



Master of Business Administration (MBA) Program Surindra Rajabhat University, Thailand

MBA Overview

Master of Business Administration (MBA) Program

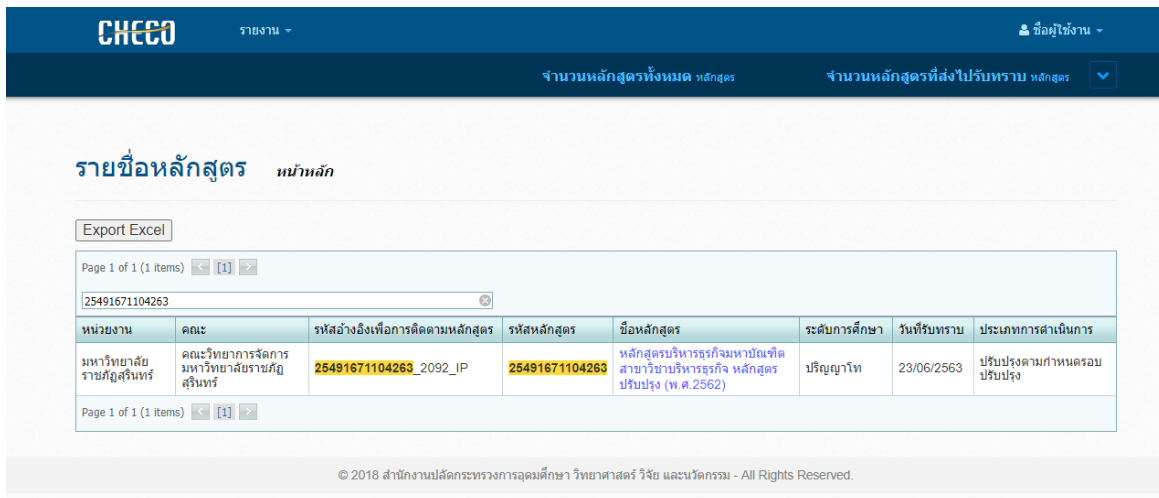
At SRRU-MBA is committed to producing professional graduates who are equipped with business analytical skills. Students will gain the knowledge of theories and techniques to formulate creative business ideas and address the challenges in a competitive up to date business environment. Students will also have an opportunity to customize elective courses through two majors, which provide a guideline to develop expertise in specific business areas; namely Management and Tourism and Service Management.

We are looking for students who would like to take on challenges in the business world beyond their expertise. The program is designed to better equip students with effective management skills and expand their horizon. Both formats of MBA program offer the same academic experience and options but have different study plan and expected time to graduate.

Graduates with an MBA at SRRU have at their disposal a broad spectrum of career opportunities as business and social entrepreneurs in both the public and private sectors. They can also serve as business strategists, negotiators and problem solvers as well as taking on the challenges of consultation and analysis, particularly in terms of business development.

Are you interested in being part of our **SRRU-MBA** community and enhancing your career prospects through a part-time study plan, with classes during **weekends**?

In picture 1, Our MBA program (ID. 25491671104263) has been recognized by the Ministry of Higher Education, Science, Research, and Innovation of Thailand. This MBA program is a university-based program but applies both onsite and online learning for students. Our lectures are teaching in both Thai and English.



Picture 1: MBA program approved

Source: http://202.44.139.57/checo/frm_report_listcurr.aspx?s=P

You are just a few steps away from getting started on your study. The following is a list of components you will need to apply for admission to our MBA Program, including admission requirements, application process, and application components.

Majors of Master of Business Administration (MBA) Program

Our MBA program is divided in 2 majors: Management and Tourism and Service Management.

How to Apply

- An applicant can apply at MBA Program at Surindra Rajabhat University which is located on 2nd floor, Bantaisri Building.
- Apply online via Facebook: MBASRRU, email: ckjan55@gmail.com, or Line ID: drchon

When to Apply

Surindra Rajabhat University’s academic calendar is based on a system of three trimesters – Trimester 1 (June - October), Trimester 2 (November - March) and Trimester 3 (April - May).

