



Programme Specification (TQF 2)
Doctor of Business Administration Programme
(International Programme/New Programme 2018)

Graduate school
Silpakorn University

Programme Specification
Doctor of Business Administration Programme
(International Programme/New Programme 2018)

Name of institution Silpakorn University
Campus/Faculty/Department Petchaburi IT Campus/ Graduate school

1. Code and Title of Programme

1.1 Code xxxxxxxxxxxxxxxx

1.2 Title

Thai	หลักสูตรบริหารธุรกิจดุษฎีบัณฑิต (หลักสูตรนานาชาติ)
English	Doctor of Business Administration Programme (International Programme)

2. Title of Degree and Major Field

Full Title (Thai)	บริหารธุรกิจดุษฎีบัณฑิต
Full Title (English)	Doctor of Business Administration
Abbreviated Title (Thai)	บธ.ด.
Abbreviated Title (English)	D.B.A.

3. Credit Point Requirements

3.1 Programme type 1.1 is for students who have completed a Master's degree.
Total credits are not less than 48 credit points

3.2 Programme type 2.1 is for students who have completed a Master's degree.
Total credits are not less than 57 credit points

4. Curriculum Characteristics

4.1 Programme type	Type 1.1 pertains to a three year Doctoral degree Type 2.1 pertains to a three year Doctoral degree
4.2 Medium of Instruction	English
4.3 Student's Nationality Requirements	Thai and international students
4.4 Collaboration with Other Institutions	This Programme is a collaboration between Silpakorn University and Lucerne University of Applied Sciences and Arts, Switzerland.
4.5 Degrees offered to graduates	One degree of one major.

5. Job opportunities for graduates

- 5.1 Executives working in various business firms or business organizations,
- 5.2 Entrepreneurs or business consultants in areas of human resources management, financial management, managerial accounting, marketing, management, service industry and insurance management
- 5.3 Academics and experts in business administration
- 5.4 Lecturers / guest speakers who are experts in business administration and could serve in both public and private educational institutions

6. Educational Management System

Education system is managed in binary system which comprises of two semesters under the ministry of education, ministerial announcement of Standard Criteria for Graduate Degree Curriculum 2015 and/or any revised version.

7. Credit Transfer, Courses and Cross-university Registration

It will be based on Silpakorn University Rules and Regulations for Graduate's degree 2007 and /or any revised version.

8. Credit Calculation

1 credit for a lecture-based course is equivalent to 1 hour per week.

1 credit for a practice-based course is equivalent to 2 or 3 hours per week.

1 credit for an internship or field work is equivalent to 3 or 6 hours per week.

1 credit for Thesis work is equivalent to 3 or 4 hours per week.

Calculation of credits for each course is operated by combining the number of lecture hours (L), practice hours (P) and self-study hours (S) per week and the total number of hours is divided by three:

$$\text{Number of Credits} = \frac{L + P + S}{3}$$

9. Curriculum

9.1 Number of Credits

(1) Type 1.1 Thesis (equivalent to)	48	Credits
(2) Type 2.1 Thesis (not less than)	57	Credits

9.2 Curriculum Structure

(1) Programme type 1.1		
Thesis (equivalent to)	48	Credits
Total credits (equivalent to)	48	Credits
(2) Programme type 2.1		
Compulsory core courses	12	Credits
Major courses (not less than)	9	Credits
Thesis (equivalent to)	36	Credits
Total credits per programme (not less than)	57	Credits

9.3 Courses

Preliminary courses are remedial courses aimed at improving the fundamental knowledge of students. Students will be assessed for S or U Grades, which are not counted in grade-point average. However, it can be exempted depending on the consideration of the Board Committee of Curriculum.

789 801 Advanced Academic English 3(3-0-6)

Condition : Students who pass this course are excepted for English Language Test.

