

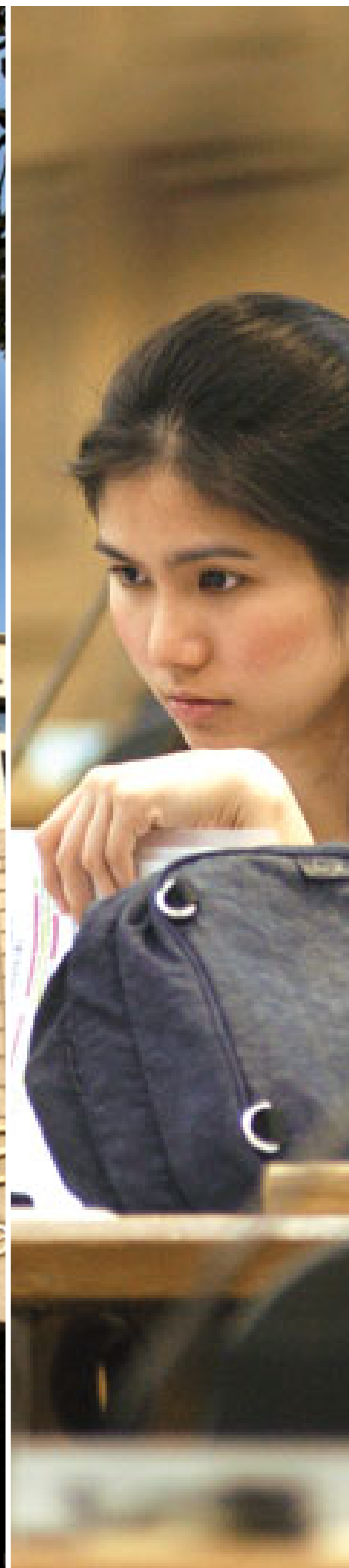


Sharpening Minds, Shaping Leaders
since 1982

Master of Business Administration

Full-time Program

MBA 2007



VISION

To be at the forefront of graduate management study in the Asia Pacific region and among leading international institutions of management education

MISSION

To provide graduate study and opportunities for lifelong learning of the highest order of excellence, emphasizing knowledge creation and the practice of management, with an Asian perspective

VALUES

Teamwork and leadership guided by wisdom, integrity and social responsibility

PHILOSOPHY

ปัญญา โลกภูมิ ปะชฺไคโต อุตตํานํ ทมยฺนติ ปญฺหิตตา
ปัญญาเป็นแสงสว่างรุ่งเรืองในโลก บัณฑิตทั้งหลายย่อมดัดฝึกตน

Wisdom is the guiding light;
Graduates must compel themselves to lifelong learning
(Given by the Supreme Patriarch, September 15, 1983)

LEARNING OBJECTIVES

- Analytical, decision-making and creative skills
- Self-reliance and entrepreneurship
- Teamwork and leadership
- Effective communication, presentation and negotiation skills
- Corporate ethics, social responsibility, and environmental sustainability
- Awareness of cultural diversity

STRATEGIC OBJECTIVES

- Cooperation with renowned international institutions to implement the latest developments in curriculum and management practice, including national and regional diversities
- Excellence in intellectual contributions to the practice of management while maintaining teaching excellence
- Innovative programs in management education
- Collaboration with the public and private sectors to shape policies that reflect the changing global environment

>> CONTENTS

1	Message from the Director
2	Sasin Graduate Institute of Business Administration of Chulalongkorn University
4	Curriculum
13	The Teaching - Learning Experience
16	Student Life at Sasin
20	Careers: Success after Sasin
22	Placement: Career Planning Services
24	Sasin Alumni Network
25	The Learning Center: Facilities and Services
27	Academic Resources
28	Information for International Students
30	Admissions
33	Visiting Sasin
34	Sasin Administration

MESSAGE FROM THE DIRECTOR



>> In a business environment that has become more and more competitive – where national borders are of less concern – it is clear that the ASEAN region as a whole has a pressing need for sophisticated business leaders. These regional leaders must be wholly qualified to deal successfully with rapid and far-reaching changes, including the rapid development of information technology currently fueling global business.

Sasin develops business administration graduates with the knowledge and analytical skills needed to take effective charge of the new economy. The Sasin MBA program continues to be reckoned as the first in Thailand and in the top rankings in the ASEAN region. Teaching is by case-study, balanced with lectures, seminars and group work, all of which emphasize the application of theoretical training to the practical problems managers face today and are most likely to face in the future.

For over twenty years, the Sasin MBA program has been stressing four fundamental management skills: communication, decision-making, leadership, and teamwork.

To enhance the cross-cultural experience so necessary for success in today's global economy, Sasin has established exchange programs with 18 institutions in the United States, Canada, Great Britain, France, Germany, the Netherlands, Italy, Japan, Korea and Australia.

Convinced that modern management education must take root in its home soil, Sasin provides management education that is both relevant and Asian! We cordially invite you to consider the Sasin MBA program with all its resources, challenges and opportunities.

Thank you

PROFESSOR TOEMSAKDI KRISHNAMRA
Director of Sasin

SASIN GRADUATE INSTITUTE OF BUSINESS ADMINISTRATION OF CHULALONGKORN UNIVERSITY

ABOUT SASIN

The Graduate Institute of Business Administration (GIBA) of Chulalongkorn University was established by Chulalongkorn University as an independent institution of higher education in 1982. The name "Sasin" was graciously bestowed by His Majesty King Bhumibol Adulyadej of Thailand on the occasion of His Majesty's 60th Birthday on December 5, 1987, and so, GIBA became Sasin.

Sasin's development has fulfilled the expectations of its founders whose vision was to establish "an educational institute of the highest order of excellence." Sasin is the first graduate management program in Thailand taught completely in English, and continues to produce graduates completely comparable in knowledge and skills to those graduating from other leading business schools in the world.

WHAT'S IN A NAME?

Faculty, staff and students alike take tremendous pride in the name "Sasin" because His Majesty King Bhumibol Adulyadej of Thailand graciously bestowed it on the Graduate Institute of Business Administration (GIBA), on his 60th Birthday, December 5, 1987. The name "Sasin" comes from two Sanskrit words: Sasa and Indra. Sasa, meaning "rabbit" also represents His Majesty's birth year in the Thai 12-year astrological cycle. Indra means "chief." Thus "Sasin" literally means "King of the Rabbits." The academic center was simulta-



neously renamed the "Sasa Patasala Building" and its residential hall became "Sasa Nives" or "Sasa International House." More recently, His Majesty named Sasin's new recreation center, built to commemorate its 20th anniversary, as "Sasabol" Health and Recreation Center.

THE FOUNDING PARTNERSHIP: CHULALONGKORN UNIVERSITY, KELLOGG AND WHARTON

Sasin was found by Chulalongkorn University with the support and collaboration of the Kellogg School of Management and the Wharton School.

This Chulalongkorn-Kellogg-Wharton management education collaboration pioneered the use of world-class visiting professors, complemented by full-time Sasin faculty and other experts in Southeast Asia.

"The partnership between the Kellogg School and Sasin is the model for business schools around the world. Moreover, our relationship is built on the mutual belief that academic leadership has no geographical boundaries in this global society. Our sharing of faculty and exchange of students over the years has produced many leaders of business, government and education throughout Thailand, Asia and the United States."

PROFESSOR DIPAK C. JAIN
Dean,
Kellogg School of Management,
Northwestern University



CHULALONGKORN UNIVERSITY

The Sasin Graduate Institute of Business Administration is located on the campus of Chulalongkorn University, the oldest and best known university in Thailand. Founded in 1917 by H.M. King Vajiravudh (Rama VI), the university was named as a tribute to His Majesty's royal father, H.M. King Chulalongkorn (Rama V). Since its inception, the university has maintained the excellence of its academic standards. Chulalongkorn University, with a student population of approximately 30,000, is now a university encompassing eighteen faculties and many schools, institutes and projects. The enthusiastic, respected, high-profile teaching staff and specialists offer 450 programs in four main areas of study: health sciences, science and technology, social sciences, and humanities. Among these are 59 international programs at undergraduate, graduate diploma and postgraduate levels.

The Chula campus covers 456 acres in the heart of Bangkok, the capital of Thailand. The campus is within easy reach of the major business and financial district, government offices, city parks, shopping arcade, the National Stadium, and Chulalongkorn Hospital, home of the Chulalongkorn University Medical School.

CURRICULUM

EAST MEETS WEST THE BEST OF BOTH WORLDS

>> Sasin's MBA program develops business administration graduates with the knowledge and analytical skills necessary to take effective charge of the new economy. The program stresses four fundamental management skills: communication, decision-making, leadership, and teamwork.





Sasin's MBA program is a full-time, 2-year program taught by visiting professors from Kellogg, Wharton and other world-class programs, as well as by Sasin's full-time faculty and other business experts in Thailand and Southeast Asia.

Sasin MBA students represent the very best minds in Southeast Asia. Many go on to become successful entrepreneurs, or to assume leadership positions in major multinational corporations, in consulting firms, or in government.

The MBA curriculum provides students with a comprehensive management education emphasizing entrepreneurial spirit, applied practical learning, and the integration of business and society. In all, the MBA program consists of 25 courses (76.5 credit hours), including 12 core courses and 13 electives. Students are also required to successfully complete at least one Action Learning course (see details on action learning).