Admission process	Round 1	Round 2
	Dates	Dates
Application Period	May - June	September - October
Support Documents Submission Deadline	June	October
Notification of Eligibility for Entrance	June	October
Interview Examination Date	June	October
Announcement of Successful Candidates	June	October
Registration and Payment	June	October
Orientation	July	November
Instruction begins	July	November

Remark: The admission process may be subject to change.



Applicant qualification:

An applicant must have the following qualification;

1. Completed Bachelor’s level from an accredited institution.
2. Clear record of good behavior (criminal record)
3. Good physical health and mental health without any communicable diseases (exceptions may be made following the recommendation of a medical doctor)

Qualifying exam:

Interview based on business development concept organization management perspective including the topic research interest.

Note***

- Students who can provide the proofs of English test (TOFEL, IELTS, TOEIC, etc.) based on the requirement scores of the university will not have to take the English for Business Administration for Graduation subject.
- Foreign students must enroll in **Foundation of Thai Language** provided by the university and pass the requirement level.
- Languages use in teaching, including Thai and English.
- To take the thesis or independent study examination, students must pass the English test according to the university requirement levels. Students may attain the English Proficiency training provided by the university to prepare for the English test (students must pay for attending the training).

Tuition and Fees

This MBA tuition and fees provides insight into total costs associated with graduate programs at SRRU. All students are responsible for keeping up to date in paying tuition and student fees until the completion of their program.

Process	MBA Program
Application & Interview Fees	300 Baht
New Student Fees	2,200 Baht
Registration Fees	25,000 Baht/semester
Approximately Expenses of entire program for student (study plan 5 trimesters)	125,000 Baht

Remark: The aforementioned fees may be subject to change.



Curriculum and Study plan

A two-specialization MBA program designed to meet a dynamic demand and lead a rapidly changing business world.

Plan A: Thesis Plan

Plan A or Thesis Plan is for students who are strongly interested and committed to research. Through the process, students will be equipped with skills to identify a research gap in the existing literature, apply research methods to develop business models that assist in making business decisions, and provide sound business strategies/solutions. By the time of graduation, students are required to present their work in a published form.

Program structure for Plan A can be found below.

Pre-Courses	Non-credit
Required Courses	18 credits
Elective Courses	6 credits
Thesis	12 credits
Total (Not less than)	36 credits

Plan B: Independent Study Plan

Plan B or Independent Study Plan provides students with an opportunity to customize their MBA elective courses through 2 specializations; namely Global Strategy and Innovation in Business, which build deep expertise in emerging areas. Students will gain the practical knowledge through industry-related projects while conducting an independent study tailored to their goals and interests.

Program structure for Plan B can be found below.

Pre-Courses	Non-credit
Required Courses	18 credits
Elective Courses	12 credits
Independent Study	6 credits
Total (Not less than)	36 credits

How to assign advisors of thesis or independent study

Plan A, during 4 trimesters, students will prepare the brief proposal (15-20 pages) to present our MBA teams. Then, our teams will assign advisor for each student and announcement. For Plan B, students will prepare the brief study (10-15 pages) during 5 trimesters. After that, our teams will assign advisor and announcement.



Study Plan A and B

Year/Semester	Courses		Credits	
1/1	Information System Management for Graduate		3	
	English for Business Administration for Graduate		3	
	Entrepreneurship and Business Creation		3	
	Financial Management and Investment		3	
1/2	Modern Marketing Management		3	
	Sustainability Business Management		3	
	Seminar in Modern Business		3	
	Research Methodology for Management		3	
Management Major				
1/3	Plan A	Credits	Plan B	Credits
	International Business Management	3	International Business Management	3
	Creative Leadership	3	Creative Leadership	3
2/1	Thesis	6	Strategic Management for Competitiveness	3
			Digital and Electronic Commerce Business Management	3
2/2	Thesis	6	Independent Study	3
Tourism and Service Management Major				
1/3	Plan A	Credits	Plan B	Credits
	Creative Tourism Management	3	Creative Tourism Management	3
	Tourism and Service Innovation Management	3	Tourism and Service Innovation Management	3
2/1	Thesis	6	Community-based Tourism Management	3
			Logistic and Value Chain Management in Tourism	3
2/2	Thesis	6	Independent Study	3

Be ready pre-courses

While our MBA program is open to prospective students from any field of study, students are required to complete non-credit pre-courses. These pre-courses are to provide students with an essential academic foundation, preparing them for a smooth transition into the program, and allowing them time to be settled into a study life.



