

**MGT 1101** Introduction to Business

**3 credits**

Prerequisite: None

A general introduction to business, aiming at outlining the philosophy, objectives and responsibility of business enterprises, and familiarizing students with business vocabulary; business and its environment, emphasizing the fundamental principles of organization, legal forms of business ownership, business activities concerning personnel, accounting, marketing, production and finance.

**MGT 2404** Managerial Psychology

**3 credits**

Prerequisite: None

A study of the concept and scope of social psychology, basic psychological factors and how they relate to the business organization: a survey of language symbol: perception, memory, emotion, social attitude, persuasion, social and cultural environment, role and status, personality, leadership, group behavior, morale and the application of these factors in the human relation of business, especially in creation of morale, motivation of workers, and the solution of business and social problems.

**MGT 2900** Principles of Management

**3 credits**

Prerequisite: MGT 1101 Introduction to Business

The essential principles of management: planning, organizing, leading and controlling. The theory of management as applied to modern corporate structure is discussed. Topics include management policies, departmentalization, centralization and decentralization, line and staff functions, an introduction to human resources management,

**MGT 3901** Organization Theory

**3 credits**

Prerequisite: MGT 2900 Principles of Management

This course deals with the theories, practices and problems of an organization and its environment, function and

structure of authority and responsibility, formal and informal organization and social system, organizational behavior, organizational control, research and development, and the changing of corporate structure.

<b>MGT 3903</b>	<b>Leadership</b>	<b>3 credits</b>
Prerequisite: MGT 2900 Principles of Management		

This course deals with the types of leadership and recognition of the problems faced by leaders in various working situations, understanding the role of the first-line supervisor and his subordinate, exploration of theories of worker motivation and their application, nature and character of influential leaders.

<b>MGT 3904</b>	<b>Office Management</b>	<b>3 credits</b>
Prerequisite: MGT 1101 Introduction to Business		

A study of various phases of office management, the modern concepts of office management, organization, operation, nature of the office work, office layout, office personnel, planning and control of office work, productivity measurement and cost control.

<b>MGT 3905</b>	<b>Operations Management</b>	<b>3 credits</b>
Prerequisite: MGT 2900 Principles of Management		

The fundamentals of industrial management from the point of view of organization structure, product, product development and research, standardization, plant location and layout, materials handling, machines equipment and maintenance, and the overall operation of production and control.

<b>MGT 3906</b>	<b>Managerial Group Dynamics</b>	<b>3 credits</b>
Prerequisite: MGT 3903 Leadership		

This course is designed to acclimate students to methods and skills of conference and discussion leadership, with the main emphasis on improving the effectiveness of the leader's performance in group problem-solving and decision-making, based upon the assumption that skilled leadership must be able to dissipate the forces in a group that make for frustration and to utilize the group resource that make for cooperative problem-solving.

<b>MGT 3907</b>	<b>Business Communication</b>	<b>3 credits</b>
Prerequisite: BG2001 English IV		

This course is designed to train the students to fully understand and effectively use the patterns of communication in business, in both theories and practices of the business professional. The course covers business letters, essays and reporting, memoranda, conversation interviewing, presentation advertising and public relations reading and listening techniques. Also included is a thorough review of Electronic mail, videoconferencing, decision support systems, collaborative writing systems, group scheduling systems and Internet-based communications.

<b>MGT 3915</b>	<b>Project Management</b>	<b>3 credits</b>
Prerequisite: MGT 3905 Operations Management		

A study of project planning procedure by considering factors in determining project objectives, setting of work system, allocation of resources, project feasibility analysis, matrix model organization, management techniques and operation procedures in accomplishing goal such as implementation, communication, coordination, controlling and evaluation of the project.

<b>MGT 3917</b>	<b>Innovation and Change Management</b>	<b>3 credits</b>
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Prerequisite: MGT 2900 Principles of Management

This course deals with the concept of innovation and change management. It views innovation as a management process with external linkages. The role of innovation and how to manage innovation within firms is discussed. It also covers new product and services development as part of innovation.

**MGT 3921**      **Employment Procedure and Evaluation**      **3 credits**

Prerequisite: MGT 3923 Strategic Human Resources Management

The course covers recruitment methods labor laws and evaluation of employees. It deals with the logic of selection and the processes of recruitment, interview and testing, recruitment of personnel for different levels, laws governing labor, evaluation of employment techniques and individual performance.

