

Academic Year **2022**

RMUTTO

GRADUATE STUDENT HANDBOOK



Chakrabongse Bhuvanarth International Institute
for Interdisciplinary Studies



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Foreword

Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies (CBIS) at Rajamangala University of Technology Tawan-ok has prepared this Graduate Student Handbook for the purpose of familiarizing graduate students with the procedures, rules and regulations with which they will be expected to comply from the time they first enter the University to their graduation. Students seeking further information should consult the CBIS website at grad.rmutto.ac.th/imsp

Students should also be aware, however, IMSP may have additional requirements above those described in this handbook. Therefore, students should keep abreast of announcements pertaining to the program of study they have chosen to enter. It is also important to check the academic calendar posted on the website of the University Registrar's Office at www.rmutto.ac.th for additional information that is of benefit to students enrolled at the University.

Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies

Rajamangala University of Technology Tawan-ok

RMUTTO



1. Introduction

1.1 University information

The history of the University

Rajamangala University of Technology Tawan-Ok is a university of science and technology established under the Rajamangala University of Technology Act, B.E. 2548 which has been announced in the Government Gazette and has been effective since January 19, 2005 onwards. There are four campuses and a faculty under Section 65 (3), namely Chakrabongse Bhuvanarth Campus, Uthen Thawai Campus, Bang Phra Campus and Chanthaburi Campus and the Faculty of Agriculture, Bang Phra as well as raising the status to be Rajamangala University of Technology Tawan-Ok, according to Section 5 (3).

Rajamangala University of Technology Tawan-Ok arranges the education at a level of master's degree, bachelor's degree, and lower than a bachelor's degree in various professional fields, distributed across 4 affiliated campuses, according to the specialization of each campus. Each department of the university has a history of the foundation and arranges vocational education for at least 50 years. Rajamangala University of Technology Tawan-Ok is thus considered as one of the 15 science and technology universities that offers professional degree programs with a long-standing expertise in Thailand.

The Logo of the University

The logo of Rajamangala University of Technology inside the circle is an 8-petal lotus flower surrounded by an eight-petal lotus flower, which means the path to success (the Noble Eightfold Path) and the freshness, causing wisdom to spread all over the world. Under the lotus flower, it contains the royal seal of the state which refers to the symbol and the symbol of His Majesty King Bhumibol Adulyadej (King Rama IX). The



king gave the name of “Rajamangala University of Technology Tawan-Ok” on a circular seal with Phra Maha Phichai Mongkut (the Great Crown of Victory) and the number 9 on it, meaning King Rama IX.

Design 1: The bottom of the circular seal is made of curved frame to support the name

“มหาวิทยาลัยเทคโนโลยีราชมงคลตะวันออก”

Design 2: The bottom of the circular seal is made of curved frame to support the name “Rajamangala University of Technology Tawan-Ok”

It separates the head end of the frame with floral patterns printed on both sides which means prosperity and cheerfulness.

The Color of the University



The color of the university is the sea blue or the turquoise sea. It means the bright color like the sea on the east, while the turquoise sea is a symbol of the sky and the solar god. It is representative of power and holiness that helps to have good intelligence and ability above others, be safe and have victory over the enemy as well as all obstacles.

The mission of the University

- Develop and transfer knowledge to produce hand-on graduates with desirable characteristics. And they are a valuable citizen of the country and the world.
- Study, research and create academic and professional works that create value and use the results to benefit, create a body of knowledge and innovation in national development.
- Bring knowledge of both science and art to provide academic services to society to strengthen the quality of life and resulting in social development.
- Be a place to create conservation of art, culture and wisdom of the eastern region.

- **Develop management systems and organizational management based on the principles of good management.**

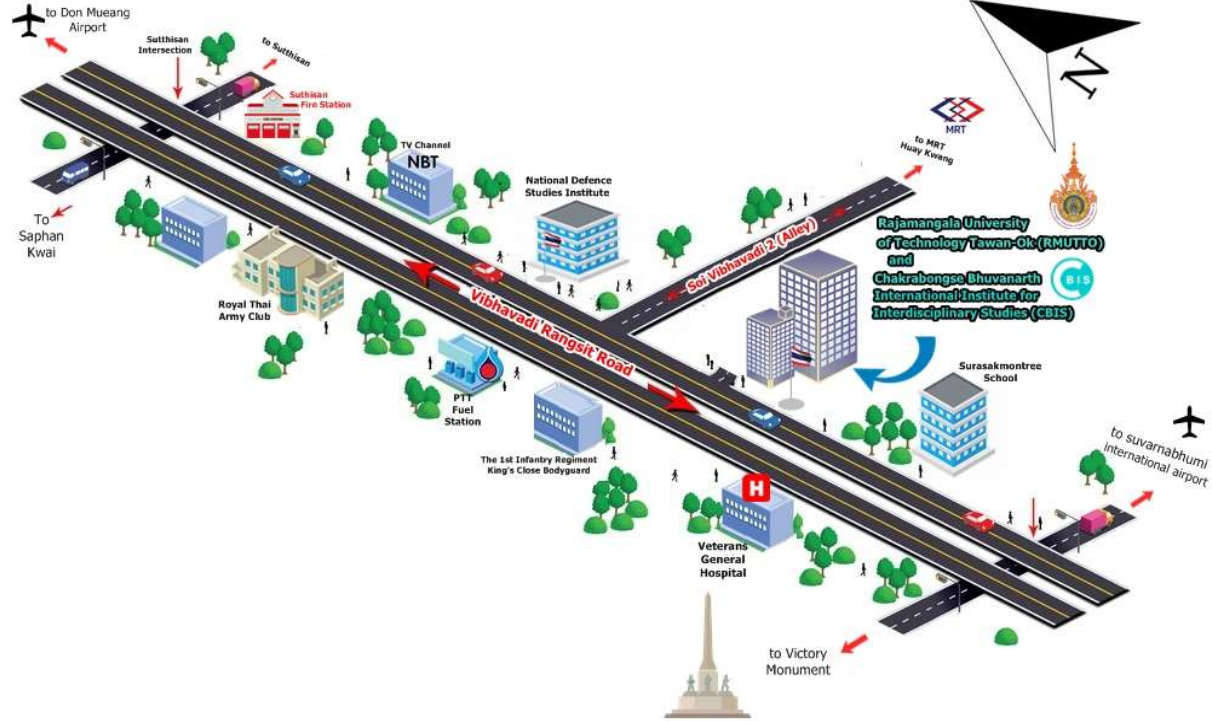
1.2 Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies

The Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies (CBIS) offers select master and doctoral programs to meet the needs of those living in a highly technological and global society. The primary goal of CBIS is to provide an opportunity for qualified persons in all graduate majors to develop the knowledge, skills, abilities and competencies which will provide a foundation for career growth and development in business, government or other organizations. With principled leadership as the key animating idea of the program, the curriculum emphasizes ethics and values in business. Graduates learn ethical decision making models and how to apply them to issue and situations that may be encountered across all business disciplines, Pre-course may be required to complete the degree. Our director or a designee will determine which, if any, will be waived based on the candidate's prior education and experience.

The Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies are located at Bangkok City Campus:

- **Charkgrabongse Bhuvanarth Campus**

Address: Rajamangala University of Technology Tawan-ok, Vibhavadi Rangsit, Khwaeng Din Daeng, Bangkok 10400



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1.3 President's Welcome

Rajamangala University of Technology Tawan-ok (RMUTTO) has been living a



long history and was established under the Rajamangala University of Technology in 2005. Officially pronounced as Group of Rajamangala University in January 19th, 2005. RMUTTO had continued to progress in all aspects to stay relevant and conform to the rapidly changing world and society. The significant role of the university is to produce quality graduates, who are knowledgeable in their chosen fields and mindful of morality, to serve as human capital for the country's current development. Moreover, the university has vouched for academic development, research

support for innovations, improvements of university's physical systems and environment as an eco-university as well as internationalization. All strategies are aligned with RMUTTO's aspiration towards a world class sci-tech university. RMUTTO is recognized as a science-technology of higher education institution comprising of academicians and professionals in the 15 science and technology. Therefore, the current university administration has set our target to maintain our status as the 15 science and technology universities. We are aspired to be the source of knowledge for the benefits of society and country as RMUTTO's slogan "Wisdom of the Land".



2. Library and Learning Space

The libraries on RMUTTO hold various of Thai and foreign books and periodicals. In the library, students are provided with learning space and computers to facilitate students to study and inquire about online information.

With the aim to serve the largest number of possible users, the library is open five days a week from 8:30am – 16:30 pm from Monday through Friday. For convenience, students and general users may choose to rely on the library/s web-based search by visiting its websites: <http://library.rmutto.ac.th>



3. Medical Service

Rajamangala University of Technology Tawan-ok maintains an infirmary for first-aid care. Doctors and full-time nurses are on duty. If hospitalization is required, the university uses the services of nearby clinics and hospitals.

In addition, RMUTTO. The University maintains life and accident insurance with the Viriyah Insurance Company for graduate student registered in the Registrar Department system, for which students are not required to make additional payment as the premium is included in the tuition fee. All students are covered in case of injury or accidental death throughout their enrollment at the University.

The insurance scheme is valid from June 1 of every year to May 31 of the following year. The coverage is for 24 hours worldwide. In cases where a student leaves the University before the end of coverage period, the student remains eligible for benefits through the end of the coverage period.



4. Student Activities

Students are encouraged to participate in student activities in which they will have the opportunity to develop a sense of sportsmanship, cooperation, leadership and interpersonal relationships, all of which are vital in the business world.



5. Athletics Center

RMUTTO encourages and supports all kinds of athletics on campus. Besides intercollegiate competitions, the university also encourages intramural activities, of which the aim is to provide the students with the opportunity to participate in organized sports of interest. Intramural sports activities are organized every year and they include basketball, football, volleyball, badminton, table tennis and so on.



6. Internet Service

Information technology has been one top priority in the development of university. It is to provide an educational networking resource that is accessible to all students.

Every student at RMUTTO has access to university e-mail, and receive information and announcement from university.

Every students have their own user ID and password to access Wi-Fi which provides by RMUTTO. The ID and password can be also used for VPN.



7. Academic Affairs

Academic Affairs cultivates a student-centered learning community that embraces innovation. It promotes excellence in teaching, learning, research, scholarly creativity, cultural appreciation, and artistic expression.

Four core functions of Academic Affairs are:

- The recruitment, retention, and success of students through our inspired teaching, proactive advising, and long-standing mentoring tradition;
- Institutional Effectiveness, Research, and Planning, faculty evaluation, and program review and improvement;
- The promotion of faculty and staff development and active engagement in sponsored program activities;
- Technology support for all university functions and operation.



8. Visa Service

RMUTTO provides visa services for all international students to study and live in Thailand. Students can choose to come Thailand with a student visa (applying student visa before coming) or use a tourist visa to come Thailand, and change it to student visa at Thai immigration. The related regulations are below:

1) If the student needs to apply for a student visa (Non-ED) before coming to Thailand, the student have to inform the school two months before departure to prepare the visa documents.

2) If the student needs to change visa at Thai immigration, students have to inform the school to prepare visa information on the day of arrival in Thailand.

Notes: The Immigration Bureau's regulations on changing a tourist visa to a student visa (ED): at least 15 days before the expiration of the visa (not including the 15th day), if the time is not enough, the visa can be renewed for one month (only one time).

3) Students have to notify to the immigration or online for 90 days report in every 90 days while in Thailand.

4) Students have to inform the staff to prepare the renewal documents one month before the expiration of the visa.

For more details, please contact staff to discuss and explain.



9. Accommodation

The student dormitories, which are supervised by CBIS's staff and 24hrs security which provide desks, beds , air-condition and mattresses.