9.3.1 Programme type 1.1 Total credits not less than 48 credit are as follows;

789 841 Thesis equivalent to 48 credits

9.3.2 Programme type 2.1 Total credits not less than 57 credits are as follows;

A. Compulsory core courses 12 credits

789 811	Advanced Business Research and Methodology	3(3-0-6)
789 812	Seminar in Business Research and Thesis	3(3-0-6)
789 813	International and Intercultural Management	3(3-0-6)
789 814	Leadership and Business Ethics	3(3-0-6)

B. Major courses A minimum of 9 credits must be selected from the following available courses:

789 821	Systems Theory and Human Resource Management	3(3-0-6)
789 822	Strategic Management and Competitive Advantage	3(3-0-6)
789 823	Organization and Strategic Process Management	3(3-0-6)
789 824	Seminar in Accounting and Financial Management	3(3-0-6)
789 825	Seminar in Selected Issues of Business Management	3(3-0-6)
789 826	Seminar in Advanced Project Management	3(3-0-6)
789 827	Organization Theory and Development	3(3-0-6)
789 828	Seminar in Business Economics and Global Issues	3(3-0-6)
789 829	Advanced International and Global Marketing	3(3-0-6)
789 831	Seminar in Selected Issues of Services Marketing	3(3-0-6)
789 832	Advanced International Financial Management	3(3-0-6)

C. Thesis

789 842	Thesis	equivalent to 36 credits
---------	--------	--------------------------

9.4 Study Plan

(1) Programme type 1.1

Year 1/ First Semester

Code	Subject	Number of Credits (L – P – S)
789 841	Thesis (equivalent to)	9
	Total	9

Year 1/ Second Semester

Code	Subject	Number of Credits (L – P – S)
789 841	Thesis (equivalent to)	9
	Total	9

Year 2/ First Semester

Code	Subject	Number of Credits (L – P – S)
789 841	Thesis (equivalent to)	9
	Total	9

Year 2/ Second Semester

Code	Subject	Number of Credits (L – P – S)
789 841	Thesis (equivalent to)	9
	Total	9

Year 3/ First Semester

Code	Subject	Number of Credits (L – P – S)
789 841	Thesis (equivalent to)	9
	Total	9

Year 3/ Second Semester

Code	Subject	Number of Credits (L – P – S)
789 841	Thesis (equivalent to)	3
	Total	3

(2) Programme type 2.1

Year 1/ First Semester

Code	Subject	Number of Credits (L – P – S)
789 811	Advanced Business Research and Methodology	3(3-0-6)
789 812	Seminar in Business Research and Thesis	3(3-0-6)
	Major course	3
	Total	9

Year 1/ Second Semester

Code	Subject	Number of Credits (L – P – S)
789 813	International and Intercultural Management	3(3-0-6)
789 814	Leadership and Business Ethics	3(3-0-6)
	Major course	3
	Total	9

Year 2/ First Semester

Code	Subject	Number of Credits (L – P – S)
789 842	Thesis (equivalent to)	9
	Major course	3
	Total	12

Year 2/ Second Semester

Code	Subject	Number of Credits (L – P – S)
789 842	Thesis (equivalent to)	9
	Total	9

Year 3/ First Semester

Code	Subject	Number of Credits (L – P – S)
789 842	Thesis (equivalent to)	9
	Total	9

Year 3/ Second Semester

Code	Subject	Number of Credits (L – P – S)
789 842	Thesis (equivalent to)	9
	Total	9

9.5 Course Descriptions

- 789 801 Advanced Academic English 3(3-0-6)**
Condition : Assesment in S/U Grades
High level academic skills in listening, speaking, reading, and writing English; stress on structures and academic words.
- 789 811 Advanced Business Research and Methodology 3(3-0-6)**
Tools and skills necessary in quantitative, qualitative and action research, research ethics; conceptual analysis of research problems; collecting qualitative and quantitative data using a variety of research techniques; applying multivariate statistical techniques to analysis of quantitative data; analyzing, interpreting, reporting and presenting research results that correspond to the standards of scholarly journals.
- 789 812 Seminar in Business Research and Thesis 3(3-0-6)**
Analysis of problems and sources of research and research methodology for the benefit of academic research and development; analysis and interpretation of research data and maximize benefits from research results for the development of human knowledge on management; reporting the substance of research finding in the theses.
- 789 813 International and Intercultural Management 3(3-0-6)**
Difference between international and intercultural management, culture and cultural differences, cultural dimensions: dimensions of national and corporate cultures, intercultural communication, intercultural responsibility and international corporate social responsibility.
- 789 814 Leadership and Business Ethics 3(3-0-6)**
Ethical global leadership, business ethics and corporate social responsibility; shareholder management and ethical leadership, leadership and good governance.