PRE-PROGRAM ACTIVITIES

The Sasin MBA program starts with an exciting set of orientation activities attended by all incoming students. CIM and MBA Conference are designed to prepare students for the rigorous academic challenges of the program, to maximize networking opportunities among classmates, faculty, current students, and alumni, and to begin the team building process.

Conceptual Issues in Management (CIM)

Students will first meet as a class at Conceptual Issues in Management (CIM) held at the Sasa Patasala Building. CIM features presentations on topical management issues in Southeast Asia. Guest speakers include distinguished Thai business people, Sasin faculty, as well as Kellogg, Wharton and Sasin alumni. CIM provides new MBA students with all the information needed to get the most out of their time at Sasin. CIM includes

a video-conference with the Dean of Kellogg, an introduction to Sasin administration and faculty, a program and course overview, a briefing on Sasin's IT facilities, an introduction to the case study method, and several social activities.

MBA Conference

MBA Conference is an orientation held early in each new academic year which includes leadership and team-building activities to help students strengthen their relationships with each other and to maximize their networking opportunities with Sasin alumni. This fun-filled field trip is usually held right after CIM early in each new academic year.

Preparatory Study

A preparation course in Accounting is designed for students who worry that they have insufficient background. A condensed review of the subject prepares them for the requirements of the upcoming course work. This course runs for 12 hours over 2-4 days.

MBA CIM
MBA Conference
MGMT D30 Fundamentals of Management Analysis and Communication
Introduction to Accounting

- Module 1 ○ Accounting for Decision Making
○ Microeconomic Analysis
- Module 2 ○ Statistical Methods for Management Decisions
○ Finance 1
- Module 3 ○ Business Strategy
○ Macroeconomic Analysis for Management
- Module 4 ○ Marketing 1
○ Operations Management
- Module 5 ○ Leadership in Organizations
○ Research Methods in Marketing
- Module 6 ○ Elective 1
○ Elective 2

Course scheduling subject to change

"Sasin bases its MBA program on five-week modules in which students usually take two courses in a busy 4-day-a-week schedule. This is very intensive. In the third week we have mid-term exams and two weeks later the final exams. But it is this compressed schedule that encourages students to plan their studies well and manage their time effectively, Mastering planning and time management are chief requisites of every executive in today's fast paced competitive marketplace."

BANCHA CHUMCHAIVATE

Class of 1997, Senior Consultant, MCOT Pcl.

1st YEAR COURSES

The first year curriculum – developed in conjunction with Kellogg – emphasizes development of general management skills and provides the foundations for the program. It provides students with a solid foundation in the functional areas of business that will prepare them for more advanced study at the elective level during the second year. Core courses in management analysis and communication, economics, financial accounting, quantitative methods, business strategy, marketing, finance, organizational structure and operations management prepare students to think critically about business issues in subsequent elective courses. Students must complete 11 core courses and 2 electives during their first year.

MBA CORE COURSES

Accounting for Decision Making

This course is designed to acquaint students with the process used to construct financial reports of organizations. The objective is to understand the decisions that must be made in the financial reporting process and to develop the ability to evaluate and use accounting data. Emphasis is placed on understanding the breadth of accounting measurement practices and on being able to make the adjustments necessary for careful analysis. The course highlights the linkages between accounting information and management planning, decision making and control.

Business Strategy

Strategy is the set of objectives, policies and resource commitments that collectively determine how a business positions itself to create wealth for its owners. This course introduces students to principles and conceptual framework for evaluating and formulating business strategy. Topics covered in the course include the boundaries of the firm, the analysis of industry economics, strategic positioning and competitive advantage, and the role of resources and capabilities in shaping and sustaining competitive advantages.

Finance 1

This course studies the effects of time and uncertainty on decision making. Topics include basic discounting techniques, stock and bond valuation, capital budgeting under certainty and uncertainty, asset pricing models and efficient markets.

Fundamentals of Management Analysis and Communication

This course focuses on building skills in communication and interpersonal interactions within a management context. In addition to developing students' quantitative skills (including basic spreadsheet analysis), this course analyzes communication climates and develops strategic communication plans within an organization. Various experiential activities, case studies and simulations are used throughout the course to give students practical experience in applying the concepts and theories studied.

Leadership in Organizations

This course provides students with the social science tools needed to solve organizational problems and influence the actions of individuals, groups and organizations. It prepares managers to understand how to best organize and motivate the human capital of the firm, manage social networks and alliances, and execute strategic change. This is accomplished through knowledge of competitive decision making, reward system design, team building, strategic negotiation, political dynamics, corporate culture and strategic organizational design.

Macroeconomic Analysis for Management

This course provides students with a simple but rigorous analytical framework to understand and evaluate international macroeconomic events and their consequences. Actual macroeconomic examples from around the world will be used extensively throughout the course which is divided into three parts. Part 1 introduces the basic macroeconomic framework, the four key markets (labor, goods and services, assets, and exchange rates) needed to understand the international or open economy macroeconomic equilibrium and the determination of equilibrium output, employment, interest rates, and exchange rates. Part 2 focuses on economic indicators and policy issues. Part 3 discusses long-term economic growth and other topical issues.

Marketing 1

This course takes an analytical approach to the study of the marketing problems of business firms and other types of organizations. Attention focuses on the influence of the marketplace and the marketing environment on marketing decision making; the determination of the organization's products, prices, channels, and communication strategies; and the organization's system for planning and controlling its marketing effort.

Microeconomic Analysis

Among the topics this core course addresses are economic analysis and optimal decisions, consumer choice and the demand for products, production functions and cost curves, market structures, pricing and non-price concepts. Cases and problems are used for an understanding of the economic tools and their potential use for solving real-world problems.

Operations Management

This course aims to provide students with a framework for understanding how to gain competitive advantage through operations by establishing a link between business strategy, operational capabilities and operations structure. A process view of operations is developed during the course and used to analyze key operational decisions in the management of capacity, cycle time, supply chain and quality. The course also covers developments such as lean operations, time based competition and business process reengineering.

Research Methods in Marketing

This course considers the gathering of marketing-related data from individuals and organizations, with particular emphasis on integrating problem formulation, research design, questionnaire construction, and sampling to yield the most valuable information. Also studied are the proper use of statistical methods and the use of computers for data analysis.

Statistical Methods for Management Decisions

Topics included in this course are two population hypothesis testing, correlation, simple and multiple regression analysis, and qualitative variables. Extensive use of statistical analysis software is required. Applications of the material as well as several case studies will be covered.

Strategy in Domestic and International Business

An integration of the preceding courses through the study of strategy formulation, implementation functions, and responsibilities of top-level management. The topics addressed include the concept of corporate strategy, competitive strategy, analytical methods for evaluating strategy, key corporate decisions, the design of formal organizational structure planning and control systems, reward and sanction systems, the selection and training of key personnel, and the leadership role of the chief executive officer. Cases and readings are drawn from a variety of organizations.



Module 7 ○ Elective 1
 ○ Elective 2

Module 8 ○ Elective 1
 ○ Elective 2

Module 9 ○ Elective 1
 ○ Elective 2

Module 10 ○ Strategy in Domestic and International Business
 ○ Elective 1

Module 11 ○ Elective 1
 ○ Elective 2

Module 12 ○ Elective 1
 ○ Elective 2

Course scheduling subject to change

"After completing the two-year program, I can say that the quality and character of people that administer, teach, and attend Sasin equal the best anywhere in the world.

If you are looking for a quality learning experience, with excellent instruction and with classmates who are cohesive, hard-working and intelligent, then Sasin will definitely be a valuable and enjoyable experience for you."

CHARLES A. PARSONS II
 MBA Class of 1998,
 President, Parsons Globe

2nd YEAR COURSES

During their second year, students will complete the final required core course, **MGMT D52 Strategy in Domestic and International Business**, and have the freedom to select courses in one or two specific areas of concentration to prepare themselves for their chosen careers.

AREAS OF CONCENTRATION:

- Entrepreneurship
- Finance
- International Business
- Marketing
- Strategic Management

ACTION LEARNING

Sasin coursework combines theory with practice. Studying at Sasin extends beyond the classroom and coursework. Students must learn how to understand the best practices as well as to translate their knowledge and skills into action. All students are required to successfully complete at least one Action Learning course. These courses provide students with the opportunity to work directly on real, current, business situations. The following courses are designated as Action Learning.

- Entrepreneurship and New Venture Formulation
- Management Consulting Practices
- New Venture Practicum



Electives vary from year to year. The following courses have been offered during the last two years.

Accounting

- Managerial Accounting

Entrepreneurial Studies

- Entrepreneurial Finance
- Entrepreneurial Marketing Practicum
- Entrepreneurship and New Venture Formulation
- New Venture Practicum

Finance

- Entrepreneurial Finance
- Finance 2
- Financial Decisions
- Financial Planning and Governance
- International Finance
- Investment

Law

- Business Law

Management and Organizations

- Leadership and Business Ethics
- Management of Organization Change
- Negotiation
- Corporate Social Responsibility

Management and Strategy

- Competitive Strategy and Industrial Structure
- Formulating Competitive Directions
- Information Technology
- International Business Strategy
- Management Consulting Practices
- Pricing Strategies
- Strategic Management of Technology and Innovation

Marketing

- Consumption and Marketing
- Entrepreneurial Marketing Practicum
- Marketing Policy
- Multicultural Marketing
- Planning and Implementing Marketing Programs

Operations Management

- Logistics and Supply Chain Management
- Spreadsheet Modeling for Managerial Decisions

SASIN-SCHULICH SCHOOL OF BUSINESS DUAL DEGREE PROGRAM

This dual degree program is offered in cooperation with the Schulich School of Business, York University, Toronto, Canada. The two-year program aims to prepare MBA graduates of both schools, Sasin and Schulich, for careers in international business requiring knowledge and experience in global thinking.

