



Master of Business Administration in Digital Business

MBA in Digital Business

Master of Business Administration Program in Digital Business

1. Program Name

Program Name : Master of Business Administration Program in Digital Business

2. Degree and Field of Study

Full Name : Master of Business Administration (Digital Business)

Abbreviation : M.B.A. (Digital Business)

3. Total Program Credits

The master's degree requires a minimum of 36 credits.

4. Career Opportunities Upon Graduation

Graduates of the Master of Business Administration Program in Digital Business (New Program, 2025) can apply the knowledge gained from their studies to pursue roles as entrepreneurs and employees in public and private organizations across business sectors, management, and other related digital business fields, including:

4.1 Businesspersons

4.2 Government Officials and State Employees

4.3 Organizational Analysts, Planners, and Policy Makers

4.4 Business, Financial, and Investment Analysts

4.5 Lecturers, Speakers, Academics, and Researchers

5. Curriculum Details

5.1 Total Credits for the Entire Program

Plan 1 Academic Track (Thesis-Focused): 36 credits

Plan 1 Academic Track (Coursework and Thesis): 36 credits

5.2 Program Structure

Plan 1 Academic Track (Thesis-Focused)

This study plan emphasizes research with a focus on producing a high-quality thesis that contributes to academic advancement and knowledge dissemination. The academic advisor and program director may require students to take additional courses or participate in academic activities without earning credits to meet program outcomes.

Basic Supplementary Courses:	(Non-credit)
Compulsory Courses:	(Non-credit)
Elective Courses:	(Non-credit)
Thesis:	36 credits

Plan 1 Academic Track (Coursework and Thesis)

This study plan integrates coursework with research activities, aiming to produce high-quality academic output and promote the dissemination of knowledge.

Basic Supplementary Courses:	(Non-credit)
Compulsory Courses:	15 credits
Elective Courses:	9 credits
Thesis:	12 credits

5.3 Courses in the Curriculum

1) Basic Supplementary Courses (Non-credit)

Students must meet the English proficiency requirements set out in Pathumthani University announcements and must register for other basic supplementary courses as determined by the program director or program committee, based on the student's bachelor's degree transcript and entrance examination results. These courses do not count toward the program credits and are graded S/U (Satisfactory/Unsatisfactory).

ENG696101	Roadmap to CEFR Competency	2(2-0-4)
MDB696102	Introduction to Digital Business	3(3-0-6)

2) Compulsory Courses

Students enrolled in Plan 1 Academic Track (Coursework and Thesis) are required to complete the following courses, totaling 15 credits.

MDB696201	Leadership and Strategic Management	3(3-0-6)
MDB696202	Accounting and Finance for Managers	3(3-0-6)
MDB696203	People and Organizations: Principles and Practices in Global Contexts	3(3-0-6)
MDB696204	Marketing Communications and Operations	3(3-0-6)
MDB696205	Business Research Project	3(3-0-6)

3) Elective Courses

Students enrolled in Plan 1 Academic Track (Coursework and Thesis) select courses from the following list, totaling 9 credits.

MDB696301	Project Analysis for Digital Business	3(3-0-6)

MDB696302	Financial Technology	3(3-0-6)
MDB696303	Innovation Management	3(3-0-6)
MDB696304	Developing Organizational Capabilities	3(3-0-6)
MDB696305	Management Learning and Research	3(3-0-6)
MDB696306	Leadership Coaching and Mentoring	3(3-0-6)
MDB696307	Developing Effectiveness in Leadership and Management	3(3-0-6)
MDB696308	Digital Marketing and Social Media	3(3-0-6)
MDB696309	Contemporary Issues in Digital Business	3(3-0-6)
MDB696310	Data Analytics in Digital Business	3(3-0-6)
MDB696311	Selected Topics in Digital Business	3(3-0-6)
MDB696312	Seminar in Digital Business	3(3-0-6)

4) Thesis

Plan 1 Academic Track (Thesis-Focused): 36 credits

MDB696401	Thesis 1	6(0-18-9)
MDB696402	Thesis 2	12(0-36-18)
MDB696403	Thesis 3	12(0-36-18)
MDB696404	Thesis 4	6(0-18-9)

Plan 1 Academic Track (Coursework and Thesis): 12 credits

MDB696405	Thesis 1	6(0-18-9)
MDB696406	Thesis 2	6(0-18-9)

6. Course Descriptions

1) Basic Supplementary Courses (Non-credit)

ENG696101 Roadmap to CEFR Competency 2(2-0-4)

Development of English listening and reading competencies to grasp the main points of academic texts that use both general and technical vocabulary; competencies in presenting viewpoints in discussion and giving supporting arguments and counterarguments, both orally and in writing.

MDB696102 Introduction to Digital Business 3(3-0-6)

General principles and concepts related to digital business, including the meaning and importance of business in the digital age, the impact of digital technology on business operations, online marketing, and the use of digital media to build customer relationships, as well as analyzing trends in digital business and exploring the challenges and opportunities in today's digital market.