- 789 821 Systems Theory and Human Resource Management 3(3-0-6)**
Human resource policies, strategies and planning, recruitment, supportive leadership, leadership development, rewards, workforce planning, termination, controlling, leadership and modern management theories, motivation and team leadership.
- 789 822 Strategic Management and Competitive Advantage 3(3-0-6)**
Strategic management processes as part of business management, systematic strategic management, strategic analysis, formulating strategic objectives, development of vision and mission statements, balanced scorecards, assessment of capabilities of a company in relation to a framework of actions and strategic relationships and competitive advantages.
- 789 823 Organization and Strategic Process Management 3(3-0-6)**
Principal theoretical perspectives and empirical studies explaining relationships among environments, organizational strategies, designs, and performance, analysis of environments and organizations from several theoretical perspectives such as resource dependence theory; institutional theory, organizational ecology, and industrial organization economics, competitive and mutual dimensions of environments that propel managers to enact business, corporate, and collective strategies, structures, processes, and systems to enhance effectiveness of firms.
- 789 824 Seminar in Accounting and Financial Management 3(3-0-6)**
Financial and operational accounting, budget planning, calculation with costing rates from the overall accounts, analysing SME financial statements and financial accounting as part of finance management.
- 789 825 Seminar in Selected Issues of Business Management 3(3-0-6)**
Current business issues in managerial strategy and corporate policy, integration of concepts of organization theory and behaviour, marketing, finance, human resources, production/operations, information technology, entrepreneurship, accounting, economics, and international business.
- 789 826 Seminar in Advanced Project Management 3(3-0-6)**
Obstacles in international project management, concepts of international projects, international requirements in running projects, strategies for international projects.

- 789 827 Organization Theory and Development 3(3-0-6)**
Organization theory, concepts of development theory, concepts of management, functions of management; planning, organizing, staffing, direction and controlling, application of management theory in modern organizations to achieve objectives of organizations.
- 789 828 Seminar in Business Economics and Global Issues 3(3-0-6)**
Economic, political, technical, strategic, competitive factors and conditions affecting national and industrial performance, concepts in understanding complexities and dynamism of global business and political environment, the advent of new entrepreneurial approaches leveraging global opportunities, foreign market entry strategies, politics of global business, roles of multinational and economic development and opportunities in transition and emerging markets.
- 789 829 Advanced International and Global Marketing 3(3-0-6)**
Planning and execution of international and global marketing strategies, international and global marketing programmes for maximum effectiveness of organizations, applying strategies for small and medium businesses in manufacturing and service operations in all regions, strategies for businesses having high potential in international and global markets.
- 789 831 Seminar in Selected Issues of Services Marketing 3(3-0-6)**
Importance and growing roles of service marketing towards consumers and organizational target markets, current issues in service marketing and customer service strategies, effective customer relationship management, key service delivery elements, service recovery strategies leading to successful implementation of a customer focused service-based businesses.
- 789 832 Advanced International Financial Management 3(3-0-6)**
International financial systems, international financial organizations, balance of payments, foreign exchange markets, conditions of equality between nations, financial risk management, currency futures, foreign right instrument, exposure international financial risk, mobilizing funds from International loan markets and stock markets, direct investment in global stock market. International working capital management, case study exercises.

789 841 **Thesis** **equivalent to 48 credits**
Innovative research on management issues related to student's selected field of study, conducting high quality research with potentials to render academic and professional advancement.

789 842 **Thesis** **equivalent to 36 credits**
Analysis of problems and sources of research, research methodology for benefits of academic research development. Analysis and interpretation of research data to develop knowledge of management. Report of substantial research findings.

10. Regulations and criteria of grading systems

The evaluation and grading systems will be conducted in compliance with Silpakorn University Rules and Regulations for Graduate's degree 2007 and /or any revised versions.

11. Graduation Criteria

To earn a D.B.A, candidates must successfully accomplish the following:

(1) In terms of other qualifications, these should be in accordance with the Silpakorn University Rules and Regulations for Graduate's degree 2007, Section 7 and /or any revised version.

(2) Accordance with the Ministry of Education, Ministerial announcement of Standard Criteria for Graduate Degree Curriculum 2015 and /or any revised version.