CURRICULUM

The program consists of two phases. In phase 1, The Sasin Phase, students must satisfactorily complete 13 courses (40.5 credits) during their first-year of studies at Sasin (see details on pages 6-8) to be eligible to enter phase 2, The SSB Phase, at York University. By satisfactorily completing both phases of the program, students will be awarded an MBA degree by Sasin and an MBA degree by SSB.

Study in Thailand

Preparatory course in Accounting, and the MBA Orientation (including CIM Week and MBA Conference) will be offered prior to the start of MBA studies. Students must complete the following required 11 courses (34.5 credit hours) and 2 electives (6 credit hours).

YEAR 1 (Study in Thailand at Sasin)

Core Courses 34.5 credits

Accounting for Decision Making

Business Strategy

Finance 1

Fundamentals of Management Analysis and Communication

Leadership in Organizations

Macroeconomic Analysis for Management

Marketing 1

Microeconomic Analysis

Operations Management

Research Methods in Marketing

Statistical Methods for Management Decisions

Elective Courses 6 credits

Study in Canada

During the second-year, students must successfully complete

- SGMT 6000.03 Strategic Management (3-credit-hours)
- MGMT 6100.03 Strategy Field Study (3-credit-hours)

and at least 24-credit-hours of elective courses at Schulich to fulfill graduation requirements. Students may start their second-year MBA courses at Schulich either in the Summer or the Fall Term. The normal full-time load is 9.0 to 15.0 credit-hours per term.

YEAR 2 (Study in Canada at Schulich)

Required Courses 6 credits

Strategic Management

Strategy Field Study

Specialized Courses and Electives 24 credits

Descriptions:**Dual Degree Required Courses**

- **Strategic Management**

This course examines business and corporate strategy. The focus is on strategic management, the process of choosing and defining purposes and objectives, formulating and implementing a viable strategy and monitoring strategic performance. It deals with organization in its totality and demonstrates how and why the various functions of business are interdependent and need to be coordinated if the organization is to perform effectively. The course elaborates on the applicability of the strategic management discipline to a variety of sizes and types of organizations.

- **Strategy Field Study**

Directed by a panel of three faculty advisors (of whom one is the Chair for a group's project), this course takes the form of a six-month

study of an actual organization by a group of six to eight students. It requires the comprehensive description and evaluation of a large or small, profit-seeking or nonprofit, entrepreneurial or mature, service or manufacturing, domestic or international organization, together with appropriate recommendations for improved performance. The main purpose of the strategy study is to provide an opportunity to develop a thorough understanding of the environment, markets, technology and operations of a real organization. Students apply and integrate knowledge and skills acquired throughout the curriculum and further develop their skills in working productively in a team. At the conclusion of the study, students must make a final report to the organization's senior management team which includes appropriate recommendations for improved performance.

ADMISSIONS

Applicants for the Sasin-SSB dual degree program must indicate that they wish to be considered for the dual degree program when they apply to the Sasin MBA program. Normally, at most 2 (two) students will be admitted to the dual degree program each year. The Sasin-SSB admission criteria are the same as those for the Sasin MBA program with the following additional conditions:

- Scores on the Graduate Management Admission Test (GMAT) of no less than 600;
- Scores on the Test of English as a Foreign Language (TOEFL) of no less than 250 (or 600 on paper-based test)

TUITION AND FEES

Tuition and fees must be paid as follows:

- Year 1, students register for the courses and pay the applicable fees at Sasin. See details on page 36.
- Year 2, students register for the courses and pay the applicable fees to Schulich in Canadian dollars. Details can be found on the Schulich website: www.schulich.yorku.ca. Up to 2 scholarships of Cdn\$ 10,000 each will be available for suitably qualified students in the dual degree while they are in the SSB Phase, at Schulich.



THE TEACHING LEARNING EXPERIENCE

>> All courses emphasize learning from practical experience as well as from business theories.

The program operates on a five-week module system. Twelve modules are offered during the two-year program. Most courses run over a single module, some use two consecutive modules. Students usually take two courses per module.

Class Meeting

Classes are normally scheduled Tuesday through Friday. Occasionally make-up classes may be held at other times. Regular class attendance is required—students are expected to attend all sessions of courses for which they are registered and will be allowed to take examinations only if they satisfy an 80% attendance requirement. In addition, students should expect to spend at least 15 hours per week in out-of-class study.

Working as a Team

Teamwork is an important part of the course and students spend most of the time together in study, social and extra-curricular activities. Many class projects are assigned to groups of students, rather than to individuals, and require significant TEAMWORK. MBA students typically form groups of five to seven members with diverse academic and/or professional backgrounds. Through the program, students learn how to work effectively with others, enhance their skills



in working as part of a team, and develop personal friendships and life-long networking.

Teaching Style

All courses emphasize learning from practical experience as well as from business theories. Teaching methods include lectures, case studies, simulation, field studies and guest lectures.

Much of the teaching involves case discussions or experiential activities where students express their own experiences and opinions. Case studies provide students with real-life

business problems to analyze and discuss in class. Teamwork, group assignments, participation in class discussions are strong features of the Sasin MBA.

WORLD-CLASS FACULTY

Faculty members teaching on the Sasin program are internationally qualified with a global perspective in management education. They are drawn from the Kellogg School of Management of Northwestern University, the Wharton School of the University of Pennsylvania, and other world-class programs, complemented by full-time Sasin faculty, adjunct business professionals, and other leading experts on business in Thailand and Southeast Asia.

Accounting**DeProphetis, Peggy**

*The Wharton School,
University of Pennsylvania,
Ph.D., University of
Pennsylvania, CPA*

Finn, Mark M.

*Kellogg School of Management,
Northwestern University,
Ph.D., Cornell University*

Decision Science**Deshmukh, Sudhakar D.**

*Kellogg School of Management,
Northwestern University,
Ph.D., University of California,
Berkeley*

Schmedders, Karl

*Kellogg School of Management,
Northwestern University,
Ph.D., Stanford University*

Economics**Fershtman, Chaim**

*Eitan Berglas School of Economics,
Tel Aviv University,
Ph.D., The Hebrew University*

Kihlstrom, Richard E.

*The Wharton School,
University of Pennsylvania,
Ph.D., University of Minnesota*

Suthiwart-Narueput, Sethaput

*S.V.P.-Research Division,
The Stock Exchange of Thailand
Ph.D., Yale University*

Finance**Braun, Phillip Andrew**

*Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., University of Chicago*

Gorman, Larry R.

*California Polytechnic State
University,
Ph.D., Northwestern University*

Kitsabunnarat, Pattanaporn

*Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., University of Wisconsin*

Limpaphayom, Piman

*Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., University of Rhode Island*

Nagarajan, Nandu J.

*Katz Graduate School of Business,
University of Pittsburgh,
Ph.D., Northwestern University*

Ofer, Aharon

*Kellogg School of Management,
Northwestern University
Ph.D., University of Pennsylvania*

Sarajoti, Pattarake

*Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., George Washington
University*

Saraniti, Brett A.

*Hawaii Pacific University,
Ph.D., Northwestern University*

Surapaitoolkorn, Wantanee

*Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., Imperial College of Science,
Technology and Medicine,
University of London*

Law**Punyashthiti, Kanich**

*Faculty of Law,
Chulalongkorn University,
LL.M., Harvard University,
University of Michigan, and
The Catholic University Leuven*

Management and Strategy**Cheosakul, Adith**

*Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., The City University of New York*

Douglas, Evan J.

Brisbane Graduate School
of Business,
University of Technology,
Ph.D., Simon Fraser University

Feddersen, Timothy

Kellogg School of Management,
Northwestern University,
Ph.D., University of Rochester

Oreal, Serge

Rennes International Business
School,
Ph.D., Northwestern University

Parniangtong, Sathit

Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., University of Wisconsin

Tiffany, Paul A.

The Wharton School,
University of Pennsylvania,
Ph.D., University of California,
Berkeley

Management Communication**Chavanich, Karen**

Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
MS, Boston University,
MBA (Executive),
Sasin Graduate Institute of
Business Administration,
Chulalongkorn University

Pas, Kenneth L.

Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
MA, Northern Illinois University,
MBA (Executive),
Sasin Graduate Institute of
Business Administration,
Chulalongkorn University

Powtong, Rochelle M.

Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
MA, Michigan State University

Management and Organizations**Galinsky, Adam**

Kellogg School of Management,
Northwestern University,
Ph.D., Princeton University

Phornprapha, Sarote

Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., University of Surrey

Roongrerngsuke, Siriyupa

Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., University of
Southern California

Yun, Melanie Billings

Ph.D., Harvard University

Marketing**Eyal, Maoz**

Hebrew University of Jerusalem,
Ph.D., Northwestern University

Fenwick, Ian David

Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., London School of Business

Jain, Dipak C.