2) Compulsory Courses

Students enrolled in Plan 1 Academic Track (Coursework and Thesis) are required to complete the following courses, totaling 15 credits.

MDB696201 Leadership and Strategic Management 3(3-0-6)

Principles and concepts related to leadership and strategic management, including the meaning and role of leaders within organizations, developing strategic decision-making capabilities, analyzing the external and internal environments of organizations, setting goals and strategies, managing resources to support chosen strategies, assessing and monitoring performance, and refining strategies for long-term success.

MDB696202 Accounting and Finance for Managers 3(3-0-6)

Fundamental principles of accounting and finance essential for managers, including financial statement analysis, budgeting, cash flow management, investment return evaluation, using accounting information for strategic decision-making, managing financial risks, and understanding key financial instruments to support organizational operations.

MDB696203 People and Organizations: Principles and Practices in Global Contexts 3(3-0-6)

Study of principles and practices related to people and organizations in a global context, including the importance of human resource management, creating diverse organizational cultures, developing collaborative skills in international teams, cross-cultural communication, and managing cultural diversity in the workplace, as well as analyzing the impacts of economic and social changes on organizations and developing appropriate management strategies for global operations.

MDB696204 Marketing Communications and Operations 3(3-0-6)

Study of principles and strategies in marketing communications, including planning and executing effective marketing activities, utilizing various tools and techniques to communicate with target audiences, building customer relationships, analyzing the results of communication activities, coordinating between marketing and operations, and managing processes to maximize efficiency in meeting market demands.

MDB696205 Business Research Project 3(3-0-6)

Implementation of a business research project focusing on applying theories and research methods in real business contexts. Students learn how to design research, collect and analyze data, interpret results, and present research findings appropriately, and develop skills in planning, executing, and managing research projects, as well as problem-solving and decision-making in complex business situations.

3) Elective Courses

Students enrolled in Plan 1 Academic Track (Coursework and Thesis) select courses from the following list, totaling 9 credits.

MDB696301 Project Analysis for Digital Business 3(3-0-6)

Study of project analysis in the context of digital business, including assessing project concepts, analyzing market feasibility, managing resources, and evaluating risks. Students learn how to use tools and techniques for data analysis, define objectives and expected outcomes, monitor and evaluate projects during execution, and refine plans to maximize efficiency in digital business operations.

MDB696302 Financial Technology 3(3-0-6)

The impacts of changes in financial technology (FinTech); the transformation of banking and payments; fundraising through FinTech and crowdfunding; electronic peer-to-peer lending; banking agents; data analysis using artificial intelligence, robo-advisers, and machine learning; FinTech applications for personal financial management; understanding blockchain and cryptocurrency; digital currency trading and smart contracts; and the future of FinTech.

MDB696303 Innovation Management 3(3-0-6)

Study of concepts and processes involved in managing innovation within organizations, including the development of new innovations, managing creativity, fostering an organizational culture that supports innovation, analyzing market and technology trends, managing resources to support innovation, and evaluating the impact of innovation on organizational efficiency and competitiveness. Students learn how to use tools and techniques for developing innovations and formulating strategies to promote innovation in a rapidly changing business environment.

MDB696304 Developing Organizational Capabilities 3(3-0-6)

Study of processes and strategies for developing organizational capabilities to enhance efficiency and competitiveness, including analyzing organizational strengths and weaknesses, building and developing human resources, improving operational processes, and promoting a culture of learning within the organization. Students learn how to create adaptability and innovation capabilities, use tools and techniques to assess the impact of capability development on business outcomes, and manage change to align with a changing environment.

MDB696305 Management Learning and Research 3(3-0-6)

Study of approaches and processes in learning and research within the field of management, including analyzing key management theories, research methods used in organizations, developing skills in designing research, collecting and analyzing data, and presenting research findings. Students learn about applying research to improve management practices within organizations, learning from experiences and case studies, evaluating the impact of learning and research on business decision-making, and creating suitable frameworks for management development within organizations.

MDB696306 Leadership Coaching and Mentoring 3(3-0-6)

Study of coaching and mentoring approaches to develop leadership within organizations, including building leadership capabilities, setting personal and organizational goals, developing effective communication and listening skills, assessing and providing feedback to coachees, building strong relationships between coaches and coachees, and using tools and techniques to support continuous development. Students learn about the roles of coaches and mentors in fostering the growth and development of leaders within organizations.

MDB696307 Developing Effectiveness in Leadership and Management 3(3-0-6)

Study of approaches and strategies to develop the effectiveness of leadership and management within organizations, including analyzing the characteristics and essential skills of effective leaders, creating a supportive team environment, managing conflicts, and fostering organizational commitment. Students learn about improving decision-making processes, measuring management outcomes, and presenting ongoing development strategies to respond to changing demands and challenges in the business environment.

