

# MASTER-LEVEL BUSINESS ADMINISTRATION

# MBA

LEADERSHIP

POTENTIAL

EDUCATION

ACHIEVEMENT

MANAGEMENT

DEGREE

CAREER

**TOP 150**

GLOBAL MBA

QS WORLD  
UNIVERSITY  
RANKINGS

**2023**

**QS GLOBAL MBA  
RANKINGS 2023**

**#1** in Thailand

**#21** in Asia

Ranked #7 in Asia and #72 in the World in the "Class & Faculty Diversity" indicator

Flexible mode:

**ONE YEAR (36 CREDITS)  
OR TWO YEARS (48 CREDITS)  
IN PERSON OR ONLINE (LIVE CLASSES VIA ZOOM)  
THIS INCLUDES THE OPTION OF BEING  
TAUGHT 6-9 PM IN THE WEEK  
AND SOME ELECTIVE COURSES  
OVER THE WEEKEND**



**AIT**  
Asian Institute of Technology



# SCHOOL OF MANAGEMENT

## Course 1: Leadership & Organisation Management



### Details of the course:

In the current rapidly changing environment, start-up businesses and well-established large organizations alike will need to develop an efficiently responsive and effective management system to enhance its business sustainability. Leadership becomes an essential resource for organizations to drive towards organizational effectiveness. This course provides the knowledge base on how organizations are developed and changed over time to cope with changing environment; how organizations improve their performance and leadership for business sustainability in various business sectors. It emphasizes the role of leadership and leadership development in organization management. The course also aims to develop the learners' ability to develop effective leadership and management skills for their organizations.

### Those taking this course will be able to:

- Apply contemporary leadership and organizational theories in business environment
- Analyze and evaluate management issues in the workplace setting
- Develop and implement effective management intervention schemes to solve management problems
- Undertake self-assessment of leadership and management skills

### Mode/dates of delivery: A Synthesis

August-September: Flexible/Online (hybrid mode), in person at Asoke or main campus

For working students, classes are held in the evenings at 6-9 pm. during weekdays either online or in person at the Asoke facility.



# SCHOOL OF MANAGEMENT

## Course 2: Accounting for Decision-Making

### Details of the course:

This course aims to provide knowledge in financial accounting, cost accounting and tax accounting. It aims to develop accounting skills so that students are able to make decisions consistent with accounting practices and policy in business organizations.

### Those taking this course will be able to:

- Evaluate business organizations based on financial accounting reports and information.
- Implement cost accounting in business organizations.
- Realize effects of tax arising from business practices and make business decisions that optimize taxation for business organizations.

### Mode/dates of delivery:

August-September: Flexible/Online (hybrid mode), in person at Asoke or main campus

For working students, classes are held in the evenings at 6-9 pm. during weekdays either online or in person at the Asoke facility.





# SCHOOL OF MANAGEMENT

## Course 3: Strategic Management



### Details of the course:

The objective of this course is to help the students to gain an understanding of the theory and practice in the field of strategic management. The goal is to provide a thorough understanding of the analytical techniques and tools necessary to identify and formulate strategies successfully and how to implement them. Specifically, the course will focus on three main areas: (a) strategic analysis, including: how to rigorously analyze a firm's competitive environment and its internal resources (b) strategy formulation, including: how to formulate functional-level, business-level and corporate-level strategies; and (c) strategy implementation, including: organization design and leadership.

### Those taking this course will be able to:

- Determine the importance of strategic planning and its role within strategic management, and understand the key steps in the strategic planning process
- Identify the process of corporate and business strategy development to achieve competitive advantage
- Develop a corporate strategy for gaining sustainable competitive advantage in both planning and implementation
- Demonstrate how to integrate trend analysis and scenario planning into the in-strategy planning process

### Mode/dates of delivery:

March-April: Flexible/Online (hybrid mode), in person at Asoke or main campus

For working students, classes are held in the evenings at 6-9 pm. during weekdays either online or in person at the Asoke facility.





