval of the Doctoral Program Executive Committee. The dissertation committee consists of 3-5 members and is chaired by a School's faculty member and co-chaired (if any) by either a faculty member of the School or a well-qualified person off campus or from other schools in NIDA. The final defense committee must consist of at least and well qualified person off campus and the chair of the committee must not be the advisor or co-advisor of the dissertation.

8. Course Description

LC 6000 Advanced Reading and Writing in English for Graduate Studies

3 credits

Review of essential reading and writing strategies required to read and write academic English. Course contents include work on sentence structures, vocabulary and recognition of major thought relationships in paragraphs, as well as practice in reading and writing academic English.

LC 4003 Advanced Integrated English Languages Skill Development

3 credits

Course contents and teaching activities focus on the integrated skills of listening, speaking, reading and writing with a particular emphasis on academic writing. Students will also work in small groups, practicing paper presentation techniques, precis writing, and research writing.

AS 4001 Mathematics for Applied Statistics**3 credits**

Basic knowledge about linear algebra, matrix, determinant, solving system of linear equations, vector spaces, base of vector spaces, eigenvalues and eigenvectors of a matrix, linear transformation, limit, continuity, derivative and partial derivative, finding maximum and minimum values, Jacobean, integration, sequence and series, and other topics.

AS 4002 Statistical Computer Packages**3 credits**

Introduction to computer, file structures for statistical data analysis using computers, data preparation and management, data analysis using statistical packages such as SPSS, SAS and others.

AS 5001 Research Methodology and Statistics**3 credits**

Data analysis including descriptive statistics, random sample and sampling distribution, estimation, testing of hypotheses, analysis of variance, chi-squares tests, regression and correlation analysis.

AS 5002 Information Technology and Management**3 credits**

Organization and management in organization. Effectively use of computer-based information systems in management. The use of information technology in executing strategy, gaining competitive advantage, and recognizing opportunities for business process redesign. Organizing, evaluating and implementing advanced information technology, security and privacy.

AS 6201 Statistical Analysis II**3 credits**

Data analysis including basic experimental designs, analysis of covariance, discriminant analysis, logistic regression, multivariate analysis of variance and related topics.

Prerequisite : AS 5001 Statistical Analysis I of Instructor Consent

AS 6202 Mathematical Statistics I : Probability**3 credits**

Probability space, discrete and continuous random variables, transformation, expectation, generating function, conditional distribution, probability distribution of function of random variables, order statistics, convergence of a sequence of random variable, law of large numbers, central limit theorem.

Prerequisite : AS 4001 Mathematics for Applied Statistics or Instructor Consent

AS 6203 Mathematical Statistics II: Statistical Inference**3 credits**

Random sample, sampling distributions, criteria for choosing estimators, point estimation, methods for finding estimators, Rao-Blscckwell theorem, Lehmann - Scheffe theorem, interval estimation, basic idea of hypothesis testing, Neyman-Pearson lemma, uniformly most powerful test, likelihood ratio test and others.

Prerequisite: AS 6202 Mathematical Statistics I : Probability or Instructor Consent

AS 6204 Regression Analysis**3 credits**

Linear regression, estimation of parameters, testing of hypothesis, model building, residual analysis, violation of assumptions , ridge regression, regression with a binary response, non-linear regression and other basic linear models.

Prerequisite : AS 6202 Mathematical Statistics I : Probability or Instructor Consent

AS 6901 Number and Measure**3 credits**

Real numbers, sequences and series of real numbers, representations of real numbers, topology of the real line, limits and continuity, derivatives, functions of bounded variables, σ -algebra, measures integrals, complex numbers, complex-valued functions of a real variable and complex-valued functions of a complex variable.

Prerequisite AS 4001 or instructor's permission

AS 6902 Theory of Probability**3 credits**

Probability measure and space, random variables and expectation, probability distribution in R^n , independence, conditional probability and expectation, law of large numbers, limit theorems, characteristic functions, convergence of random variables and convergence of distributions.

Prerequisite AS 6901 or instructor's permission

AS 6903 Advanced Statistical Theory I**3 credits**

Review of distribution theory, point and interval estimation, sufficient statistics, unbiasedness, equivariance, global properties of estimators, large sample theory, and asymptotic optimality.

Prerequisite AS 6203 or instructor's permission

AS 6904 Advanced Statistical Theory II**3 credits**

Statistical hypothesis testing, Neyman-Pearson lemma, uniformly most powerful test, unbiased and invariant test, likelihood ratio test, linear hypotheses and minimax principles.

Prerequisite AS 6903 or instructor's permission

AS 6905 Linear Model**3 credits**

Linear space and matrix theory, multivariate normal distribution and distribution of quadratic forms, general linear models of full rank and less than full rank, estimation and testing of linear hypotheses, random and mixed models applications, residual analysis and effects of departure from the underlying assumptions.

Prerequisite AS 6202 or instructor's permission

AS 6906 Advanced Experimental Designs**3 credits**

Design principles, factorial, fractional factorial, confounding, repeated measures designs, lattice design, balanced and partially balanced incomplete block designs, response surface methodology and optimal designs.

Prerequisite AS 7302 or instructor's permission

AS 7206 Sampling Theory**3 credits**

Theories of inference in finite populations, sampling designs and estimation methods, and advanced topics and research problems in the theory of sampling.

Prerequisite AS 7301 or instructor's permission.

AS 7207 Theory of Multivariate Statistics**3 credits**

Multivariate normal distribution and parameter estimations, Hotelling T² distribution, Wishart distribution and other multivariate distributions, test and confidence intervals, multivariate linear models, multivariate multiple regression and related topics, distribution characteristic roots and vectors, canonical variables and correlation, principal component and factor analysis.

Prerequisite AS 6203 or instructor's permission

AS 7208 Theory of Nonparametric Statistics**3 credits**

Order statistics, linear rank statistics, properties of nonparametric tests, robust estimation, measure of association and asymptotic relative efficiency.

Prerequisite AS 6202 or instructor's permission

AS 7304 Applied Nonparametric Statistical Analysis**3 credits**

Techniques and applications of nonparametric statistical method; estimation, confidence intervals, testing of hypotheses and others.

Prerequisite AS 5001 or instructor's permission

AS 7305 Applied Time Series Analysis**3 credits**

Time series analysis in the time domain and frequency domain, spectrum and autoregressive moving average models, autocorrelation and partial autocorrelation distribution, spectral density, estimation of parameters and tests, multivariate time series, cross-covariance analysis of multiple time series, and cross-spectral analysis.

Prerequisite AS 5001 or instructor's permission

AS 7306 Survival Analysis**3 credits**

Statistical failure models, life test procedures, system reliability, Kaplan-Meier estimator and Cox's regression model

Prerequisite AS 6203 or instructor's permission

AS 7307 Categorical Data Analysis**3 credits**

Structural models of counting data, log-linear models, distribution theory, logistic regression, maximum likelihood and weighted least squares estimation for cross-classified categorical data.

Prerequisite AS 6203 or instructor's permission.

AS 7308 Quality Control**3 credits**

Principle of total quality management, tools and techniques for total quality management, basic statistics for quality control, control charts, process capability measurements, acceptance sampling systems, concept of six sigma, six sigma measurement and implementation

Prerequisite : AS 5001Statistical Analysis I or Instructor Consent

AS 7309 Statistical Computing**3 credits**

Introduction to statistical computing, basic numerical methods, numerical linear algebra, nonlinear statistical methods, numerical integration and approximation, computation techniques for probability distribution, and other topics of current interest including uses of statistical packages.