Dormitory Rules and Regulations

Students staying at the dormitory must acknowledge and strictly comply with all dormitory rules.

1. Do not commit offenses relating to life, body and liberty or cause controversy inside the dormitory or in the dormitory area.
2. Keep good behavior and do not disturb/nuisance others.
3. Do not cause disturbances inside the dormitory or in the dormitory area.

4. Do not organize any activities inside a dormitory or dormitory area without permission.
5. Using or possession of any liquor, intoxicants or narcotics inside the dormitory or in the dormitory area is prohibited.
6. Possession of unlawful objects inside the dormitory or in the dormitory area is prohibited.
7. Smoking is prohibited inside the dormitory.
8. Do not bring others into the dormitory without permission.
9. Do not bring any type of electrical appliance into the dormitory without permission.
10. Do not cook in the dormitory without permission.
11. Do not commit any offense related to property, such as burglary, embezzlement, defrauding property belonging to others or to the university etc.
12. Do not enter another person's room without permission.
13. Do not record, possess or publish any type of pornography.
14. Do not post any documents or posters inside the dormitory or in the dormitory area without permission.
15. Do not make loud noises or do anything that disturbs others.
16. Do not remove materials, furniture, or appliances from the dormitory room.
17. Do not do anything that may cause damage to the dormitory or to the property of the dormitory.
18. Keeping pets and feeding animals inside the dormitory or in the dormitory area are prohibited.
19. Do not violate the orders of university staff on duty, nor the orders and announcements of the university.
20. Do not perform any sexual acts in the dormitory or in dormitory area.
21. Do not picture or nail sticker inside the dorm room
22. In any case, the room was damaged by a male tenant must rent. Let's apartment the tenant must pay damages or maintenance yourself
23. In the payment of utility bills and others more than 10 days since the invoice is issued, Lessors can suspend water and fire

Note: In the event of property damage or loss of rent due to the. Lease do not follow the rules of the hostel dormitory is not liable to pay any compensation

Check-out

- Inform the date of leaving the dormitory.
- Before returning to your home country, please pack your luggage in advance and put it in the room designated by the office, clean the dormitory, check the room facilities and pay the utility bills for the month.
- The staff will check the room if there is damage and will be subject to a fine in case of damaged room.
- Day out of the dormitory Return the keys to the staff.

* Please inform the office staff one week in advance of your next entry so that accommodation can be arranged.

Rajamangala University of Technology Tawan-ok Executives Board



รศ.ดร.ฤกษ์ชัย ฟุประทีปศิริ
Assoc.Prof.Dr.Rerkchai Fooprateepsiri
President



ดร.กนกนการ ภัณณิภงส์
Dr.Kanakarn
Phanniphong
Vice President



ดร.คุณานันท์ สุขพาสณ์เจริญ
Dr.Khunanan
Sukpasjaroen
Vice President



ดร.อนันต์ พงศ์กรกุลพานิช
Dr.Anan
Pongtornkulpanich
Vice President



ผศ.ดร. คณชาติป จิระสัจญญาดมสกุล
Asst.Prof.Dr. Khanathip
Jirasanyansagul
Vice President



ผศ.พรชัย อัจฉริยเมธากร
Asst.Prof. Pomchai
Utchariyamedhakorn
Vice President

Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies (CBIS)



Asst.Prof.Dr.Thitinant Wareewanich
ผศ.ดร.ฐิตินันท์ วารวีนิช

Director of the Chakrabongse
Bhuvanarth International
Interdisciplinary Institute

ผู้อำนวยการสถาบันสหวิทยาการนานาชาติจักรพงษ์ภูวนารถ





Dr. Chonlavit Sutunyarak
ดร.ชลวิษ สุรัญญารักษ์
Head of Academic & International Affairs
หัวหน้าฝ่าย วิชาการและนานาชาติ



Ms. Sureeporn Payonlert
นส. สุรีย์พร พยอนต์เลิศ
Head of General Administration
หัวหน้างานบริหารทั่วไป

1. Faculty Members

Faculty members of the CBIS hold doctoral and master's degrees from local and overseas universities. They are widely accepted as authorities in the professional and academic world of management and business administration.

ACADEMIC PROFESSIONALS PROFESSOR AND LECTURER TEAM

Management Program (M.M. and Ph.D)

<div style="text-align: center;">  </div> <p>Name in Thai / 泰文名: ผศ.ดร.ฐิตินันท์ วาริวนิช</p> <p>Name in English / 英文名: Asst.Prof.Dr.Thitinant Wareewanich</p> <p>Name in Chinese / 中文名: 提迪南·瓦里万尼 博士、助理 教授</p> <p>Affiliation / 工作单位: 东方皇家理工大学</p> <p>Available for M.M./Ph.D./DBA 硕、博导师</p> <hr/> <p>Academic Background 学历背景:</p> <ul style="list-style-type: none"> • Doctor of Business Administration, DBA • Master of Science in Aviation Management, M.Sc. • Master of Science in Computer Science, M.Sc. • Graduate Diploma in Information Technology • Bachelor in Law, LL.B. • 博士: 工商管理博士 • 硕士: 航空管理学硕士 • 硕士: 计算机科学理学硕士 • 研究生文化: 信息技术 • 本科: 法律学士 <p>Research Areas 研究方向:</p> <ul style="list-style-type: none"> • Business, Management, Safety and Security Management • Aviation Management • Air transport Service Management • Supply Chain and Logistics Management • Business and Public Administration • Tourism, Leisure and Hospitality Management • Strategy, Marketing Management • Organizational Behavior and Human Resource Management • Information Technology <p>Contact 联系邮箱: thitinant_wa@rmutto.ac.th and brotherlink2020@gmail.com</p>	<div style="text-align: center;">  </div> <p>Name in Thai / 泰文名: อาจารย์ ดร.ชลวิษ สุรัญญารักษ์</p> <p>Name in English / 英文名: Dr. Chonlavit Sutunyarak</p> <p>Name in Chinese / 中文名: 崇拉威·素吞亚拉 博士</p> <p>Affiliation / 工作单位: 东方皇家理工大学</p> <p>Available for M.M. / Ph.D. 硕、博导师</p> <hr/> <p>Academic Background 学历背景:</p> <ul style="list-style-type: none"> • Doctor of Philosophy in Architectural Heritage Management and Tourism, Silpakorn University, Thailand • Master of International Tourism and Hospitality Management, Southern Cross University, Australia • Master of Sciences in Business Economics, Kasetsart University, Thailand • Bachelor of Business Administration in Management, Ramkhamhaeng University, Thailand • 博士: 泰国艺术大学建筑 遗产管理与旅游哲学博士 • 硕士: 澳大利亚南十字星大学国际旅游与酒店管理硕士 • 硕士: 泰国农业大学商业 经济学理学硕士 • 本科: 泰国蓝康恒大学工商管理学士(管理学) <p>Research Areas 研究方向:</p> <ul style="list-style-type: none"> • Tourism and Hospitality, Cultural Tourism • Economics, Finance, International Trade • 旅游与接待业, 文化管理 • 经济学, 金融, 国际贸易 <p>Contact 联系方式: chonlavit_su@rmutto.ac.th</p>
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อาจารย์ ดร.คณานันท์ สุขพาสน์เจริญ
Name in English / 英文名:
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Available for M.M./Ph.D.
硕、博导师



Name in Thai / 泰文名:
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Affiliation / 工作单位:
东方皇家理工大学
Available for M.M. / Ph.D.
硕、博导师

Academic Background 学历背景:

- Doctor of Sciences in International Service Business Management North Eastern, University, Thailand
- 博士: 泰国东北大学国际服务商务管理理学博士



Academic Background 学历背景:

- Ph.D.: Energy Technology
- M.Sc.: Energy Technology
- M. Phil.: Energy Program
- B.Sc.: Chemical Industry
- 博士: 能源工程学博士
- 硕士: 能源工程理学硕士
- 硕士: 能源工学
- 本科: 化学工程

Research Areas 研究方向:
Management of Engineering Work, Management of Information Technology, ICT, Data Management, Model Creation on Business Management, Policy Management of Organization, Energy Management, Energy Simulation Model, IT, ICT Simulation Model, Structure Equation Model for Organization, Renewable Energy, Thermal Energy System Design, Biomass, Bio Energy Conversion, Solar Energy, Solar Cell, Solar Thermal for Electricity and Cooling Space in Building, Green Building, Capacity Building, Building Environment integrated with Renewable Energy Design etc.

Contact 联系邮箱: E-mail: anan_po@rmutto.ac.th





Name in Thai / 泰文名:
อาจารย์ ดร.สมพงษ์ อัสวาริยธิปัต
Name in English / 英文名:
Dr. Sompong Aussawariyathipat
Name in Chinese / 中文名:
宋蓬·安萨瓦尼提帕 博士
Affiliation / 工作单位:
东方皇家理工大学
Available for M.M. / Ph.D.
硕、博导师



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Name in English / 英文名:
Dr. Phatthana Thanakitputimed
Name in Chinese / 中文名:
帕他那·他拿提普迪 博士
Affiliation / 工作单位:
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Available for M.M. / Ph.D.
硕、博导师

Academic Background 学历背景:

- Doctor of Sciences in International Service Business Management, North Eastern University, Thailand
- Master of Education in Vocational Development, Kasetsart University, Thailand
- Bachelor of Business administration in Service Business Management, Ramkhamhaeng University, Thailand.
- Bachelor of Arts, Marketing, Rajabhat Institute Rajanagarindra, Thailand.
- 博士: 泰国东北大学国际服务 商务管理理学博士
- 硕士: 泰国农业大学职业发展 教育学硕士
- 本科: 蓝康恒大学工商管理学士 (服务商业管理)
- 本科: 泰国Rajabhat Rajanagarindra 大学 市场营销文学学士

Research Areas 研究方向:

- Service Business / Service Marketing
- Marketing/Management/Hotel Management
- Vocational Education
- 服务商业/服务市场营销
- 市场营销/管理/酒店管理
- 职业教育

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Academic Background 学历背景:

- D.Sc. (International Service Business Management) North Eastern University, Thailand
- M.Ed. (Vocational Education Development) Kasetsart University, Thailand
- B.B.A (Accounting) Huachiew Chalermprakiet University, Thailand
- Cert. (Modern Business Administration) Sector Development Commission (OPDC)
- 博士: 泰国东北大学国际 服务商务管理理学博士
- 硕士: 泰国农业大学职业 发展教育学硕士
- 本科: 泰国华侨崇圣大学 工商管理学士 (会计)
- 证书: (现代企业管理) 部门发展委员会 (OPDC)

Research Areas 研究方向:

- Service Management
- Accounting and Finance
- Tourism and Hotels
- 服务管理
- 会计与金融
- 旅游与酒店

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<p>Academic Background</p> <ul style="list-style-type: none"> ▪ PhD (Political Science) University of Birmingham /UK ▪ MA International Studies (Security Studies) University of Birmingham /UK ▪ MPhil (Magister, 4 years) Political Science and Related Studies (Economics, Sociology, Education Theory) – University of Salzburg, Austria <p>Research Areas</p> <ul style="list-style-type: none"> -NGO's activities in the Mekong Region -Case Study of a Belt and Road Initiative focusing on Thai-China-Rayong Industrial Park -research project for the regional government of Salzburg (Department of Economics) focusing on comparative evaluation of regional economic development strategies of European regions 		<p>Academic Background</p> <ul style="list-style-type: none"> -Master of Art in Aviation Management, M.A. -Graduate Diploma in Commercial Pilot License , CPL -Bachelor of Engineering in Computer Engineering, B.Eng. <p>Research Areas</p> <ul style="list-style-type: none"> *Drug calculation for children *The Demands in Aviation Industries Jobs of Personnel Entering Labor Market After Covid-19 Situation *Factors Affecting Decision of Using the Airline Service Under the New Normal of U-Tapao International Airport <p>Contact : tapsatit_go@rmutto.ac.th</p>	

