



# MINI M.B.A.

## PROFESSIONAL MANAGEMENT CERTIFICATE PROGRAMS

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



ABAC  
GRADUATE SCHOOL  
of BUSINESS

Assumption University of Thailand



## 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 endorsed 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 enrollment.

Class begins:

**Jan-Apr / May-Aug / Sep-Dec**

Attendance:

**At least 80% of all classes**

Evaluation:

**Exam**

Class hours:

**Sat & 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**

Brush up your knowledge  
and skills in business  
and IT fields

Gain better insights  
into new areas of  
corporate practice

Courses transferable  
to the regular  
MBA Program

Get a Certificate from ABAC

## MODULES OF CONCENTRATION COURSES

### MARKETING MANAGEMENT

<b>BM 6801</b>	Marketing Management
<b>BM 6802</b>	Advertising & Promotional Strategies
<b>BM 6805</b>	Marketing Logistics Management
<b>BM 6810</b>	Customer Relationship 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

<b>BF 6701</b>	Financial Management
<b>BF 6704</b>	Investments
<b>BF 6705</b>	Management for Financial Institution
<b>BF 6706</b>	International Financial Management

### BF 6701 Financial Management

*Prerequisite: BG 4005 Foundation in Finance and/or BA 6601 Managerial Accounting*

Capital management, long-term asset management, short-term financing, long-term financing, capital structure, dividend policy, cost of capital, and 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 of individual securities and for forming efficient portfolios from them, equilibrium pricing of capital assets, risk-adjusted evaluation of portfolio performance, efficiency of the capital allocation process in security markets and 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 and management of multinational enterprises from a financial point of view, investment opportunities and their evaluation, sources of funds for international business, capital structure, cost of capital management in international business, managerial aspects of multinational enterprises as well as financial problems and practices

## GENERAL MANAGEMENT

<b>BP 6903</b>	Organization Behavior
<b>BP 6904</b>	Operations Management
<b>BP 6910</b>	International Business Management
<b>BP 6918</b>	Strategic Management

### 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

### BP 6910 International Business Management

*Prerequisite: BE 6401 Managerial Economics*

Environmental and institutional factors, theories of international trade and finance, patterns and problems of multinational corporations

### BP 6918 Strategic Management

*Prerequisite: Study in Final Trimester*

Practice of strategic management leads to the formulation and implementation of strategies. These strategies are conceived to attain competitive advantage. Situations are analyzed for various sources of competitive advantage, also, internal and external environment as a prelude to strategy selection

## TECHNOLOGY MANAGEMENT

<b>MT 6235</b>	Information Technology in Enterprise
<b>MT 6243</b>	Supply Chain Management
<b>MT 6244</b>	Customer Relationship Management
<b>MT 6246</b>	Enterprise and Business Management

### MT 6235 Information Technology in Enterprise

*Prerequisites: MT 5050 Introduction to Technology for Management or consent of the instructor*

Basic knowledge of information technology and various aspects of its application used in the future enterprise, significance of computer and other kinds of technology in management and corporate discipline, various fundamental concepts of information systems and information technology including the roles they play in managing an organization, how information should be managed and 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 functions, up-to-date concepts about conceiving, preparing, starting, organizing, and operating a business, concepts of marketing and other related activities



## TOURISM MANAGEMENT

- TR6000** Managerial Accounting, Economics and Financial Decision Making for Tourism
- TR6001** Sustainable Tourism Development
- TR6111** Information Technology and e-Commerce for Tourism
- TR 6109** International Tourism and its Environment

### TR 6000 Managerial Accounting, Economics and Financial Decision Making for Tourism

This course presents managerial concepts in tourism industry. Besides discussing the demand and supply from the tourism economics point of view, the issues of externalities, multiplier effects and forecasting are emphasized. Issues of portfolio management, foreign direct investment (FDI), and some basic principles of tourism financial point of view are also included.

### TR 6001 Sustainable Tourism Development

The practices of tourism in the third world countries are studied. This will include a careful examination of the tourism development as well as its impact to the host country in terms of ecological/environmental, social, cultural, and economical perspective. Different approaches for understanding tourism development and its sustainability are examined. Appropriate case studies are selected to relate students to the current issues of sustainable tourism development in the third world countries

### TR 6111 Information Technology and E-commerce for Tourism

This course is a management and marketing application-oriented study of the development of Information Technology and E-commerce for the tourism organizations. Subjects covered include the history and overview of IT and the Internet in the Tourism Industry, the use of the Internet for destination and tourism organization marketing, travel industry consumer information search and buyer behavior, effective web design strategies, direct and relationship marketing via the internet, innovation and development of new E-commerce tourism ventures, and finally the management of the overall IT/E-commerce function for Tourism Industry organizations

### TR 6109 International Tourism and its Environment

The international issues governing the tourism industry are examined. This includes 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, for example, the airlines industry is discussed. Principles and practices of related laws and regulations of tourism in Thailand are also introduced

## ORGANIZATION MANAGEMENT (OD)

- MM5003** Organization Development & Management Fundamentals
- MM6802** Theories of Change and Transformation
- MM6810** Micro Systems Diagnosis, Change & Transformation
- MM6814** Change Management in Organization, Communication, Culture and Climate

### MM 5003 Organization Development & Management Fundamentals

This course establishes basic understanding of Management Science covering a review of basic management theories, introducing organization development concepts and processes. A special emphasis is given to the organizational effectiveness as an organization's essential goal

### MM 6802 Theories of Change and Transformation

This course explores and extrapolates theories, paradigm 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 and impact to the multiple roles of a "change person" (as Learner, Leader, Executive, Manager, Supervisor, Expert, Consultant, Facilitator). This enables self as leaders to engage in strategic, systemic, creative, and practical thinking processes in emerging systems to envision and shape futures – using Self-aware assessment profile on human information processing and decision-making

### MM 6810 Micro Systems Diagnosis, Change and Transformation

This course is an experiential learning 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 conduct of diagnosis with an organization of choice as the client system of the project

### MM 6814 Change Management in Organization, Communication, Culture & Climate

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

## AUTOMOTIVE DEALER MANAGEMENT

- BP 6918** Strategic Management
- BP 6904** Operations Management
- BM 6801** Marketing Management
- Automotive Dealer Management (Students study this course at Master Automotive Training Co., Ltd. Ladprao 112 Road.)

### BP 6918 Strategic Management

*Prerequisite: Study in Final Trimester*

Practice of strategic management leads to the formulation and implementation of strategies. These strategies are conceived to attain competitive advantage. Situations are analyzed for various sources of competitive advantage, also, internal and external environment as a prelude to strategy selection

### BP 6904 Operations Management

*Prerequisite: BP 6901 Quantitative Analysis for Management*

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### Additional and Optional Special Courses (with additional fees)

- Safety Driving Skills
- Performance Driving Skills
- Domestic Field Trip
- Overseas Field Trip



## UNIVERSITY ADMISSIONS CENTER (UNIAD)

### HUA MAK CAMPUS

Tel. +66 (2) 300 4543-62 Ext.1244  
+66 (2) 719 1929

### ABAC CITY CAMPUS

Tel: +66 (2) 1009 115 - 8

### SUVARNABHUMI CAMPUS

Tel. +66 (2) 723 2323



WWW.GRAD.AU.EDU

WWW.CITYCAMPUS.AU.EDU

E MAIL : [GRADADMISSION@AU.EDU](mailto:GRADADMISSION@AU.EDU)