Dean, Kellogg School of Management,
Northwestern University,
Ph.D., University of Texas

Jindahra, Pavitra

Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., Carnegie Mellon University

Kongsompong, Kritika

Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., Thammasat University

Maesincee, Suvit

Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., Northwestern University

Nuttavuthisit, Krittinee

Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., Northwestern University

Operations Management**Krabuanrat, Tanasak**

Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., City University Business School

Pongpanich, Chaipong

Sasin Graduate Institute of
Business Administration,
Chulalongkorn University,
Ph.D., University of Cambridge

Guest Speakers

Balancing theory and practice is characteristic of Sasin. MBA Students can benefit from Sasin's close ties with the business community by attending the extra-curricular guest speaker series. Sasin regularly invites CEOs from private, public and nonprofit organizations and high-ranking government officials to present their views on current business, economic, and social issues.

STUDENT

LIFE AT SASIN ENJOYING THE MBA EXPERIENCE

>> Sasin MBA students are highly motivated. They come to Sasin with diverse backgrounds, varying educational aims and career objectives. Some of these students have more business experience, while others have unique professional experience that bring a rich and varied perspective to the learning environment. Sasin students create a cooperative environment by supporting each other and working together to achieve excellence both academically and professionally. The common thread among students is the sense of TEAMWORK.



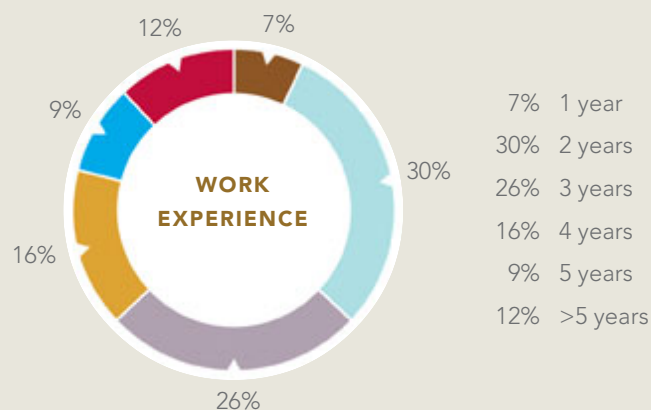
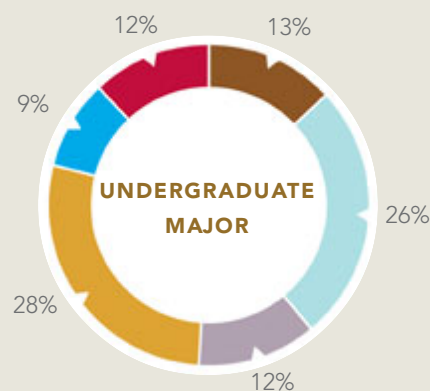
MEET YOUR MBA CLASS – FRIENDS FOR LIFE

The individual students who make up the Sasin MBA student body are confident, intelligent, energetic, creative and well-connected in Thailand and Southeast Asia. But as a group, they are family.

STUDENT PROFILE

- 53% Female
- 47% Male
- 13% International students*
- 9% Students with advanced degrees
- 36% Students with degree outside Thailand
- 100% Students with full-time work experience (average 3.4 years)
- Average age 26

* Countries represented typically include: Canada, China, India, Japan, Norway, the Philippines, Switzerland, Taiwan, the U.K. and U.S.A.



"If I were to describe my experience at Sasin in two words, they would be "busy" and "family". Not only are the classes compressed into fast-paced, five-week sessions, there are plenty of extra curricular activities to enjoy as well (e.g. career functions, sports, and social gathering). Rarely do I see a fellow student with nothing to do. To cope with this daily chaos, we quickly establish a genuine bond that can be cherished well beyond our time at Sasin."

CHATRI SABADO SRIVICHIT
MBA Class of 2004



BEYOND THE CLASSROOM

Leadership Opportunities

Extracurricular activities are an integral part of the Sasin educational experience. Student activities personalize and broaden the educational experience of the classroom through the development of interpersonal skills, leadership and career-related learning. Sasin offers extensive programs in professional development, academic enrichment and social interaction. Outreach groups also organize non-career-related activities and community service events.

Sasin Student Council

The Sasin Student Council is a student-run committee whose role is to advise on academic affairs, and implement extra-curricular activities and social networking. The Sasin Student Council governs student affairs, represents student interests, and promotes their relationships with the School and external organizations.

Traditional annual social events organized by the Student Council include:

- Wai Kru Day (Teacher's Day Ceremony)
- Welcome Party for New Students

- Sports Day
- Graduation Party
- Sasin Family Rally
- Halloween Party
- Social Outreach and Charitable Activities
- Sasin Golf Tournament
- Sasin Games

GLOBAL OPPORTUNITIES

Bringing the World to Sasin MBA, and Sasin MBAs to the World

International Student Exchange Programs

Sasin recognizes that to effectively prepare students to become successful business leaders, it is essential to integrate substantial international exposure and content into the MBA program. This is why Sasin offers students the opportunity to learn about global business practices and develop their international contacts for future business networking through exchange programs with leading business schools in North America, Europe and Asia. Each year, approximately 35-40 full-time MBA students spend one quarter/semester abroad on exchange programs. The program also attracts exchange students to Sasin every year. Incoming exchange students work closely with their Sasin colleagues in class activities, providing further opportunities for cultural exchange and international networking.

Current affiliations include:

AUSTRALIA

- Brisbane Graduate School of Business, Queensland University of Technology

CANADA

- The Schulich School of Business, York University

ENGLAND

- Manchester Business School, The University of Manchester

FRANCE

- Ecole Supérieure des Sciences Economiques et Commerciales (ESSEC)
- Ecole des Hautes Etudes Commerciales (HEC)
- IAE d'Aix en Provence

GERMANY

- WHU Koblenz-Otto Beisheim Graduate School of Management
- Leipzig Graduate School of Management

ITALY

- Bocconi University

JAPAN

- Graduate School of Management, International University of Japan

KOREA

- KAIST Graduate School of Management

THE NETHERLANDS

- Rotterdam School of Management, Erasmus Graduate School of Business

U.S.A.

- Kellogg School of Management, Northwestern University
- The Wharton School of the University of Pennsylvania
- The Fuqua School of Business, Duke University
- The Kenan-Flagler Business School, University of North Carolina at Chapel Hill

- The Marshall School of Business, University of Southern California
- Samuel Curtis Johnson Graduate School of Management, Cornell University

BUSINESS PLAN COMPETITION

Each year students are selected to represent Sasin at various business plan competitions.

The Bangkok Business Challenge

is a business plan competition, held in Bangkok, to simulate the real-world process of raising venture capital and creating a practical business plan. Competitors are required to present ideas for a new business, develop the idea into a business plan and present the plan to a panel of entrepreneurs, venture capitalists, businessmen and other professionals.

The Asia Moot Corp is the premier intercollegiate business plan competition in the Asia Pacific region. The winner from the Asia Moot Corp is eligible to compete in the Global Moot Corp at the University of Texas at Austin. The program intends to launch new companies, build entrepreneurship curricula for business education, generate teaching tools and methodologies, and expand the role and scope of entrepreneurial studies both nationally and internationally.

L'ORÉAL e-Strat Challenge is an online business strategy simulation involving student teams from all over the world. Qualifying teams go on to write a business plan, and teams getting to the finals participate in a business plan presentation exercise.

"Words alone cannot describe the remarkable experience we all had at Sasin. We not only gained vast knowledge and experience, but also a whole bunch of wonderful friends who we will cherish for the rest of our lives. Our two years together have gone extremely fast, but the memories of what we had will stay forever."

KONGPAN PRAMOJ NA AYUDHYA

MBA Class of 2000,

Business Development Director, Gaysorn Property Co., Ltd.

"As aspiring entrepreneurs, an opportunity to learn from and to test our skills in new venture business plan competitions was simply irresistible. The experiences gained were invaluable for our future endeavours and only served to augment what we had learnt from the Sasin classrooms. Through presenting our ideas to, and receiving frank feedback from, distinguished judges (who are all prominent business people in their own right), we became competent in creating a credible business plan and in refining that plan to appeal to differing audiences at both regional and global levels. Above all, we learnt the true meaning of teamwork - by that, I do not mean only our four-member PharmaSilk team, but the larger Sasin team."

NICK PISALYAPUT

MBA Class of 2003, Managing Director, Baan Lakkhet Co., Ltd.



CAREERS

SUCCESS AFTER SASIN

>> Name a major multinational and you'll find a Sasin MBA alumnus! Check out the names of partners in many of the best consulting firms in Southeast Asia, and you'll come upon men and women with Sasin MBAs. Some of the finest minds in the Thai Civil service have wrestled with accounting, finance and marketing concepts at Sasin. A Sasin MBA has also been the catalyst for more than a few successful entrepreneurs.

"Anyone who is interested in doing business in Southeast Asia would benefit from the exposure to the local business environment and the network of prominent business leaders that comprise Sasin alumni."

LESLIE TAY CHOON MONG

MBA Class of 2000,
M.D., A medical practitioner
& an entrepreneur in Singapore

"We learned how to look at problems from various viewpoints and on a number of occasions came up with unexpected solutions. These types of results reinforced the learning experience and extended my outlook away from the familiar finance industry to other sectors of the business market."

ADISORN SERMCHAIWONG

MBA Class of 1992,
President, SCB Asset Management Co., Ltd.