# SCHOOL OF MANAGEMENT

## Course 4: Corporate Finance

### Details of the course:

The purpose of this course is to provide students thorough knowledge in financial management and financial decision tools. The course aims to provide understanding in corporate finance for both practical and theoretical aspects and an opportunity to utilize valuation techniques in investment banking transactions.

### On completion of this course, you will be able to:

- Apply time value of money for financial decisions
- Derive cash flows, interest rates and make appropriate financial decisions.
- Formulate sound capital budgeting, financial and capital asset investment decisions.
- Critically assess the value of companies and investment banking transactions.

### Mode/dates of delivery:

January-February: Flexible/Online (hybrid mode), in person at Asoke or main campus

For working students, classes are held in the evenings at 6-9 pm. during weekdays either online or in person at the Asoke facility.





# SCHOOL OF MANAGEMENT

## Course 5: Change Management

### Details of the course:

Change is the only constant that we can rely on in the business world, especially in the current 'VUCA' environment. This course will help students understand and apply the principles of change management in the workplace by essentially, understanding, promoting, coping and valuing change.



### On completion of this course, you will be able to:

- Develop an appreciation of the theories associated with change management and apply this to the way businesses have changed since the start of the century
- Synthesize the theory into practical examples of corporate structure adding value
- Analyze and apply improved change management structures onto corporate entities
- Evaluate a range of companies who have undergone successful and unsuccessful change management and identify the advantages and disadvantages to both approaches

### Mode/dates of delivery:

January-February: Flexible/Online (hybrid mode), in person at Asoke or main campus

For working students, classes are held in the evenings at 6-9 pm. during weekdays either online or in person, and on weekends at 10am.-5pm. in person at the Asoke, but please note that the class timing may be subject to change based on the availability of the instructor.



# SCHOOL OF MANAGEMENT

## Course 6: Managerial Economics

### Details of the course:

An understanding of economic theory, economic tools and techniques is essential for managers to make the best operating and planning decisions. This course focuses on the evolution and functioning of markets using theories of economics, behavioral science and sociology and enable students to understand the behaviors of real markets. The role of government in influencing a firm's decision making is also introduced since changes in government policy could directly or indirectly affect the firm's operating and planning decisions.

### The students on completion of this course would be able to:

- Identify and analyze elasticities which could influence changes in demand and scale economics and cost that could influence supply.
- Evaluate the characteristics of different market models, how the real markets function and how prices and quantity are set in each type of market.
- Apply production and cost theories to the analysis of real market behavior in Asian countries and related managerial response decisions.

### Mode/dates of delivery:

March-April: Flexible/Online (hybrid mode), in person at Asoke or main campus

For working students, classes are held in the evenings at 6-9 pm. during weekdays either online or in person at the Asoke facility.





# SCHOOL OF MANAGEMENT

## Course 7: Managing Technology & Innovation

### Details of the course:

Technology and innovation are sources of corporate competitive advantage, profitability and sustainable growth. The ability of the modern-day managers to analyse and make strategic decisions with respect to technology and innovation has an important bearing on the survival, competitiveness and sustainable growth of the firms. The objective of this course is to provide participants with knowledge and tools to understand, anticipate, acquire and use technology for attaining competitiveness at the marketplace. The course focuses on integrating various techno- economic and human factors that condition the firm's creativity, strategies, structures and operations for managing product and service innovations.



### On completion of this course, you will be able to:

- Evaluate how technology is embodied in a firm and the capabilities required to exploit it for achieving competitive advantage and for integrating technology and business strategies.
- Analyze the issues involved in the process of technology acquisition and the different loci of innovation.
- Compare technology-push and market-pull innovation and identify how companies should approach market research for each.
- Analyze the different strategic postures of a firm and related innovation strategies.
- Evaluate the importance of external linkages in the innovation process, and the factors that determine the choice of in-house research and development versus external collaboration.