Information System Management for Graduate

Use of information technology for research studies. Research article. Use of networking system for information and data searching. Database management for academic presentation and transfer of academic work on the computer.

English for Business Administration for Graduate

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

Foundation in Business Administration

Concept and theories related to business administration. Business environment that affects business administration. Role and responsibility of business administrator in decision making, planning, organizing, leading, and controlling. Concepts of managing core business activities, including production, operation, human resource, finance, and marketing.

Be well-rounded required courses

The first phase of the program is the core curriculum. It is designed to broaden students' business perspective with the knowledge of accounting, economics, marketing, finance, logistic, hospitality, research methodologies, and management skills essential to achieve students' goals and discover new opportunities.

Entrepreneurship and Business Creation

Business format and methods of business operation. Characteristics and qualifications of entrepreneurs. Concepts and theories about entrepreneurship. Principles of business management. Business establishment. Searching for financial capital. Marketing management. Organization format. Concepts related to start-ups and business models. Business plans, as well as innovations in modern entrepreneurship. Incorporation of ethics and business ethics.

Financial Management and Investment

Tools for financial analysis and problems of financial management. Ratio analysis; cash flow projection; assets planning, capital investment analysis; the measurement of risks and cost of capital; and financial planning and control. The application of financial information to develop operational business strategy.

Modern Marketing Management

Modern marketing concepts and processes in marketing management. Modern management that includes analysis of marketing environment and identification of market opportunities. Target markets. Purchasing behavior and consumer behavior. Market



analysis. Planning, developing, and formulating of marketing strategies. Marketing innovation. E-commerce marketing.

Sustainability Business Management

Concept of sustainability business management. Principle and process of creating business sustainability. Planning, strategic formulation and development of business operation for sustainability. Managing sustainable business for stakeholders, community society and environment, such as sufficient economy, good governance. Managing business that leads to sustainable development and growth, as well as balancing profits human and earth.

Seminar in Modern Business

Integration of theory, concepts, principles in management under the framework of concepts and theories that are consistent with the topic of thesis or independent study. It aims to increase the skills in critical analysis and application of knowledge management. The decision to solve problems related to business administration. In a diverse and complex dimension in modern times.

Research Methodology for Management

Concepts and business research methods of both quantitative and qualitative research, research design and hypothesis, data collecting, analysis and implementation, ethics in research, research proposal, publishing, and application of research results in business areas.

Be specialized elective courses

During the second phase of the program, students are to select one area of the following specializations and challenge themselves through industry-related projects and an educational experience tailored to business challenges. The students will have the opportunity to integrate their knowledge and functional skills they have learned to solve real-world problems, work on hands-on projects, and expand their business exposure. Selected Plan A Students who wish to specialize in a specific area of study will be required to take a minimum of 6 credits (2 courses) in their chosen specialization. Selected Plan B Students will be required to take a minimum of 12 credits (4 courses) in their chosen specialization.

Management Major

Strategic Management for Competitiveness

Analyzing the environment to determine vision, mission, goals, and organizational strategy. Strategic management and competitive advantage. It focuses on how to formulate policies and strategies for implementation. As well as control and evaluation to achieve the goals set. Use case studies from the establishment and identify topics and issues of interest or current strategic business issues. Include the philosophy of sufficiency economy and innovation and strategic management.