Prerequisite AS 6203 or instructor's permission.

AS 7901 Bayesian Analysis**3 credits**

Decision theory, coherence and utility, subjective probability, likelihood principle, conjugate families, structure of Bayesian inference, asymptotic approximations for posterior distribution, sequential experiments, exchangeability hierarchical models, nonparametric Bayes procedures and empirical Bayes methods.

Prerequisite AS 6202 or instructor's permission

AS 7902 Statistical Decision Theory**3 credits**

Essential elements of decision theory, game theoretic approach, minimax theorem, Bayesian inference and decision rules, admissibility and minimaxity results, minimax estimation of normal and poisson means, multiple decision problems, gamma-minimaxity.

Prerequisite AS 6202 or instructor's permission

AS 8000 Seminar in Statistics**3 credits**

Discussion will center on current applications of statistics in business, industry, government, and other organizations. Leading the seminar will be faculty members, scholars, and practising statisticians. Each student will be required to present a paper for discussion.

AS 8800 Selected Topics in Statistics**3 credits**

Lecture beyond those covered in other courses. Topics will be selected by the faculty and announced prior to being offered.

AS 8900 Readings in Statistics I**3 credits**

This course is designed for students who wish to work on Thesis/Dissertation and for those wishing to pursue further readings in statistics under the guidance of a faculty member. Each student is required to present analytical evaluation of his reading to his advisor.

AS 8901 Readings in Statistics II**3 credits**

This course is designed for students who wish to work on Thesis/Dissertation and for those wishing to pursue further readings in statistics under the guidance of a faculty member. Each student is required to present analytical evaluation of his reading to his advisor.

AS 9000 Independent Study**3 credits**

The students choose their own interesting topics to study by themselves. The topics must be approved by a faculty member who is responsible for the course. The students are required to write the reports.

AS 9900 Dissertation

MASTER OF BUSINESS ADMINISTRATION PROGRAM
(ENGLISH PROGRAM)

1. Name of Program

Master of Business Administration Program (English Program)

2. Name of Degree

Master of Business Administration

M.B.A.

3. Responsible Agency

Graduate School of Business Administration

National Institute of Development Administration

4. Rationale and Program Objective

Several factors support the critical need for an MBA program with English as a medium of instruction. First, the globalization of business enterprises has increased the demand for business graduates with a good command of the English language, regularly used in all forms of international communication. This program will prepare its graduates for a major management role on the international scene and stress the importance of English proficiency in fulfilling their future responsibilities. Second, this program also answers the demand from prospective business students for an education that will give them a competitive edge over other business graduates. Clearly, in answer to the request of the business community for managers with strong English skills, this program should help future NIDA graduates obtain the best placement possible in the job marketplace. Finally, other universities in Thailand and in the region have also identified the need for business graduates with strong English skills, and have either already implemented or are planning to implement in the near future MBA program in English. To maintain its predominant position in business education and retain its reputation of academic excellence, NIDA's Graduate School of Business Administration must be responsive to the growing demand for business education where English competency is an integral part of the academic process.

The objectives of this program remain the same as those of the MBA program taught in Thai, with the additional objective of strengthening the proficiency of students in communicating both orally and in writing using the English language. Hence, this program aims to prepare students for substantial responsibilities, especially at the middle management level. The school emphasizes management policy formulation, decision making and problem solving, and contemporary operation of private business. The program offers training to students interested in management positions within the private sector as well as those planning administrative position in the management of public enterprises. This perspective is achieved through a series of basic, core, and integrative courses. Basic courses are designed to provide essential business skills. Core courses address management skills and integrative courses sharpen students' abilities to function in the context of the overall business environment. The transition to this MBA program should be greatly facilitated by the fact that NIDA students already use textbooks written in English.

5. Qualification of Applicants

Applicants must hold Bachelor's Degree in any field from accredited academic institutions and possess an excellent scholastic record and background, or show other evidence that indicates an ability to satisfactorily perform in the program. Work experience is not required, but will favorably be evaluated in the application process.

6. Curriculum

The curriculum for MBA (English Program)

Plan A (2)		Plan B	
1. Remedial Courses	(non credits)	1. Remedial Courses	(non credits)
2. Foundation Courses	12-18 credits	2. Foundation Courses	12-18 credits
3. Required Courses	15 credits	3. Required Courses	15 credits
4. Major/Elective Courses	3 credits	4. Major / Elective Courses	12-27 credits
5. Comprehensive Examination		5. Independent Studies	3 credits
6. Thesis	12 credits	6. Comprehensive Examination	
Total	48 credits	Total	48 credits

The course requirements are:**A. Remedial Courses (non credits)**

LC 4003 Advanced Integrated English Language Skills Development

LC 4012 Remedial Integrated English Language Skills Development

BA 508 English for Business Communication

B. Foundation Courses (18 credits)

BA 502 Business Economics

BA 503 Quantitative Analysis for Business Decisions

BA 506 Legal Issues in Business

BA 510 Contemporary Management

BA 530 Financial Accounting

BA 560 Information Technology and Management

C. Required Courses (15 credits)

BA 610 Human Resources Management and Organization Behavior

BA 620 Marketing Management

BA 630 Management Accounting

BA 640 Financial Management

BA 650 Operations Management

D. Major Courses/ Elective Courses(12-27 credits)

Students must take between 12-27 credits of Major Courses/ Electives. Students must study BA.800 Business Policy and Strategic Management.

No Major

Students must take Required and select Elective Courses for total of no less than 48 credits.

One Major

Students must take Required and select Elective Courses in their major for a total of no less than 9 Credits. The total amount of Required and Elective Courses for their Major must total no less than 48 credits.

Two Majors

Students must take Required and select Elective Courses in their major for a total of no less than 18 Credits (two majors). The total amount of Required and Elective Courses for their Majors must total no less than 57 credits.

1) Management

Elective Courses

- BA 711 Training and Development
- BA 713 Changes and Development of Situation and Environment
- BA 715 Management Technology and Techniques
- BA 716 Corporate Planning
- BA 717 Organizational Innovation and Change
- BA 718 Organization Theories and Organizational Development
- BA 719 Business Opportunity Management
- BA 819 Seminar in Management
- BA 880 Directed Studies
- BA 888 Selected Topics in Business Administration

2) Marketing

Required Courses

- BA 726 Marketing Research

Elective Courses

- BA 720 Industrial Marketing Management
- BA 721 Consumer Behavior
- BA 722 International Marketing
- BA 723 Retail Management
- BA 724 New Product Development
- BA 725 Marketing for Financial Services
- BA 726 Marketing Research
- BA 727 Marketing Communications
- BA 728 Service Marketing
- BA 729 Advanced Marketing Management
- BA 757 Logistics Management
- BA 827 Advertising and Public Relations Campaign Management
- BA 828 Interactive Marketing and Sales Promotion Strategies
- BA 829 Seminar in Marketing
- BA 880 Directed Studies

BA 888 Selected Topics in Business Administration

Students majoring in marketing must take the required courses and at least two elective course.