MAJOR INDUSTRIES CHOSEN BY SASIN GRADUATES*

Banking	17%
Construction	2%
Consumer Products	8%
Education	2%
Finance & Securities	15%
Government/State Enterprise	4%
Manufacturing/Production	17%
Oil/Petroleum/Petrochemical	7%
Real Estate	6%
Research & Consulting	8%
Trading	14%

* Graduating Classes of 1985 - 2005

SASIN'S RECRUITING COMPANIES 2001 - 2006

A.T. Kearney (Thailand) Ltd.
 Accenture (Thailand) Co., Ltd.
 Adidas (Thailand) Co., Ltd.
 AIG Investment Corporation Co., Ltd.
 Ajudhya Jardine Fleming Asset Management Ltd.
 AMD (Thailand) Ltd.
 Andaman Capital Advisors Co., Ltd.
 Asia Pacific Advanced Technology Automotive Resources Asia Ltd.
 Bangkok Bank Pcl.
 Bank of Ayudhaya Pcl.
 Bank of Thailand
 Bara Windsor & Co., Ltd.
 BEC World Pcl.
 Beiersdorf (Thailand) Co., Ltd.
 BNH Hospital
 BNP Paribas Thailand
 Boon Rawd Brewery Co., Ltd.
 Bridge Consulting Co., Ltd.
 BTI Executive Placement (Thailand) Co., Ltd.
 Bualuang Securities Co., Ltd.
 C.B. Richard Ellis (Thailand) Co., Ltd.
 C.P. Consumer Products Co., Ltd.
 C.P. Seven Eleven Pcl.
 Cementhai Chemicals Co., Ltd.
 Cementhai Distribution Co., Ltd.
 Cementhai Logistic Co., Ltd.
 Central Trading Co., Ltd.
 Citibank, N.A. Consumer Bank
 Claris Co., Ltd.
 Colgate-Palmolive (Thailand) Ltd.
 Cyberplanet Interactive Co., Ltd.
 DBS Thai Danu Public Co., Ltd.
 Deloitte Consulting
 Deutsche Bank AG
 Dresdner Bank A.G.
 Dumex (Thailand) Co., Ltd.
 Ecolab Ltd.
 Effem Thailand Inc.
 Ek-Chai Distribution System Co., Ltd.
 (Tesco Lotus)

ELCA (Thailand) Ltd.
 Electricity Generating Pcl.
 Ernst & Young Corporate Services Ltd.
 Esso (Thailand) Pcl.
 EXIM Bank
 ExxonMobil Chemical (Thailand) Ltd.
 Fabrinet Co., Ltd.
 Far East DDB Public Co., Ltd.
 FCB Worldwide (Thailand) Co., Ltd.
 Finansa Ltd.
 Ford Operations (Thailand) Co., Ltd.
 Fritolay Thailand Trading Co., Ltd.
 GE Capital (Thailand) Co., Ltd.
 General Electric International Operations Company Inc.
 General Motors (Thailand) Limited
 GMM Grammy Pcl.
 Grant Thornton Thailand
 Hewitt Associates
 Hewlett Packard (Thailand) Ltd.
 HMC Polymers Co., Ltd.
 Hongkong Shanghai Banking Corporation
 Hua Thai Manufacturing Pcl.
 ING Mutual Funds Management (Thailand) Co., Ltd.
 Johnson & Johnson (Thailand) Ltd.
 Kasikorn Bank Public Co., Ltd.
 Kelly Services Staffing (Thailand) Co., Ltd.
 Kim Eng Securities (Thailand) Pcl.
 Kimberly-Clark (Thailand) Ltd.
 KPMG Thailand Ltd.
 Krungthai Card Pcl.
 Lehman Brothers (Thailand) Ltd.
 Leo Burnett Co., Ltd.
 L'ORÉAL (Thailand) Ltd.
 Morris Linney Ltd
 National Finance Pcl.
 Natural Park Pcl.
 Nestle (Thai) Co., Ltd.
 Nestle Foods (Thailand) Ltd.
 Noble Development Pcl.
 Office of the National Economic and Social Development Board
 Phatra Securities Co., Ltd.
 Philip Morris (Thailand) Ltd.
 PPW Recruitment Co., Ltd.
 PricewaterhouseCoopers (Thailand)

Procter & Gamble Manufacturing (Thailand) Co., Ltd.
 PTT Exploration and Production Pcl.
 PTT Pcl.
 Rabobank Nederland Thailand Representative Office
 Research International
 Riche Monde (Bangkok) Ltd.
 Royal Porcelain Pcl.
 Sasin Management Consulting
 SCB Asset Management Co., Ltd.
 SCB Securities Co., Ltd.
 Schering-Plough Ltd.
 SEAMICO Securities Pcl.
 Securities and Exchange Commission
 Siam Commercial Bank Pcl.
 Siam Kraft Industry Co., Ltd.
 Siam Teltech Co., Ltd.
 Siemens Ltd.
 Standard Chartered Bank
 Starbucks Coffee (Thailand) Co., Ltd.
 Surapon Foods Pcl.
 Thai Airways International Pcl.
 Thai Olefin Chemical
 Thai Plastic and Chemicals Pcl.
 Thai Pure Drinks Co., Ltd.
 The Gallup Organization (Thailand)
 The Minor Food Group Pcl.
 The Shell Company of Thailand Ltd.
 The Siam Cement Public Co., Ltd.
 The Siam Refractory Industry Co., Ltd.
 The Stock Exchange of Thailand
 The Swatch Group Trading (Thailand) Ltd.
 TISCO Finance Pcl.
 TISCO Securities Co., Ltd.
 Total Access Communication Pcl.
 Toyota Leasing (Thailand) Co., Ltd.
 Trinity Advisory 2001 Co., Ltd.
 Trinity Securities Group
 True Corporation Pcl.
 Unilever Thai Holdings Ltd.
 Unilever Thai Trading Co., Ltd.
 United Advisory Service Co., Ltd.
 United Overseas Bank (Thai) Pcl.
 Vigor Systems (Thailand) Co., Ltd.
 Watson Wyatt
 Wyeth-Ayerst (Thailand) Ltd.

PLACEMENT

CAREER PLANNING SERVICES

"The very fact that so many top people have graduated from SASIN, is an inspiration in itself. Being able to rub shoulders with the best minds gave me the determination to try harder, put myself further and generally aim higher. I believe that Sasin was – and still is – the best training ground for MBAs in Thailand."

ONG-ARD PRAPAKAMOL

MBA Class of 1990,
Director of Marketing and Sales,
United Broadcasting Corporation Group (UBC)



CAREER WORKSHOPS

Hands-on workshops teach you:

- how to conduct a job search
- how to prepare a professional resume
- how to show your best in interviews.

Seminars include “Where and How to Look for Jobs” and “Preferred Personality Profiles.”

In the **Mock Interview Program**, Sasin alumni from a range of industries interview MBA students. They get to practice interview skills with leading business people, who then provide invaluable detailed feedback and guidance.

SUMMER INTERNSHIP PROGRAM

Students who have successfully completed the first year, and do not cross-register for an exchange program can participate in the Summer Internship in Management Program. Summer Interns receive intensive on-the-job training from well-known organizations in Thailand and Southeast Asia.

Sasin students have completed internships at many companies including:

- Bangkok Bank Public Co., Ltd.
- Boon Rawd Brewery Co., Ltd.
- Citibank, N.A.
- Colgate-Palmolive (Thailand) Ltd.
- DBS Thai Danu Bank
- Deutsche Bank AG
- EFFEM Food (Thailand)
- Ek-Chai Distribution System Co., Ltd.

- Esso Standard Thailand Ltd.
- Export-Import Bank of Thailand
- GE Capital (Thailand) Ltd.
- Hewlett-Packard (Thailand) Ltd.
- Hongkong Shanghai Banking Corporation
- Johnson & Johnson Co., Ltd.
- Kasikorn Bank Public Co., Ltd.
- KGI Securities
- Kimberly-Clark Thailand Ltd.
- KPMG
- L'ORÉAL (Thailand) Ltd.
- MarketWise Co., Ltd.
- National Finance Public Co., Ltd.
- Nok Air
- Ocean Glass Public Co., Ltd.
- P&G Manufacturing Thailand
- Phatra Securities
- PricewaterhouseCoopers ABAS Ltd.
- Proctor & Gamble Manufacturing (Thailand) Co., Ltd.
- Securities and Exchange Commission
- Serm Suk Public Co., Ltd.
- SGV Arthur Andersen Business Advisory Ltd.
- Shell Company of Thailand Ltd.
- Siam Commercial Bank Public Co., Ltd.
- Siemens Ltd.
- The Stock Exchange of Thailand
- Thonburi Automotive Assembly Plant Co., Ltd.
- True Corporation Public Co., Ltd.
- Unilever Thai Holdings Ltd.
- United Overseas Bank (Thai) Pcl.

RESUME BOOK

Sasin publishes MBA student résumés in a book which is sent to more than 100 employers each year, and provided to all firms recruiting on

campus. Many companies use this to review the qualifications and interests of Sasin graduates, and target interview invitations. Students may choose to participate in the on-line résumés section of the Sasin intranet, where their résumés are browsed by registered recruiters.

ON-CAMPUS RECRUITMENT

Many firms hold informal receptions for MBA students, letting you meet corporate representatives and learn about their companies before an actual interview. In addition, some employers recruit through the Career Planning Services Office, which arranges formal job interviews on campus.

