

MASTER-LEVEL BUSINESS ADMINISTRATION



TOP 150
GLOBAL MBA



QS GLOBAL MBA
RANKINGS 2023

#1 in Thailand

#21 in Asia

Flexible mode:
**ONE YEAR OR TWO YEARS
ONLINE (LIVE CLASSES VIA ZOOM)
OR IN PERSON**



AIT

Asian Institute of Technology

SCHOOL OF MANAGEMENT

Course 1: Leadership & Organisation Management



Details of the course:

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

The course also aims to develop the learners' ability to develop effective leadership and management skills for their organizations.

Those taking this course will be able to:

Apply contemporary leadership and organisational theories in business environment

Introduction to Leadership and Organisation Management

Analyse and evaluate management issues in the workplace setting

Development of an Organisation and its System

Organising for Performance Improvement

Develop and implement effective management intervention schemes to solve management problems

Effective Performance Management System

Leadership and Vision

The Role of Leadership in Organisation Planning

Undertake self-assessment of leadership and management skills

Leadership and Organisation Dynamics

Leadership and contextual environment

Leadership and Organisation Management:

Mode/dates of delivery:A Synthesis

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

SCHOOL OF MANAGEMENT

Course 2: Accounting for Decision-Making

Details of the course:

The course is “accounting” in the sense that it deals with information regarding revenue, expenditure, asset, liabilities, cost, and profit. The course is also “managerial” in the sense that it focuses on using accounting information intelligently as a manager, rather than on preparing the information as a good accountant. This course aims to provide knowledge in financial accounting and managerial accounting. The course is expected to build confidence in applying the concepts of accounting, while at the same time encouraging to strive for a level of sophistication. Financial analysis proceeds sequentially, probing deeper and deeper for credible insights. The course is also expected to help you understand the nuances of interpreting the results of the financial analysis.

Those taking this course will be able to:

- Evaluate business organizations based on financial accounting reports and information.
- Implement cost accounting in business organizations.
- Integrating new concepts into your continually evolving picture of what it means to you to use accounting analysis to “Think like a manager”.
- Building an awareness of the subtlety and ambiguity in the concepts which people who haven’t thought about them as long cannot see.

Course outline:

- Conceptual Basis of Financial Accounting
- Financial Statements Interactions and Business Decisions
- Inventory and Depreciation Accounting
- Reporting and interpreting Stock holder’s Equity
- Financial Statement Analysis
- Implication of Financial Decision on Business
- Conceptual Basis of Cost Accounting
- Cost Behavior
- Activity Based Costing
- Cost Measurement and Analysis
- Budgets for Planning and Control
- Measuring and Managing Process Performance
- Financial Control

Mode/dates of delivery:

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



SCHOOL OF MANAGEMENT

Course 3: Strategic Management



Details of the course:

Good strategy-making and good strategy-execution are the key ingredients of company success and the most reliable signs of good management. This course is designed to help managers, management consultants, or investment bankers gainan understanding of the theory and practice in the field of strategic management. The goal is to give course participant s a thorough understanding of the analytical techniques and tools necessary to identify and formulate strategies successfully and howto implement them. Specifically, the course will focus on three main areas: (a) strategic analysis, including: how to rigorously analyze a firm's competitive environment and its internal resources(b) strategy formulation, including: how to formulate functional-level, business-level and corporate-level strategies; and (c) strategy implementation, including: organization design and leadership. Moreover, this course will include elements of sustainability that managers need to take in consideration when they design their corporate strategy.

Those taking this course will be able to:

Determine the importance of strategic planning and its role within strategic management, and understand the key stepsin the strategic planning process.

Identify the process of corporate and business strategy development to achieve competitive advantage.

Demonstrate how to integrate elements of environmental sustainability and stakeholders interests and benefits in strategy planning and implementation.

Develop a corporate strategy for gaining sustainable competitive advantage

Course outline:

Strategy Making Process

External & Internal Analysis

Building Competitiveness through Functional Level Strategies

Building Competitiveness through Business Level Strategies

Corporate Strategies

Trend analysis & scenario planning

Mode/dates of delivery:

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

SCHOOL OF MANAGEMENT

Course 4: Corporate Finance

Details of the course:

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

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

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



Course outline:

- Basic Concepts of Finance
- Introduction to Financial Management
- Capital Assets Investment
- Long-term Financing
- Short Term Financial Planning
- Investment Banking Transaction
- Corporate Governance



Mode/dates of delivery:

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

SCHOOL OF MANAGEMENT

Course 5: Change Management

Details of the course:

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



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

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

Course outline:

Expectations and Setting Boundaries (Balancing self, team, organisation and social context; The Nature, types and contexts of change; Change Management methodology – principles, processes and elements)

Mobilising the organisation for change (Assembling the change team; Aligning leaders, sponsors and workforce; The vision for change; The business case and communications plan; Current state assessment; Outline of desired state)

Understanding the role of technology in the change process

Designing the desired state (Organisational change readiness assessment; The case for change defined and communications defined; Impact assessment – people, systems, processes and culture; Complete blueprint of desired state)

Implementing Change (Employee involvement process implemented; Aligning processes and systems; Designing training process; Preparation for go-live)

Sustaining Change (Training and consolidation; Coaching management and team leaders to sustain change)

Mode/dates of delivery:

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

SCHOOL OF MANAGEMENT

Course 6: Managerial Economics

Details of the course:

The objective of this course is to equip students with an economic perspective for managing business units or entire companies in different industries. This course introduces a range of economic tools and analytical techniques available to today's managers for business decision-making. Demand analysis, pricing, forecasting, production and cost analysis, macroeconomic factors affecting business environment, etc. are some of the major topics covered in this course.