3) Accounting for Management

Required Courses

BA 731 Management Control Systems

Elective Courses

BA 730 Analysis of Financial Statements and Performance Reports

BA 732 International Accounting

BA 733 Tax Planning

BA 734 Accounting Information Systems

BA 839 Seminar in Accounting for Management

BA 880 Directed Studies

BA 888 Selected Topics in Business Administration

4) Finance

Elective Courses

BA 740 Fixed Income Securities

BA 741 Financial Derivatives

BA 742 International Financial Management

BA 743 Financial Risk Management

BA 744 Quantitative Analysis in Finance

BA 745 Investment Banking

BA 746 Advanced Financial Management

BA 747 Investment Analysis and Portfolio Management

BA 748 Portfolio Theory and Capital Markets

BA 749 Financial Markets and Financial Institutions

BA 849 Seminar in Finance

BA 880 Directed Studies

BA 888 Selected Topics in Business Administration

5) Operations Management

Elective Courses

- BA 750 Feasibility Study
- BA 751 Decision Modeling for Operations Management
- BA 752 Service Operations Management
- BA 753 Quality Management
- BA 754 Project Management
- BA 755 Production/Operations Strategy
- BA 756 Supply Chain Management
- BA 757 Logistics Management
- BA 859 Seminar in Operations Management
- BA 880 Directed Studies
- BA 888 Selected Topics in Business Administration

6) Management Information System

Elective Courses

- BA 734 Accounting Information Systems
- BA 762 Database Systems for Management
- BA 763 Analysis and Design of Management Information Systems
- BA 764 Decision Support System
- BA 765 Electronic Business
- BA 766 Knowledge Management
- BA 869 Seminar in Management Information System
- BA 880 Directed Studies
- BA 888 Selected Topics in Business Administration

7) International Business

Elective Courses

- BA 702 Microeconomics of Competitiveness)
- BA 703 Government Policies and International Economy
- BA 722 International Marketing
- BA 732 International Accounting

- BA 742 International Financial Management
- BA 771 Management of International Business
- BA 773 Countertrade Management
- BA 774 Cross-cultural management and Business Negotiation
- BA 775 Asia-Pacific Business Management
- BA 776 Export-Import Management
- BA 879 Seminar in International Business
- BA 880 Directed Studies
- BA 888 Selected Topics in Business Administration

E. Independent Study Course 3 Credits (Plan A2)

- BA 890 Independent Study : Integrated Business Project

F. Comprehensive Examination

G. Thesis 12 Credits (Plan A2)

7. Course Descriptions

BA 502 Business Economics

3 credits

Microeconomic and macroeconomic theories for the purposes of applying the theories for decision making and business planning. Analyzing economic cases from Thailand and other countries by studying the relationships of leading economic indicators.

BA 503 Quantitative Analysis for Business Decisions

3 credits

Concepts and the uses of statistical and mathematical models for economic and business problems. Topics include measurement of numerical data, frequency distributions, probability, sampling distributions, confidence intervals, hypothesis testing, ANOVA, correlation, simple and multiple regression models, time series analysis, linear programming, decision analysis, and selected topics in quantitative business analysis.

BA 506 Legal Issues in Business**3 credits**

Examination of the legal topics relevant to the current business situation, including contracts, legal entities, recruitment, labor, finance and securities, and the international legal environment's role in trans-national commerce. The impact of laws, legal rights, and ethical issues of management on business.

BA 508 English for Business Communication**3 credits (non credits)**

Integration of business English proficiencies including reading, listening, speaking and writing. Development of skills and analytical capabilities and discussion of articles and texts in various fields of business administration.

BA 510 Contemporary Management**3 credits**

Theories and principles of management that are used by dynamic modern organizations. Emphasis is placed on the planning of tangible and intangible resource allocation, thought provocation, and strong leadership, as well as the use of mergers/acquisitions in creating sustainable competitive advantages.

BA 514 Corporate Governance and Business Ethics**3 credits**

Roles and Responsibilities of Board of directors, management, shareholders, auditors, stock exchanges and society in cultivating good corporate governance. Business ethics for managers. Conflict of interests of various parties in the company. Best practices of the company for good corporate governance and its responsibilities to the public. Corporate social responsibilities.

BA 530 Financial Accounting**3 credits**

Concepts and issues involved in the preparation and interpretation of financial statements; the use of financial information to evaluate and control an organization.

BA 560 Information Technology and Management**3 credits**

Basic foundation of information technology and the application and advantages of using it in business planning. The application of information technology in managing and in strategic planning is explored. System development and implementation for organizations.

BA 610 Human Resource Management and Organization Behavior**3 credits**

Theories and the underlying principles/concepts about behavior in an organization at an individual and group levels; moving further to the organizational level. Expansion into the four human resource management processes of organizations: recruitment and selection, training and development, motivating positive work behavior, and retaining employees.

BA 620 Marketing Management**3 credits**

Marketing philosophy and concepts, marketing plans, marketing strategy for business growth. Market opportunity analysis, evaluation of market attractiveness. Determination of marketing programs and effective marketing control.

BA 630 Management Accounting**3 credits**

Concepts and issues of utilizing accounting information for effective business management. Analysis the role of accounting in product costing, costing for quality, budgeting and profit planning, reporting, monitoring, performance evaluation and control of human behavior. Roles of relevant information for making effective non-routine managerial decisions.

BA 640 Financial Management**3 credits**

The framework for financial analysis and management is developed. A study of capital management, long-term asset management, short-term and long-term financing, capital structure as well as dividend policy and cost of capital.

BA 650 Operations Management**3 credits**

An introduction to the analysis and design of production/service operation systems in a decision-making context. Examines the concepts and principles of operations management for both manufacturing and service organizations.

BA 701 Government and Business**3 credits**

The role of government in economic planning and stability. Students are exposed to investment and privatization as well as to Government industrial promotion and the role of research and development in economic development. Concepts of anti-trust violation are presented

with special emphasis on cases in Thailand. Business ethics, rules and regulations, and enforcement to foster fairness in society, and social security, are also explored.

Prerequisite: BA 502

BA 702 Microeconomics of Competitiveness **3 credits**

The determinants of competitiveness and economic development viewed from a bottom-up, microeconomic perspective. While sound macroeconomic policies, stable legal and political systems, and investment in human and physical capital create the potential for competitiveness, wealth is actually created at the microeconomic level. The sophistication and productivity of firms, the vitality of clusters, and quality of the business environment in which competition takes place are the ultimate determinants of a nation's or region's productivity.

Prerequisite: BA 502

BA 703 Government Policies and International Economy **3 credits**

The impact that the political climate and economic policies of countries of economic and geopolitical importance have on international business. Countries or group of countries that are of particular relevance include ASEAN, Asia-Pacific, EU, USA, Canada, Japan, China, India, Eastern Europe and Middle-East countries.

Prerequisite: BA 502

BA 711 Training and Development **3 credits**

The roles and importance of training and development as a function of personnel management with emphasis on individual development, group development and organization development, including training and development evaluation.

Prerequisite: BA 610

BA 713 Changes and Development of Situation and Environment **3 credits**

An investigation of the nature and relationship of environmental factors, i.e. social, political, economic, legal and technological environments, on the evolution of business. Examination of the current environment as well as of future trends and the dynamic changes to environmental factors on a global level and the impact the changes have on business and management.

BA 715 Management Technology and Techniques**3 credits**

Contemporary management techniques and technologies that are used in the area of planning, organizing, directing and controlling. Comparative studies in participative Management (PM), Employee Improvement (EI), and Management by Objective (MBO).

BA 716 Corporate Planning**3 credits**

An analysis of the external and internal organizational environments, corporate visions and missions, as well as the integration of business strategies, operational and man-power planning in the short-term and long-term plan of a corporate master plan.

BA 717 Organizational Innovation and Change**3 credits**

Forces that bring about innovation in an organization, origins and types of innovation that change an organization, the adoption and impact of organizational innovation, and organizational innovation management. How technologies and human resources affect an organization's culture and changes its productivity.

