MINI M.B.A.
PROFESSIONAL MANAGEMENT
CERTIFICATE PROGRAMS

Marketing Management
Financial Management
General Management
Technology Management
Tourism Management
Organization Development
Automotive Dealer Management
INTRODUCTION

Professional Management certificates are designed to provide students, who are still in the process of deciding on a field for post graduate study with the necessary foundation knowledge in business management to make the correct choices. But they are not confined to students simply wishing to pursue post graduate studies. The Professional Management certificates can be undertaken by business people who want to brush up their knowledge and skills in business fields and gain a better insight into new areas of corporate practice.

The courses follow the “Block Teaching” system which enables students to study one course at a time and graduate from the program in four months. Students can study at their convenience on weekends. These courses are designed specifically to meet the needs of students and business people and will benefit all those who enjoy learning and socializing with others while taking on new challenges in their managerial roles.

OBJECTIVES

The primary objectives of the Professional Management Certificates are as follows:

The program is designed for prospective students who are interested in advancing their business knowledge in the fields of Marketing, Finance, General Management, Technology Management, Tourism Management, Organization Development and Automotive Dealer Management. The participants will be able to apply the skills and the knowledge gained from this program in their real work environments.

These courses will also give students the opportunity to join ABAC’s graduate program if and when they decide to pursue a Masters Degree*. Students can transfer some subjects to the Masters Degree of their choice after passing the comprehensive exams.

*Note
* Certificates are awarded to students who successfully complete all requirements for the selected Program.
* Transfer of credits is allowed only for those who fulfill all of the program requirements and under the university’s registrar approval.
* Courses in Business and IT are transferable exclusively to programs offered by the Graduate School of Business.
* Course openings are contingent upon sufficient enrollments within each semester.

The GSB reserves the right to open or close concentration courses based on enrollments.

WHO WILL BENEFIT FROM THIS PROGRAM?

- Fresh graduates
- Those who plan to pursue higher degrees in business fields
- Practitioners who want to upgrade their business knowledge
- Individuals interested in entering into the fields of business, management and IT
ADMISSIONS

Qualifications for Admission
Candidates are required to hold a bachelor’s degree in Business or other related field from an accredited institution.

Entrance Requirements
1. A completed application form
2. Official transcript of the previous university attended (2 copies)
3. Bachelor’s degree certificate (2 copies)
4. Citizen identification card and residence registration (2 copies)  
   - For Thai Applicants
5. Passport (2 copies)-For Non-Thai Applicants
6. Six (1x1 inch) photographs (formal attire, not in graduation gown)

Note: All documents must be enrolled with signature and submitted in person within the last day application period, otherwise the application will not be considered and the applicant will not be allowed to sit for Admission interview.

STUDY PLAN

- The classes will be offered over 12 weekends (4 months approximately).
- There are 4 subjects required in each module of study, 36 hours each subject.
- Students must complete all of the requirements within 4 months from the date of first enrolment.

Class begins: Jan-Apr / May-Aug / Sep-Dec
Attendance: At least 80% of all classes
Evaluation: Exam
Class hours: Sun & Sun (10.30 – 17.30 hrs.)
Venue: ABAC City Campus, ZEN @Central World, Level 14
Tuition Fee: THB 65,000 (THB 70,000 for Automotive Dealer Management Module)
Instruction & Materials: English

MODULES OF CONCENTRATION COURSES

MARKETING MANAGEMENT

BM 6801 Marketing Management
Prerequisite: BG 4004 Foundation in Marketing
Formulation and implementation of marketing management strategies and policies, marketing management process, systematic framework for understanding marketing management and strategy, primary and changing perspectives on marketing management in the New Economy, impact of interactive media on marketing management and applied marketing management and strategy, domestic and global

BM 6802 Advertising and Promotional Strategies
Prerequisite: BM 6801 Marketing Management
Administration of advertising as a component of the marketing mix and a tool of business and public organizations, principles and practices of guiding the management in making key decisions necessary in sales promotion

BM 6805 Marketing Logistics Management
Prerequisite: BM 6801 Marketing Management
Theories, techniques, and management problems of physical supply and distribution, development of a sound recommendation based on the need for trade-offs and the systems treatment of logistics, management of logistics systems, transportation for the user location, scheduling and control, and logistics system design

BM 6810 Customer Relationship Management
Thinking-outside-the-CRM-box, technical and management approaches, strategies, and their impact on the successful Customer Relationship Management (CRM) in today organization, the role of CRM, business paradigm shift, rapid environmental changes, how information systems can be used for competitive advantage, technical and managerial foundation emphasizing operational CRM and how to deliver a successful CRM project, issues that relate to the success and failure as well as risk factors (People, Process, Technology)
## FINANCIAL MANAGEMENT

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### BF 6701 Financial Management
Prerequisite: BF 4005 Foundation in Finance and/or BA 6601
Managerial Accounting

- Capital management
- Long-term asset management
- Short-term financing
- Capital structure
- Dividend policy
- Cost of capital
- Major activities of the chief financial executives

### BF 6704 Investment
Prerequisite: BF 6701 Financial Management

- Types of securities and markets
- Basic techniques for risk and return analyses
- Individual securities and portfolios
- Equilibrium pricing of capital assets
- Risk-adjusted evaluation of portfolio performance
- Efficiency of the capital allocation process in security markets
- Derivative instruments

