



DOCTOR OF PHILOSOPHY PROGRAM IN BUSINESS ADMINISTRATION

■ FACULTY OF BUSINESS, ECONOMICS AND COMMUNICATIONS

DOCTOR OF PHILOSOPHY PROGRAM IN BUSINESS ADMINISTRATION

Naresuan University offers a state-of-the-art program, an outstanding faculty and excellent opportunity to work with Thai business communities. If you are looking for an exciting and challenging program in the ASEAN context to prepare yourself in regional business, we welcome you to further explore our program. With extensive networking within Thailand and abroad, the program aims at enabling our graduates to assemble new bodies of knowledge and apply them to the highest benefits of the societal needs and be responsive to current global situations.



Objectives

The graduates are to achieve the positive learning outcomes and employment-related attributes as shown below.

- Capacity in conducting research in Business Administration.
- Communication of accomplishments to stakeholders in businesses and communities with confidence.
- Possession of comprehensive and coherent knowledge in management, aligned to realities in business settings.
- Capacity in searching for related knowledge.
- Adherence to ethics while being conscious of business operations and accountability to the society.

Admission

In accordance with the Graduate School Rules and Regulations. The program committee reserves the rights to require more qualifications as deemed appropriate.

Medium of Instruction

Thai and English

Research Focus

- International Business
- Financial Management
- Marketing Management
- Operations Management
- Logistics Management
- Human Resources
- Economics

Requirement for Graduation

In accordance with the Graduate School Rules and Regulations.



Doctor of Philosophy Program in Business Administration

- FACULTY OF BUSINESS, ECONOMICS AND COMMUNICATIONS

Structure of the Program

1. Credit Requirements. *

Requirements	Option 1.1	Option 2.1
Coursework	-	12
Core Courses	-	12
Electives	-	-
Required Non-credit Courses	9	9
Dissertation	48	36
Total	48	48

* Minimum credits required.

2. Core Courses

Requirements	Option 1.1		Option 2.1	
	Course No.	Credits	Course No.	Credits
Advanced Business Research Methodology	-	-	805611	3
Analytical Business Strategies and Innovation	-	-	805621	3
Comparative Business Analysis	-	-	805622	3
Knowledge and Contemporary Theory Management	-	-	805623	3
Total	0	0	4	12

3. Electives

-

4. Required Non-credit Courses.

Requirements	Option 1.1		Option 2.1	
	Course No.	Credits	Course No.	Credits
Literature Review and Conceptual Design	805612	3	805612	3
Qualitative and Quantitative Research Methodology	805613	3	805613	3
Seminar in Business Management Problems and Issues 1	805624	1	805624	1
Seminar in Business Management Problems and Issues 2	805625	1	805625	1
Seminar in Business Management Problems and Issues 3	805626	1	805626	1
Total	5	9	5	9

5. Dissertation Credit Requirements.

Requirements	Option 1.1		Option 2.1	
	Course No.	Credits	Course No.	Credits
Dissertation 1	805661	6	805681	3
Dissertation 2	805662	6	805682	9
Dissertation 3	805663	9	805683	12
Dissertation 4	805664	9	805684	12
Dissertation 5	805665	9	-	-
Dissertation 6	805666	9	-	-
Total	6	48	4	36

Course Descriptions

805621 Analytical Business Strategies and Innovation 3(3-0-6)

Understanding business strategies and innovation concepts, analyzing business strategies and innovation contributing to business success or failure, and the importance of Corporate Social Responsibility (CSR) for an organization.

805622 Comparative Business Analysis 3(3-0-6)

Analysis of similarities and differences among business operations under different cultural contexts and institutional factors in international business organizations.

805623 Knowledge and Contemporary Theory Management 3(3-0-6)

Knowledge development in organizations, contemporary theory management concepts contributing to organizational changes, and increasing importance of business ethics and corporate social responsibility.

805611 Advanced Business Research Methodology 3(3-0-6)

Advanced business research methodology for data collection, research results interpretations, analysis, and implications.

805661 Dissertation 1 Option 1.1 6Credits

Conducting research studies related to interesting issues on business administration and developing them into a thesis title.

805662 Dissertation 2 Option 1.1 6Credits

Developing the approved thesis title through examining various related literature reviews consisting of concepts, theories, and research reports, all related to the thesis title.

805663 Dissertation 3 Option 1.1**9Credits**

From collected reviews of related literature to academic statement, culminating approaches, theories, and published research findings; selection of appropriate research methodology; and passing the defense of the dissertation proposal.

805664 Dissertation 4 Option 1.1**9Credits**

Selection of methods in accessing data resources for research and collection so as to answer the research question with accuracy, validity, and reliability.

805665 Dissertation 5 Option 1.1**9Credits**

Analysis and synthesis of the data collected from the fields, using approaches and theories as synthesized from the related literature reviews.

805666 Dissertation 6 Option 1.1**9Credits**

Research report writing, presentation of the final draft, ascertainment of new found knowledge, dissertation defense followed by corrections (if applicable), and submission of final completed dissertation to the Graduate School.

805681 Dissertation 1 Option 2.1**3Credits**

Conducting research studies related to interesting issues on business administration and developing them into a thesis title.

805682 Dissertation 2 Option 2.1**9Credits**

Developing the approved dissertation further by extensive related literature reviews comprising approaches, theories, and published research findings; putting them in academic statements with an appropriate research design; and passing the dissertation defense.

805683 Dissertation 3 Option 2.1**12 Credits**

Selection of methods in accessing data resources for research and collection so as to answer the research question with accuracy, validity, and reliability.

805684 Dissertation 4 Option 2.1**12 Credits**

Research report writing, presentation of the final draft, ascertainment of new found knowledge, dissertation defense followed by corrections (if applicable), and submission of the final dissertation to the Graduate School.

805624 Seminar in Business Management Problems and Issues 1 (Non-Credit)**1(0-2-1)**

Analysis and discussion on current issues and problems of business management.

805625 Seminar in Business Management Problems and Issues 2 (Non-Credit)**1(0-2-1)**

Research methodology, analyzing and presenting academic articles or research results, and holding coherent and in-depth discussions related to the student's research or thesis under the topic of business administration.

805626 Seminar in Business Management Problems and Issues 3 (Non-Credit)**1(0-2-1)**

Presentations and discussions of contemporary business issues, emphasis on presenting clear and concise abstract and contents, and reports and discussions on topics related to contemporary business issues including presenting the abstract and content clearly.

805612 Literature Review and Conceptual Design (Non-Credit) 3(3-0-6)

Related literature reviews leading to a synthesis of the researcher's conceptual framework.

805613 Qualitative and Quantitative Research Methodology (Non-Credit) 3(3-0-6)

Importance of qualitative and quantitative research; types, sampling, data selection, and analysis; interpretation of results for implication and generalization; and advanced techniques for quantitative research to explore and analyze research results for implication.