**MGT 3922**      **Introduction to New Ventures**      **3 credits**

Prerequisite: MGT 2900 Principles of Management

This course provides in-depth knowledge about new venture formation, how to launch a new business venture, how to get ideas to reality, and how to develop strategy.

**MGT 3923**      **Strategic Human Resources Management**      **3 credits**

Prerequisite: MGT 2900 Principles of Management

The study of phases of human resource management. The methods, techniques and procedures of the managerial as well as the operational phases of procurement, development, maintenance and utilization of an effective working force are discussed. The course covers the raising of greater efficiency and productiveness of human resource through the application of effective policies and practices in selection, training, compensation, promotion and transfer, health and safety provisions, morale building, job stabilization, grievance handling and disciplinary actions, and the human relations aspect of dealing with personnel is also emphasized.

**MGT 3924**      **Human Resources Development**      **3 credits**

Prerequisite: MGT 3923 Strategic Human Resources Management

The course deals with the principles of training and development of personnel; types, methods, and contents of training programs; development of the programs; evaluation of training program; behavioral changes, and; training for different levels of personnel and leadership training.

**MGT 3940**      **Business Research Methodology**      **3 credits**

Prerequisites: BG 2200 Statistics II  
BIS 3340 Computer Tools in Research

A study of scientific research methods for business decision-making and problem-solving. Emphasis is placed on the nature of research, choosing a problem and scope for research in business administration, planning and organizing the research project, methodology and techniques in data collection, design, of research project, processing, analysis and presentation of data in appropriate report format. Students will be trained in writing a research report.

**MGT 3941**      **Quantitative Business Analysis**      **3 credits**

Application of quantitative techniques to the formulation and solution of economic and business problems. Topics include demand and cost analysis, forecasting methods, linear programming, inventory and queuing theories.

<b>MGT 3942</b>	<b>Organizational Behavior</b>	<b>3 credits</b>
Prerequisites: MGT 2900 Principles of Management MGT 2404 Managerial Psychology		

This course provides the social psychological foundations for understanding individual and group behavior, and the application of these principles to the problems faced by managers in both line and staff positions in organizations. Specific topics of study include perception, communication, attitudes, motivation, influence, cooperation, group dynamics, organizational change, and organizational structure.

<b>MGT 4908</b>	<b>Administrative Planning and Control</b>	<b>3 credits</b>
Prerequisite: MGT2900 Principles of Management		

The course deals with organizational objectives, formulation of corporate policies and strategies, planning processes, implementation, and the process of control in the accomplishment of an organization's objectives, short-term and long-term planning, planning for profit, evaluation of the plan, the methods processes and problems in setting up different systems of control used by management, and the analysis of information for decision-making.

<b>MGT 4909</b>	<b>Communication in Management</b>	<b>3 credits</b>
Prerequisite: MGT2900 Principles of Management		

The main objective of this course is to apply the general communication concept to business management system by studying hindrance, communication problems affecting the management process and effectiveness, including approaches to the solution of such problems, the relationship between the communication system and other management ingredients such as decision-making, authority, responsibility, delegation, operation of organization, cooperation, coordination and conflicts with organization, including planning and controlling of communication systems for optimal effectiveness in the management of an organization.

<b>MGT 4910</b>	<b>Productivity and Quality Management</b>	<b>3 credits</b>
Prerequisite: MGT 3905 Operations Management		

This course deals with philosophy and principles and practices of productivity and quality management. It also covers many concepts, tools, techniques and systems associated with productivity and quality including quality circle, TQM, ISO, benchmarking and Six Sigma.

<b>MGT 4911</b>	<b>Seminar in Management</b>	<b>3 credits</b>
Prerequisite: Senior standing		

This course is designed to provide students with an opportunity to integrate experience and knowledge from all areas of management. The approach will be case study analysis, guest lecturers from business fields, research and others.

<b>MGT 4912</b>	<b>Individual Research</b>	<b>3 credits</b>
Prerequisite: Senior standing (Management Major)		

This course aims at developing in students the ability to apply a theoretical concept to the real world problems of any organization in a selected industry in Thailand. Any specific area of concentration will be chosen by the student upon agreement with an instructor selected from the faculty members of the Management Department. A type-written report must be submitted.