VISITING FACULTY & VISITING ACADEMIC PROFESSIONALS
Management Program (M.M. and Ph.D)

 <p>Name in Thai / รศ.ดร.ธิตินันท์ ขำโกศล Name in English / Assoc.Prof.Dr.Thitinan Chankoson Available for MM/Ph.D.</p>	 <p>Name in Thai / รศ.ดร.ปิวรัตน์ มวลศรี Name in English / Assoc.Prof.Dr. Pivarut Moonsri Available for M.M./Ph.D.</p>
<p>Academic Background</p> <ul style="list-style-type: none"> International Service Business Management, D.Sc. Master of International Business, MIB Bachelor of Business Administration, B.B.A (Accounting) <p>Research Areas</p> <ul style="list-style-type: none"> Business, Management and Accounting Air transport Service Management Supply Chain and Logistics Management Business and Public Administration Business and International Management Tourism, Leisure and Hospitality Management Strategy, Marketing Management Organizational Behavior and Human Resource Management <p>Contact: rmutto.thitinan@gmail.com</p> 	<p>Academic Background</p> <ul style="list-style-type: none"> Ph.D. (Chemistry), Chiang Mai University, Thailand M.S. (Chemistry), Chiang Mai University, Thailand B.S. (Industrial Chemistry), Chiang Mai University, Thailand <p>Research Areas</p> <ul style="list-style-type: none"> Biomaterial Synthesis & Applications, Theoretical in Physical Chemistry Fuel Technology & Science Education Organization Management Customer Satisfaction on Hotels and Resorts Strategic Management <p>Contact: piyarutto@hotmail.com</p> 
 <p>Name in Thai / ผศ.ดร.กุลเชษฐ์ มงคล Name in English / Asst.Prof.Dr. Kulachet Mongkol Available for Ph.D</p>	 <p>Name in Thai / อาจารย์ ดร.วีรพันธ์ พิชัยวงศ์ภักดี Name in English / Dr.Wirun Phichaiwongphakdee Available for Ph.D</p>
<p>Academic Background</p> <ul style="list-style-type: none"> Doctor of Philosophy (Management), University of Canberra, Australia Master of Science in Administration, Central Michigan University (U.S.A.) <p>Research Areas</p> <ul style="list-style-type: none"> Strategy, Strategic Foresight, Strategic Planning, Strategic Management, Strategy Execution and Strategic Alignment, Change Management <p>Contact: kulachet@hotmail.com</p> 	<p>Academic Background</p> <ul style="list-style-type: none"> Doctor of Philosophy (Tourism Management) Sun Yat-sen University, China Master of Chinese Modern and Contemporary Literature from Huaqiao University, China Bachelor of Economics, Yunnan University, China <p>Research Areas</p> <p>National image, public policy, ASEAN issues, tourism management, social system and culture</p> <p>Contact: wirun.ph@sru.ac.th</p> 
 <p>Name in English / Assoc.Prof. Changjiang Tang Available for M.M.</p> <p>Academic Background</p> <ul style="list-style-type: none"> Ph.D. (Candidate) in Business Economics, University of the Thai Chamber of commerce, Thailand Master of Economics, University of the Thai Chamber of commerce, Thailand <p>Research Areas</p> <ul style="list-style-type: none"> Human Resource Management and Development Organizational Behavior, Entrepreneurship <p>Contact: changjiang.tang@foxmail.com</p> 	 <p>Name in English / 英文名: Prof. Dr. Cai Lianghua Available for M.M., Ph.D</p> <p>Academic background</p> <ul style="list-style-type: none"> Doctor of Management (Business Management) Master of Engineering (Computers and Digital Communications) <p>Research Area:</p> <p>Computer and Digital Communication Business Management Financial Management Psychology Management Psychology, Computer Network Technology Future E-commerce Network Exploration</p>

	<p>Name in English / Professor Dr. Hongxia Li Available for Ph.D</p> <p>Academic Background</p> <ul style="list-style-type: none"> • Doctor of Philosophy in Business Administration, Dhurakij Pundit University, Thailand • Master of Sciences in Information Management, Chongqing University, China <p>Research Areas</p> <ul style="list-style-type: none"> • E-Business, Human Resource Management • Information Technology Management <p>Contact lhhongxia@qibnu.edu.cn, 287219393@qq.com</p>		<p>Name in English / Professor Dr. Wei Liu Available for Ph.D</p> <p>Academic Background</p> <ul style="list-style-type: none"> • Doctor of Philosophy in International Business, The University of Sydney, Australia • Bachelor of Management in International Economics and Trade, Harbin Institute of Technology, China <p>Research Areas</p> <ul style="list-style-type: none"> • Corporate strategy, International business • Innovation and entrepreneurship • Corporate social responsibility <p>Contact dqrliu@gmail.com</p>
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	<p>Name in English / Dr. Rebecca Kechen Dong Available for Ph.D</p> <p>Academic Background</p> <ul style="list-style-type: none"> • Doctor of Philosophy in Business, University of Adelaide, Australia • Master of Business Research, University of Adelaide, Australia • Master of International Business, University of Adelaide, Australia <p>Research Areas</p> <ul style="list-style-type: none"> • Risk Assessment and Risk Management • Psychology and Emotion in International Entrepreneurship • SMEs internationalization • Decision-making to enter new international markets <p>Contact rebecca.dong@adelaide.edu.au</p>		<p>Name in English / Dr. Dongsheng Liao Available for M.M. & Ph.D.</p> <p>Academic Background</p> <ul style="list-style-type: none"> • Ph.D. in Management, South China Agricultural University • Masters in Economics, Guangxi University • Bachelor degree in Economics, South China Agricultural University <p>Research Areas</p> <ul style="list-style-type: none"> • Financial Management, China-ASEAN Economic and Trade Cooperation, Education Economy, Agricultural and Rural Economy <p>Contact 229048348@qq.com</p>
	<p>Name in English / Assoc. Prof. Dr. Rita, Yi-Man Li Available for Ph.D</p> <p>Academic Background</p> <ul style="list-style-type: none"> • Doctor of Philosophy in Real Estate Economics and Management, The University of Hong Kong, China • Bachelor of Sciences in Surveying, The University of Hong Kong, China <p>Research Areas</p> <ul style="list-style-type: none"> • Real Estate Economics and Finance • Sustainable Development <p>Contact ymli@hksyu.edu and ritarec@hotmail.com</p>		<p>Name in English / Prof. Dr. Xuesong Zhai Available for Ph.D</p> <p>Academic Background</p> <ul style="list-style-type: none"> • Doctor of Management in Public Management, University of Science and Technology of China, China • Master of Law in International Relation, University of Science and Technology of China, China <p>Research Areas</p> <ul style="list-style-type: none"> • Public and Educational Management • Information Management in Education <p>Contact xszhai@sjtu.edu.cn</p>
	<p>Name in English / Prof. Dr. Xiao-Guang Yue Available for Ph.D</p> <p>Academic Background</p> <ul style="list-style-type: none"> • Doctor of Engineering in Safety Engineering and Energy Management, Wuzhou University of Technology, China • Master of Sciences in Computer Science, Guilin University of Technology, China • Bachelor of Sciences in Information Security, Information Engineering University, China <p>Research Areas</p> <ul style="list-style-type: none"> • Intelligent Information Processing Engineering Management, • Public Management, Risk Management <p>Contact xyue@fzmail.com and xyue@external.euc.ac.cy</p>		<p>Name in English / Dr. Yifan Zhong Available for Ph.D</p> <p>Academic Background</p> <ul style="list-style-type: none"> • Doctor of Philosophy in Management, Monash University, Australia • Master of International Business, Monash University, Australia • Bachelor of Finance, The Australian National University, Australia <p>Research Areas</p> <ul style="list-style-type: none"> • Management Organization Studies • International Business Strategy • Human Resource Management <p>Contact yifan.zhong@hotmail.com yifan.zhong@curtin.edu.au</p>

ACADEMIC PROFESSIONALS PROFESSOR AND LECTURER TEAM

Business Administration Program (M.B.A / D.B.A.)



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Name in English / 英文名:
Assoc.Prof.Dr.Rerkchai Foooprateepsiri
Name in Chinese / 中文名:
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Affiliation / 工作单位:
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Available for M.M./Ph.D./DBA
硕、博导师

Academic Background 学历背景:

- Doctor of Philosophy (Information Technology), Mahanakorn University of Technology
- Master of Engineering (Computer Engineering), Mahanakorn University of Technology
- Bachelor of Engineering (Computer Engineering), Mahanakorn University of Technology
- 博士: 泰国马汉科理工大学信息技术哲学博士
- 硕士: 泰国马汉科理工大学计算机工程工学硕士
- 本科: 泰国马汉科理工大学计算机工程工学学士

Research Areas 研究方向:
Information Technology Management, Digital Transformation, Management Information Technology, Data Science, Innovation Management

信息技术管理, 数字化转型, 管理信息技术, 数据科学, 创新管理

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Dr.Kanakarn Phanniphong
Name in Chinese / 中文名:
卡那干·帕尼蓬 博士
Affiliation / 工作单位:
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Available for M.M./Ph.D./DBA
硕、博导师

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- Master of Business Administration, Pathumthani University
- Bachelor of Business Administration, (Information System) Rajamangala University of Technology Thanyaburi
- 博士: 泰国巴吞他尼大学工商管理博士
- 硕士: 泰国巴吞他尼大学工商管理硕士
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Research Areas 研究方向:
Information Technology Management, Digital Transformation, Management Information Technology, Data Science, Innovation Management, Strategy Management, Digital Marketing

信息技术管理, 数字化转型, 管理信息技术, 数据科学, 创新管理, 战略管理, 数字营销

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Dr.Sruangporn Satchapappichit

ดร.สัญญา บริสุทธิ์
Dr.Sanya Borisut

ดร.ภาวิณี ทองแย้ม
Dr.Pawinee Thongyam

รศ.ดร.พัชรี ขยากรโสภิต
Assoc.Prof. Dr.Patchree Chayakornsopit

ดร.พนีพรรณ สมบัติ
Dr.Paneepan Sombat

VISITING FACULTY & VISITING ACADEMIC PROFESSIONALS

Business Administration Program (M.B.A / D.B.A.)

