



**FACULTY OF
BUSINESS ADMINISTRATION,
ECONOMICS AND
COMMUNICATIONS**



FACULTY OF BUSINESS ADMINISTRATION, ECONOMICS AND COMMUNICATIONS

The Faculty is committed to producing needed professionals in business, economics, and communications in the 21C. At present 6 programs are offered, namely (1) Master of Business Administration, (2) Master of Business Administration Program in Asian Business Management (English Program), (3) Master Of Business Administration Program in Strategic Information Technology Management and Master Of Sciences Program in Strategic Information Technology Management (International Program), (4) Master of Communication Arts in Communications, (5) Master of Economics, and (6) Master of Arts in Tourism Management.

Consequently, areas of study cover (1) business competitive edge, rapid economic development and competencies in organizational management with corporate responsibility, (2) idiosyncracies of ASEAN business management, (3) strategic information technology operations as the mainstay of business success, (4) effective communications with speed, accuracy and accessibility both internal and external to the organization, (5) the use of economic tools in research, especially with focus on the Lower Northern Region with cooperation from public and private sectors, and (6) competencies and expertise in tourism management keen with research capabilities on theoretical and practical bases so as to serve the demands in ASEAN and international market.

Master of Business Administration Program in Asian Business Management (English Program)

Research Focus

- Country Comparison
- International Business
- International Trade
- Cross Cultural Management
- Management of MNCs
- Logistics and Supply Chain in Asian Countries
- International Corporate Governance
- International Marketing
- International Finance and Accounting

Structure of the Program

1. Credit Requirements *

Requirements	Option 1.2	Option 2.1
Coursework	24	30
- Core Courses	18	18
- Electives	6	12
Required Non-credit Courses	6	6
Thesis	12	-
Independent Study	-	6
Total	36	36

* Minimum credits required

2. Core Courses

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Financial Management for Asian Business Management	813512	3	813512	3
Economics for Asian Business Management	813513	3	813513	3
Modern Management and Human Resource for Asian Business Management	813514	3	813514	3
International Marketing for Asian Business Management	813515	3	813515	3
Business Process Management for Asian Business Management	813516	3	813516	3
Strategic Management for Asian Business Management	813517	3	813517	3
Total	6	18	6	18

3. Electives

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Legal Environment of Asian Business	813531	3	813531	3
Comparative Culture Management for Asian Business Management	813532	3	813532	3
International Financial Management for Asian Business Management	813533	3	813533	3
International Logistics Management for Asian Business Management	813534	3	813534	3
Project Analysis for Business in Asia	813535	3	813535	3
Current Topics in Asian Business Management	813536	3	813536	3
Operating Environment in Asia	813537	3	813537	3
Consumer Behavior Strategies for Asian Business Management	813538	3	813538	3
Total	≥2	≥6	≥4	≥12

4. Required Non-credit Courses

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Research Methodology in Social Sciences	813511	3	813511	3
Seminar in Contemporary Issues	813518	1	813518	1
Asian Language for Business	813519	1	813519	1
Doing Business in a Specific Country <i>or</i> Comparative Regional Studies *	813520/ 813521	1	813520/ 813521	1
Total	4	6	4	6

* Choose one

5. Thesis Credit Requirements

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Thesis 1, Option 1.2	813597	2	-	-
Thesis 2, Option 1.2	813598	4	-	-
Thesis 3, Option 1.2	813599	6	-	-
Independent Study 1	-	-	813591	3
Independent Study 2	-	-	813592	3
Total	3	12	2	6

Master of Business Administration Program

Research Focus

- Entrepreneurship
- Business Innovations
- Change Management
- Policy-making and Strategy Development
- Strategic Management in International Business
- Logistics and Supply Chain

Structure of the Program

1. Credit Requirements *

Requirements	Option 1.2	Option 2.1
Coursework	24	30
- Core Courses	18	18
- Electives	6	12
Required Non-credit Courses	5	5
Thesis	12	-
Independent Study	-	6
Total	36	36

* Minimum credits required

2. Core Courses

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Business Economics	801502	3	801502	3
Managerial Accounting	801503	3	801503	3
Human Resource Management and Organizational Behavior	801504	3	801504	3

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Business Process Management	801505	3	801505	3
Marketing Management	801506	3	801506	3
Financial Management	801507	3	801507	3
Total	6	18	6	18