Digital and Electronic Commerce Business Management

Digital and electronic commerce management concept. Organizing, planning and strategic implementation for managing digital and electronic commerce business. Technology concerning the security system and payment system. Legal framework for electronic commerce. Electronic marketing. The application of electronic commerce in various business activities to create business growth and competitive advantage.

Logistics and Supply Chain Management

An overview of logistics and supply chain management, determining the location, managing demands, planning for resources, controlling the flow of raw materials, controlling the merchandise, inventory management and raw material movement, distribution systems, transportation systems, planning, creation and control of transportation processes and materials handling.

International Business Management

Importance of international business, international business operation at present. Analysis of international business environment. Cross cultural management. International business strategy. Human resource management for international business. International marketing and finance. Entry to international market.

Creative Leadership

Leadership concept. Components of creative leadership, principles and theories of creative leadership. Developing creative leadership patterns. Developing successful business generated from initiative, individual motives and teamwork. Creative leadership case studies of successful business organizations.

Tourism and Service Management Major

Community-based Tourism Management

Local government systems, roles and relationship among the local, central, and popular sectors; checks and monitoring, styles of management, application of concepts in community-based tourism management and organizational changes, strategies for organizational changes and administrators' roles in community-based tourism management and organizational changes

Creative Tourism Management

Concepts of creative tourism. Importance, components, and classification of creative tourism. Trend of creative tourism. Managing creative tourism in cultural reservation, local wisdoms, tourism routes and creative tourism activity.

Tourism and Service Innovation Management

The course aims to develop conceptual understanding and integrated knowledge of a new service development process, particularly through technology. The process starts from analysis of existing elements of services offering and finds opportunity to integrated new services from a process of ideas disruption, then designing a new service and drawing attention through new experiences and new service marketing.

Logistic and Value Chain Management in Tourism

Principles, roles, specific features of tourism logistics; components, forms and types of tourism transportation management, transportation routes and schedules, schedule planning for transportation, transportation equipment, the relations between tourism supply chain and external bodies, communication and tourist transport, customer service and systematic tourism logistics management.

Be pragmatic

During Trimester 4 and 5 (if required), students are required to conduct research and write thesis/independent study to solve a business issue thoroughly.

Thesis

Analysis formatting thesis: writing research for publication include ethic of research project and operations research for build up new managerial knowledge in business management and present research methodology and ethics.

Independent Study

Study business research method emphasis significance and reason of design research process as identify the problem, set hypothesis, research framework, data collection, data analysis, report apply in business include design research framework repair writing report and research presentation as individual research in a student’s business field with advisor.

Evaluation and Graduation

1. Evaluation must be made for every course that students register in each semester.
2. Evaluation can be made during the semester by a test, report, assignment or any other means, and at the end of the semester by an examination or by any mean of examination suitable for each course.
3. Evaluation can be measured by symbols representing credit figures as follows:

Grade	Definition	Numerical Equivalent
A	Excellent	4.0
B+	Very Good	3.5
B	Good	3.0
C+	Fairy Good	2.5
C	Fair	2.0



Grade	Definition	Numerical Equivalent
D+	Poor	1.5
D	Very Poor	1.0
E	Fail	0
I	Incomplete	-
W	Withdraw	-
S	Satisfaction	-
U	Dissatisfaction	-

Graduation Regulations

Graduation of Master of Business Administration must have the following qualifications:

For Plan A (Thesis)

- having studied all required courses and having obtained a GPA of 3.00 out of 4.00
- having presented the thesis and pass the oral thesis examination by the Thesis Committee
- the Thesis or part of the Thesis being published in a journal or academic publishing or presented at an academic conference which has proceedings.

For Plan B (Independent Study)

- having studied all required courses, with the GPA of at least 3.00 out of 4.00
- having passed a comprehensive examination
- having presented the Independent Study and pass the oral examination by the Independent Study Committee
- the Independent Study having published in a journal or media or academic publishing or presentation in an academic conference.