BA 718 Organization Theories and Organizational Development**3 credits**

Theories and applied organizational development (OD) methods. Topics include: Restructuring, Re-organizing, and Re-engineering to enable organizations to cope with changing business environments, productivity, efficiency, flexibility and speed, as well as developing and sustaining competitive advantages.

BA 719 Business Opportunity Management**3 credits**

Situational analysis for business expansion, internal and external strengths and weaknesses, feasibility study of opportunities, analysis of threats, and project planning and management in terms of evaluating the different stages of a project.

BA 720 Industrial Marketing Management**3 credits**

The major characteristics of an industrial market, industrial market behavior, marketing plans for industrial markets, and the evaluation of industrial marketing.

Prerequisite: BA 620

BA 721 Consumer Behavior**3 credits**

A study of consumer behavior using behavioral science, e.g. anthropology, social psychology, and sociology in explaining the consumer decision process as well as the crucial factors which have an impact on the consumer decision-making process.

Prerequisite: BA 620

BA 722 International Marketing**3 credits**

The analysis of concepts, issues, and methods involved in the marketing of products across national boundaries. Emphasis is placed on distinctive opportunities and constraints that are encountered in an international business environment. International marketing strategies and international marketing management techniques.

Prerequisite: BA 620

BA 723 Retail Management**3 credits**

The significance of retailing in a distribution channel, i.e. retailing opportunities, modern retail organizations, new technologies in retailing, and the bargaining power of retailers. The planning, organizing, and controlling of retail organizations as well as the relationships of retailers and other players in the supply chain.

Prerequisite: BA 620

BA 724 New Product Development**3 credits**

The processes that lead to successful new product development; including opportunity identification and selection, concept generation of new products and services, attribute analysis, concept evaluation, sales forecast and financial analysis, design and development stages, product use and market testing, and launch management.

Prerequisite: BA 620

BA 725 Marketing for Financial Services**3 credits**

Marketing strategies used in the financial service businesses, e.g. banking, finance, securities, and insurance. The application of the marketing mix elements to financial products and services, e.g. lending, deposits, investment banking, securities trading, fixed income securities, derivatives, etc. Marketing for innovation in financial services.

Prerequisite: BA 620 and BA 640

BA 726 Marketing Research**3 credits**

Basic concepts of the marketing research processes including problem definition, research questions, data collection, analytical techniques, and the presentation of research results.

Prerequisite: BA 620

BA 727 Marketing Communications**3 credits**

Integrated marketing communication plan. Roles of marketing communications and marketing plan. Marketing objectives and communication objectives. Communication budget planning. Major characteristics of communication mix elements: advertising, direct marketing, public relations and publicity, sales promotion and personal selling. Evaluation of integrated marketing communication plan.

Prerequisite: BA 620

BA 728 Service Marketing**3 credits**

Characteristics of services, comparison of marketing for services and for products, consumer behaviors for services, factors for assessing service quality, and the applications of marketing mix strategies for services.

Prerequisite: BA 620

BA 729 Advanced Marketing Management**3 credits**

Topics and case studies in marketing including marketing research, industrial marketing, consumer behavior, international marketing, new product development, marketing communications, service marketing, etc.,.

Prerequisite: BA 620

BA 730 Analysis of Financial Statements and Performance Reports**3 credits**

Analyses of financial statements and the business performance reports, primarily from the perspective of both external financial statement users and the managers of the enterprise. Investigation and uses of tools and procedures common to financial statement analysis and performance evaluations.

Prerequisite: BA 630

BA 731 Management Control Systems**3 credits**

Concepts of designing, implementing, and using planning and control systems to implement a firm's strategies. Techniques of management control process, such as budget preparation, transfer pricing, management compensation and the behavioral considerations involved in the use of these techniques, such as motivation and goal congruence. Evaluation of firm's critical success factors and competitive advantages.

Prerequisite: BA 630

BA 732 International Accounting**3 credits**

Developments of international financial accounting standards and practices with primary emphasis on accounting for foreign currency transactions, changing prices, financial risk management and hedge accounting. Concepts and methods for management and controls of multinational enterprises including budgeting and performance evaluation, taxation and transfer pricing, as well as analysis of financial statements of multinational firms.

Prerequisite: BA 630

BA 733 Tax Planning**3 credits**

Concept of corporate taxation and corporate tax policy issues. Investigation of the tax treatment, problems, planning techniques, and underlying governmental policies involving corporations and their shareholders in corporate formations, operations, distributions, liquidations, reorganizations, and affiliations

Prerequisite: BA 530

BA 734 Accounting Information Systems**3 credits**

Fundamentals of integrated systems for transaction processing, business processes and internal controls of accounting applications within functional areas of the firm: the revenue cycle, the expenditure cycle including purchases and cash disbursement procedures, payroll processing and fixed asset procedure, and conversion cycle, including general ledger, financial reporting and management reporting. The control of computerized information systems as well as the enterprise resource planning and electronic commerce systems.

Prerequisite: BA 630

BA 740 Fixed Income Securities**3 credits**

A framework for properly valuing fixed income securities is developed. The valuation frameworks in consideration of the term structure of interest rates and the value of fixed income securities with complex structures and embedded options including callable and puttable bonds, mortgage-backed securities, asset-backed securities and convertible bonds. Methodologies for valuing interest rate futures, options on fixed income securities and interest rate caps and floors.

Prerequisite: BA 640

BA 741 Financial Derivatives**3 credits**

The theoretical and working knowledge of derivatives analysis using mathematics and numerical examples in order to improve understanding in derivatives. Introduction to the different types of derivatives: futures, forward, swaps and options. The concept of trading and hedging strategies using derivatives.

Prerequisite: BA 640

BA 742 International Financial Management**3 credits**

The international financial environment and the problems in the management of international finance; exchange rate systems, the international money market, sources of funds for exporters, importers and international investors; management of risk caused by changes in foreign exchange rates; management of assets, liabilities and capital structures.

Prerequisite: BA 640

BA 743 Financial Risk Management**3 credits**

Financial economic theory and modeling techniques as an integral part of mathematical risk management. Mathematical models used for risk management and financial derivatives, the arbitrage-free principle, single-period and multi-period valuation models, valuations of exchange-traded options, application to valuation of uncertain cash flow streams, complete and incomplete models and applications to sophisticated management of risk and insurance products.

Prerequisite: BA 640

BA 744 Quantitative Analysis in Finance **3 credits**

Quantitative financial analysis underpinning modern financial decision making as well as methods for modeling financial markets in the context of practical financial application. The mathematical and statistical applications for the development, implementation, and analysis of financial models to solve problems encountered in finance.

Prerequisite: BA 640

BA 745 Investment Banking **3 credits**

A comprehensive study of the investment banking business and the role of investment banking in the financial services industry. Major investment banking and operations including all major capital market activities such as financial advisory, financial valuation, securities underwriting, private placement, public offering, trading, financing, venture capital, financial engineering, risk management, money market instruments, and money management.

Prerequisite: BA 640

BA.746 Advanced Financial Management **3 credits**

The development of financial theories with emphasis on making investment decisions under risk conditions; the development of theories on cost of capital including various models used in making financial management decisions.

Prerequisite: BA 640

BA 747 Investment Analysis and Portfolio Management **3 credits**

Types of securities; sources and types of information used in investment analysis; methods and principles of investment decisions; basic principles and methods of securities and portfolio management of both personal and institutional investment.

Prerequisite: BA 640

BA 748 Portfolio Theory and Capital Markets **3 credits**

The characteristics and scope of capital markets and of related financial institutions including various important mechanisms in the capital market operation. Theories of securities investment and theories of securities management and the application of such theories in Thailand.