### Mode/dates of delivery:

June-July: Flexible/Online (hybrid mode), in person at Asoke or main campus

For working students, classes are held in the evenings at 6-9 pm. during weekdays either online or in person at the Asoke facility.





# SCHOOL OF MANAGEMENT

## Course 8: Operations Management

### Details of the course:

Operations management involves the activities that transform inputs into the goods and services in all organisations. The course provides students with theories and practices in planning and managing the operations part of an organisation. In the course, students will be able to develop managerial skills in planning business operations covering both long and short term planning, such as capacity plan and production resource scheduling respectively. Moreover, they will be able to acquire analytical skills in making decisions in operations management. These decisions include capacity expansion, facility location, and inventory control.



### The students on completion of this course would be able to:

- Plan the operations of an organization as part of the business management, covering both long-term to short-term plans
- Plan and control temporary operations structure organized as a project
- Analyze the operations problems for decision making

### Mode/dates of delivery:

October-November: Flexible/Online (hybrid mode), in person at Asoke or main campus

For working students, classes are held in the evenings at 6-9 pm, during weekdays either online or in person at the Asoke facility.



# SCHOOL OF MANAGEMENT

## Course 9: Marketing Management

### Details of the course:

This course aims to provide knowledge in marketing concepts from a managerial perspective. The course focuses on how managers analyze the market environment, competition and customers and how to design effective marketing strategies. The course emphasizes marketing process as a system to plan and deliver an integrated marketing mix of product, price, place and promotion that create value for customers, and achieve organizational objectives.

### On completion of this course, students will be able to:

- Apply the concepts of marketing management and marketing strategies to solve real-world situations
- Analyze business situations and identify relevant marketing problems to create and capture customer value
- Assess an organization's activities, develop and implement a marketing strategy



### Mode/dates of delivery:

June-July: Flexible/Online (hybrid mode), in person at Asoke or main campus

For working students, classes are held in the evenings at 6-9 pm. during weekdays either online or in person at the Asoke facility.



# SCHOOL OF MANAGEMENT

## Course 10: Responsible and Sustainable Management Decision-Making

### Details of the course:

The objective of this course is to highlight irresponsible decision-making and further to illustrate what responsible management is and the decision-making and individual skills required.

### The students on completion of this course would be able to:

- Employ the key theoretical frameworks relating to responsible and sustainable management in order to analyze and synthesize a view on how good and bad decision-making occurs,
- Explore and develop solutions to key international and regional decision-making challenges, identifying political, social, and environmental constraints that hamper such efforts,
- Comprehend the responsible management decision-making in practice via specific case studies.
- Examine the need for bench marking and strengthening collaboration, teamwork, communication, and other skills in order to generate a stronger and more holistic responsible management decision-making structure.

### Mode/dates of delivery:

October-November: Flexible/Online (hybrid mode), in person at Asoke or main campus

For working students, classes are held in the evenings at 6-9 pm. during weekdays either online or in person at the Asoke facility.





# SCHOOL OF MANAGEMENT

## Electives for MBA

Some elective courses are offered during the weekend.

### **Selected Topic: Consumer Behavior**

This course aims to equip and familiarise students with consumer behaviour as an underpinning notion to their marketing education. The lectures embrace and integrate a mixture of concepts derived from various disciplines such as psychology, sociology and anthropology which are used to study and explain consumer behaviour.

#### **Mode/dates of delivery:**

January-February: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Negotiations and Pressurised Decision-making**

In this course you learn how to frame the situations you face enabling you to get the right outcome by engaging the right people to talk about the right issues, in the right way, and at the right time and space. You will get to practice negotiation tactics and methods in a situation of your choice as well as a high-pressure simulation which culminates in a stressful final session at the end of the course.