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 <p>Name in English / Available for Ph.D Prof. Dr. Zheng Xiufeng Academic Background Doctor of Economics, Fudan University China Master of Economics, Fudan University China Bachelor of Philosophy, Henan University, China Research Areas Corporate Investment and Financing Industrial Finance Financial Innovation Management Enterprise Strategic Management Contact : zhengxiufeng2005@163.com</p>	 <p>Name in English / Available for Ph.D Prof. Dr. Zeng Yijun Academic Background Doctor of Economics, Nankai University China Bachelor of Engineering, Huazhong Technology University Research Areas Operation Management Innovation Management Entrepreneurial Management Strategic Management Contact : zengyijun@vip.163.com</p>	 <p>Name in English / Available for Ph.D Prof. Dr. Gao Xincui Academic Background Doctor of Economics, Lanzhou University, China Research Areas Theoretical Economics Regional Economics Contact : gxc@lzu.edu.cn</p>
 <p>Name in English / Available for Ph.D Prof. Dr. Zhao Chuanhai Academic Background Doctor of Philosophy / Tianjin Normal University, CN Master of Politics / Beihai University of China Bachelor of History / Henan University, China Research Areas Management Philosophy Human Resources Cultural Philosophy Contact : zzh19540225@163.com</p>	 <p>Name in English / Available for Ph.D Prof. Dr. Cheng Wenjin Academic Background Doctor of Philosophy in Managerial Philosophy LM (Law), Heilongjiang Normal University Bachelor of Arts (Education) / Jiangdingnan University Research Areas Management theory and method senior strategic management corporate governance Contact : cwj3219@163.com</p>	 <p>Name in English / Available for Ph.D Prof. Dr. Zhao Nan Academic Background Doctor of Applied Economics, Xiamen University Master of Political Economics, Henan University Research Areas International Investment Government and Social Capital Cooperation Transnational Corporation Management Contact : zhaonan69@163.com</p>

ACADEMIC PROFESSIONALS & VISITING PROFESSOR AND LECTURER TEAM

Master of Fine and Applied Arts (Music) & Doctor of Philosophy (Music)



รศ.ดร.ณรุทธิ์ สุธงษ์จัตต
Assoc.Prof. Dr. Narutt Suttachitt



Prof. Xin Di
 - Master of Arts (Composition)
 - Bachelor of Arts (Music Education)



Dr. Yu Yi
 - Doctor of Arts (Music Education)
 - Master of Music (Music Education)



Dr. Peng Ke
 - Doctor of Arts (Musicology and Danceology)
 - Master of Music (Musicology)



Dr. Guo Wei
 - Doctor of Philosophy (Music Education)
 - Master of Music (Music Education)



Dr. Li Di
 - Doctor of Arts (Art Management)
 - Master of Music



Dr. Xin Wang
 - Doctor of Letters (Music Education)
 - Master of Letters (Harmony Theory and Practice)

ACADEMIC PROFESSIONALS & VISITING PROFESSOR AND LECTURER TEAM**Master of Fine and Applied Arts (Fine Arts) & Doctor of Philosophy (Fine Arts)**

รศ.ดร.จารุพรรณ ทวีทรัพย์ปรุง
Assoc.Prof.Dr. Jaruphan Supprung



Prof.Dr. Wu Huiping



Prof.Lin Mu



Assoc.Prof.Dr. Zhang Fenwen



Prof. Chen Shaoshan



Prof.Dr. Hu Bin



Prof.Dr. Luo Hongsheng



Prof.Dr. Jijun Jin



Prof. Xu Pinghua

2. Scholarships

The CBIS offers a number of scholarships and grants to help alleviate students' financial burden. These funds also promote the enrolment of talented individuals in Rajamangala University of Technology Tawan-ok. Conditions, grant amounts, and application periods for education support scholarships and research support scholarships for each year are subjected to change in response to various circumstances. Students are encouraged to keep abreast of CBIS announcements scholarship availability. Or follow at the web site of CBIS: <http://grad.rmutto.ac.th/imsp>

3. Collaborations

RMUTTO has established and maintained collaborative relationship with a lot of institutions from different countries. Collaborations between RMUTTO and these institutions cover various areas such as exchange of students and faculty, study visit, research collaboration, exchange of information, academic publications and teaching materials, as well as promotion of cultural and sports activities.



Procedures

1. Rules and Regulations for Graduate Studies

Item 1. Students must comply strictly with all laws, rules, regulations, announcements, and orders issued by the University at all times.

Item 2. Students must adhere to the moral, ethical and cultural practices of Thai society on all occasions.

Item 3. Students must maintain the unity, order, reputation and honor of the University.

Item 4. Students must conduct themselves with civility and refrain from all behaviors that may bring disgrace to themselves, their parents or guardian, and the University.

Item 5. Students must obey all legitimate orders or admonitions given by Rajamangala University of Technology Tawan-ok faculty and staff.

Item 6. Students must follow the University dress code when on the University grounds.

Item 7. Students must be ready to present their student identification card to University faculty or staff as requested.

Item 8. Students may not remain on the University grounds beyond the hours specified by the University unless otherwise permitted by the University on a case by case basis.

Item 9. Students may not adopt any traditions or cultural practices that conflict with Thai values.

Item 10. Students may not organize any activity in violation of the law, or the rules, regulations, announcements or orders issued by the University or their respective faculties.

Item 11. Students may not write, draw, publish, or say anything or act in a manner that causes harm to others or to the University.

Item 12. Students may not bring alcoholic beverages or other intoxicants onto the University grounds and may not indulge in alcohol or other intoxicants such that they bring disgrace on themselves, their parents or guardians, or to the University.

Item 13. Students may not gamble, or be involved in or facilitate any form of gambling.

Item 14. Students must not incur a debt of such an amount that it causes harm or trouble to others or to the University.

Item 15. Students may not steal, embezzle, or destroy the property of others or of the University.

Item 16. Students must not bring illegal items onto the University grounds or have any illegal items in their possession.

Item 17. Students must not use narcotics or be in possession of narcotics.

Item 18. Students must not carry or be in possession of any weapon or explosive when on University grounds.

Item 19. Students must not incite or take part in violence between students or against other persons.

Item 20. Any student who incited or was involved in an act of violence that was reported to disciplinary officers must report the offence to their advisor and student affairs teacher in their respective Faculties, or to the Student Affairs Division.

Item 21. Any student who is found guilty of an imprisonable offence, except in the case of a misdemeanor or an unpremeditated offence, is considered as being in serious violation of the University's regulations.

Item 22. Any student who violates the law, or the rules, regulations, announcements or orders issued by the University or his or her Faculty is considered to be in serious violation of University regulations and is punishable by:

22.1 being sentenced to probation

22.2 having points deducted from his/her good conduct scores

22.3 other penalties deemed appropriate by the University Once the University or Faculty has carried out disciplinary action against a student, the parents, guardian, the University or the student's Faculty must be notified depending on the circumstances. The punishment must also be recorded in the student's record

Item 23. Deduction of good conduct points

23.1 Each student is given 100 good conduct points for the period that he/she is enrolled at Rajamangala University of Technology Tawan-ok.

23.2 No fewer than 5 points are to be deducted at any one time. However, the number of points deducted is at the discretion of the University or the student's Faculty.

23.3 Any student who is subject to a deduction of more than 40 but not over 60 conduct points, whether on a single or on multiple occasions, shall be suspended for one academic semester.

23.4 Any student who is subject to a deduction of more than 60 but not over 80 conduct points, whether on a single or on multiple occasions, shall be suspended for two academic semesters.

23.5 Any student who is subject to a deduction of more than 80 but not over 100 points, whether on a single or on multiple occasions, shall be suspended for four academic semesters.

23.6 Any student who is subject to a deduction totaling 100 points, whether on a single or on multiple occasions, shall be expelled.

Item 24. Investigation and punishment of disciplinary violations

24.1 When a violation of University regulations occurs in any Faculty, and only the students of that particular Faculty and no other students from other Faculties are found guilty of the violation, the Student Affairs Committee of the respective Faculty has the authority to investigate the violation. Should the investigation find the students accountable for the violation and subject to punishment, the Committee must file a report proposing a suitable punishment to the Faculty.

24.2 In cases other than those covered in 27.1, the disciplinary investigation council of the University has the authority to investigate the violation unless decided otherwise on a case-by-case basis. Should the investigation find the student accountable and punishable for the violation, the council must file a report proposing a suitable punishment to the University.

24.3 In order to obtain all relevant facts and evidence concerning and substantiating the violation, the persons authorized to investigate the violation have the power to

24.3.1 request and collect evidence relating to the violation

24.3.2 call in the student(s) charged with the violation or other persons considered to be involved in the offence for questioning

Any student who refuses to cooperate, commits perjury or withholds facts from the persons to whom investigating authority is given is considered to be in violation of University regulations.

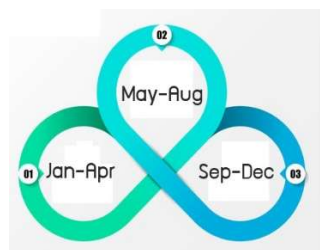
Item 25. To ensure compliance with these regulations, the President of Rajamangala University of Technology Tawan-ok and the Faculty Deans are authorized to implement any additional regulations or announcements that are not in conflict with these regulations.

Item 26. The President of Rajamangala University of Technology Tawan-ok is to supervise the enactment of these regulations.

In the case of any matters not covered under these regulations, the President of Rajamangala University of Technology Tawan-ok is authorized to issue orders and act as he/she sees fit.

2. Academic Systems

The Graduate Studies shall regularly function by coordinating with other faculties, departments or other units of the university in terms of academic matters.



In each year, the academic system shall be divided into three semesters.

3. Academic System and Procedure

3.1 Admission Criteria

Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies

Registration of the applicants who have been admitted to the program must register as new students. Registration must be made in person and at the time, date and place specified by the university.

Applicants admitted to a particular program are required to register in and follow the academic regulations of that program.

Applicants admitted will become graduate students upon registration. They must submit all other credentials to the Admission Office, along with payment of tuition and fees as specified by the university.

3.2 Enrollment Status

The Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies defines full-time graduate student status as enrollment for nine or credits. Immigration laws requires that international students be enrolled at full-time status. This is also means that international students must comply with the vaccination requirements.

4. Adding, Dropping, Withdrawing Courses

Course Withdraws (“Drop”): Students may withdraw from a course at any time up to the eighth class meeting. Moreover, a student may be administratively withdrawn upon determination that he/she has not attended class sessions.

Course Additions (“Add”): Students may be permitted to register for a course up to one week after the start of any given course. No additions are permitted beyond that date.

Unusual Circumstances: Where illness or extraordinary circumstances require a student to withdraw after eighth class meeting, the student may submit a written statement to the Program Director requesting a withdrawal from the course(s).

To Drop or Add: Student who wish to change their course status must initiate and complete the **STUDENT REQUEST TO DROP/ADD GRADUATE COURSE/S FORM** available through the program office. This form will be forwarded to the Director of Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies. Drop/Add request must be approved by the Director. Completion of this form does not guarantee approval of this request.

5. Course Repeat Policy

When a student earns a C+ or lower, the student may either repeat the course, if it is a specific requirement, or if it is an elective, replace it with a course that satisfies the same requirements. The student may repeat or replace the course only once. If the original course is repeated or replaced, the higher of the two grades prevails, the low grade appears with no hours attempted or earned, and the original grade is removed from the cumulative

average. Students must request to repeat or replace a course in writing to the Program Director.

6. Tuition Fee and Refund Policy

6.1 Education and Tuition Fee Payment

The education and tuition fee notification or announcement for the given semester intake within an academic year will be attached into the offer of acceptance. Students who are required to pay tuition fees for studies at CBIS graduate programs at Rajamangala University of Technology Tawan-Ok will receive a notification or announcement file for the total tuition fee for the given semester or academic year. The fee amount is required to be made in Thai THB.

A tuition fee payment notification or announcement for the given semester is sent by email or post after the Notification of Selection Results or offer of acceptance have been published by CBIS and RMUTTO selection committees.

Program	Educational or Tuition Fee
Master of Management	570,000 THB
Doctor of Philosophy in Management	1,050,000 THB

Note: 1. PhD program is designated to make payment separately (600,000 THB in the year one and 450,000 THB in the year two) 2. MM program is principled to pay at full amount for an academic year (or made at 350,000 THB and 250,000 THB in the year two). 3. All fee paid are non-refundable in accordance with the policy of CBIS of the Rajamangala University of Technology Tawan-Ok, Thailand.

6.2 Payment Method

Students can pay the tuition fee through bank wire transfer.