Prerequisite: BA 746 and BA 747

BA 749 Financial Markets and Financial Institutions**3 credits**

Financial assets; financial markets, globalization, and the derivatives markets; financial intermediaries and recent developments in financial markets; depository financial institutions; central banking and monetary policy; insurance companies; investment companies and pension funds; determination of financial asset prices and interest rates; general level and structural of interest rates; structure and working of primary and secondary markets; markets of government securities; private bond markets; stock markets; futures markets; options markets; swaps.

Prerequisite: BA 640

BA 750 Feasibility Study**3 credits**

The concepts of creating proposals for project feasibility, business expansion, extension of product lines, and new business development. Discussions of the steps in feasibility studies on the technical, economic, financial, and management aspects including report writing and presentation.

Prerequisite: BA 502, BA 620, BA 630 , BA 640 and BA 650

BA 751 Decision Modeling for Operations Management**3 credits**

The basic tools used to analyze data to make informed management decisions; survey of concepts, applications and available software packages for deterministic and probabilistic models for business decision making such as optimization models, decision analysis, queuing models, simulation, forecasting methods, etc..

Prerequisite: BA 650

BA 752 Service Operations Management**3 credits**

Concepts and techniques used for designing, planning, and controlling service operations. Topics include service site location, service facilities design, managing capacity and demand in service operations work, force scheduling, queuing phenomenon, and the impact of new technology on service operations.

Prerequisite: BA 650

BA 753 Quality Management**3 credits**

Concepts and implications of various quality management philosophies together with the tools and techniques including quality control, quality improvement, quality assurance and the integration of quality management in an organization.

Prerequisite: BA 650

BA 754 Project Management**3 credits**

Concepts and theories used in managing a project throughout the entire cycle including activities in selection, definition, initiation, planning, execution, monitoring, control, completion and post-implementation review.

Prerequisite: BA 650

BA 755 Production/Operations Strategy**3 credits**

The definition and scope of operations strategy and its relation to corporate strategy, importance of productivity and its amplification in global competition, positioning the system to match market forces and job design, strategic implications of operating decisions, suppliers, and vertical integration. Case studies involving strategic issues in manufacturing and non-manufacturing situations are brought into the course.

Prerequisite: BA 650

BA 756 Supply Chain Management**3 credits**

Concepts and tools used to efficiently and effectively manage the flow of information, materials and money in the network of customers, suppliers and manufacturer topics; demand forecasting methods, inventory control, transportation operations, scheduling, fleet dispatching approaches, supply chain network design, procurement, sourcing, auctions management, supply chain contract and collaboration.

Prerequisite: BA 650

BA 757 Logistics Management**3 credits**

A study of the transportation systems, warehousing, procurement and delivery of goods, inventory theory, customer service, and logistics of businesses. The flow of a product from the manufacturer to customers as an integrated system and as a part of the planning and control of logistical systems.

Prerequisite: BA 650

BA 762 Database Systems for Management**3 credits**

Basic concepts of database systems. Various data structures including network hierarchy, relational databases, as well as updating and retrieving information for helping decision-making, and exercises in designing business databases.

Prerequisite: BA 560

BA 763 Analysis and Design of Management Information Systems**3 credits**

The principles of information system designs, analysis and design of key data, data files, communication and controlling for information systems in business organizations which includes exercises in analysis and design of information systems.

Prerequisite: BA 560

BA 764 Decision Support System**3 credits**

A study of information systems used for decision-making. The structure of decision support systems including theories and development of decision support systems and the roles of people involved in decision support systems. Mathematical approaches for evaluating the system from the perspectives of users, designers and programmers. Future trends of decision support systems in the organizations.

Prerequisite: BA 560

BA 765 Electronic Business**3 credits**

Businesses on the Internet both business-to-business and business-to-consumer transactions as well as advantages and limitations of electronic business, various types of electronic businesses, and problems of security, privacy and anonymity in electronic business. On-line payment and logistical issues.

Prerequisite: BA 560

BA 766 Knowledge Management**3 credits**

Differences of data, information, and knowledge are covered. The significance of knowledge management in business, as well as in knowledge identification, acquisition, development, storage and sharing in organizations, and applying appropriate technologies in knowledge management. Planning, system management, and evaluation in knowledge management.

Prerequisite: BA 560

BA 771 Management of International Business **3 credits**

The role and importance of international business, organization and management styles of multinationals; joint ventures and firms dealing with international business; operation expansion strategies, competitor's analysis; multinational companies' motivation; political, legal, social, cultural and economic factors which have an impact on international business, problems and conflict solution between a parent company and its subsidiaries.

Prerequisite: BA 510

BA 773 Countertrade Management **3 credits**

Various countertrade practices in different industries, and in different parts of the world. Managerial considerations are given to finance, marketing, accounting, taxation, organization, and various specialized companies that can assist the organization that wants to countertrade.

BA 774 Cross-cultural management and Business Negotiation **3 credits**

The social and cultural environmental aspects of business are explored with regard to the analysis of global consumer culture, characteristics of regional markets, and ethical standards of different countries as well as different cultural, audit and ethics training programs. Examines the cross-cultural problem analysis; management in different cultures in a country, regional culture, and international culture; diffusion of cross-culture affecting policy and strategy establishment. Business negotiation techniques in different cultures; conflict management in business negotiation of different cultures.

BA 775 Asia-Pacific Business Management **3 credits**

The major aspects of the Asia-Pacific business environment which shape the management of Asia-Pacific business enterprises; common business operating practices and ethical values characterizing companies operating in the Asia-Pacific region and the general and strategic management issues of local and multinational firms operating in the region.

BA 776 Export-Import Management **3 credits**

An overview of the export-import processes including documentation, transportation, marketing, and finance of export-import operations. The legal aspects and legislative constraints confronting exporters and importers, along with governmental support programs as well as the different forms of export including subcontracting, indirect exporting and direct exporting. Management problems and issues relating to these different forms of export.

BA 800 Business Policy and Strategic Management**3 credits**

A capstone course providing the integration of functional areas of business administration with application to realistic business problems. Strategic management processes from corporate and departmental levels. Strategic implementation including corporate design, control systems, and resource allocation.

Prerequisite: BA 610, BA 620, BA 630 BA 640 and BA 650

BA 819 Seminar in Management**3 credits**

Strengths and weaknesses analyses of organizations, and on the systems and processes used in designing and improving work processes of an organization. The impact of business policies and strategies on the organization system and structure, and the processes of sustainable business improvement.

Prerequisite: BA 510

BA 827 Advertising and Public Relations Campaign Management**3 credits**

The characteristics and roles of advertising and public relations in marketing communications. Efficient selection of advertising and public relations strategies with consideration to marketing and communication objectives, target audiences, budget and campaign periods and the integration of advertising and public relations with other marketing communication mix elements. Problems of implementing an advertising and public relations plan as well as the evaluation of advertising and public relations activities.

Prerequisite: BA 620

BA 828 Interactive Marketing and Sales Promotion Strategies**3 credits**

The interactive nature of marketing communication mix elements such as direct marketing, electronic marketing, and personal selling. Covers the roles of interactive marketing tools in devising a marketing plan, sales promotion strategies including customer-oriented and trade oriented. The integration of these marketing communication mix elements with other related elements.

Prerequisite: BA 620

BA 829 Seminar in Marketing**3 credits**

The application of marketing theories in problem solving, planning, policy formulation, strategy and decision-making in marketing using case studies.