#### **Mode/dates of delivery:**

January-February: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Strategic Supply Chain Management**

Supply Chain Management views the supply chain in the integrated fashion in order to improve the performance of each entity (supply chain member) and the supply chain as a whole. Supply Chain Management is about how we can coordinate among supply chain members so that decisions made by them to maximize their own performance will also result in the maximized performance of the supply chain. The course will prepare students as managers in a competitive environment to think supply chain and be able to manage it to enhance their firm's competitive position.

#### **Mode/dates of delivery:**

March-April: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Service Marketing: Competing on Customer Experiences**

This course aims to equip students with knowledge of how to manage services marketing focusing on customer experience that provides customer satisfaction loyalty in service firms. Students will have an opportunity to examine the key drivers of customer experience and the challenges inherent in competing on customer experiences.

#### **Mode/dates of delivery:**

March-April: Flexible/Online (hybrid mode), in person at Asoke or main campus





# SCHOOL OF MANAGEMENT

## Electives for MBA

Some elective courses are offered during the weekend.

### **Selected Topic: Consultancy skills**

The purpose of this course is to equip students with creative problem-solving concepts and strategies that will enhance the ability to structure, define and execute in complex situations. This course follows the consulting lifecycle, reviewing the core fundamentals at each stage, ending up with how one can start a career in consulting. It also aims to give MBA-level professionals, the skills, business acumen and toolkit to effectively navigate businesses. The course will focus on Management Consulting, for Senior Consultants/Managers in Strategy & Operations - in particular how to diagnose, structure, test and resolve issues. This is a practical course for people who are interested in consulting careers and/or people who will manage consultants.

### **Mode/dates of delivery:**

March-April: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Strategic Human Resources Management**

Successful organizations excel in bringing different kinds of people together to accomplish a common goal. As people drive the performance of their organizations, achieving success depends on an organization's ability to manage human resources. This course provides an insight into human resources management (HRM) activities. Students will be equipped with an understanding of identifying, recruiting, selecting the right people; appraising, training, and retaining employees. Course participants will have an opportunity to apply HRM theories to practice and examine how HRM can contribute to overall organizational effectiveness.

### **Mode/dates of delivery:**

June-July: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Project Management**

This course aims at introduce the essential techniques and approaches in project management that include developing and planning new projects as well as effectively managing and controlling their implementation. Though group projects and case studies, the students will also be exposed to the real project experiences in both business and development sectors.

### **Mode/dates of delivery:**

June-July: Flexible/Online (hybrid mode), in person at Asoke or main campus





# SCHOOL OF MANAGEMENT

## Electives for MBA

Some elective courses are offered during the weekend.

### **The Business of Frontier Technologies**

Artificial Intelligence (AI) has been heralded as one of the next great phases of human advancement. The practical applications of AI are vast and will touch almost every aspect of business and society. As with any major technology revolution, it presents both immense opportunities and significant challenges. This course will aim to provide students with an overview of the main branches of AI as well as explore use cases and practical business implementation with in different industries to better understand these Frontier Technologies.

**Mode/dates of delivery:** August-September: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Entrepreneurship and New Ventures**

The objective of this course is to provide an understanding of the interrelationships between the management of new ventures and entrepreneurship in an innovation-driven and knowledge-based economic development. In addition, this course will enable students to design and present to venture capitalists/professional investors both, a business model canvas and a complete business plan for a new business venture. This course helps students to understand typical success and failure factors most frequently encountered by new business ventures in knowledge intensive industries and provide future entrepreneurs with strategic tools of planning the operations for the new company.

**Mode/dates of delivery:** August-September: Flexible/Online (hybrid mode), in person at Asoke or main campus





# SCHOOL OF MANAGEMENT

## Electives for MBA

Some elective courses are offered during the weekend.

### **Selected Topic: Fintech and Tech Transfer**

The objective of the course is to help students understand the challenging role of financial technology (FinTech) in the banking landscape. The course will cover the role of FinTech in the process of technology transfer, technology commercialization, FinTech eco-system and technology financing to support FinTech start-ups.