Students pay the tuition fee by transferring funds from the bank of their choice to IMSP of Rajamangala University of Technology Tawan-Ok. For CBIS of Rajamangala University of Technology Tawan-Ok to insure that each payment is correctly identified, please state your payment number and name as a reference when paying through bank

transfer. You will find the following bank account information on the notification or announcement:

Bank Name	Krungthai Bank
Account Name	IMSP of the Rajamangala University of Technology Tawan-Ok
Account Number	678-7-16132-8
Swift Code	KRTHBK
Branch Code	1058
Bank Address	239/12-13 Moo2, Bangpra District, Sriracha, Chonburi, Thailand 20110

6.3 Refund Policy

In general, all paid educational fees or tuition expenses are not refundable for all graduate programs at CBIS of Rajamangala University of Technology Tawan-Ok, particularly in the following cases:

- Students will not get any refund for whom having been expelled from the program such as unethical issues or academic misconduct behavior, extend the study period has beyond the requirements of MOE caused.
- Students who have been terminated student status due to submit and make the fake or untrue application documents to the CBIS of Rajamangala University of Technology Tawan-Ok.
- Student who have attended the first class of that particular semester of summer already.

However, some cases that students who have paid the tuition fees of any semester or academic session may request a refund in the following cases:

- Student submits a General Request Form asking for a resignation or a Request Form for Leave of Absence before the first day of class of that particular semester or summer. When the resignation or leave of absence is approved by the faculty to which the student belongs, the student can submit the Application for Refund for the tuition or educational fees. However, in case of any expenses occurring before the beginning

of the semester, that amount of curriculum cost must be subtracted from the refund, in accordance with the rated specified in the announcement of each program's administrative body.

- The student's right to register has been revoked, for example, being suspended in any given semester, having already paid the tuition or having been expelled but having prepaid the tuition for that particular semester.
- The registered courses are closed and students are unable to register in other courses.

7. Evaluation and Assessment

The University set appropriate evaluation and assessment systems and criteria, for example testing, coursework, assignment, etc. Evaluation of Study, in accordance with the criteria of quality assurance systems for higher education set by the Ministry of Higher Education, Science, Research and Innovation.

The grades are as follows:

Letter Grade	Definition in English	Points
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Fairly Good	2.50
C	Fair	2.00
D+	Poor	1.50
D	Very Poor	1.00
F	Failed	0

Other letter grades are as follows:

W	Withdrawal
I	Incomplete

S	Satisfactory
U	Unsatisfactory
AU	Audit

8. Student Status

8.1 Status Maintenance

The Doctoral and Master's-level students who have submitted their complete thesis or the students in program B who have completed their curriculum but fail to have their thesis or individual research published within the time limit of the CBIS shall follow the steps below:

Doctoral students:

- 1) The students who have not run out of their Academic time shall submit a request for their status maintenance and pay the fee at the rate specified in the University's Notification.**
- 2) The students who have finished their academic time and are refused to extend their academic period shall be deprived of their student status.**

Master's-level students

- 1) The students who have not run out of their academic time shall submit a request for their status maintenance and pay the fee at the rate specified in the University's Notification.**
- 2) The students who have finished their academic time and are refused to extend their academic period shall be deprived of their student status.**
- 3) The students in the tri-semester curriculum who have graduated within 1 academic year and have already submitted their complete thesis shall have their thesis published within the next semester after the complete thesis submission. After the time limit, the students shall submit a request for status maintenance and pay the fee at the rate specified in the University's Notification.**

8.2 Termination of Student Status

Students with a GPA lower than 2.50 at the end of a regular semester, except for the first year students. A termination of the student status can be carried out at the end of academic year.

Students who are on probation 2 executive years.

Students who exceeds their academic duration but have not yet completed their studies.

Students whose student status have been terminated and their names are revoked from Registrar's List duo to the following reasons:

- (1) Use fake documents when applying to the program.**
- (2) Breach the rules and regulations of the University.**
- (3) Fail to register in required courses or thesis or dissertation in any semester and fail to request for an academic leave of absence.**
- (4) Death**
- (5) Resignation**
- (8) Completion of the Program**

8.3 Leave of Absence

Students who have studied at the university for at least one semester may request for a leave of absence due to one of the following circumstances.

- (1) Students suffer from major illnesses and are required to recuperate for a long period of time. Students must submit a doctor's note or medical certificate.**
- (2) Students must travel aboard to attend or participate in exchange programs or for work-related duties.**
- (3) Students do not enroll in any courses, thesis credits or dissertation credits in a regular semester.**

(4) Other circumstances

Students who wish to request for a leave of absence must submit a request in a semester which they wish to take the leave of absence and must pay a fee to maintain their student status. When a request for a leave of absence is received by a relevant/designated office, the office may grant a permission for a leave of absence for one semester at one time.

Students who wish to take a leave of absence must submit their request every semester that they wish to take a leave and must pay a required fee in order to maintain their student status. If the students do not register their thesis or dissertation credits and do not receive an approval to take a leave of absence in any regular semester, their student status will be revoked from the Registrar's List.

หลักสูตรการจัดการมหาบัณฑิต

Master of Management (M.M.)

หลักสูตรปรัชญาดุษฎีบัณฑิตสาขาวิชาการจัดการ

Doctor of Philosophy in Management (Ph.D)



Master of Management (M.M) Program

1. Introduction

Our Master of Management Program starts with essential skills of applying analytical techniques on big data for decision supports of an organization, and progresses to in-depth studies of various application domains

2. Program Description and Goals

2.1 Program Description

The RMUTTO MM program provides high-caliber learning experiences that maximize the potential of each student. Enriched with skills assessments, individualized coaching, a personalized curriculum and on-site opportunities to put theory into practice, the redesigned MM program cultivates career competencies that are highly sought by employers today. RMUTTO has transformed the Full-Time MM experience to create the business leaders of tomorrow.

2.2 Goal

- **Emphasizes on essential skills and knowledge of business analytics**
- **Applies domains of business management**
- **Covers theoretical knowledge and research findings of decision making using big data**
- **Offers opportunities to apply theories to investigating and solving business problems**
- **Focuses on systematic training and development of skills and competence in business analytics**
- **Enhances ability to solve big data problems**

3. Program Duration

The Master of Management degree is a two-year program. Students must complete the graduate program not more than five years and the University's minimum Grade Point Average (GPA) requirement of 3.00.

4. Admission

4.1 Qualifications of Applicants

An applicant should be a holder of bachelor degree in any field from local or overseas educational institutions recognized by the Office of Higher Education Commission, with a cumulative grade point average of at least 2.50/4.00.

4.2 Application Documents

The following items must be submitted on the date of application:

- A completed application form
- A copy of ID card (for local applicants) / passport (for oversea applicants)
- Two 1 inch photographs and two 2 inch photographs taken not more than six months prior to application
- A copy of the official transcript and degree certificate of the applicant's previous university studies (If the official documents' language is not English, participants have to translate them into English and notarization)
- Letter of recommendation on study and work experience
- Notarized certificate of no criminal record
- Health Certificate (English version)

5. Tuition & Fees

The total tuition fees of Master of Management Program is 570,000 THB, which is principled require students to pay at full amount for an academic year (or made at 350,000 THB and 250,000 THB in the year two).

6. Program Structure

6.1 Program Structure

	Semester 1	Semester 2	Semester 3	Semester 4
Plan A	Pre-courses (6 non-credits)			
	Core courses (18 credits)			
		Elective courses (6 credits)		
			Thesis (12 credits)	
Plan B	Pre-courses (6 non-credits)			
	Core courses (18 credits)			
		Elective courses (12 credits)		

				Independent Study (6 credits)
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6.2 Study Plan

Plan A

Academic Year 1

Semester 1

Subject Type	Course Code	Subject	Credit
Pre-Course	09-09-105	*English for Graduate Student	3(3-0-6)
Pre-Course	09-09-106	Management and Organizational Behaviors	3(3-0-6)
Required Course	09-10-120	Research Methodology in Management	3(3-0-6)
Required Course	09-10-116	Information Technology Management	3(3-0-6)
Required Course	09-10-117	Transformational Leadership	3(3-0-6)
Required Course	09-10-119	Financial Management	3(3-0-6)
TOTAL			12

*For students who do not pass the Standard English Language Score set by Ministry of Higher Education, Science, Research and Innovation.

Semester 2

Subject Type	Course Code	Subject	Credit
Required Course	09-10-118	Strategies for Success	3(3-0-6)
Required Course	09-10-121	Seminar in Contemporary Management and Innovation	3(3-0-6)
Elective Course	09-10-xxx	-	3(3-0-6)
Elective Course	09-10-xxx	-	3(3-0-6)
TOTAL			12

Academic Year 2

Semester 1

Subject Type	Course Code	Subject	Credit
Required Course	09-10-122	Thesis	6(0-18-0)
TOTAL			6

Semester 2

Subject Type	Course Code	Subject	Credit
Required Course	09-10-122	Thesis	6(0-18-0)
TOTAL			6

Plan B

Academic Year 1

Semester 1

Subject Type	Course Code	Subject	Credit
Pre-Course	09-09-105	*English for Graduate Student	3(3-0-6)
Pre-Course	09-09-106	Management and Organizational Behaviors	3(3-0-6)
Required Course	09-10-120	Research Methodology in Management	3(3-0-6)
Required Course	09-10-116	Information Technology Management	3(3-0-6)
Required Course	09-10-117	Transformational Leadership	3(3-0-6)
Required Course	09-10-119	Financial Management	3(3-0-6)
TOTAL			12

*For students who do not pass the Standard English Language Score set by Ministry of Higher Education, Science, Research and Innovation.

Semester 2

Subject Type	Course Code	Subject	Credit
Required Course	09-10-118	Strategies for Success	3(3-0-6)

Required Course	09-10-121	Seminar in Contemporary Management and Innovation	3(3-0-6)
Elective Course	09-10-xxx	Elective Course	3(3-0-6)
TOTAL			9

Academic Year 2

Semester 1

Subject Type	Course Code	Subject	Credit
Elective Course	09-10-xxx	Elective Course	3(3-0-6)
Elective Course	09-10-xxx	Elective Course	3(3-0-6)
Elective Course	09-10-xxx	Elective Course	3(3-0-6)
TOTAL			9

Semester 2

Subject Type	Course Code	Subject	Credit
Required Course	09-10-141	Independent Study	6(0-18-0)
TOTAL			6

7. Course Descriptions

7.1 Pre-Courses

09-09-105 English for Graduate Student 3(3-0-6)

English vocabulary and basic structure necessary for communication in official and academic contexts, patterns, components, reading techniques, paragraph reading and writing for specific purposes.

09-09-106 Management and Organizational Behaviors 3(3-0-6)

The subject emphasizes various concepts that relates to management and organizational behavior. Those concepts include the management foundation and roles of management in organization, managing environment and decision making, strategic management and planning. The subject also studies about the corporation of the business, international business, cultural and individual differences, ethics and social responsibilities.

7.2 Core Courses

09-10-116 Information Technology Management 3(3-0-6)

Important of information system, information systems management methodology, effective using of information technology, hardware, software and information system for communication, automation office, information system in business for planning, controlling, decision, knowledge management, and security in information system.

09-10-117 Transformational Leadership 3(3-0-6)

Developing knowledge and skills that must be achieved as a leader in sustainable development in a world of complex challenges and global change. And leadership management policies and governance in variety of contexts and across different sectors, anticipating environmental changes and designing and implementing strategic plans to manage impacts or create a positive path.

09-10-118 Strategies for Success 3(3-0-6)

Concept, theory, management, strategy for success in process of business management, internally and externally organizational responsibility affecting environment, social and culture including specify direction of organization, strategy for success purpose, utilize successful strategy applying to any situations coupling with evaluation and controlling strategies being line with target.

09-10-119 Financial Management 3(3-0-6)

**Concepts of financial reports Preparation and presentation of financial statements
Techniques for analyzing financial statements, The effect of using different accounting policies and standards on financial statements, Problems and limitations of financial statements, Preparation of financial reports by segment and reporting financial risks of the business.**

09-10-120 Research Methodology in Management 3(3-0-6)

Importance of research, research methodology, the process of business research, research proposal, analyzing and synthesizing the issues from research proposal, data collection, data analysis, research report writing, and applying research results for businesses.