Prerequisite: BA 620

BA 839 Seminar in Accounting for Management**3 credits**

The concepts of costs management with an emphasis on strategic costs structure for sustainable competitive advantages of a firm in business dynamism and rapid technological advancement; importance of advanced costs management techniques and concepts including strategic costs information imperative to continuous development, improvement, and management of firm's critical success factors.

Prerequisite: BA 731

BA 849 Seminar in Finance**3 credits**

Problems in business finance; problems in financial management, investment planning, sources of funds; and dividends; with emphasis on the application of theories and financial techniques in problem-solving using case studies.

Prerequisite: BA 640

BA 859 Seminar in Operations Management**3 credits**

An advanced seminar on current selected topics in the field of operations management with analysis and discussion on various topics in operations management.

Prerequisite: BA 650

BA 869 Seminar in Management Information System**3 credits**

Advanced analyses of management information systems through case studies and discussion of journal articles. The applications of various theories and techniques are explored, along with presentation of the results.

Prerequisite: BA 560

BA 879 Seminar in International Business**3 credits**

An advanced-level capstone course in international business in which students analyze a number of cases using knowledge and skills from previous courses in international business or those with global/comparative content. Explores the problems and practices of decision making in international business operations.

Prerequisite: BA 510

BA 880 Directed Studies**3 credits**

Individual in-depth studies of selected topics, in the student's major which are approved by the Dean and announced by the School of Business Administration

Prerequisite: At the instructor's discretion

BA 888 Selected Topics in Business Administration**3 credits**

Special and contemporary topics in business determined and announced by the School before the beginning of each semester.

Prerequisite: At the instructor's discretion

BA 890 Independent Study: Integrated Business Project**3 credits**

An Independent Study. Advanced-level investigations which cover the analysis of symptoms, problems, causes, and business audit. Business plan integrating various functions in businesses.

Prerequisite: BA 610, BA 620, BA 630, BA 640 and BA 650 for students in Plan B

BA 904 Thesis**12 credits**

In-depth investigations on an approved topic in business administration using accepted research methodologies. The student publishes the results of the investigation which is then followed by an oral thesis defense.

Prerequisite: Completing not less than 36 credits in Plan A (2)

LC 4003 Advanced Integrated English Language Skills Development

3 credits

Course contents and teaching activities focus on the integrated skills of listening, speaking, reading and writing with a particular emphasis on academic writing. Students will also work in small groups, practicing paper presentation techniques, precis writing, and research writing.

LC 4012 Remedial Integrated English Language Skills Development

3 credits

This course is intended to provide additional practice in the four skills-listening, speaking, reading and writing strategies covered in LC 4002. Or LC 4003 Students receive individualized attention to enhance their communication skills in English.

An exemption of a prerequisite is under the Dean's approval.

Master of Arts in Language and Communication Program (English Program)**Revised Curriculum B.E. 2552 (2009)**

1. Name of Program

Master of Arts in Language and Communication Program (English Program)

2. Name of Degree

Master of Arts (Language and Communication)

M.A. (Language and Communication)

3. Responsible Agency

Graduate School of Language and Communication

National Institute of Development Administration (NIDA)

4. Philosophy and/or Program Objectives**4.1 Philosophy**

The era of globalization entails cross-cultural and transnational communication. As language is a major means of communication, knowledge and skills in language and communication are essential for all professionals. Such knowledge and skills will enable people from all walks of life to excel in their professional and personal endeavors. Being aware of the importance of such knowledge and skills, the School of Language and Communication has developed a Master's Degree Program in Language and Communication. This program is unique in that it equips students with both theoretical and practical knowledge in language and communication. Graduates of this program will be able to apply the knowledge gained to their careers.

4.2 Objectives

4.2.1 To produce graduates who are proficient in both language and communication, and who are able to apply the knowledge gained to their careers.

4.2.2 To provide opportunities for instructors of both language and communication, as well as administrators, to upgrade their skills and qualifications.

4.2.3 To provide an academic setting where students are inspired to conduct rigorous research so that a new body of knowledge is generated.

4.2.4 To provide opportunities for executives in the public and private sectors to improve their knowledge and skills in language and communication.

4.2.5 To provide educational opportunities for scholars, practitioners and others interested in language and communication - including those from other countries - to upgrade their abilities and academic credentials in these areas.

5. Qualifications of Applicants

5.1 Applicants must hold a bachelor's degree from an academic institution accredited by the Commission on Higher Education.

5.2 Regular Program applicants are required to study full-time.

5.3 Special Program applicants must have at least 2 year's work experience.

6. Curriculum

6.1 Number of Credits The curriculum consists of 39 credits.

6.2 Plan A (2)

Students are required to complete a minimum of 39 credits to earn an M.A. in Language and Communication. The credit breakdown is as follows: pre-foundation courses (non-credit), foundation courses (12 credits), core courses (6 credits), seminar course (3 credits), elective courses (6 credits), and thesis (12 credits). In addition, students are required to take a comprehensive examination.

Plan B

Students are required to complete a minimum of 39 credits to earn an M.A. in Language and Communication. The credit breakdown is as follows: pre-foundation courses (non-credit), foundation courses (12 credits), core courses (6 credits), seminar course (3 credits), elective courses (15 credits), and independent study (3 credits). In addition, students are required to take a comprehensive examination.

Plan A (2)		Plan B	
A. Pre-foundation Courses (non-credit)		A. Pre-foundation Courses(non-credit)	
B. Foundation Courses	12 credits	B. Foundation Courses	12 credits
C. Core Courses	6 credits	C. Core Courses	6 credits
D. Seminar Course	3 credits	D. Seminar Course	3 credits
E. Elective Courses	6 credits	E. Elective Courses	15 credits
F. Thesis	12 credits	F. Independent Study	3 credits
G. Comprehensive Examination		G. Comprehensive Examination	
Total	39 credits	Total	39 credits

6.3 Course requirements are:**6.3.1 Plan A (2)****A. Pre-foundation Courses (non-credit)**

ND 4000 Foundation for Graduate Studies

LC 4003 Advanced Integrated English Language Skills Development

LC 4012 Remedial Integrated English Language Skills Development

B. Foundation Courses 12 credits

LA 5000 Academic and Research Writing 1

LA 5001 Perspectives on Language

LA 5002 Perspectives on Communication

LA 5003 Research Methodology

C. Core Courses 6 credits

LA 6000 Academic and Research Writing 2

LA 6001 Discourse Analysis and Applications

D. Seminar Course 3 credits

LA 8001 Seminar in Language and Communication Research

E. Elective Courses 6 credits**F. Thesis 12 credits****6.3.2 Plan B****A. Pre-foundation Courses (non-credit)**

ND 4000 Foundation for Graduate Studies

LA 4000 English for Graduate Studies

Foundation Courses 12 credits

LA 5000 Academic and Research Writing 1

LA 5001 Perspectives on Language

LA 5002 Perspectives on Communication

LA 5003 Research Methodology

B. Core Courses 6 credits

LA 6000 Academic and Research Writing 2

LA 6001 Discourse Analysis and Applications

D. Seminar Course 3 credits

LA 8001 Seminar in Language and Communication Research

E. Elective Courses 15 credits

F. Independent Study 3 credits

6.4 Study Plan

6.4.1 Study Plan for the Regular Program Plan A(2)

First year, first semester

- ND 4000 Foundation for Graduate Studies
- LA 4000 English for Graduate Studies
- LA 5000 Academic and Research Writing 1
- LA 5001 Perspectives on Language
- LA 5002 Perspectives on Communication

First year, second semester

- LA 5003 Research Methodology
- LA 6000 Academic and Research Writing 2
- LA 6001 Discourse Analysis and Applications
- LA 7xxx.....