Each year, Sasin holds a job fair – Sasin Career Opportunities Day – for first and second-year MBA students. Employers are invited to visit Sasin and recruit qualified graduates. First year students also have an opportunity to meet with the human resources managers from leading companies in Thailand and Southeast Asia, from the major multinationals, and consulting houses.

Companies that do not recruit on campus on a regular basis often send Sasin's Career Planning Services office job openings to be posted at Sasin.

Internet Job Posting also gives access to various job search databases and hot-links to numerous company homepages.

SASIN ALUMNI NETWORK



THE ONLY THING BETTER THAN BEING A SASIN STUDENT IS JOINING THE SASIN ALUMNI NETWORK!

In today's global business world, being a part of the right networks is essential to success and nowhere is this more true than in Thailand and Southeast Asia. The Sasin Alumni network has nearly 4,000 members, including executives of top multinationals, government leaders, and some of Thailand's most renowned business groups. Sasin alumni share common experiences, mutual friendships and pride in their own achievements and in those of the School. Sasin and the Sasin Alumni Association strive to cultivate professional networks, support continuous learning and enhance the reputation of the School through these alumni services and activities.

SASIN ALUMNI NETWORK

- On-line searchable Alumni Directory
- Life-time Sasin email address for every alumnus
- Sasin Alumni Intranet Site
- Bulletin Board and Business Directory for alumni members
- Leader Forums and Professional Networking Events – Dinner with the Diplomats
- Alumni News, Sasin Newsletter
- Annual Sasin Update and Homecoming
- Alumni Golf Tournament, etc.

"Sasin provided me with a great network of friends and professional acquaintances. It was a place to practice synergy and to formulate ideas with a dynamic group of like-minded people."

CHARN SRIVIKORN

President of the Sasin Alumni Association,
President, G.S. Property Management

THE LEARNING CENTER

FACILITIES AND SERVICES

SASA PATASALA BUILDING

"Sasa Patasala", the name given by His Majesty the King, means "Learning Center." Located on Chulalongkorn Soi 12, off Phyathai Road within the Chulalongkorn University campus, it is where students spend most of their time.

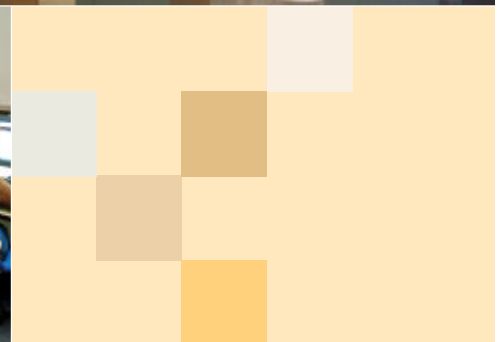
Classroom Network Access

All the main Sasin lecture rooms are wired for individual student network (and internet) access. In addition, students have over 250 network (and internet) access points throughout Sasin's buildings.

Technology is often vital to complete class assignments. The Sasin Technical Support Center, located on the 3rd floor of the Sasa Patasala Building, is open 6 days a week to meet the IT needs of Sasin students.

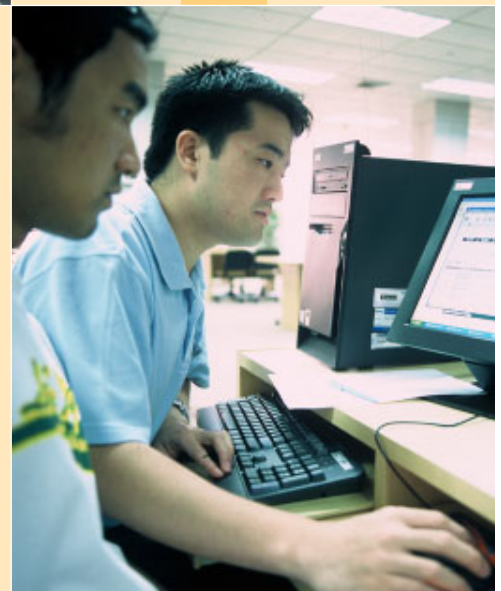
Laptop Computer Requirement

All MBA students are required to have a high-quality laptop (notebook) computer preloaded with the communications peripherals and software used at Sasin. The School has made arrangements with a major manufacturer to offer a Sasin Notebook to incoming Sasin students. The exact specifications required for a laptop computer and its software, are shown on the Sasin website www.sasin.edu, and can be obtained from the IT Office.



Computer Lab and Internet Center

Sasin students have access to the latest hardware and state-of-the-art software, allowing them to experience the same computing resources used by leading multinationals. Sasin's computer platform includes 250 IBM Desktop Computers and 66 IBM Laptops (running Windows XP); 38 laser printers, and 6 inkjet printers.



Group Study Rooms

Group study rooms are located on the 6th floor adjacent to the Student Affairs Office. The facilities include a reading area and 12 partitioned group-study sections. In addition, 30 other study rooms are located in Sasa Patasala Building; 10 in the Library, 8 on the 3rd floor; and 12 on the 1st floor. Many of these can be reserved in advance by students, via the Sasin intranet.

Sport and Recreation

Sasin students receive membership and have access to all the university's recreation and sport facilities, including an outdoor swimming pool, tennis courts, three gymnasiums, a judo hall and shooting gallery.

Sasabol Health and Recreation Center

Sasabol was built to celebrate Sasin's 20th anniversary. A two-story L-shaped annex adjacent to the swimming pool, it has a fitness center, aerobics center, men's and women's saunas and changing rooms. The Center is open from 7 a.m. to 8 p.m. every day. The Blue Spice Restaurant and Coffee Corner are located on the ground floor. Membership of Sasabol is free to Sasin students. There is a small charge per visit.

HEALTH SERVICES

Chulalongkorn University maintains a health service for Sasin students at the Chulalongkorn University Health Center. All full-time students may use the university service without additional cost. Sasin also provides an in-house health service on the sixth floor where a physician is on duty once a week.

ON-CAMPUS HOUSING

Sasa International House (or Sasa Nives), as it was named by His Majesty the King, provides comfortable, pleasant accommodations for professors, students, seminar participants and other guests of the University. In addition to guest rooms, facilities include conference and seminar rooms, study rooms, a reference library, a dining room, a swimming pool and health park. It is within easy walking distance of Sasa Patasala Building, and a wide range of shopping malls, shops, offices, cinemas and restaurants. It has easy access to the BTS Skytrain as both the National Stadium Station and Siam Station are nearby. For drivers, an entrance to the expressway to the airport is only minutes away.

Housing information can be obtained by contacting Sasa International House at sasahouse@sasin.edu.



ACADEMIC RESOURCES

>> Sasin provides resources that will enable its students to succeed in the MBA program and prepare them for their future business environment.

PRAJADHIPOK-RAMBHAI BARNI LIBRARY

The Library, named after King Rama VII and Queen Rambhai Barni, is situated on the 6th Floor of the Sasa Patasala Building. The Library has a collection of books and periodicals on business, management, marketing, finance, economics, accounting and related subjects. Also, as a depository library of the Asian Development Bank, the library regularly receives publications (books, periodicals, reports, etc.) from ADB. Additional materials available include pamphlets, annual reports, student reports, CD-ROMs and videotapes.

Online Catalog and Reference Databases

The Sasin Library is part of the Chulalongkorn University Library Network (Chulalinet) with over 30 member libraries. Through Chulalinet, Sasin students have access to a campuswide online library catalog and over 30 reference databases on various areas including business, economics, finance, management, i.e., ABI/Inform, Business Source Premier, Lexis.com, Nexis.com, Science Direct, Econlit, Emerald Full Text, etc.

Library Facilities

The Library offers a comfortable study area with access to internet via LAN and Wi-Fi network, ten individual study rooms and one group study room for Sasin students who are engaged in writing papers or other assignments.

MANAGEMENT COMMUNICATION (MCE)

Management Communication offers certificate programs in business English in the evenings and on

Saturdays. Courses open to university graduates who have had at least one year of working experience need to improve their level of English proficiency to perform effectively in the international workplace. A minimum TOEIC/TOEFL/IELTS score of 300/350/3.5 is required for registration. MCE also provides in-house training to multinational corporations.



INFORMATION FOR INTERNATIONAL STUDENTS

LIFE IN BANGKOK

>> Sasin is located in the center of Bangkok, certainly one of the most vibrant, dynamic cities in Asia. Also known as Krung Thep, or “City of Angels”, Bangkok has a population of 10 million and is extremely urbanized. It caters to diverse interests. There are temples, museums, and other historic sites for those interested in traditional Thai culture, and an endless variety of good restaurants, clubs, international cultural social events, movies in several different languages, and a modern art institute for those seeking contemporary Bangkok.



Thailand has much to offer: a historic culture, lively arts, exotic islands, nightlife, a tradition of friendliness and hospitality to foreigners, and one of the world's most exciting cuisines. There are many places worth visiting, many sights to see, a multifaceted culture to experience.

ARRIVING IN THAILAND

Transportation from Bangkok International Airport (BIA)

Unless you have made arrangements to be met at the airport by somebody you trust, use the Airport Taxi Service provided by the BIA or the more expensive limousine service. You can arrange for either service through the airport staff standing at the Airport Taxi Service Counter at the front of the terminal. These registered and reliable means of transportation are recommended for safe travel from the airport directly to your destination. The fare from the airport to Sasin is approximately Baht 400.