<b>MGT 4913</b>	<b>Corporate Strategy</b>	<b>3 credits</b>
Prerequisites: FIN 3701 Corporate Finance Senior standing		

This course is intended to familiarize students with problems in overall business policy formulation, and problems in management as well as providing practical experience in analysis and decision-making process for these problems. The methods of teaching will be case discussion by using cases developed from the real life situation of business firms and other organization. Students will be assigned to analyze and solve the problems concerning organization establishment organizational changes, planning, marketing selling, purchasing, production, labor, personnel finance and measures of control.

<b>MGT 4914</b>	<b>Entrepreneurship</b>	<b>3 credits</b>
Prerequisites: MKT 2280 Principles of Marketing FIN 3701 Corporate Finance MGT 3940 Business Research Methodology MGT 3905 Operations Management		

This course deals with principles, theories and practical aspects of entrepreneurship. Building on the base of business knowledge students have acquired in their business course by focusing on pre-start-up, start-up and early growth new venture, writing business plan and making existing enterprises profitable.

<b>MGT 4916</b>	<b>Negotiation Strategy</b>	<b>3 credits</b>
Prerequisites: MGT 2404 Managerial Psychology MGT 2900 Principles of Management		

This course is designed to provide students with principles and practices of both domestic and international negotiation, for example in the fields of political, marketing and financial negotiations. It also includes the impact of verbal and non-verbal communications. It explores the negotiating process, including the development of skills in managing conflict resolutions within an organization, how to manage the negotiating process and how to handle the hard bargainer. Students will participate in several live negotiation case studies.

<b>MGT 4919</b>	<b>Business Training</b>	<b>3 credits</b>
Prerequisite: MGT 2900 Principles of Management		

This course aims to provide the students with a work experience program by focusing on an internship program through selected organizations. Students will have to analyze the organization and apply the knowledge they have gained in their business education. The objective is to enable students to integrate the skills gained throughout the academic program with real work experience. Students can select either HRM or Entrepreneurship depending on the concentration they choose.

<b>MGT 4923</b>	<b>Wage and Salary Administration</b>	<b>3 credits</b>
Prerequisite: MGT3923 Strategic Human Resources Management		

This is an intensive course on the methods and techniques of determining the relative worth of jobs and giving them appropriate monetary values in terms of salary and wage rates. It also covers the basic types of job valuation, the analysis of basic principles of wage and salary administration and their effects on the morale of employees.

<b>MGT 4924</b>	<b>Manpower Planning</b>	<b>3 credits</b>
Prerequisite: MGT 3923 Strategic Human Resources Management		

A study and analysis of long range personnel policy and operation planning of the organization, organizing of work system both in its structure and procedures, departmental human resources, demand, rate of manpower procurement to replace vacancy due to promotion, retirement, and dismissal of human resources, factors and limitations of personnel development at all organizational levels for both existing and incoming personnel, including manpower planning for all types of personnel at different periods and situations.

**MGT 4925 Labor Relations 3 credits**

Prerequisite: MGT 3923 Strategic Human Resources Management

An analysis of labor relations, focusing on management problems and their solutions, the environmental framework, the legal framework, the behavioral structure of organized labor groups, collective bargaining, administration of labor agreement, handling of labor disputes, and labor relations polices.

**MGT 4943 Organizational Development 3 credits**

Prerequisites: MGT 3901 Business Organization  
MGT 3942 Organizational Behavior

A study of concepts for developing organizations, determining the direction for organization development, stages of organization development work, strategies and tactics of organization, development such as team development, intergroup relationships, goalsetting and planning, development of skills and abilities for individual participants, and so forth. The course also covers organization-environment interface, the group-to-group interface, individual and organization interface, problem-solving by means of managerial strategy, the way work is done, new environment strategy, communications and influence patterns. It explores the application of organization development principles and concepts in practice, which leads to effective cooperation and a healthy organization.

**MGT 4944 Organizational Psychology 3 credits**

Prerequisite: MGT 3942 Organizational Behavior

This course deals with an application of psychology to personnel problems in an organization, with major emphasis on problem-solving approaches, and selection of personnel strategies, Within this course, students will be given an opportunity to learn real personnel problem-solving utilized by psychologists.