Second year, first semester

- LA 7xxx.....
- LA 8001 Seminar in Language and Communication Research

Second year, second semester

- LA 9001 Thesis

6.4.2 Study Plan for the Regular Program Plan B

First year, first semester

- ND 4000 Foundation for Graduate Studies
- LA 4000 English for Graduate Studies
- LA 5000 Academic and Research Writing 1
- LA 5001 Perspectives on Language
- LA 5002 Perspectives on Communication

First year, second semester

- LA 5003 Research Methodology
- LA 6000 Academic and Research Writing 2
- LA 6001 Discourse Analysis and Applications
- LA 7xxx

Second year, first semester

- LA 7xxx.....
- LA 7xxx.....
- LA 7xxx.....
- LA 8001 Seminar in Language and Communication Research

Second year, second semester

- LA 7xxx.....
- LA 9000 Independent Study

6.4.3 Study Plan for the Weekend Program**First year, First semester**

- LA 4000 English for Graduate Studies
- LA 5000 Academic and Research Writing 1
- LA 5001 Perspectives on Language
- LA 5002 Perspectives on Communication

First year, second semester

- LA 5003 Research Methodology
- LA 6000 Academic and Research Writing 2
- LA 6001 Discourse Analysis and Applications

First year, third semester

- LA 7xxx
- LA 7xxx

Second year, first semester

- LA 8001 Seminar in Language and Communication Research
- LA 7xxx.....
- LA 7xxx.....

Second year, second semester

- LA 7xxx.....
- LA 9000 Independent Study

6.4.4 Study Plan for the Evening Program**First semester**

- LA 4000 English for Graduate Studies
- LA 5000 Academic and Research Writing 1

- LA 5001 Perspectives on Language

Second semester

- LA 7xxx

- LA 7xxx

Third semester

- LA 5002 Perspectives on Communication

- LA 5003 Research Methodology

- LA 6000 Academic and Research Writing 2

Fourth semester

- LA 6001 Discourse Analysis and Applications

- LA 7xxx

- LA 7xxx

Fifth semester

- LA 7xxx

Sixth semester

- LA 8001 Seminar in Language and Communication Research

- LA 9000 Independent Study

7. Course Description

Pre-foundation Courses (non-credit)

ND 4000 Foundation for Graduate Studies

3 credits

An overview of Thai government, Thai economy, Thai business, Thai society, codes of ethics for executives and academics, personality development, physical and mental health, the Constitution of the Kingdom of Thailand, Thai for communication, academic report writing, and sufficiency economy and development.

LC 4003 Advanced Integrated English Language Skills Development

3 credits

Course contents and teaching activities focus on the integrated skills of listening, speaking, reading and writing with a particular emphasis on academic writing. Students will also work in small groups, practicing paper presentation techniques, precis writing, and research writing.

LC 4012 Remedial Integrated English Language Skills Development**3 credits**

This course is intended to provide additional practice in the four skills-listening, speaking, reading and writing strategies covered in LC 4002. Or LC 4003 Students receive individualized attention to enhance their communication skills in English.

Remarks: Students may be exempted from this course provided that they meet the requirements as stipulated by the School.

Foundation Courses (12 credits)**LA 5000 Academic and Research Writing 1****3 credits**

Preparation for academic writing in English, emphasizing the basic skills needed not only for research writing, but also for reports and other written assignments as required in language and communication studies. Emphasis will also be placed on the writing process at the paragraph and essay level.

LA 5001 Perspectives on Language**3 credits**

The study of the nature, structure, and variations of language. Aspects of language discussed include the sound system (phonetics and phonology), the way words are formed (morphology), the way words are put together in a sentence (syntax) and how words relate to meaning (semantics). Other areas examined are: how language changes (historical linguistics), how and why different varieties are used (sociolinguistics), the writing system, language and the brain, and language acquisition. The ultimate aim of the course is to provide students with tools to analyze language(s).

LA 5002 Perspectives on Communication**3 credits**

The study of selected communication theories and models relating to the process of interpreting theories behind the meanings and symbols in the human communication process.

LA 5003 Research Methodology**3 credits**

An introduction to the nature and components of research in language and communication. Emphasis is on research proposals, research designs, use of appropriate research approaches, data analysis and interpretation, and research report writing.

Core Courses (6 credits)**LA 6000 Academic and Research Writing 2** **3 credits**

The consolidation of the principles covered in LA 5000 Academic and Research Writing I as applied to the writing of introductions, literature reviews and other integral components of academic papers and theses.

Prerequisite: LA 5000

LA 6001 Discourse Analysis and Applications **3 credits**

The analysis of the interrelationship between language, language users, and context. Emphasis is on how language users produce and interpret language in situated contexts and how these constructions relate to social and cultural norms, preferences and expectations. This course gives an introduction to the major theories of discourse and provides an overview of text and discourse analysis research and its applications.

Elective Courses (15 credits)**LA 7000 Sociolinguistics** **3 credits**

The study of aspects of linguistics concerned with connections between language and society and the way people use language in different social situations. The content includes the study of the wide variety of dialects used by people in different regions and from different social groups. The course explores, for example, how gender, age, and social status affect language use. It also covers studies on language change and language planning.

LA 7001 Pragmatics **3 credits**

The study of the aspects of meaning and language use in social interactions. Case studies are employed as examples of how to analyze patterns of interaction, the speaker's intended meanings, the factors governing the speaker's choice of utterances and the addressee's interpretation of the utterances, and the ways the speaker achieves his/her goal of communication. Emphasis is on student application of pragmatic analysis.

LA 7002 Stylistics **3 credits**

The study of the styles of language usage in different contexts such as business, media, literary and academic contexts. It is concerned with the examination of grammar, lexis, semantics,

pragmatics and sociolinguistics, with a focus on the significance of form and function that each style fulfills. It surveys existing theories of style, methods of style analysis, and applications of theories and methods to selected work, including advertisements, business documents, newspaper articles, song lyrics, film scripts, political speeches, fiction and non-fiction. With stylistics, students will increase their awareness of certain features of language which influence perception of the texts, and thus implement this knowledge in their production of language.

LA 7003 Conversation Analysis**3 credits**

The study of the organization and order of naturally-occurring spoken interaction. The course introduces learners to conversation analysis as a specific research approach in human science to observing, describing, and analyzing social interaction; and provides learners with methodological and practical suggestions for carrying out conversation analysis.

LA 7004 Language and Power**3 credits**

The study of the issues of power relations derived from the use of certain kinds of language in different contexts. Issues include the projection of identity of discourse producer/consumer; interpersonal relationships between the two, and how ideology and beliefs are conveyed. Emphasis is on public discourse such as discourse in mass communication and/or politics, in which power relations are more pronounced.

LA 7005 Second Language Acquisition**3 credits**

The exploration of various models of second language acquisition with emphasis on research in second language development. Moreover, students will study the roles of linguistic and non-linguistic factors in the language acquisition process, particularly in regard to English language teaching in Thailand.

LA 7006 Global English**3 credits**

The study of the notion of "Global English," focusing on historical and variational contexts as well as the impact of globalization on the use of English as a lingua franca, second language acquisition and global English, culture and conventions of communication, and identities and global English.

LA 7007 English Syntax**3 credits**

Examination and analysis of the major syntactic features of English sentences through a linguistic approach. Topics include English sentences and their elements, word classes, grammatical categories, constituents and phrases, clauses, grammatical relations of sentence elements, coordination and embedding, clausal variation, sentence ambiguity, etc. This will enable students to apply the knowledge to their own language skills development.