TRANSPORTATION

Buses

The city has 3 kinds of street buses for cheap, convenient travel: the microbus, air-conditioned bus, and non-air-conditioned bus.

The minimum fare for the microbus is about Baht 25. (Fares are subject to change.) Fares for the air-conditioned bus vary from Baht 11-24 depending on the distance. Fares for the non-air-conditioned bus range from Baht 7-8.

Skytrain and Underground

Bangkok also has the modern Bangkok Transportation System (BTS) Skytrain and MRTA Underground. Most of the business, shopping and entertainment sectors can be reached very conveniently using Skytrain.

Taxis

Bangkok also has an abundance of taxi cabs locally known as "taxi-meters." Bangkok is also the home of the unique "Tuk Tuks," motorized canopied tricycles named after the staccato noise created by their two-cycle engines.

Photograph from Tourism Authority of Thailand



ADMISSIONS

ELIGIBILITY

Sasin welcomes applications from graduates of all fields who are interested in management study.

Any person holding a bachelor's degree or its equivalent from a Thai university or an international institution of recognized standing is eligible for consideration. A number of places will be allocated to non-Thai students in order to ensure the international quality of the program. Assessment of an international degree is based on the characteristics of the national system of education, the type of institution attended and the level of studies completed.

The following guidelines indicate the level of study expected of applicants to Sasin MBA program:

- U.S.: bachelor's degree from an accredited university
- British-patterned education: a university degree
- French-patterned education: a degree or diploma requiring four years of post baccalaureate study
- Other European countries: a university degree requiring a minimum of four years of study
- Middle East: a university degree requiring a minimum of four years of study
- Canada: a three-year bachelor's degree from Quebec; a four-year bachelor's degree from all other provinces

- India, Pakistan, Bangladesh, Nepal: a bachelor's degree in engineering or medicine, a master's degree in all other fields
- The Philippines: a five-year bachelor's degree or four-year bachelor's degree plus one year of graduate work
- Other Asian countries: a university degree requiring a minimum of four years of study

ADMISSIONS CRITERIA

Sasin looks for students with outstanding potential for leadership as well as the intellectual and interpersonal skills needed to make a meaningful contribution to the academic and extra-curricular life of Sasin. We aim to form a dynamic and diverse student body representing many countries, personalities, backgrounds, and career aspirations.

In the selection process, the Admissions Committee evaluates the applicant's academic ability, personal character, motivation, leadership ability, interpersonal skills, work experience and management potential by carefully appraising the following:

Academic Records

Undergraduate and any other collegiate records are examined not only for the overall grade average, but also for grade trends and areas of particular scholastic strength.

Graduate Management Admission Test (GMAT)

All applicants must take the GMAT. The GMAT is a computer-based examination that is administered year-round at test centers throughout the world. The GMAT consists of three main parts, the Quantitative Section, the Verbal Section and the Analytical Writing Assessment. All three sections are delivered in a computer adaptive format.

GMAT scores are valid for five years. Applicants must arrange to have their GMAT results reported to the Sasin MBA program directly by GMAT Test Administrator. Sasin's school code is FSK-WL-48 (previously 9318). The Graduate Record Examination (GRE) is not acceptable. It is suggested that GMAT be taken early in the year. The test is administered throughout the year at locations throughout the world. For more details, please visit www.gmat.org or www.mba.com.

Test of English as a Foreign Language (TOEFL)

All non-native English speaking applicants must take the TOEFL in addition to the Graduate Management Admission Test. The results must be reported to Sasin MBA program directly by Educational testing Service (ETS). Sasin's school code is 9318 and department code is 02. TOEFL scores are valid for two years. For more details, please visit www.toefl.org.

TOEFL and GMAT tests must be taken no later than January 15 to be eligible for admission interview in February.

To register for TOEFL and GMAT examinations, contact PROMETRIC Regional Registration Center (PROMETRIC RRC) in Kuala Lumpur, Malaysia at www.prometric.com or www.mba.com. The GMAT local test center is at BB Building, Sukhumvit 21, Bangkok 10110, Tel. +66 2652 0653.

Recommendations

Two letters of recommendation are required. In general, recommendations should provide information about leadership and management capacity and potential. It is highly recommended that at least one recommendation comes from your current workplace. The other recommendation may be from someone who has had a chance to evaluate you in a professional setting.

Work Experience and Management Potential

The Admissions Committee seeks to evaluate an applicant's potential for a management career through careful review of experience and accomplishments in full and part-time work settings, as well as in extracurricular activities. In general, Sasin students have had three years of meaningful work experience and demonstrate clear management potential. We do not preclude

applications from exceptional younger applicants with little work experience, provided they can demonstrate maturity and ability to contribute to the Sasin experience. However, a minimum of one-year full-time work experience is required when applying for MBA admission.

Interview

Interviews are required for admission to the MBA Program. Interviews are normally conducted by the Sasin Admissions Committee (made up of Sasin faculty, administrators and Sasin alumni) and/or a representative of the Kellogg Graduate School of Management. The interview is used to provide additional insight into the applicant's ability and desire to complete the MBA program. Interviews also provide an opportunity for applicants to discuss the MBA program and raise questions of concern to them.

Admission interviews are generally scheduled in February, at Sasin. Interviews may be arranged for U.S. based applicants with a representative of the Kellogg School of Management of Northwestern University. Interviews for other foreign candidates will be arranged by the Sasin Admissions Committee on a case by case basis.

Interviews, whether on campus or elsewhere, will be arranged and conducted only after the application and all supporting documents have been submitted to the Admissions Office.

THE APPLICATION

An application form, together with a program bulletin, can be obtained throughout the year from the Admissions Office or on-line as a PDF document (www.sasin.edu/apply/mba). Each completed application must be accompanied by a non-refundable application fee of Baht 1,200 (US\$ 30.00) submitted directly to the Admissions Office, Sasin Graduate Institute of Business Administration of Chulalongkorn University.

The written application is carefully reviewed by the Admissions Committee. Each part of the application should be carefully, thoroughly and honestly completed by the applicant personally. Applications that are incomplete cannot be evaluated. While the Admissions Office will attempt to inform applicants if information is missing, it is up to each applicant to ensure that his/her application is complete.

Timing and Application Deadline

The Sasin Admissions Committee begins reviewing applications for April admission in November. All completed applications must be received by January 15 each year. Applicants are strongly urged to submit their applications before the deadline. Because of the time it takes to receive mail from other countries, applicants from outside Thailand are advised to file their applications well in advance of the deadline.

Notification

Notification of admission is normally mailed to the applicants by March 8. Notification to international students may be sent in advance to enable them to make their visa and travel arrangements.

DEFERRAL POLICY

Applicants are encouraged to apply for admission in the academic year in which they intend to enroll. Under unusual circumstances, an accepted applicant may request deferral, for not more than two years, by writing to the Director of the Sasin Graduate Institute of Business Administration enclosing a non-refundable reservation deposit of Baht 50,000. Request for deferred enrollment should be made prior to starting the MBA studies in the first week of May. When a student wishes

to return to complete his/her studies after dropping out of the program for a period of time, persuasive evidence must be supplied that the student is prepared and able to complete the degree requirement before re-admission will be considered. The student must also accept any additional tuition charge for the academic year in which he/she actually enrolls.

VISA

Upon receipt of an offer of admission, a candidate from outside Thailand should immediately apply for the necessary clearance and visa, since several weeks are frequently required to obtain these. The letter of Acceptance from Sasin should not be used to apply for a visa if the applicant is not planning to attend the program.



VISITING SASIN



Prospective students are encouraged to visit Sasin any time throughout the year. Visits are best scheduled when school is in session to see classes and meet current students. Each year Sasin hosts several information sessions for interested individuals to let them learn more about the MBA program. Each session includes a brief presentation on the curriculum and student life. You will have the opportunity to talk with the admissions officers, MBA students and alumni. An informal reception is held and the questions will be answered.

CLASS VISITS

Visiting a class is the best way to understand the excitement of the MBA program and to see why so many promising executives commit to it. To schedule a visit, please contact the Admissions Office at +66 2218 3856-7.

On-campus information sessions will be arranged from 9.00 - 11.00 a.m. on these Saturdays:

August 26, 2006

September 23, 2006

October 28, 2006

November 25, 2006

Reservations can be made by calling the Admissions Office at +66 2218 3850-7, or admissions@sasin.edu.

SASIN ADMINISTRATION

ADVISORY COUNCIL

Honorary Members

Mr. Charas Xuto

Mr. Chattri Sophonpanich

Chairman

Bangkok Bank Public Co., Ltd.

Mr. Prachitr Yossundara

Chairman

Professor Khunying Suchada

Kiranandana, Ph.D.

President, Chulalongkorn University

Members

Dr. Amnuay Viravan

Chairman of the Advisory Board

Saha-Union Public Co., Ltd.

Professor Dr. Amorn

Chandarasomboon

Executive Director

Bangkok Bank Public Co., Ltd.

Mr. Anand Panyarachun

Chairman of the Council of Trustees

Thailand Development Research

Institute

Mr. Anant Asavabhokhin

President

Land and Houses Public Co., Ltd.

Mr. Anothai Techamontrikul

Vice Chairman

United Auditing P.K.F. Co., Ltd.

Mr. Bangkok Chowkwanyun

Delta Property Co., Ltd.