Duration of Study

Students must complete all the requirements for the degree within 5 academic years from the date of enrollment. Any extension can only be made within the University regulation. The GPA of a student must not be lower than 3.00 from the total of 4.00

Our MBA teams

Assistant Professor Dr. Chonnatcha Kungwansupaphan

Email: ckjan55@gmail.com

Assistant Professor Dr. Ubonwan Suwannapussit

Assistant Professor Dr. Supang Nunta

Assistant Professor Dr. Chananya Wongsena Jongsiri

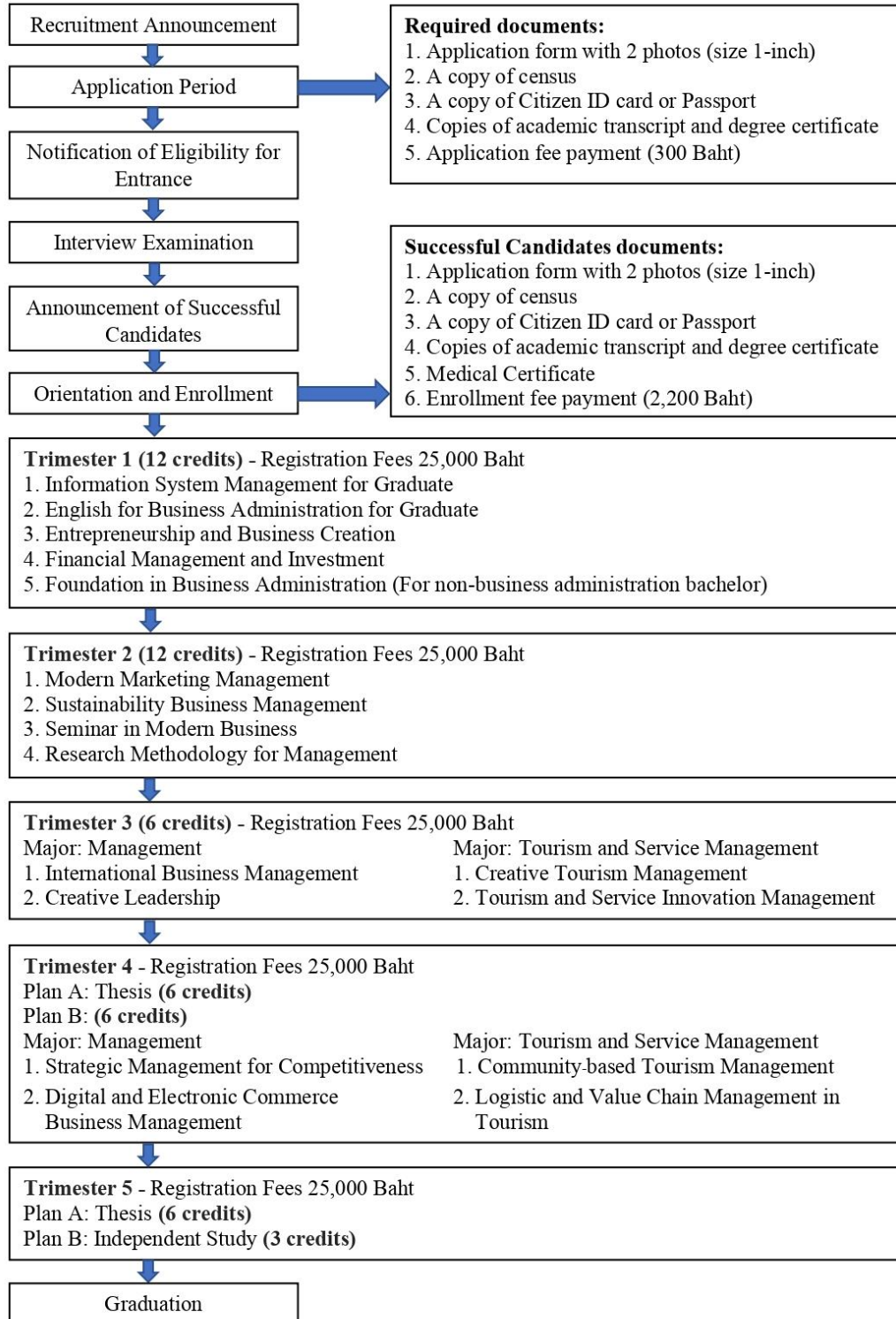
Dr. Peevara Parnitvitidkun

Our MBA Staff

Miss Wallapa Treekaew

MBA Flowchart

MBA Flowchart



Hear from our students

ศิษย์เก่า หลักสูตรบริหารธุรกิจมหาบัณฑิต (MBA)
มหาวิทยาลัยราชภัฏสุรินทร์

"MBA-SRRU was value in being exposed to new knowledge, a positive learning environment, and great assistance to an international student."



Ms. Le Thi Phuong Thao

current work position :
Digital Marketing Manager
(Kim Dental – The Largest Dental System In Vietnam.)

ศิษย์เก่า หลักสูตรบริหารธุรกิจมหาบัณฑิต (MBA)
มหาวิทยาลัยราชภัฏสุรินทร์

"MBA-SRRU provided me an opportunity to develop an insight of what is needed for career life, as well as gave me unforgettable memory and experiences."



Mr. Kunchseyla Ly
current work position :
entrepreneur Cambodia.

ศิษย์เก่า หลักสูตรบริหารธุรกิจมหาบัณฑิต (MBA)
มหาวิทยาลัยราชภัฏสุรินทร์

"MBA-SRRU provides education with high quality for students and have opportunities to experience with successful entrepreneurs."



Mr. Leapheng

current work position :
Assistant Operation Manager
(Riich Meco, Ltd) Cambodia.

Alumni Information of Master of Business Administration (MBA)
Surindra Rajabhat University

Name : Tokla Moeut (ตุลา เมือต)

Having a chance to study at SRRU is my great opportunity.

and this opportunity provides me so much wonderful things. I am so interested in each subject. Moreover, the professors, and the staff are so kind, helpful and friendly.