LA 7008 Reading Theories and Applications**3 credits**

The study of models/theories of reading, especially interactive models, to gain a better understanding of the reading process as interaction between the reader and the text. Research on reading will be explored. Students will learn different reading strategies, including critical reading, and vocabulary development for reading English texts of different selected genres in order to become efficient readers.

LA 7009 Translation Theories and Applications**3 credits**

The study of translation theories, including linguistic and semantic theories. Also emphasized are the ethics and the codes of conduct in translation. Students apply these theories and codes of conduct by practicing with various kinds of texts in English.

LA 7010 Literary Translation**3 credits**

The study of translation theories used in literary translation. It explores selected literature for adults and for children, including short stories, novels, and poems, in terms of the way they are translated from English into Thai, and vice versa. With the knowledge of translation theories, students' translation skills are developed through practical exercises and hands-on activities, with an emphasis on translation ethics and codes of conduct.

LA 7011 Communication through Literature**3 credits**

The examination of various communicative methods in literature, both classic and contemporary. A selection of Thai and foreign literature (short stories, novels and poems) is used for study and discussion. Emphasis is on how literature communicates intended meaning(s) both explicitly and implicitly, and how it reflects society. Literary styles and aesthetics are also explored in detail.

LA 7012 Thai Language and Culture *(for non-Thai students only) 3 credits

The study of Thai culture and the basics of the Thai language. The class provides an opportunity for students to practice Thai in a natural context. Students will be taught the Thai language at the elementary level using Thai culture as the course content. The topics covered are, for example, greetings, bargaining at the market place, describing classical arts, and discussing food, clothing, and climate. A one-day field trip to historical sites, such as Phranakhon Si Ayudhaya, one of the old capitals of Thailand, will be arranged to introduce traditional Thai arts and the rural way of life to students.

LA 7013 Pronunciation and Phonetics 3 credits

The study of sound production, speech organs, phonetic symbols, and stress and intonation patterns. The course aims to enhance students' intercultural communicative competence.

LA 7014 Computer-Assisted Language Learning 3 credits

The study of the theory and practice of CALL. Course topics include the theoretical bases for CALL, current trends and issues in CALL research, the development and use of CALL applications, such as multimedia/hypermedia materials, Internet tools, and software evaluation.

LA 7015 English as a Foreign Language Pedagogy 3 credits

The study of a wide range of thinking skills and learning strategies and the application of these skills and strategies to teaching and learning English as a foreign language (EFL). Also incorporated are the basic concepts and theories related to language learning strategies and thinking skills.

LA 7016 English for Specific Purposes 3 credits

The study of current thinking in approaches to English for specific purposes. This will include critically reviewing teaching materials design and testing techniques appropriate to English for Specific Purposes (ESP). Emphasis is on group work and discussion, to build an understanding of what ESP is, its history and development. Approaches to course design, needs analysis and language audits, as well as program evaluation and accountability are also studied.

LA 7017 Media Studies 3 credits

The study of media in society, which analyzes factors determining the roles of the media

as well as the effects they create on society. Students are offered opportunities to acquaint themselves with theories in the field of media and communication. Emphasis is on the application of theories learnt to enhance effectiveness in media communication, such as understanding media semiotics, writing press releases and writing for Public Relations purposes. Discussions on the issue of media ownership, the political economy of the media and media ethics are also addressed.

LA 7018 Interpersonal Communication**3 credits**

The study of the face-to-face interaction and dynamism of human relationships based on contextual and developmental approaches. This course takes a view of communication in general, and interpersonal communication in particular, that is contingent on the notion that regularities in human behavior are discoverable and that better dyadic relationships with therapeutic values are attainable.

LA 7019 Organizational Communication**3 credits**

The study of the theoretical foundation for the analysis of communication problems/ issues and practices in organizations. Emphasis is on the following dimensions of communication in organizations: the traditional approaches (e.g., classical approaches), the contemporary approaches (e.g., systems approaches), the enduring processes (e.g., conflict management processes), and the emerging processes (e.g., diversity management processes, including ethical dimensions).

LA 7020 Group Communication**3 credits**

The study of communication theories and concepts in current group contexts of committee, team, classroom, family, public forum, and communities on the Internet and other digital media. The course covers various elements of group communication, such as message analysis, communication barriers and break-downs, interpersonal communication processes and influences, communication networks and group development, norms, values, and goals. Emphasis is on making communication more efficient and effective for group activities.

LA 7021 Nonverbal Communication**3 credits**

The study of current theories and concepts in nonverbal communication related to gender, age, relationship, physical appearance, activity, space, culture, technology, etc. Emphasis is also

on researching, producing, and interpreting nonverbal messages in various contexts.

LA 7022 Persuasion Theories and Applications **3 credits**

The study of the theories and applications of persuasive communication in various contexts. The nature of human attitudes, attitude change and the relationship between attitudes and behavioral change are examined. Techniques such as speech delivery and career-related persuasion are also investigated.

LA 7023 Communication and Marketing **3 credits**

The analysis of the relationship between communication and marketing practices and its relative influences on perception, information processing and behavior. Emphasis is on the application of communication theories and concepts in relation to marketing activities, especially promotion activities (i.e., advertising, public relations, personal selling, and sales promotion).

LA 7024 Business Communication **3 credits**

The study of the conceptual foundations of business communication, focusing on the practice of effective written, oral, and interpersonal communication in business situations. In addition, a variety of communication skills necessary for business are developed through practical exercises, case studies and observations.

LA 7025 Intercultural Communication **3 credits**

The analysis of the interrelationships among culture, context, communication and their relative influences on perceptions, attitudes, values, beliefs, world views and behavioral patterns. Emphasis is on the interactions among cultures, dominant cultures and co-cultures.

LA 7026 Communication and Technology **3 credits**

The study of developments of communication technologies and related changes in language and communication in various areas of professional communication, focusing on contemporary issues. Emphasis is also on computer-mediated communication and other digital media.

LA 7027 Gender and Communication **3 credits**

The study of the theories, ideologies and key concepts of how gender images affect people's ways of life in a gendered society. Gender development, movement and mobilization,

social construction of gender inequalities and other gender-related issues are also analyzed.

LA 7028 Communication, Conflict Management, and Negotiation **3 credits**

The study of theories and pragmatics of negotiation and conflict management with an interdisciplinary focus on communication, economics, psychology, social psychology, and organizational behavior. Emphasis is on descriptive and prescriptive approaches to negotiation. Major ethical concerns are also examined in various contexts.

LA 8000 Directed Studies **3 credits**

The study of a topic not available through regular coursework. Students work under supervision on a carefully planned, student-initiated project, which may also include an internship. Prior approval necessary.

Seminar Course (3 credits)

LA 8001 Seminar in Language and Communication Research **3 credits**

The study of different aspects and applications of quantitative and qualitative research in language and communication. Topics vary from semester to semester and may include research in interpersonal communication, rhetorical criticism, critical methods in organizational communication, reading, writing, listening, speaking, translation, CALL, second language acquisition, discourse analysis, and language testing and evaluation.

Independent Study (3 credits)

LA 9000 Independent Study **3 credits**

A report on a well-focused topic related to language and communication under the supervision of an advisor. The report must be finished within the semester.

Thesis (12 credits)

LA 9001 Thesis **12 credits**

A student-initiated research report on a particular topic under consultation of an advisor, together with an oral examination. The study must be extensive and of acceptable research standards.