Course outline:

- The Fundamentals of Managerial Economics
- Estimating Demand
- Market Forces: Demand & Supply
- Business Forecasting
- Consumer Behavior
- Production and Costs
- Measuring National Income & Growth
- Economic Growth & Development
- Business Cycles
- The Monetary System
- Inflation
- Monetary and Fiscal Policy
- Country Level Economics

Mode/dates of delivery:

March-April: Flexible/Online (hybrid mode),
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SCHOOL OF MANAGEMENT

Course 7: Managing Technology & Innovation

Details of the course:

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



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

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

Course outline:

- Technology Trends, competitiveness and types of technological innovation
- Technology Evolution, Change and Disruptive Technology
- Developing Technology Strategy
- Technical Standards Battles and Design Dominance
- Industrial Innovation
- Managing Creativity and Knowledge for Innovation
- Research Alliances and Innovation Partnerships
- Innovation Strategies

Mode/dates of delivery:

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

SCHOOL OF MANAGEMENT

Course 8: Operations Management

Details of the course:

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



Course outline:

Overview (Introduction to operations management; Issues in operations management)

Forecasting (Forecast characteristics and its role in operations management;

Forecasting techniques for operation planning)

Product development and long-term operations planning

(Product development; Capacity plan; Facility location)

Inventory management (Principles of inventory management; Economic order quantity)

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

Medium and short-term operations planning

(Aggregate planning; Materials requirements planning;

Plan the operations of an organisation as part of Short-term scheduling)

the business management, covering both long-Quality management

(Dimensions of quality; term to short-term plans Principles of quality management)

Plan and control temporary operations structure Just-in-time and lean production

(Origin of lean; Just-in-time organised as a project time and Lean philosophy;

Implementation of lean)

Analyse the operations problems for decision Project management

(Purposes and types of projects; making Project management principles; Techniques for project planning and control)

Mode/dates of delivery:

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

SCHOOL OF MANAGEMENT

Course 9: Marketing Management

Details of the course:

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

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

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

Course outline:

Overview (Introduction to operations management; Issues in operations management)

Forecasting (Forecast characteristics and its role in operations management; Forecasting techniques for operation planning)

Product development and long-term operations planning (Product development; Capacity plan; Facility location)

Inventory management (Principles of inventory management; Economic order quantity)

Medium and short-term operations planning (Aggregate planning; Materials requirements planning; Short-term scheduling)

Quality management (Dimensions of quality; Principles of quality management)

Just-in-time and lean production (Origin of lean; Just-in-time and Lean philosophy; Implementation of lean)

Project management (Purposes and types of projects; Project management principles; Techniques for project planning and control)

Mode/dates of delivery:

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



SCHOOL OF MANAGEMENT

Course 10: Responsible and Sustainable Management Decision-Making

Details of the course:

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

Learning Outcomes :

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

- Employ the key theoretical frameworks relating to responsible management in order to analyze and synthesize a view on how good and bad decision-making occurs,
- Explore and develop solutions to key international and regional decision-making challenges, identifying political or social constraints that hamper such efforts
- Comprehend the responsible management decision-making in practice via specific case studies.
- Identify the skills required to generate stronger responsible management decision-making

Course outline - topics covered:

Introduction to responsible and irresponsible management decision-making

Approaches to ethical decision-making

The rise of 'ESG' (environmental, social, governance) as an instrument of responsible management

Decision-making mechanisms in the context of applied business ethics

Responsible management skills

Responsible management initiatives in business school education

Environmental Sustainability

Systems thinking and scenario planning in responsible management

Mode/dates of delivery:

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



SCHOOL OF MANAGEMENT

Electives for MBA

Selected Topic: Consumer Behavior

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

Mode/dates of delivery:

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

Negotiations and Pressurised Decision-making

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

Mode/dates of delivery:

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

Strategic Supply Chain Management

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

Mode/dates of delivery:

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

Service Marketing: Competing on Customer Experiences

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

Mode/dates of delivery:

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



SCHOOL OF MANAGEMENT

Electives for MBA

Selected Topic: Consultancy skills

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

Mode/dates of delivery:

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

Strategic Human Resources Management

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

Mode/dates of delivery:

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

Project Management

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

Mode/dates of delivery:

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



SCHOOL OF MANAGEMENT

Electives for MBA

The Business of Frontier Technologies

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

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

Entrepreneurship and New Ventures

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

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



SCHOOL OF MANAGEMENT

Electives for MBA

Selected Topic: Fintech and Tech Transfer

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

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

Big Data Analytics

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

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

Strategic Brand Management

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

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



SCHOOL OF MANAGEMENT

Introducing some of the faculty members



Dr. VIMOLWAN YUKONGDI

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

Dr. YUOSRE BADIR

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



Dr. VATCHARAPOL SUKHOTU

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

BENJAMIN QUINLAN

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



LAKESHA K. RANSOM

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

SAM HANNA

Sam has led and worked with several Fortune 500 companies over a 30- year period at senior Executive and CEO levels at Shell, Allied Signal, Honeywell in ASEAN and China leading these organisations to achieve record results during his tenure.



TIM EDMUNDS

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