

The MBI program is administered by the **Institute for Knowledge and Innovation – South-East Asia (IKI-SEA)**. Founded in 2008, the IKI-SEA is a non-profit organization, which combines leading-edge academic research capability with in-depth business experience to provide practical and effective business solutions to the private and public sectors. MBI students will have the opportunity to get involved in activities and projects organized by the IKI-SEA. www.iki-sea.org

PhD-KIM

Students who selected the research thesis track and who wish to pursue Doctoral study in **Knowledge Management and Innovation Management (Ph.D. KIM)** can apply for the combined Master + PhD program. Qualified students will be allowed to extend their thesis to the doctoral level and complete both degrees in 4 years instead of 5 years. The Ph.D. KIM is a World-class PhD program offered in partnership with **Telecom Business School (Paris)**. From more information please visit: <http://phdkim.bu.ac.th>



MBI Students will have the option to obtain a dual degree, a **Master in Innovation Management and Technology**, from the "**Institut d'Administration des Entreprises (IAE)**" which is a Public Graduate School of Management, of the **University Pierre Mendès France**, located in Grenoble, France. Selected students will spend **1 month in France** (Mid Sept-Oct) during the 2nd year of their study where they will take classes and will participate in various activities. They will also be required to take 2 courses taught by IAE professors at BU. Students will write a common thesis for both programs. Additional fees will apply. For more information about the program please visit: <http://goo.gl/7OHVxF>



MBI students will have the option to obtain a dual degree, a **Master of Science in Technological Management (M.S.)**, from the **Graduate School of Innovation and Technology Management**, of **Hanyang University located in Seoul, South Korea**. Hanyang University is ranked as the third best university in Korea. Selected students will have to spend **2 semesters in Korea** in order to meet Hanyang's master's requirement. Students will write a common thesis for both programs. Additional tuition fees will apply. For more information about the program please visit www.hanyang.ac.kr

Admission Information

The MBI program welcomes students who graduate from **Engineering, Science, Fine Arts and Business Administration** as well as **professionals** such as **engineers, marketing officer, managers, R&D officers and designers** working in **Thailand and abroad**. Admission to the program is considered for applicants who fulfill the following entry requirements:

Applicants should hold a Bachelor's Degree or its equivalence, in any field from local or overseas educational institutions as recognized by the Ministry of Education.

-> Applicants are required to have proficient command of English language skills. (equivalent to a TOEFL score of 520 on the PBT, 190 on the CBT, 68 on the IBT, or an IELTS with a score of 6.0. (TOEFL/IELTS results are valid for 2 years). Any applicant who has not obtained the required score, are required to pass an English Professional Test from Bangkok University.

- Admission will be considered along with the score of the English test, academic background and work experiences.

The requested documents to apply are:

- Official Bachelor's degree-level transcripts
- Two letters of recommendation
- Two Photos (1 inch.)
- English test results
- Resume or CV
- A copy of ID/passport
- Letter of Motivation

APPLY NOW!

For any question contact us at:
mbi@bu.ac.th +66 (0) 2350 3500 ext.1421
<http://mbi.bu.ac.th>



Find us on Facebook by scanning this QR code

FOR THE FIRST TIME IN THAILAND!



Master in Business Innovation

From ideas to successful



International Week-end program with Dual Degree with:



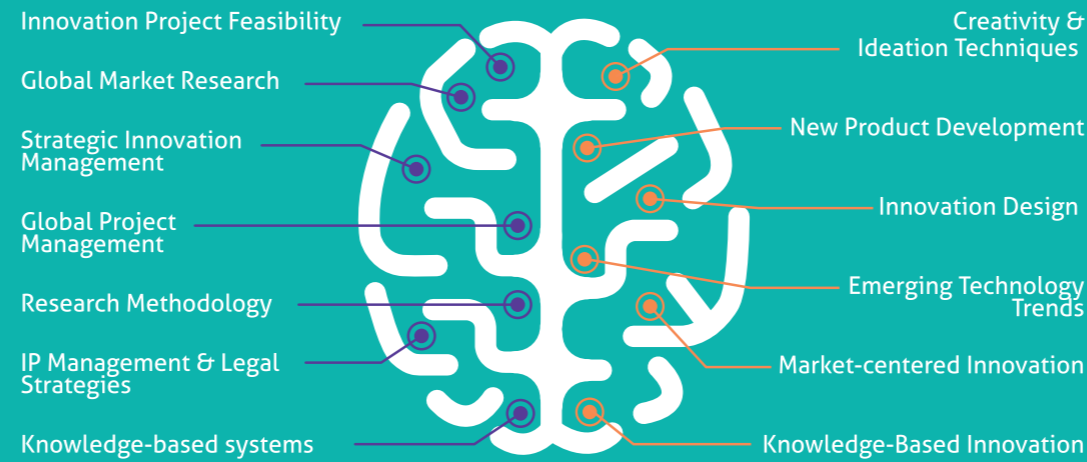
France

Korea

Interdisciplinary program, incorporating Business, Design Thinking and Technology approaches