Mr. Banthoon Lamsam

Chief Executive Officer

Kasikorn Bank Public Co., Ltd.

Mr. Banyong Lamsam

Chairman

Kasikorn Bank Public Co., Ltd.

Mr. Banyong Pongpanich

Chairman

Phatra Securities Co., Ltd.

Mr. Chaian Salicupt

Mr. Charn Srivikorn

President

Sasin Alumni Association

Mr. Chira Panupong

Chairman

Somboon Advance Technology Public

Co., Ltd.

Dr. Chockchai Aksaranan

Senior Vice President

CP Group

Mr. Dhanin Chearavanont

Chairman & Chief Executive Officer

CP Group

Khunying Jada Wattanasiritham

President and Chief Executive Officer

The Siam Commercial Bank Public

Co., Ltd.

Mr. Jean Philippe Charrier

Managing Director

L'ORÉAL (Thailand) Limited

H.E. Air Vice Marshal Kamthorn

Sindhvananda

Privy Councilor

Office of H.M.'s Privy Council

Mr. Kan Trakulhoon

Executive Vice President

The Siam Cement Public Co., Ltd.

Professor Kasem Suwanagul, Ph.D.

Chulalongkorn University

Mr. Kosit Panpiemras

Executive Chairman

Bangkok Bank Public Co., Ltd.

Mr. Krit Ratanarak

Chief Executive Officer

Bank of Ayudhya Public Co., Ltd.

Mr. Noraseth Pathmanand

Managing Director

Sinovest Enterprises Limited

Mr. Paron Israsena Na Ayudhya

Chairman

Shin Satellite Public Co., Ltd.

Khunying Phornthip Narongdej

Vice Chairman

KPN Group of Companies

Mr. Piya Bhirom Bhakdi

President

Boon Rawd Brewery Co., Ltd.

Mr. Pong Sarasin

Chairman

Thai Pure Drinks Limited

Mr. Pramont Sutivong

Chairman

Toyota Motor Thailand Co., Ltd.

Dr. Pramuan Leophairatana

President

Thai Petrochemical Industry Co., Ltd.

Mr. Prasert Bunsumpun

President

PTT Public Co., Ltd.

Mr. Premchai Karnasuta

President

Italian-Thai Development Public Co., Ltd.

Mr. Ryoichi Sasaki

President

Toyota Motor Asia Pacific Co., Ltd.

Toyota Motor Thailand Co., Ltd.

M.R. Sarisdiguna Kitiyakara

Mr. Sivaporn Dardarananda

Secretary General

Elephant Reintroduction Foundation

Mr. Stephen W. Green

Managing Director and CEO

Chevron Thailand Exploration

& Production Ltd.

Mr. Tara Tiradnakorn

President

Chevron Thailand Exploration

& Production Ltd.

Professor Thienchay Kiranandana, Ph.D.

Faculty of Economics,

Chulalongkorn University

Mr. Tiraphot Vajrabhaya

Chairman

Shell Companies in Thailand

Mr. Viset Choopiban

Minister
Ministry of Energy

Mr. Wichit Na-Ranong

Managing Director
Pearl Village Co., Ltd.

Professor Dr. Wichit Srisa-an

Chairman
House Standing Committee on
Education
The Parliament of Thailand

Member and Secretary

Professor Toemsakdi Krishnamra

Director
Sasin Graduate Institute of
Business Administration of
Chulalongkorn University

STEERING COMMITTEE

Advisor

Professor Kasem Suwanagul, Ph.D.

Chulalongkorn University

Chairman

Professor Khunying Suchada
Kiranandana, Ph.D.

President
Chulalongkorn University

Members

Associate Professor Boonsiri
Anantasate, Ph.D.

Director
Chulalongkorn University Language
Institute (CULI)

Assistant Professor Danuja
Kunpanitchakit, Ph.D.

Dean, Faculty of Commerce
and Accountancy
Chulalongkorn University

H.E. Air Vice Marshal Kamthon
Sindhvananda

Privy Councillor
Office of H.M.'s Privy Council

Assistant Professor M.R. Kalaya
Tingsabadh, Ph.D.

Dean, The Graduate School
Chulalongkorn University

Professor Khun Kanda Thammongkol,
Ph.D.

Professor Kua Wongboonsin, Ph.D.

Vice President
Chulalongkorn University

Mr. Paron Israsena Na Ayudhya

Chairman
Shin Satellite Public Co., Ltd.

Mr. Somkiat Sukdheva

Director & Chairman of Audit
Committee
Siam City Bank Public Co., Ltd.

Mr. Supong Chayutsahakij

Vice Chairman of Executive Board
Bangkok Expressway Public Co., Ltd.

Professor Thavorn Vajrabhaya, Ph.D.

Assistant Professor Tithiphan
Chuerboonchai

Dean, Faculty of Law
Chulalongkorn University

Professor Toemsakdi Krishnamra

Director
Sasin Graduate Institute of
Business Administration of
Chulalongkorn University

Associate Professor Werasak
Udomkichdecha, Ph.D.

Vice President
Chulalongkorn University

Secretary

Assistant Professor Malee
Chuangsuwanish

Deputy Director for Administrative
Affairs
Sasin Graduate Institute of
Business Administration of
Chulalongkorn University

ADMINISTRATIVE COMMITTEE

Chairman

Professor Toemsakdi Krishnamra

Director of Sasin

Members

Associate Professor Suthi

Ekahitanonda
Deputy Director for Academic
Resources

Ajarn Kittiratt Na-Ranong

Deputy Director for Academic Affairs

Associate Professor Prapanpong

Vejjajiva
Deputy Director for Planning and
Development

Professor Dr. Narasri Vaivanijkul

Director of Research and
Management Consulting Center

Ajarn Karen Chavanich

Director of Management
Communication Unit

Dr. Piman Limpaphayom

Assistant Director-Academic
Development

Dr. Sarote Phornprapha

Assistant Director-Student Affairs
and Alumni Relations

Assistant Professor Dr. Siritupa

Roongrerngsuke
Assistant Director-Curriculum
Development

Dr. Suvit Maesincee

Assistant Director-Consulting Services

Member and Secretary

Assistant Professor Malee

Chuangsuwanish
Deputy Director for Administrative
Affairs

>> OTHER PROGRAMS OFFERED AT SASIN

- Ph.D. Programs in Finance and Marketing
- Executive MBA Program
- Human Resource Management – Master of Science and Graduate Diploma Programs
- Executive Education and Senior Executive Program
- Management Communication Certificate Programs in Business English

TUITION, FEES AND OTHER EXPENSES

For students enrolling in the 2006 academic year, tuition and fees for the two-year program are:

FIRST YEAR	BAHT	US\$*
Tuition	494,100	12,669
Supplementary Fees	10,500	269
Total	504,600	12,938
SECOND YEAR	BAHT	US\$*
Tuition	439,200	11,262
Supplementary Fees	12,400	318
Total	451,600	11,580

* Fees are in Thai currency. The dollars figures are estimated at a conversion rate of US\$ 1 = Baht 39.

>> DIRECTORY

MBA Admissions Office
www.sasin.edu/mba
admissions@sasin.edu
+66 2218 3850-7

Executive MBA Program
www.sasin.edu/emba
admissions@sasin.edu
+66 2218 3850-7

Human Resource Management
Programs
www.sasin.edu/hrm
admissions@sasin.edu
+66 2218 3850-7

Ph.D. Program
www.sasin.edu/phd
phd@sasin.edu
+66 2218 3879, +66 2218 3856

Executive Education Programs
ExecEd@sasin.edu
+66 2218 3880

Management Communication
Program
www.sasin.edu/mgtcomm
mgt.com@sasin.edu
+66 2218 3897

IT Office
it@sasin.edu
+66 2218 3858-9

Registrar's Office
registrar@sasin.edu
+66 2218 3850

Student Affairs Office
studentaffairs@sasin.edu
+66 2218 3861-2

Alumni Relations Office
alumni@sasin.edu
+66 2218 3877-8

Career Placement Services
careers@sasin.edu
+66 2218 3877-8

ADMISSIONS SCHEDULE

Submission of Applications November 1, 2006 - January 15, 2007

MBA Admissions Interview February 2007

Notification of Admissions March 8, 2007

COURSE SCHEDULE (TENTATIVE)

CIM and MBA Conference April 23 - 29, 2007

MGMT D30 Fundamentals of
Management Analysis and Communication May 1 - June 1, 2007

First Quarter 1 June 19 - July 24, 2007

First Quarter 2 July 31 - September 4, 2007

Second Quarter 1 September 11 - October 16, 2007

Second Quarter 2 October 24 - November 27, 2007

Third Quarter 1 December 3, 2007 - January 15, 2008

Third Quarter 2 January 22 - February 22, 2008

These dates are subject to change.

Sasin reserves the right to change without notice any statement in this folder concerning, but not limited to rules, policies, tuition, fees and curricula.

Sasin Programs:

MBA EMBA HRM PHD

Executive Education

Management Communication Certificate Programs in Business English

for further information, please contact:

**Admissions Office
Sasin Graduate Institute
of Business Administration
of Chulalongkorn University**

Sasa Patasala Building,
Soi Chulalongkorn 12,
Phyathai Road,
Bangkok 10330, THAILAND

Tel. : +66 2218 3850-7

Fax : +66 2216 1312

+66 2215 3797

admissions@sasin.edu

www.sasin.edu