**Mode/dates of delivery:** October-November: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Big Data Analytics**

The course aims to highlight the complexities associated with the increase in data production, collection and collation, whilst students will gain an understanding of what the data can tell us now. A further objective is the introduction and application of complex tools and integrated approaches that are applied to the analysis of big data.

**Mode/dates of delivery:** October-November: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Strategic Brand Management**

This course provides students with an overview on the reasons why brands are the most valuable asset of a company. Students will be equipped with knowledge in the strategic dimensions of branding and an understanding of the need for firms to build strong brands to compete in international markets. This course will give students an opportunity to examine strategies to build and leverage brand equity.

**Mode/dates of delivery:** October-November: Flexible/Online (hybrid mode), in person at Asoke or main campus





# SCHOOL OF MANAGEMENT

In the second year, students have the choice of undertaking 12 credits of major (area of specialization), research study, internship, exchange program or a minor.

## Areas of Specialization

The School of Management offers our MBA students the choice of specialization in Finance, Change & Innovation, Marketing and Entrepreneurship. Please note that elective courses are subject to the availability of the course instructors and meeting minimum enrollment.

Finance				
Students must complete 12 credits from any of the courses listed below.				
Course code	Course title	Credit	Course type	Term
SM88.2001	Applied Valuation & Investment	3	Required for MSc (IF)	August
SM88.2005	International Finance in ASEAN: Wealth Management to Infrastructure Finance	3	Required for MSc (IF)	June
SM88.2002	Capital Markets	3	Required for MSc (IF)	March
SM88.2004	Managing Risk	3	Required for MSc (IF)	June
SM80.9067	Selected Topic: Fintech and Tech Transfer	1.5	Elective for MBA	October
SM89.9001	Selected Topic: Storytelling Using Data	1.5	Elective for MSc (BADT)	August
<i>Note:</i> MSc (IF) = MSc in International Finance MSc (BADT) = MSc in Business Analytics & Digital Transformation				

Change & Innovation				
Students must complete 12 credits from any of the courses listed below.				
Course code	Course title	Credit	Course type	Term
SM89.2002	The Business of Frontier Technologies	3	Required for MSc (BADT)	August
SM89.2006	Industry 4.0	3	Required for MSc (BADT)	January
SM89.2001	Big Data Analytics	3	Required for MSc (BADT)	October
SM89.2003	Global Data Management	3	Required for MSc (BADT)	March
SM89.2004	Agile Thinking & Digital Transformation	3	Required for MSc (BADT)	June
SM89.2005	Digital Marketing and Consumer Analytics	3	Required for MSc (BADT)	June
SM80.9067	Selected Topic: Fintech and Tech Transfer	1.5	Elective for MBA	October
SM80.59	Strategic Human Resources Management	3	Elective for MBA	June
SM80.9069	Selected Topic: Negotiations and Pressurized Decision-making	1.5	Elective for MBA	January
SM89.9001	Selected Topic: Storytelling Using Data	1.5	Elective for MSc (BADT)	August
<i>Note:</i> MSc (BADT) = MSc in Business Analytics & Digital Transformation				



# SCHOOL OF MANAGEMENT

## Areas of Specialization

### Marketing

Students must complete 12 credits from any of the courses listed below

Course code	Course title	Credit	Course type	Term
SM80.58	Strategic Brand Management	3	Elective for MBA	October
SM80.9046	Selected Topic: Consumer Behavior	3	Elective for MBA	January
SM80.57	Services Marketing: Competing on Customer Experiences	3	Elective for MBA	March
SM80.50	Strategic Supply Chain Management	3	Elective for MBA	March
SM89.2005	Digital Marketing and Consumer Analytics	3	Required for MSc (BADT)	June

*Note:* MSc (BADT) = MSc in Business Analytics & Digital Transformation

### Entrepreneurship

Students must complete 12 credits of the courses listed below.