09-10-121 Seminar in Contemporary Management and Innovation 3(3-0-6)

Seminar of all parties involved in managing of innovation to help learners exchange knowledge and learn from operators direct experiences in order to get perspective from each party.

7.3 Elective Courses

Technology and Innovation Management

09-10-123 Innovative Product and Service Development 3(3-0-6)

Development of product and service, analyze opportunities by focus on creating innovation of product and service which different from existing market.

09-10-124 Technology Policy and Economic Development 3(3-0-6)

Bring important issues of technological change and their effects on technological inequality and national economic development. Studying concepts of global business management and, formulating business strategies for global business operations.

09-10-125 Current Topics in Technology and Innovation 3(3-0-6)

Bring important issues in technology and innovation through academic articles or research articles to present in public by form of seminars or academic conference.

*Health Management***09-10-126 Managing in Healthcare Business Organization 3(3-0-6)**

Business characteristics “Health services” The competitive environment of health services in Thailand, the management strategies of health services, both public and private, methods and analysis of decisions in planning to establish health services. Management structure, human resource management, administration and improvement of health service.

09-10-127 Emerging Healthcare Business and Governance 3(3-0-6)

Health and health problems in Thai society; healthcare and health promotion; exercise emotion and healthy emotional management; sexual risk behavior and sexual transmitted disease, sexual danger and prevention; important life skill for living; behavior of drug consumption in Thai society; drug consumption food consumption for health; food safety heat and body energy, sciences of happiness in life.

09-10-128 Current Topics in Healthcare Management 3(3-0-6)

Bring important issues in health care through academic articles or research articles to present in public by form of seminars or academic conference.

*Conservation and Sustainable Resource Management***09-10-129 Environmental and Resources Conservation 3(3-0-6)**

Concepts, definitions, and physical processes in soil and water conservation, soil properties, soil degradation and erosion, loss of organic matter, salinization, conservation strategies, methods and approaches to prevent soil erosion, sustainable management in soil and water conservation, case study.

09-10-130 Conservation Resource Sustainable Development 3(3-0-6)

Study the importance, type, characteristic, development and resources evaluation.

Principles and procedures for sustainable tourism development, role and cooperation of Regional and global to conservative and tourism resource development.

09-10-131 Current Topics in Sustainable Resource Management 3(3-0-6)

Bring important issues in Sustainable Resource Management through academic articles or research articles to present in public by form of seminars or academic conference.

International Business Management

09-10-132 Management in Global Business Organization 3(3-0-6)

Identification and analysis of management systems in globalization: impacts of economics, social, political, technological and cultural variables on organization management systems. Studying concepts of global business management and, formulating business strategies for global business operations.

09-10-133 Global Marketing Strategy 3(3-0-6)

Global marketing management: international trade theories, principles, concept of international marketing management. Study the international environment and organizations of consumer behavior in the global market; selection decision making and strategies of international marketing; global organizational marketing; marketing mix development.

09-10-134 Current Topics in International Business Management 3(3-0-6)

Bring important issues in International Business Management through academic articles or research articles to present in public by form of seminars or academic conference.

*Entrepreneurship Management***09-10-135 Managing Small and Family Business Enterprise 3(3-0-6)**

Challenging and key issues going on with small and family business, relevance and potential conflicts within family and business, providing family business an effective management system, property management, development of new concept to the existing business.

09-10-136 Business Opportunity and Innovation 3(3-0-6)

Relationships among searching for business opportunities, innovation process and new business development, opportunities assessment, business concept development, and operation based on new business plans using case studies and workshop seminar for the development of new products and businesses that can be launched to market reality.

09-10-137 Current Topics in Management for Entrepreneurship 3(3-0-6)

Bring important issues in Management of Entrepreneurship through academic articles or research articles to present in public by form of seminars or academic conference. Focuses on the foundations of organizational behavior and managing within the workplace, challenges that managers and leaders face in managing people and organizations.

09-10-114 Managing People and Organization 3(3-0-6)

Focuses on the foundations of organizational behavior and managing within the workplace, challenges that managers and leaders face in managing people and organizations.

09-10-115 Managerial Economics 3(3-0-6)

The concept and quantitative tools in managerial economics for executives or managers levels in making decisions, solving the problems in overviews.

*Aviation and Hospitality Management***09-10-138 Aviation and Hospitality Management 3(3-0-6)**

Scope and Characteristics of airlines business. Roles and duties of related international aviation organizations, air traffic regulations, technical terms and codes in airlines

business. Routing, flight timetables, global distribution system, ground services, in-flight services and cargo services. Policies and guidelines of management, operation and marketing in airlines business.

09-10-139 Aviation and Hospitality Strategies 3(3-0-6)

The analysis of external and internal business, study element of strategic planning, setting goal, environment structure of competition as well as evaluation and monitoring.

09-10-140 Current Topics in Aviation and Hospitality Management 3(3-0-6)

Bring important issues in Aviation and Hospitality Management through academic articles or research articles to present in public by form of seminars or academic conference.

7.4 Research

09-10-141 Independent Study 6(0-18-0)

Using research methodology to solving problems in management with related concept and theories and topic of dissertation must be accepted by advisor.

S = Satisfactory

U = Unsatisfactory

09-10-142 Comprehensive Examination 3(2-2-5)

Written examination by case study to analyze, synthetic and using theories in management to solve problems or development.

S = Satisfactory

U = Unsatisfactory

09-10-122 Thesis 12(0-36-0)

Using research methodology to solving problem in management with related concept and theories to compile into a thesis.

S = Satisfactory

U = Unsatisfactory

8. Graduation Requirements

8.1 Exit Requirements

To qualify for the degree, students must satisfy the following requirements:

- Pass the Comprehensive Examination (Plan B students).
- Pass the IS/Thesis defense.
- Other requirements as specified in the curriculum.

8.2 Criteria for graduation

It must complete all the courses as specified in the curriculum. A student's grade point average (GPA) must be no lower than 3.00, with a thesis/IS proposal and passing the final oral examination by the committee appointed by the curriculum committee. And it must be an open system for interested parties to listen.

9. Contact us

If you would like to get further information, feel free to contact us at:

Office of IMSP: Room 701, 7th Floor, Chakrabongse Bhuvanarth Campus, 58 Vibhavadi Rangsit Rd., Ratchadapisek, Din-Dang, Bangkok

Tel: +66 83-0585170

E-mail: thitinant_wa@rmutto.ac.th

Website: <http://grad.rmutto.ac.th>

Doctor Philosophy Program in Management

1. Introduction

Our program helps students enhance their professionalism and elevate their intellectual capacity in management.

2. Program Description and Goals

2.1 Program Description

The Ph.D program at RMUTTO is a rigorous and structured doctoral program that trains students to make significant contributions on topics related to Management. A

unique feature of our program is that our students have the flexibility to engage in research in Management. Our faculty works closely with the students to guide them in research.

2.2 Goals

- Produce graduates with knowledge of management which is the basis of global leadership network
- Produce graduates to have knowledge in management and have systematic management skill
- Produce graduates who are able to apply various fields of science by integrating across science and create innovation research which have efficient management and service

3. Program Duration

The Doctor of Philosophy in Management degree is a three-year program. Students must complete the graduate program not more than six years and the University's minimum Grade Point Average (GPA) requirement of 3.00.

4. Admission

4.1 Qualifications of Applicants

An applicant should be a holder of bachelor degree and master degree in any field from local or overseas educational institutions recognized by the Office of Higher Education Commission, with a cumulative grade point average of at least 3.00/4.00.

4.2 Application Documents

The following items must be submitted on the date of application:

- A completed application form
- A copy of ID card (for local applicants) / passport (for oversea applicants)
- Two 1 inch photographs and two 2 inch photographs taken not more than six months prior to application
- A copy of the official transcript and degree certificate of the applicant's previous university studies (If the official documents' language is not English, participants have to translate them into English and notarization)
- Two letters of recommendation on study and work experience

- A copy of Personal Statement
- A copy of CV
- Notarized certificate of no criminal record
- Health Certificate (English version)

5. Tuition & Fees

The total tuition fees of Doctor of Philosophy Program in Management is 920,000 THB, which is require students to pay at 500,000 THB and 420,000 THB in the year two.

6. Program Structure

6.1 Program Structure

Plan A	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
	Pre-course (6 non-credits)					
	Dissertation (60 credits)					
Plan B	Pre-course (6 non-credits)					
	Core course (12 credits)					
		Elective courses (6 credits)				
			Dissertation (42 credits)			

6.2 Study Plan

Plan A

Academic Year 1

Semester 1

Subject Type	Course Code	Subject	Credit
Pre-Course	09-09-201	*English for Graduate Student	Non-credit
Pre-Course	09-09-202	Management and Organizational Behaviors	Non-credit
Required Course	09-10-221	Qualifying Examination	Non-credit
Total			-

*For students who do not pass the Standard English Language Score set by Ministry of Higher Education, Science, Research and Innovation

Semester 2

Subject Type	Course Code	Subject	Credit
Required Course	09-10-220	Dissertation	12(0-0-36)
Total			12

Academic Year 2

Semester 1

Subject Type	Course Code	Subject	Credit
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Required Course	09-10-220	Dissertation	12(0-0-36)
Total			12

Semester 2

Subject Type	Course Code	Subject	Credit
Required Course	09-10-220	Dissertation	12(0-0-36)
Total			12

Academic Year 3**Semester 1**

Subject Type	Course Code	Subject	Credit
Required Course	09-10-220	Dissertation	12(0-0-36)
Total			12

Semester 2

Subject Type	Course Code	Subject	Credit
Required Course	09-10-220	Dissertation	12(0-0-36)
Total			12

2. Plan B**Academic Year 1****Semester 1**

Subject Type	Course Code	Subject	Credit
Pre-Course	09-09-201	* English for Graduate Student	Non-credit
Pre-Course	09-09-202	Management and Organizational Behaviors	Non-credit
Required Course	09-10-101	Philosophy of Social Science	3(3-0-6)
Required Course	09-10-102	Advanced Management Theories and Practices	3(3-0-6)
Total			6

***For students who do not pass the Standard English Language Score set by Ministry of Higher Education, Science, Research and Innovation**

Semester 2

Subject Type	Course Code	Subject	Credit
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Required Course	09-10-103	Qualitative Research Methods in Management	3(3-0-6)
Required Course	09-10-104	Quantitative Research Methods in Management	3(3-0-6)
Elective Course	09-10-xxx	Elective Subject by Course	3(3-0-6)
Elective Course	09-10-xxx	Elective Subject by Course	3(3-0-6)
Required Course	09-10-221	Qualifying Examination	Non-Credit
Total			12

Academic Year 2

Semester 1

Subject Type	Course Code	Subject	Credit
Required Course	09-10-220	Dissertation	12(0-0-36)
Total			12

Semester 2

Subject Type	Course Code	Subject	Credit
Required Course	09-10-220	Dissertation	12(0-0-36)
Total			12

Academic Year 3

Semester 1

Subject Type	Course Code	Subject	Credit
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Required Course	09-10-220	Dissertation	12(0-0-36)
Total			12

Semester 2

Subject Type	Course Code	Subject	Credit
Required Course	09-10-220	Dissertation	12(0-0-36)
Total			12

7. Course Description

7.1 Pre-Course

- 09-09-201 English for Graduate Student 3(3-0-6)**
 Prepare for public speaking, listening and reading comprehension, writing for business, and conversation in different situation
Note: Students evaluation gives a grade point value as
 S – Satisfactory
 U – Unsatisfactory
- 09-09-202 Management and Organizational Behaviors 3(3-0-6)**
 Concept and theories of management and organization behavior, case study of successful company to analyze and synthetic for knowledge. With analyze organization behavior and predict a changing
Note: Students evaluation gives a grade point value as
 S – Satisfactory
 U – Unsatisfactory

7.2 Required Course

- 09-10-101 Philosophy of Social Science 3(3-0-6)**
 Concept, definition, theory building, and causal inference explaining, empirical data seeking, verification, and confirmation through experimentation.
- 09-10-102 Advanced Management Theories and Practices 3(3-0-6)**
 Develop of philosophy concept and advanced management theories, process of finding facts and knowledge, systematically thinking, setting hypothesis, synthesis of knowledge and theories, case study in success and failure in management.
- 09-10-103 Qualitative Research Methods in Management 3(3-0-6)**
 Qualitative research, research process, research planning, building research framework, building research tools, collecting data, analysis data, synthetic data, discussion and conclusion in management.
- 09-10-104 Quantitative Research Methods in Management 3(3-0-6)**
 Quantitative research, research process, research planning, building research framework, building research tools, collecting data, analysis data, synthetic data, discussion and conclusion in management.

