



NORTH-CHIANG MAI
INTERNATIONAL COLLEGE



MBA Program

Introduction to the Master of Business

Administration

North-Chiang Mai University



Aim and purpose: To train business managers

Team of teachers: Highly qualified and well-experienced instructors from Thailand, Europe, America, and around the world.

Enrollment target: Government leaders, business leaders, CEOs, managers, investors, university teachers, researchers, undergraduates, business professionals, etc.

Study duration: 2 years

Tuition fee: 350,000 baht (paid semesterly)

Qualification requirements: Bachelor degree and IELTS 5.0 or above is required

Teaching plan: Small class size, and English as a medium of instruction

Graduation requirements: Pass a comprehensive examination and publish a paper in an academic journal recognized by the Ministry of Higher Education of Thailand, or an international journal at the same level or above.

Degree awarded: "Master of Business Administration" awarded by the university.



Curriculum: 39 credits in total

Plan A (Thesis)

Compulsory courses	27 credits
Elective courses	0 credits
Thesis	12 credits

Plan B (independent study)

Compulsory courses	27 credits
Elective courses	9 credits
IS	3 credits

Compulsory courses 27 credits

Management theory and global business management	3 credits
Organizational Behavior and Human Resource Management	3 credits
Marketing Management	3 credits
Accounting decision	3 credits
Financial Management	3 credits
Information System and Enterprise Quantitative Analysis	3 credits
Business Studies	3 credits
Operational Quality Management	3 credits
Strategy and Competitiveness Management	3 credits



Elective Courses

Program B 9 credits from the following subjects;

► *Management direction*

Conflict Management and Negotiation Strategy 3 credits

International Business Management 3 credits

Entrepreneurship and Entrepreneurship 3 credits

Modern Business Management Seminar 3 credits

Human Resource Strategic Management 3 credits

International Human Resource Management 3 credits

Knowledge Management 3 credits

► *Marketing direction*

Competitive Marketing Strategy 3 credits

Integrated market communication 3 credits

Service Marketing 3 credits

International Marketing 3 credits

Logistics theory and supply chain management 3 credits





Elective Courses

Program B 9 credits from the following subjects;

► *Financial accounting*

Cost analysis	3 credits
Tax Management	3 credits
Internal control and audit	3 credits
Accounting Issues Seminar	3 credits

► *Modern and contemporary business management direction*

Corporate Sustainability and Management	3 credits
Business Innovation	3 credits
Seminar on Modern and Contemporary Enterprise Management Issues	3 credits
Data Economics	3 credits
Thesis	12 credits
Independent study	3 credits



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