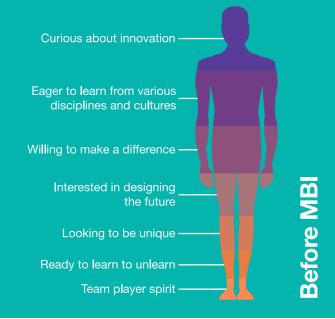
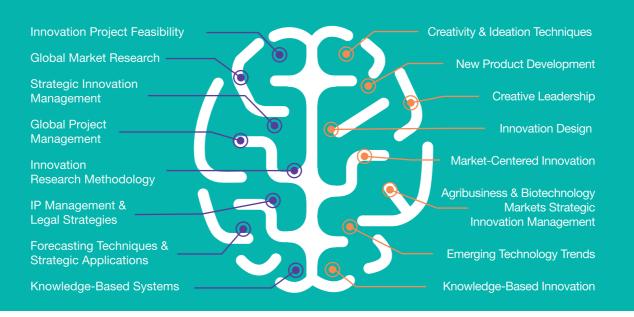




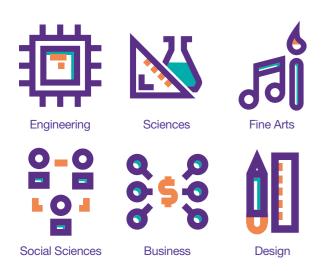
www.mbi.bu.ac.th

# Interdisciplinary program, incorporating Business, Design Thinking and Technology approaches





# 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**

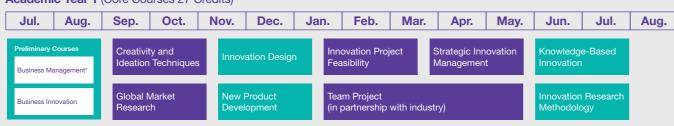
- The first Master's Degree in Business Innovation in Thailand
- The MBI is an international and multidisciplinary Program
- The MBI Program is offered in English
- The MBI Program is taught by International Experts
- The MBI Program is designed to accommodate the schedule of working professionals
- The MBI Program is offered as a Weekend Program with classes on Saturdays
- Each course of the MBI Program involves a real corporate case study, challenge or project
- The MBI Program can be completed in 18 months (independent study track) / 24 months (master thesis track).
- Blended learning techniques will be used to deliver the courses: 1/3 Online (Week Days) - 2/3 face to face (Saturdays)
- Small Online Private Courses (videos) and e-learning techniques are used for the online part
- · Project/problem-based techniques (team projects, workshops, flipped classroom, action learning...) are applied face to face
- The MBI Program apply a development-centered pedagogy to enhance participant's soft skills (Creativity, Adaptivity, Sense Making, Critical Thinking, Empathy...)
- A free cognitive Innovation test (TIPS) is provided for each participant to ensure an optimal composition of each team

### **Program Description & Goals**

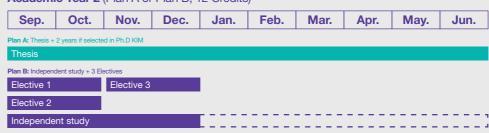
In the current era of knowledge and digital economy, business innovation has become the main challenge for most companies. New business innovations emerge constantly and they take multiple forms which include new product and service design and, development; new routines and processes creation in operation, management, strategy and R&D; new business models; new marketing strategies (digital marketing and social media exploitation; customer oriented services); new collective innovation logics...

This increase in market dynamism generates a growing corporate need for manager empowered with strong soft skills such as creativity, adaptability, sense making, critical thinking and empathy. The MBI Program was designed to better answer these fast evolving new business needs. The MBI program enhances participant's understanding about innovation strategies, structures, processes, people and cultures. The MBI Program's unique pedagogy provides participants with the opportunity to experience real corporate innovation challenges and to develop a better ability to apply their newly acquired knowledge to solve concrete modern innovation managerial challenges.

### Academic Year 1 (Core Courses 27 Credits)



### Academic Year 2 (Plan A or Plan B, 12 Credits)



\*For students with no previou: ess related studies



### **Degree Conferred**

Master of Management in Business Innovation degree from the business school of Bangkok University.

## **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





Ph.D. KIM Fast Track



Under the leadership of Mr. Petch Osathanugrah (the Chief Creative Officer of Bangkok University), Bangkok University has put in a great amount of resources to create an inspiring and learning environment for students with creativity, entrepreneurship, knowledge and innovation topics.



IKI-SEA THE INSTITUTE FOR KNOWLEDGE & INNOVATION SOUTH-AST ASIA BANGKOK UNIVERSITY The MBI program is administed 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 leadingedge 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 KNOWLEDGE & INNOVATION MANAGEMENT BANGKOK UNIVERSITY Students who selected the research thesis track and who wish to pursuit 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 **Université Grenoble Alpes**. **www.phdkim.bu.ac.th** 



### **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 550 on the PBT, 213 on the CBT, 80 on the IBT, or an IELTS with a score of 6.5 (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

### **Contact Information**

+66 (0) 2350 3500 ext.1421 mbi@bu.ac.th www.mbi.bu.ac.th