7.3 Elective Course

- 09-10-105 Advanced Seminar in Modern Management Problem 3(3-0-6)**
 Seminar for brainstorm to solving problem in modern day by using related knowledge, theories, and research process as a tools for problem solving
- 09-10-106 Advanced Seminar in Modern Management People and Organization 3(3-0-6)**
 Seminar for brainstorm to solving problem in human resource and organization by using related knowledge, theories, and research process as a tools for problem solving
- 09-10-107 Advanced Seminar in Modern Managerial Economic 3(3-0-6)**
 Seminar for brainstorm to solving problem in managerial economic by using related knowledge, theories, and research process as a tools for problem solving

to any situations coupling with evaluation and controlling strategies being line with target

09-10-214 Advanced Seminar in Research Methodology in Management 3(3-0-6)

Seminar for developing of research, research methodology, the process of business research, research proposal, analyzing and synthesizing the issues from research proposal, data collection, data analysis, research report writing, and applying research results for businesses

09-10-215 Advanced Seminar in Management and Innovation 3(3-0-6)

Seminar for developing of innovation to help learners exchange knowledge and learn from operators direct experiences in order to get perspective from each party.

09-10-216 Current Topics in Aviation Safety Management 3(3-0-6)

Covers ICAO's Safety Management System model and case studies to develop understanding of ICAO SMS methodology and procedures. Case studies cover different aspect of SMS risk assessment and mitigation for aviation areas including safety risk analysis, solution options and stakeholder participation process.

09-10-217 Aviation and the Global Economy 3(3-0-6)

Covers relationships between aviation economics and global economics. Emphasis on understanding underlying economic and political factors that affect and influence the aviation industry and the aviation business environment. Uses case studies to help students connect aviation topics and theme with global economic and political trends, actions and consequences.

7.4 Dissertation

09-10-220 Dissertation 60(0-0-180)/42(0-0-126)

Using social science or scientific research to solving problem in management with related concept and theories to compile into a dissertation for research at the doctoral degree level.

Note: Students evaluation gives a grade point value as

S – Satisfactory

9. Faculty Members



Dr. Khunanan Sukpasjaroen



Asst. Prof. Dr. Thitinant Wareewanich



Dr. Chonlavit Sutunyarak



Dr. Anan Pongtornkulpanich

10. Contact us

If you would like to get further information, feel free to contact us at:

Office of IMSP: Room 701, 7th Floor, Chakrabongse Bhuvanarth Campus, 58 Vibhavadi Rangsit Rd., Ratchadapisek, Din-Dang, Bangkok

Tel: +66 83-0585170

E-mail: cbis@rmutto.ac.th

Website: <http://grad.rmutto.ac.th/imsp/>

หลักสูตรบริหารธุรกิจมหาบัณฑิต

Master of Business Administration (M.B.A.)

หลักสูตรบริหารธุรกิจดุษฎีบัณฑิต

Doctor of Business Administration Program (D.B.A.)



Doctor of Business Administration Program (D.B.A.)

1. Introduction

The Doctor of Business Administration is a program aimed at producing a Doctor of Business Administration degree with knowledge in management science, wide vision, leaderships in business management innovation that supports national development. Also, doctorate students will have research ability and knowledge to be further developed and utilized as well as the role of wisdom in morality and ethics, along with the knowledge and ability to compete at both national and international levels which will be a role in sustainable economic development of the country.

2. Program Duration

The Doctor of Business Administration degree is a three-year program. Students must complete the graduate program not more than six years and the University's minimum Grade Point Average (GPA) requirement of 3.00.

The education system uses a bilateral system. Academic year divided into 2 regular semesters. Regular semester will be a study period of not less than 15 weeks. Opening of the summer study has specified the duration and number of credits which has a comparable proportion with the regular semester.

3. Admission

3.1 Qualifications of Applicants

- **Graduated from domestic and oversea.**
- **Graduated with a Master's degree in all programs from an institution that is accredited by the Office of the Education Commission (OED) or the University Council.**
- **Other qualifications apart from the above mentioned that it is at the discretion of the curriculum committee.**

3.2 Application Documents

The following items must be submitted on the date of application:

- **A completed application form**
- **A copy of ID card (for local applicants) / passport (for oversea applicants)**
- **Two 1 inch photographs and two 2 inch photographs taken not more than six months prior to application**
- **A copy of the official transcript and degree certificate of the applicant's previous university studies (If the official documents' language is not English, participants have to translate them into English and notarization)**
- **Two letters of recommendation on study and work experience**

- A copy of Personal Statement
- A copy of CV
- Notarized certificate of no criminal record
- Health Certificate (English version)

4. Program Structure

4.1 Structure

Study plan type 2.1 (for graduates with a master's degree in coursework and research) Curriculum structure divided into courses that are in accordance with the standards set forth in the curriculum of not less than 48 credits as follows;

1) Pre-course (Audit)	(6) credits
2) Core course	
a) Course	9 credits
b) Course (audit) minimum	(6) credits
3) Elective course (minimum)	3 credits
4) Dissertation	36 credits
TOTAL	48 credits

4.2 Course requirements

1) Pre-course (Audit)

For those who do not graduate with a Master's degree in Business Administration, are necessary to enroll in business management for executives. And for those who do not have English scores * must enroll in English language for graduate studies. In addition, for those who do not have a background in business management in topics that are necessary or relevant or may be useful for dissertation, may send to join non-credit studies with undergraduate or graduate students of other courses at the university before the semester opening or during the study. However, it depends on the curriculum committee as it deems appropriate.

04-11-001 English for Graduated Studies

3 (3-0-6)

04-11-002 Business Management for Executives 3 (3-0-6)

Remark * English scores must not be older than 2 years and must be submitted before being enrolled. However, English scores must be in accordance with the university's criteria or at the discretion of the curriculum committee.

2) Core course

a) Core

9 credits

04-12-711 Advanced Managerial Economics for Executives 3 (3-0-6)

04-12-712 Advanced Statistical and Business Research Methodology 3 (3-0-6)

04-12-713 Advanced Strategic Management for Executives 3 (3-0-6)

b) Core (audit) minimum

(6) credits

Students should select to study at least (6) credits by choosing from the elective course or as appropriate by the advisor. However, this must be chosen in accordance with the dissertation research that will be used to graduate or as appropriate for the curriculum committee.

3) Elective courses

Students select to study at least 3 credits by choosing from 3 areas of interest or as appropriate by the advisor. This must be chosen in accordance with the dissertation research that will be used to graduate or as appropriate for the curriculum committee.

a) Concentration in Innovation Marketing

04-12-821 Digital Marketing Management for Executives 3 (3-0-6)

04-12-822 Consumer Behavior and Market Management 3 (3-0-6)

04-12-823 Marketing Management for Service Businesses 3 (3-0-6)

04-12-824 Mixed Methods Research in Marketing 3 (3-0-6)

04-12-825 Seminar in Marketing Innovation	3 (3-0-6)
04-12-826 Advanced Marketing Theory	3 (3-0-
6)	
<i>b) Concentration in Innovation Management</i>	
04-12-831 Knowledge Management and Advanced Innovative Management	3 (3-0-
6)	
04-12-832 Advanced Management Theory	3 (3-0-6)
04-12-833 Business Innovation Management	3 (3-0-6)
04-12-834 Seminar in Innovation Management and Organization Development	3 (3-0-6)
04-12-835 Advanced Operation Management	3 (3-0-6)
04-12-836 Mixed Methods Rresearch in Management	3 (3-0-6)
<i>c) Concentration in Information Technology Management</i>	
04-12-841 Knowledge Management of Business Information System Development	3
(3-0-6)	
04-12-842 Information Technology in Project Management	3 (3-0-6)
04-12-843 Information Security Risk Management	3 (3-0-6)
04-12-844 Seminar on Information Technology Management	3 (3-
0-6)	
04-12-845 Advanced Management Information System for Executives	3 (3-0-6)
04-12-846 Mixed Methods Research in Information Technology Management	3 (3-0-6)
4) Dissertation	
04-12-991 Dissertation	36 (0-36-0)

Remark: The dissertation process must be developed in accordance with the guidelines as approved by the curriculum committee in which a student can do a dissertation after not

less than 2 semesters and must complete the required courses from the compulsory and elective courses. Also, they must pass the qualifying examination. Students who are eligible for the qualifying examination must study compulsory and elective subjects according to the specified criteria. The qualifying examination will be a written exam to get S (pass) within 3 times and the dissertation can be made in English. However, other conditions must be in accordance with Rajamangala University of Technology Tawan-Ok regulations on graduate studies (B.E. 2561) for dissertation development. It's divided into 4 steps as follows;

- 1) Submission of the dissertation topic and proposal to the dissertation committee
- 2) Presentation of the complete chapter 1-3 of the dissertation to the dissertation committee
- 3) Presentation of the complete chapter 4-5 of the dissertation to the dissertation committee
- 4) Open Dissertation Examination

4.3 Study Plan

Academic year 1

Semester 1

Code	Subject	Credit
04-11-001	English for Graduated Studies*	(3)
04-11-002	Business Management for Executives *	(3)
04-12-711	Advanced Managerial Economics for Executives	3 (3-0-6)
04-12-712	Advanced Statistical and Business Research Methodology	3 (3-0-6)
04-12-713	Advanced Strategic Management for Executives	3 (3-0-6)
Total		9

* Courses do not count credits. For those who do not have a master's degree in business administration, are necessary to enroll in business management for executives. And for those who do not have English scores, are necessary to enroll in English for graduate students. However, it depends on the curriculum committee deems appropriate.

Semester 2

Code	Subject	Credit
04-12-XXX	Core subject*	(3)
04-12-XXX	Core subject*	(3)
04-12-XXX	Elective subject	3 (3-0-6)
Qualify Examination		
Total		3

* Courses do not count credits (Audit). Students select to study at least (6) credits by choosing from the elective subjects or as appropriate by the advisor or as appropriate for the curriculum committee.

*Academic year 2**Semester 1*

Code	Subject	Credit
04-12-991	Dissertation*	6 (0-45-0)
Total		6

* step of research topic and research proposal

Semester 2

Code	Subject	Credit
04-12-991	Dissertation*	12 (0-45-0)
Total		12

* step of research progression (chapter 1, 2, 3)

*Academic year 3**Semester 1*

Code	Subject	Credit
04-12-991	Dissertation*	6 (0-45-0)
Total		6

* step of research progression (chapter 4, 5)

Semester 2

Code	Subject	Credit
04-12-991	Dissertation*	12 (0-45-0)

Total	12
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* step of final research (full research) and defense dissertation

Remark 1) Students who do not graduate in Business Administration must enroll in Business Administration for Executives, 2) Students with English test results as announced do not need to enroll in English for graduate students and 3) in basic adjustment courses (credit exclusion) required to study before compulsory courses.