BEFORE MBI

- Curious about innovation
- Eager to learn from various disciplines and cultures
- Willing to make a difference
- Interested in designing the future
- Looking to be unique
- Ready to learn to unlearn
- Team player spirit

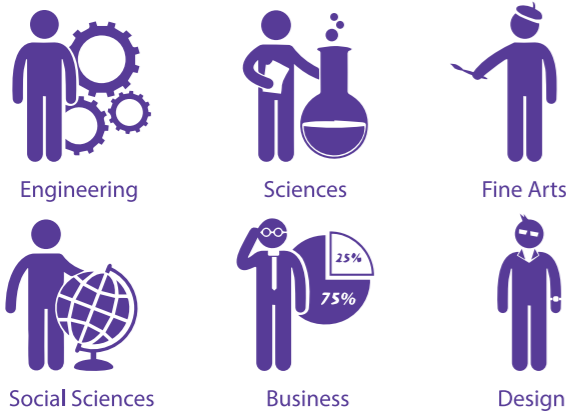


AFTER MBI

- Creativity & Innovation Skills
- Curiosity & Open Mindness
- Critical Thinking
- Independent & Self reliant
- Project & Team management skills
- Interdisciplinary & International thinking
- Research & Validation skills



The MBI program welcomes bachelor students who graduated from:



as well as professionals such as engineers, marketing officers, managers, R&D officers and designers working in Thailand and abroad.

Curriculum and Format

- The MBI program is offered in **English**.
- Program in **1.5 year** for the single degree (and upon the requirements of partner university for the dual degree options.)
- MBI is offered as a **Weekend Program** with class **mainly on Saturday**.
- Students are required to complete the **preliminary and core** courses along with a **team project with a local company in the first year**.
- Students in **Plan A (Thesis)** track will have to take an additional elective course
- **Plan B (Independent Study)** track will have to take four additional elective courses.
- **Blended learning techniques** will be used to deliver these courses (lectures, MOOCs, workshops, e-learning, projects...)
- Courses are designed to accommodate the **schedule of working professional**.
- The program uses a **team/project based approach**.
- Students will be working with **real projects**.

Program Description & Goals

The MBI program focuses on the issues of how to identify, ideate, develop and manage new innovations of product, service, process and business models. Because in today's turbulent business

environment where innovation often involves (quasi) external acquisition of technology and/or close collaboration with customers, suppliers and competitors, open innovation is a vital perspective. The program also pays attention to other forms of new business development, including entrepreneurship, market orientation, and social innovation.

The program creates a unique opportunity to experience the challenges throughout the new product/service design and development process and to develop a mutual understanding about the rationales on the technology as well as on the business management side. There is a broad empirical basis that such a mutual understanding is a key prerequisite for successful cooperation between R&D and marketing and ultimately for innovation success.

The aim of the program is therefore to enhance students' understandings about strategies, structures, processes, people and cultures to develop successful innovations and to enhance the innovative capability of firms.

Degree Conferred

Master of Management in Business Innovation degree from the business school of Bangkok University. In addition, students will have the option to enroll in an International dual degree with France (I.A.E, UMPF Grenoble) or South Korea (Graduate school of Innovation and Technological management (Hanyang University, Seoul).

Career Opportunities

- Management (new product development, innovation, research and development, technology, engineering)
- Marketing Innovation
- Innovation Architecture
- Innovation Project Management
- Business development
- Research and development
- Management in Innovation centers and Technology centers
- Human Resource Development
- Organizational Strategy
- Innovation Management Consultant
- Entrepreneur / Business owner
- Social Innovator
- Service Innovator
- Intrapreneur / Innovation Champion

Academic year 1 (Core Courses 24 credits)

July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug
Preliminary Courses Business Management*	Creativity and Ideation Techniques			Innovation Project Feasibility			Innovation Design		Knowledge-based Innovation		Strategic Innovation Management		
Business Innovation	Global Market Research			New Product Development			Team project (in partnership with industry)				Innovation Research Methodology		

*For students with no previous business related studies

Academic year 2 (Plan A or Plan B, 15 credits)

Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Plan A: Thesis + 1 Elective (Bangkok University) + 2 years if selected in Ph.D KIM									
Elective 1									
Thesis									
Plan A: Thesis + 3 Electives (Dual degree Bangkok University & I.A.E - 1 month in France) + 2 years if selected in Ph.D KIM									
Elective in France		Elective 3							
		Elective 4							
Thesis									
Plan A: Thesis + 1 Elective (Dual degree Bangkok University & Hanyang University - 2 semesters in Korea) + 2 years if selected in Ph.D KIM									
Courses in Korea				Courses in Korea					
Thesis									
Plan B: Independent Study + 4 Electives (Single degree - Bangkok University)									
Elective 1		Elective 3							
Elective 2		Elective 4							
Independent Study									