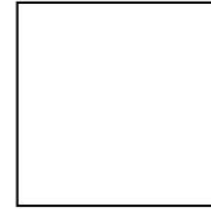

Tokla Phum Vathana (ตุลา)

FACEBOOK: TOKLA PHUM VATHANA

CURRENT WORK POSITION:
TEACHER (PUBLIC SCHOOL)
HUN SEN WAT SVAY HIGH SCHOOL



Application Document



**Application Form for Graduate Study
Surindra Rajabhat University**

- Course: Master of Business Administration (M.B.A)
 :Interested major Business Management
 Tourism and Service Business
 Doctoral of Business Administration (D.B.A)

Semester 1st 2nd Year

Title: Mr. Ms. Mrs.

First name.....Family name

Date of birth..... Age years Religion.....

Nationality..... Identification no./passport no.

Current address.....

.....Post code.....

Mobile phone.: E-mail :

Line :Facebook : Wechat :

Bachelor’s degree background

 : Field of Study

 Faculty.....

 Institution.....GPA.....

 Country.....

English proficiency score:

- TOEFL..... • IELTS..... • Others (specify).....



Submit of documents for application

- 1. Application form affixed with 1-inch photo and complete information
- 2. 3 photos (size 1 inch) without a hat and wearing dark glasses, taken less than 6 months
- 3. A copy of ID card (and certificate of name-surname change in case of name-surname in the document does not match)
- 4. Copies of degree certificate, academic transcripts at the bachelor's or master's degree or certificate which indicates that one will graduate.
- 5. English language pass result (if any)
- 6. A receipt of application fee 300 Baht for MBA Program, and 500 Baht for DBA Program.

(Note: For documents that are copied, the applicant must certify all documents by himself/herself)

I hereby certify that the evidence and documents The documents used in the above application are valid documents.

Signature.....

Date...../...../.....

Contact information

MBA Program

Faculty of Business Administration, Surindra Rajabhat University.

186 Moo 1, Surin-Prasart Rd., Nokmuang Subdistrict, Muang District, Surin 32000, Thailand.