3. Electives

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Strategic Management for Entrepreneurs	801541	3	801541	3
Entrepreneurship and New Venture Initiation	801542	3	801542	3
Tax Management	801543	3	801543	3
Retail–Wholesale Management	801544	3	801544	3
Commercialization of Innovation and Change	801545	3	801545	3
Business Project Analysis	801546	3	801546	3
Special Topics in Entrepreneurship	801547	3	801547	3
Strategy and Business Policy for Logistics and Supply Chain	801551	3	801551	3
Logistics and Supply Chain Management	801552	3	801552	3
Laws Relating to Logistics Management	801553	3	801553	3
Warehousing and Distribution Management	801554	3	801554	3
Quality Management	801555	3	801555	3
Advanced Data Analysis for Management	801556	3	801556	3
Special Topics in Logistics and Supply Chain	801557	3	801557	3
Strategic Management	801561	3	801561	3
Analytical and Strategic Thinking	801562	3	801562	3
Strategic Leadership	801563	3	801563	3
Innovation and Change Management	801564	3	801564	3
Crisis Management	801565	3	801565	3
Strategic Management for International Business	801566	3	801566	3

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Special Topics in Strategic Management	801567	3	801567	3
Competitive Strategic Marketing	801571	3	801571	3
Consumer Behavior	801572	3	801572	3
Integrated Marketing Communication	801573	3	801573	3
Integrated Media Planning	801574	3	801574	3
Brand Marketing	801575	3	801575	3
Event Planning and Management	801576	3	801576	3
Special Topics in Marketing Communication	801577	3	801577	3
Total	≥2	≥6	≥4	≥12

4. Required Non-credit Courses

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Research Methodology in Business	801501	3	801501	3
Seminar in Contemporary Issues	801508	1	801508	1
Regional Studies	801509	1	801509	1
Total	3	5	3	5

5. Thesis Credit Requirements

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Thesis 1, Option 1.2	801597	2	-	-
Thesis 2, Option 1.2	801598	6	-	-
Thesis 3, Option 1.2	801599	4	-	-
Independent Study 1	-	-	801595	3
Independent Study 2	-	-	801596	3
Total	3	12	2	6

Master of Communication Arts Program in Communications

Research Focus

- Communication Development in Thailand

Structure of the Program

1. Credit Requirements *

Requirements	Option 1.2	Option 2.1
Coursework	24	30
- Core Courses	15	15
- Electives	9	15
Required Non-credit Courses	5	5
Thesis	12	-
Independent Study	-	6
Total	36	36

* Minimum credits required

2. Core Courses

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Communication Theories	808510	3	808510	3
Applied Statistics for Communication Research	808513	3	808513	3
Communication Laws and Ethics	808521	3	808521	3
Corporate Communication and Management	808523	3	808523	3
Business Process Management for Asian Business Management	808524	3	808524	3
Total	5	15	5	15

3. Electives

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Information Technology for Communication Management	808530	3	808530	3
Relationship Management	808533	3	808533	3
Corporate Image Management Strategies	808534	3	808534	3
Change Management	808537	3	808537	3
Communication for Persuasion	808538	3	808538	3
Audience Analysis	808550	3	808550	3
Communication Skill and Message Design	808551	3	808551	3
Community Media Management	808552	3	808552	3
Mass Media in Globalization	808553	3	808553	3
Current Issues in Communication	808554	3	808554	3
Total	≥3	≥9	≥5	≥15

4. Required Non-credit Courses

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Research Methodology in Social Sciences	808511	3	808511	3
Seminar 1	808581	1	808581	1
Seminar 2	808582	1	808582	1
Total	3	5	3	5

5. Thesis Credit Requirements

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Thesis 1, Option 1.2	808591	6	-	-
Thesis 2, Option 1.2	808592	6	-	-
Independent Study 1	-	-	808593	2
Independent Study 2	-	-	808594	2
Independent Study 3	-	-	808595	2
Total	2	12	3	6

Master of Economics Program

Research Focus

- Microeconomics Theory
- Macroeconomics Theory
- Applied Econometrics
- Data Analysis and Forecasting in Economic and Business

Structure of the Program

1. Credit Requirements *

Requirements	Option 1.2	Option 2.1
Coursework	24	30
- Core Courses	15	15
- Electives	9	15
Required Non-credit Courses	7	7
Thesis	12	-
Independent Study	-	6
Total	36	36

* Minimum credits required

2. Core Courses

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Advanced Microeconomic Theory	214511	3	214511	3
Advanced Macroeconomic Theory	214512	3	214512	3
Quantitative Economics Theory	214581	3	214581	3
Applied Econometrics	214583	3	214583	3
Special Topics in Economics	214591	1	214591	1
Discussion in Current Economic Issues 1	214592	1	214592	1

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Discussion in Current Economic Issues 2	214593	1	214593	1
Total	7	15	7	15