Course code	Course title	Credit	Term
SM80.1704	Entrepreneurship and New Ventures	3	August
AT84.09	In the Mind of the Entrepreneur (Part A)	1.5	October to January
AT84.10	In the Mind of the Entrepreneur (Part B)	1.5	
AT84.11	Entrepreneur in Action	3	March
SM94.03	Risk and Decision-making: Critical Thinking and Problem Solving	3	October





# SCHOOL OF MANAGEMENT

## Introducing some of the faculty members



### **Dr. VIMOLWAN YUKONGDI**

Associate Professor and Director of the MBA Program in the School of Management at Asian Institute of Technology. She holds a Ph.D. degree in Organisational Behaviour from Melbourne Business School, University of Melbourne. Vimolwan is the recipient of AIT's Distinguished Teacher Award which recognises outstanding achievement in teaching and pedagogical development. She has worked at Exxon Mobil and as consulting manager. She is the joint editor of The Changing Face of Women Managers in Asia and Women in Asian Management. She currently serves on the Editorial Board of Asia Pacific Business Review journal.

### **Dr. YUOSRE BADIR**

joined the School of Management (SOM), at Asian Institute of Technology (AIT) in September 2008 and was promoted to the rank of Associate Professor in 2015. He is currently the Director of the Doctoral Programs (both PhD & DBA) at SOM. Prior to AIT, Dr. Badir has worked as a Research Fellow at Tokyo Institute of Technology (Tokyo-Tech), Research Associate at the College of Management of Technology at the Swiss Federal Institute of Technology (EPFL), Visiting Scholar at New York University (NYU), and a Lecturer at the European University in Geneva. Expertise: Managing technological innovation; digital transformation; innovation within and across firms (i.e., strategic alliances); green innovation; employees Innovativeness.



### **Dr. VATCHARAPOL SUKHOTU**

Adjunct faculty at School of Management, Asian Institute of Technology. He has experience in both business and academia with the areas of specialisation in supply chain management and operations management. In addition, he has done several business consulting works in supply chain planning, operational developments, and business process improvements. Vatcharapol received his Ph.D. in Industrial Engineering from Texas A&M University in the area of Operations Research.

### **BENJAMIN QUINLAN**

CEO and Managing Director of Quinlan & Associates. An outstanding public speaker and corporate trainer, Benjamin has worked at PWC, UBS, Oliver Wyman and Deutsche Bank (positions included Head of Strategy for Equities Business).



### **LAKEESHA K. RANSOM**

Over twenty years of experience working with educational, corporate, not-for-profit, and governmental organisations and teams. Previously, she was a senior manager for a Fortune 50 consumer retail company and cultivated initiatives in collaboration with the World Economic Forum.

### **Chroong Kanjchanapoomi**

Cluster General Manager of Kimberly Clark Professional, Thailand & CLMV markets and Adjunct Faculty at School of Management, Asian Institute of Technology. He has had over 30 years experience leading various companies both in Thailand and internationally across multiple industries such as Siam Gypsum Industry (a JV of SCG and USG Boral), G4S Security Services, Tesco, Akzo Nobel Paints, Shell, and Unilever. His specialisation includes Enterprise Risk Management, Coaching for Performance, Business Turnaround, and M&A. Chroong is also a certified arbitrator at the Thai Arbitration Institute, Court of Justice.



### **TIM EDMUNDS**

MD of Weave Consulting, a Hong Kong based consultancy company. His early career focused on project management and specialised in response to crises. After completing his MBA from HKUST, he has worked as a consultant. Weave consulting aims to give advice on improving supply chain performance, guiding them through the transformation process to deliver impact for the apparel, footwear, accessories & electronic goods markets.





# AIT

**Asian Institute of Technology**



## **AIT School of Management**

**Main campus:**

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