Criteria for graduation It must complete all the courses as specified in the curriculum. A student's grade point average (GPA) must be no lower than 3.00, with a thesis proposal and passing the final oral examination by the committee appointed by the curriculum committee. And it must be an open system for interested parties to listen and must have *English* test results according to the criteria set by the curriculum committee. It is necessary to show proof of the dissertation or part of the dissertation that it has been published or at least accepted for publication in quality national or international journals or according to the discretion of the curriculum committee.

5. Course Description

5.1 Pre-course (Audit)

04-11-001 English for Graduated Studies

3 (3-0-6)

Language skills in reading and writing with an emphasis on reading skills, such as guessing the meaning of vocabulary, reading to capture the main point, writing a draft from reading, writing short paragraphs from notes together with listening and speaking as complementary skills.

04-11-002 Business Management for Executives

3 (3-0-6)

Conceptual foundations of business administration in the context of social, business, and economic philosophy. Corporate objectives and goal models, theories of organization, social

responsibilities and business ethics of corporate management through apply technology into practice in business management.

5.2 Core course

04-12-711 Advanced Managerial Economics for Executives 3 (3-0-6)

Consumer choice theory and organizational behavior, creative economy, lazy economy, consumption and production theory, product pricing and production under different market structures, economic data and choices under uncertainty, such as exclusive production structures and complete competition, failure of the market, incomplete information of products and the environment and the role of the government, in- depth studies in macroeconomic, such as model of new economic growth, balance point in the balance of different markets, the new classics school economics and reasonable predictions, true business cycle theory, monetary and finance policies.

04-12-712 Advanced Statistical and Business Research Methodology 3 (3-0-6)

Regression models and analyses for several types of data: one-group cross-sectional data, more than one- group cross- sectional data, time- series data, and longitudinal data; assumptions in regression models diagnostic checking and correction for assumptions violation; logistic regression models and analyses; multivariate analysis: multivariate of variance, factor analysis, principal component analysis, cluster analysis; structural equation model and analysis. Studying the theories and principles of conducting business research in general, research principles, research types, quantitative research, qualitative research, the process of defining research problems, research modeling, hypothesis and principles of periscope literature by focusing on the use of statistical tools in business research, research design by being able to analyze statistical data based on probability principles and ethics of researchers.

04-12-712 Advanced Strategic Management for Executives 3 (3-0-

6)

Concepts, processes, levels, and the nature of business strategies, the internal and external environmental analysis, analysis of strategies and alternatives, setting goals, establishing policies, and allocating resources, strategic review, evaluation, related laws and control.

5.3 Elective Courses

a) Concentration in Innovation Marketing

04-12-821 *Digital Marketing Management for Executives* 3 (3-0-6)

Concepts and practices from the viewpoint of digital marketing executives, electronic commerce and network of information, analysis of electronic commerce model, product management, Pricing policy, Distribution channels, Marketing promotion, market research, and marketing policy formulation, consumer behavior in purchasing decisions through electronic media, tools, trends and new media used in commerce electronically, taking into account the duties and responsibilities of the business towards the economy and society and related law.

04-12-822 *Consumer Behavior and Market Management* 3 (3-0-6)

Able to analyze situations, solutions, and systematic marketing decision making, consumer decision-making processes, consumer behavior patterns, and the application of behavioral science concepts affecting consumer behaviors both group and individual, Memories about product information, Information searching behavior, Accidental acquisition of information, the environment at the point of purchase, decision-making strategy, product evaluation, Life cycle buying patterns, marketing management process, Marketing information system, Market measurement and forecasting, Targeting, management planning of product, price, distribution and marketing promotion for use in various businesses.

04-12-823 *Marketing Management for Service Businesses* 3 (3-0-6)

Business Service Marketing by integrating basic science across many business functions, situational analysis and strategy determination of the service market, quality of service,

strategies for building relationships with customers, creating good relationships with customers, and across many knowledge sciences by creating an understanding that is the foundation of service science through research studies to create learning in new research in the body of knowledge, integration of science in many areas, including marketing, management, operation, technology, psychology, sociology to be able to face challenges and opportunities for competition and the creation of service innovation effectively.

04-12-824 Mixed Methods Research in Marketing

3 (3-0-6)

Meaning, importance of research, research methodology, and marketing research process in order to present the proposal of interesting problems, analyzing, and synthesizing the problems from research proposal, writing problem statement, research methodology, research design, data collection, data analysis, research report writing and presentation, statistics in research, applying research results for marketing and decision making in business.

04-12-825 Seminar in Marketing Innovation

3 (3-0-6)

Application of marketing innovation concepts, operational problems analysis and suggestion, solutions, in-depth understanding of theories, concepts, models and paradigms that form the foundation of marketing strategies by having the content covering forms, processes, and issues related to the implementation of the strategy, examples of key topics, including factors related to the relationship between strategy and performance, *marketing* alliance, the first to enter the market, competition in many markets, global marketing strategy, including the relationship between marketing strategy and business strategy or organizational strategy by studying research topics, articles, case studies to apply in real life situations.

04-12-825 Advanced Marketing Theory

3 (3-0-6)

Strategic marketing planning and problem solving, marketing management process, internal and external analysis, demand determination, product positioning, pricing, product distribution, product promotion, consumer behavior and marketing mix, roles and responsibilities of the marketing manager, understanding the fundamental marketing management in various aspects, identification of target customers, and product distribution using in the corporate strategy.

b) Concentration in Innovation Management

04-12-831 Knowledge Management and Advanced Innovative Management 3 (3-0-6)

Knowledge development in organizations, modern management concepts affecting changes within an organization, increasing importance of process improvement, technology knowledge management, the role of business ethics and corporate social responsibility.

04-12-832 Advanced Management Theory 3 (3-0-6)

Models and concepts of organization, organizational design, organizational theory, human resource theory, organizational behavior analysis, situation theory, institutional theory, organization ecology and evolution of organization and environment, network, technology and knowledge creation from observation and modern organization models increasing the efficiency of human resource management that is in line with the social context.

04-12-833 Business Innovation Management 3 (3-0-6)

Concepts and theories of innovation theory, technology management theory, the role of innovation in various fields, management elements, innovations in organizations, entrepreneurship innovation, innovation life cycle, innovation systems and enterprise networks, strategy development, transfer, bringing technology to the market, innovation and competitiveness, knowledge management and learning in the organization for innovation, the development of an innovative organization, culture supporting innovation theory regarding to entrepreneur, new business, organization operator

04-12-834 Seminar in Innovation Management and Organization Development 3 (3-0-6)

Seminar on management and administration of modern high-level organizations by leading academic management by focusing on the management according to the objectives combined with the principles of business administration to create creative management and modern innovation, environmental management in today's world, integration of various disciplines into an interdisciplinary field to create new knowledge to be applied to management in both the public and private sectors, the combination of coherent management from the regional level to the international level.

04-12-835 Advanced Operation Management

3 (3-0-6)

The evolution of management theory, contemporary management model, literature management, integration of theory and practice, application of management theory to business functions, economic concepts of management theory.

04-12-836 Mixed Methods Rresearch in Management

3 (3-0-6)

Management techniques such as Balance Scorecard, Total Quality Management, Key Performance Index, Competency, Learning Organization, Knowledge Management, International Organization for Standardization, including management techniques for organizational improvement to be effective in management by focusing on the study and analysis of case studies and research topics, articles, case studies to apply in real life situations.

c) Concentration in Information Technology Management

04-12-841 Knowledge Management of Business Information System Development³ (3-0-6)

Fundamental of information technology management, information and data center management, information technology policy and strategy, information technology risk management, information technology security, information technology governance, and information technology service management.

04-12-842 Information Technology Project Management

3 (3-0-6)

Introduction to project management, project management and information technology context, project management process, project integration management, project scope management, project time management, project cost management, project quality management, project human resource management, project communications management, project risk management, and project procurement.

04-12-843 Information Security Risk Management 3 (3-0-6)

Studying in security of computer, network and application, accessibility without permission and variety forms of attacks of data risks, designing in network security, firewall, and ID, the development of information security policy with respect to legal of Thailand and international security standards.

04-12-844 Seminar on Information Technology Management 3 (3-0-6)

Issues on current information technology management, focusing on teamwork, meeting, discussion, argumentation, seminar, writing minutes of meeting and presenting knowledge to the public.

04-12-845 Advanced Management Information System for Managers 3 (3-0-6)

Roles of information systems of each type and information technology that affects the operations of the organization by focusing on management and application to be effective for executives, Including the impact of information systems on organizational management, roles and effects of information systems, application in organization management, operational control, decision support and organizational strategy management, including ethics in using systems and information technology.

04-12-846 Mixed Methods Research in Information Technology Management 3 (3-0-6)

Meaning, importance of research, research methodology, and information technology management research process in order to present the proposal of interesting problems, analyzing, and synthesizing the problems from research proposal, writing problem statement, research methodology, research design, data collection, data analysis, research report writing and presentation, statistics in research, applying research results for information technology management and decision making in business.

5.4 Dissertation

04-12-991 Dissertation

36 (0-36-0)

The dissertation write-up assesses the integrative competence on both theoretical knowledge and its application to the specific case. Each candidate is expected to produce the high-quality dissertation work to further the contribution on advanced research and business management. Research project and procedure formulation leading to new body of knowledge the supervision of the dissertation advisor and committee, dissertation writing and presentation, research report writing for dissemination, ethics in research and academic publication. The dissertation process is closely supervised by each candidate's dissertation advisory committee.

Remark: The dissertation can be made in English. This must be in the template of the curriculum committee.

Condition of Dissertation

The dissertation that students are interested in researching must be able to explain by using the theory in the study and the new body of knowledge that will be gained from the research. It must be useful for applying. There is a clear scope of action and can be completed within the stipulated time of the curriculum. Students can conduct research as according to the problems they are interested in under the supervision of dissertation advisors. Students must present research results in the form of verbal reports.

It will evaluate the dissertation progress from the topic and proposal to the dissertation committee and evaluate the results of the dissertation that have passed the open public dissertation defense. It will follow the dissertation process and standards set by the curriculum committee. The evaluation process is as follows

- 1) Pass the English exam or be exempted according to the rules set by the curriculum committee.
- 2) Pass the qualifying examination completely with the right to request for a dissertation examination.
- 3) Pass the dissertation topic.
- 4) Pass the dissertation proposal and pass the defense examination, whereas the dissertation committee must be in accordance with the curriculum committee requirements.
- 5) Dissertation papers must be published in accordance with Rajamangala University of Technology Tawan-Ok regulations on graduate studies (B.E. 2561) or at the discretion of the curriculum committee.

6. Graduation Requirement

6.1 Exit Requirements

To qualify for the degree, students must satisfy the following requirements:

- Pass the Qualifying Examination.
- Present a paper in an international conference with a proceeding.
- Pass the dissertation defense.
- Part of the Dissertation must be accepted for publication in an international journal.

- Other requirements as specified in the curriculum.

6.2 Criteria for graduation

It must complete all the courses as specified in the curriculum. A student's grade point average (GPA) must be no lower than 3.00, with a thesis proposal and passing the final oral examination by the committee appointed by the curriculum committee. And it must be an open system for interested parties to listen and must have *English* test results according to the criteria set by the curriculum committee. It is necessary to show proof of the dissertation or part of the dissertation that it has been published or at least accepted for publication in quality national or international journals or according to the discretion of the curriculum committee.

7. Contact us

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