



**BANGKOK
UNIVERSITY**
THE CREATIVE UNIVERSITY



IKI-SEA
THE INSTITUTE FOR
KNOWLEDGE & INNOVATION
SOUTH-EAST ASIA
BANGKOK UNIVERSITY



Master in Business Innovation

The infographic illustrates the transformation of an individual's profile through the lens of Market-Based Innovation (MBI). It features two human silhouettes, one on the left labeled 'Before MBI' and one on the right labeled 'After MBI', connected by a central brain-like network of innovation concepts.

Before MBI Profile:

- 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

Central Brain Network Concepts:

- Innovation Project Feasibility
- Global Market Research
- Strategic Innovation Management
- Global Project Management
- Innovation Research Methodology
- IP Management & Legal Strategies
- Forecasting Techniques & Strategic Applications
- Knowledge-Based Systems
- Creativity & Ideation Techniques
- New Product Development
- Creative Leadership
- Innovation Design
- Market-Centered Innovation
- Agribusiness & Biotechnology Markets Strategic Innovation Management
- Emerging Technology Trends
- Knowledge-Based Innovation

After MBI Profile:

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

Engineering

Sciences

Fine Arts

Social Sciences

Business

Design

- 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



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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.



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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
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MANAGEMENT
BANGKOK UNIVERSITY

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 **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

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