3. Electives

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Advanced Agricultural Economics	214521	3	214521	3
Advanced Natural Resource and Environmental Economics	214522	3	214522	3
Advanced Industrial Organization	214523	3	214523	3
Advanced Monetary Theory and Policy	214541	3	214541	3
Public Economics	214542	3	214542	3
Public Project Evaluation	214543	3	214543	3
Economic Development: Theories and Applications	214551	3	214551	3
Advanced Human Resource Economics	214561	3	214561	3
Health Economics	214562	3	214562	3
Economic Evaluation in Health Care	214563	3	214563	3
Advanced International Economics	214571	3	214571	3
Advanced Mathematical Economics	214582	3	214582	3
Applied Statistics for Economics Research	214584	3	214584	3
Economics of Strategy	214531	3	214531	3
Risk Analysis and Instrument	214532	3	214532	3
Economics of Transportation	214533	3	214533	3
Data Analysis and Forecasting in Economics and Business	214534	3	214534	3
Securities Investment Analysis	214544	3	214544	3
Financial Market and Institution	214545	3	214545	3
Urban and Regional Economics	214552	3	214552	3
Total	≥3	≥9	≥5	≥15

4. Required Non-credit Courses

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Graduate Academic Writing	205528	3	205528	3
Research Methodology in Social Sciences	214585	3	214585	3
Seminar	214590	1	214590	1
Total	3	7	3	7

5. Thesis Credit Requirements

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Thesis 1, Option 1.2	214597	3	-	-
Thesis 2, Option 1.2	214598	3	-	-
Thesis 3, Option 1.2	214599	6	-	-
Independent Study 1	-	-	214594	1
Independent Study 2	-	-	214595	2
Independent Study 3	-	-	214596	3
Total	3	12	3	6

Master of Business Administration Program and Master of Sciences Program in **Strategic Information Technology Management (International Program)**

Research Focus

- Information Technology Strategic Management
- Knowledge Management
- Business Intelligence
- Social and Economical Applications
- Computer Information and Network Security in Business Organization
- Information Technology Audit
- Electronic Crime Digital Forensics for Business
- Digital Society
- Organizational Communication
- Strategic Integration
- Operational Analysis and Effectiveness
- Enterprise Resource Planning

Structure of the Program

Year 1 : Naresuan University (Thailand) Complete Graduate Diploma in Information Systems (GDIS)

Year 2 : Complete the Master's program at Central Queensland University (Australia)

1. Credit Requirements *

Requirements	Option 1.1			Option 1.2			Option 2.1		
	NU	CQU	Total	NU	CQU	Total	NU	CQU	Total
Coursework	-	-	-	12	12	24	18	12	30
- Core Courses	-	-	-	9	9	18	15	9	24
- Electives	-	-	-	3	3	6	3	3	6
Required Non-credit Courses	7	4	11	7	4	11	7	4	11
Thesis	18	18	36	6	6	12	-	-	-
Independent Study	-	-	-	-	-	-	-	6	6
Total	36			36			36		

* Minimum credits required

2. Core Courses

2.1 Naresuan University, Thailand

Requirements	Option 1.1		Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.	Course No.	Cr.
System Management Overview	-	-	812511	3	812511	3
System Development Overview	-	-	812512	3	812512	3
Information Technology Management Strategic	-	-	812513	3	812513	3
Database Development and Management	-	-	-	-	812517	3
Information Systems Projects Planning and Development	-	-	-	-	812518	3
Total	-	-	3	9	5	15

2.2 Central Queensland University, Australia

Requirements	Option 1.1		Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.	Course No.	Cr.
Analysis and Design of Enterprise Systems	-	-	812514	3	812514	3

Requirements	Option 1.1		Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.	Course No.	Cr.
Web Applications for Business	-	-	812515	3	-	-
Problem-Based Informatics Technology Development in Corporation	-	-	812516	3	812516	3
Professional Skills in Information and Communication Technology	-	-	-	-	812519	3
Total	-	-	3	9	3	9

3. Electives

3.1 Naresuan University, Thailand

Requirements	Option 1.1		Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.	Course No.	Cr.
People, Work and Organizations	-	-	812521	3	812521	3
Corporate Innovation Management	-	-	812522	3	812522	3
Strategic Integration	-	-	812523	3	812523	3
Organizational Communication	-	-	812524	3	812524	3
Information Technology Management Strategic for Executive	-	-	812525	3	812525	3
Risk and Change Management	-	-	812526	3	812526	3
Digital Marketing Management	-	-	812531	3	812531	3
e-Marketing	-	-	812532	3	812532	3
Accounting Information for Decision Making	-	-	812533	3	812533	3
Total	-	-	≥1	≥3	≥1	≥3