### BF 6705 Management of Financial Institutions
Prerequisite: BF 6701 Financial Management

- Largest financial intermediaries in the economy
- Commercial banks, investment banks, mutual funds, insurance firms, and payments systems

### BF 6706 International Financial Management
Prerequisite: BF 6701 Financial Management

- Financial management in international business
- Management of multinational enterprises from a financial point of view
- Investment opportunities
- Sources of funds
- International business, capital structure, cost of capital
- Capital management in international business, managerial aspects
- Multinational enterprises
- Financial problems and practices

## GENERAL MANAGEMENT

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### BP 6903 Organizational Behavior
Prerequisite: BG 4003 Foundation in Management

- Behavior of individuals and groups
- Within various organizations
- And the interaction between organizational members
- And their external environments
- Personality characteristics
- Group dynamics
- Situational and communication factors
- In the working environment
- And concepts of motivation

### BP 6904 Operations Management
Prerequisite: BP 6901 Quantitative Analysis for Management

- Understanding of operations as a major functional area of business
- And operations decision-making improved by utilizing
- All the underlying disciplines: behavioral, quantitative, economic systems, production objectives, design and improvement of product (service) and processes, work study and economics, plant planning and maintenance, use of measurements and standards, production planning and control, quality control, budgetary and cost control, materials management, application of quantitative techniques to resource allocation and profit maximization

## TECHNOLOGY MANAGEMENT

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### MT 6235 Information Technology in Enterprise
Prerequisites: MT 5030 Introduction to Technology for Management or consent of the instructor

- Basic knowledge of information technology
- Various aspects of its application
- Use in the future enterprise
- Significance of computer and other kinds of technology
- In management and corporate discipline
- Various fundamental concepts of information systems
- Information technology including the roles they play
- In managing an organization
- How information should be managed
- How information can be used for the advantages of organizations
- In order to create and sustain competitive advantage

### MT 6243 Supply Chain Management

- Concepts of supply chain management
- With new developments in distribution and logistics technology
- How visibility of information network model works synchronously
- With all tools and techniques
- Such as procurement, operational integration, information network, ERP, advanced planning system
- Warehouse management and logistics system
- Which support the collaboration among the whole chain

### MT 6244 Customer Relationship Management

- Technical and management approaches and strategies
- Towards the understanding of the issues of Customer Relationship Management (CRM)
- In today's organization
- Role of CRM, business paradigm shift, rapid environmental changes
- And how information systems can be used for competitive advantage
- Technical and managerial foundation emphasizing the analysis, design, implementation, managing and delivering successful CRM
- For competitive gain, issues that relate to the success and failure as well as risk factors
- Demonstrated by case studies given in class to understand the issues of CRM
- From managerial perspective and approach to information systems as a strategic resource for competitive advantage

### MT 6246 Enterprise and Business Management

- Fundamentals and basics of business management
- In the context of a challenging and new work environment
- General broad concepts of management in various perspectives
- In each management function
- Up-to-date concepts about conceiving, preparing, starting, organizing, and operating a business, concepts of marketing and other related activities
Together, these courses provide a comprehensive understanding of various aspects of business and management. For example, BM 6801 Marketing Management focuses on the formulation and implementation of marketing management strategies, while BM 6802 Theories of Change and Transformation explores the paradigms and principles of change, growth, learning, development, transition, and transformation as integral parts of life processes in human social systems. It seeks to understand chaos, order, complexity, connectivity, concepts, processes, and the implications of the multiple roles of a "change person" (as Learner, Leader, Executive, Manager, Supervisor, Expert, Consultant, Facilitator). This course enables students to engage in strategic, systemic, creative, and practical thinking processes in emerging systems to envision and shape the future, using self-awareness and homework on human information processing and decision-making.

This course is an experiential learning experience on the use of diagnostic methods and tools as applied to individuals, groups, organizations, and communities as micro systems, focusing on the assessment of performance and effectiveness based on established criteria and standards. Learners are to engage themselves in the context of the diagnostic with an organization of choice as the client system of the project.

This course focuses on the processes and tools in group and organization communication, culture building, and climate sensing. This includes survey, value orientation, reorientation, formation, openness, and transparency as well as their implication for change management.

AUTOMOTIVE DEALER MANAGEMENT
BP 6918 Strategic Management
Prerequisite: BP 6901 Quantitative Analysis for Management

Understanding of operations as a major functional area of business and operations decision-making improved by utilizing all the underlying disciplines: behavioral, quantitative, economic systems, production objectives, design and improvement of product (service) and processes, work study and economics, plant planning and maintenance, use of measurements and standards, production planning and control, quality control, budgetary and cost control, materials management, application of quantitative techniques to resource allocation, and profit maximization.

BM 6801 Marketing Management
Prerequisite: BM 4004 Foundation in Marketing

Formulation and implementation of marketing management strategies and policies, marketing management, process, systematic framework for understanding marketing management and strategy, primary and change perspective, marketing management in the New Economy, impact of interactive media on marketing management and applied marketing management and strategy, domestic and global marketing management.

Additional and Optional Special Courses (with additional fees)
- Safety Driving Skills
- Performance Driving Skills
- Domestic Field Trip
- Overseas Field Trip

TF 6109 International Tourism and its Environment

This international issue governs the tourism industry, and also introduces the preliminary studies of international policy, law, and regulations which support or constrain the tourism business. The course involves the study of the roles and functions of the international tourism organizations. Issues related to transportation management are also included.
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