3.2 Central Queensland University, Australia

Requirements	Option 1.1		Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.	Course No.	Cr.
Digital Marketing Management	-	-	812531	3	812531	3
e-Marketing	-	-	812532	3	812532	3
Data Mining	-	-	812534	3	812534	3
Knowledge Management	-	-	812535	3	812535	3
Electronic Crime and Digital Forensics for Businesses	-	-	812536	3	812536	3
Security, Ethics and Electronic Commerce Systems	-	-	812537	3	812537	3
Total	-	-	≥1	≥3	≥1	≥3

4. Required Non-credit Courses

4.1 Naresuan University, Thailand

Requirements	Option 1.1		Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.	Course No.	Cr.
English for Business Information Technology	812500	3	812500	3	812500	3
Research Methodology in Social Sciences	812502	3	812502	3	812502	3
Seminar 1	812581	1	812581	1	812581	1
Total	3	7	3	7	3	7

4.2 Central Queensland University, Australia

Requirements	Option 1.1		Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.	Course No.	Cr.
Academic English for Direct Entry	812501	3	812501	3	812501	3
Seminar 2	812582	1	812582	1	812582	1
Total	2	4	2	4	2	4

5. Thesis/Independent Study Credit Requirements

5.1 Naresuan University, Thailand

Requirements	Option 1.1		Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.	Course No.	Cr.
Thesis 1, Option 1.1	812591	9	-	-	-	-
Thesis 2, Option 1.1	812592	9	-	-	-	-
Thesis 1, Option 1.2	-	-	812595	3	-	-
Thesis 2, Option 1.2	-	-	812596	3	-	-
Total	2	18	2	6	-	-

5.2 Central Queensland University, Australia

Requirements	Option 1.1		Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.	Course No.	Cr.
Thesis 3, Option 1.1	812593	9	-	-	-	-
Thesis 4, Option 1.1	812594	9	-	-	-	-
Thesis 3, Option 1.2	-	-	812597	3	-	-
Thesis 4, Option 1.2	-	-	812598	3	-	-
Total	2	18	2	6	-	-
Independent Study						
Technology and Information System Project	-	-	-	-	812599	6
Total	-	-	-	-	1	6

Master of Arts Programs in Tourism Management

Research Focus

- Tourism Management
- Green Tourism
- Strategic Planning and Action Planning in Tourist Attractions

Structure of the Program

1. Credit Requirements *

Requirements	Option 1.2	Option 2.1
Coursework	24	30
- Core Courses	12	12
- Electives	12	18
Required Non-credit Courses	9	9
Thesis	12	-
Independent Study	-	6
Total	36	36

* Minimum credits required

2. Core Courses

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Tourism and Hospitality Industry	803510	3	803510	3
Consumer Behavior in Tourism Industry	803511	3	803511	3
Human Resource Management in Tourism Industry	803512	3	803512	3
Strategic Management of Tourism Business	803513	3	803513	3
Total	4	12	4	12

3. Electives

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Strategic Marketing for Tourism	803520	3	803520	3
Tourist Destination Branding	803521	3	803521	3
MICE Management and Marketing	803522	3	803522	3
Service Innovation Strategy	803523	3	803523	3
Innovation and Information Technology for Tourism	803524	3	803524	3
Brand Marketing for Tourism	803525	3	803525	3
Planning and Policy in Sustainable Tourism Management	803530	3	803530	3
Strategic Service Process Management	803531	3	803531	3
Tourist Destination Management	803532	3	803532	3
Socio-Cultural Impact Analysis in Tourism Industry	803533	3	803533	3
Tourism Supply Chain Management	803534	3	803534	3
Crisis Management in Tourism and Hospitality	803535	3	803535	3
Service Quality Management	803536	3	803536	3
Hospitality Facilities Planning and Management	803537	3	803537	3
Events Planning and Management	803538	3	803538	3
Integrated Cultural Tourism Management	803539	3	803539	3
Total	≥4	≥12	≥6	≥18

4. Required Non-credit Courses

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Multidisciplinary Concepts in Tourism	803500	3	803500	3
Research Methodology in Social Sciences	803570	3	803570	3
Seminar in Tourism Management 1	803580	1	803580	1
Seminar in Tourism Management 2	803581	1	803581	1

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Seminar in Tourism Management 3	803582	1	803582	1
Total	5	9	5	9

5. Thesis Credit Requirements

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Thesis 1, Option 1.2	803590	3	-	-
Thesis 2, Option 1.2	803591	3	-	-
Thesis 3, Option 1.2	803592	6	-	-
Independent Study 1	-	-	803593	1
Independent Study 2	-	-	803594	2
Independent Study 3	-	-	803595	3
Total	3	12	3	6