MDB696308 Digital Marketing and Social Media 3(3-0-6)

Study of approaches and strategies in digital marketing, including the use of social media to engage consumers, planning and executing marketing campaigns through digital channels, analyzing data and measuring the effectiveness of marketing activities, creating valuable and engaging content, and using SEO (Search Engine Optimization) and SEM (Search Engine Marketing) to enhance brand visibility and reach. Students learn how to leverage digital tools and technologies to connect with and build relationships with customers, and how to adapt marketing strategies to trends and changes in the digital landscape.

MDB696309 Contemporary Issues in Digital Business 3(3-0-6)

Study of current events impacting the global economy, including significant occurrences, ideological conflicts in politics, economics, society, and culture, as well as changes brought about by technology and the development of digital businesses. Students analyze both domestic and international situations, considering the impact of various factors on digital businesses, such as trends in consumer behavior, the use of big data, data security concerns, and the development of new innovations to adapt and compete in a rapidly changing market.

MDB696310 Data Analytics in Digital Business 3(3-0-6)

Study of the use of data analytics in business decision-making in the digital age, including gathering and analyzing data from various sources such as social media, websites, and customer databases to create insights that enhance marketing strategies, optimize operations, and develop products. Students learn about data analytics tools and techniques, such as predictive analytics, behavioral analytics, and data-driven decision-making, as well as applying data analysis approaches to customer relationship management (CRM) and creating positive customer experiences.

MDB696311 Selected Topics in Digital Business 3(3-0-6)

Study of important and diverse topics in digital business, which may include the latest trends in digital technology, innovation development, digital marketing, risk management in digital businesses, brand building and management in the online world, and data analytics to support business decision-making. Students select topics of interest and conduct in-depth studies to develop an understanding of significant issues and changes in digital business. Completing projects or research related to these topics enhances skills and knowledge that can be applied in real business environments.

MDB696312 Seminar in Digital Business 3(3-0-6)

In-depth study of important issues and trends in digital business through lectures and discussions led by industry experts. Students have opportunities to study case studies and exchange views with speakers, as well as work in groups to analyze problems and solutions in digital business. The seminar focuses on developing analytical thinking, communication, and teamwork skills, and on applying theories and practices in real-world situations to prepare for work in a constantly changing digital business environment.

4) Thesis

Plan 1 Academic Track (Thesis-Focused): 36 credits

MDB696401 Thesis 1 6(0-18-9)

For students in Plan 1 Academic Track (Thesis-Focused): conducting research that emphasizes originality and aims toward new and useful results that advance knowledge of digital business in the digital economy; searching, studying, and learning the principles, concepts, and theories of digital business, digital technology, and other knowledge and skills that are necessary and related to the thesis topic; passing the thesis proposal examination; writing the thesis; passing the thesis defense examination; and publishing a full research article in a research journal, under the guidance and supervision of the thesis advisor.

MDB696402 Thesis 2 12(0-36-18)

For students in Plan 1 Academic Track (Thesis-Focused): conducting research that emphasizes originality and aims toward new and useful results that advance knowledge of digital business in the digital economy; searching, studying, and learning the principles, concepts, and theories of digital business, digital technology, and other knowledge and skills that are necessary and related to the thesis topic; passing the thesis proposal examination; writing the thesis; passing the thesis defense examination; and publishing a full research article in a research journal, under the guidance and supervision of the thesis advisor.

MDB696403 Thesis 3 12(0-36-18)

For students in Plan 1 Academic Track (Thesis-Focused): conducting research that emphasizes originality and aims toward new and useful results that advance knowledge of digital business in the digital economy; searching, studying, and learning the principles, concepts, and theories of digital business, digital technology, and other knowledge and skills that are necessary and related to the thesis topic; passing the thesis proposal examination; writing the thesis; passing the thesis defense examination; and publishing a full research article in a research journal, under the guidance and supervision of the thesis advisor.

MDB696404 Thesis 4 6(0-18-9)

For students in Plan 1 Academic Track (Thesis-Focused): conducting research that emphasizes originality and aims toward new and useful results that advance knowledge of digital business in the digital economy; searching, studying, and learning the principles, concepts, and theories of digital business, digital technology, and other knowledge and skills that are necessary and related to the thesis topic; passing the thesis proposal examination; writing the thesis; passing the thesis defense examination; and publishing a full research article in a research journal, under the guidance and supervision of the thesis advisor.

Plan 1 Academic Track (Coursework and Thesis): 12 credits

MDB696405 Thesis 1 6(0-18-9)

For students in Plan 1 Academic Track (Coursework and Thesis): conducting research that emphasizes originality and aims toward new and useful results that advance knowledge of digital business in the digital economy; passing the thesis proposal examination; writing the thesis; passing the thesis defense examination; and publishing a full research article, at minimum in conference proceedings, under the guidance and supervision of the thesis advisor.

MDB696406 Thesis 2 6(0-18-9)

For students in Plan 1 Academic Track (Coursework and Thesis): conducting research that emphasizes originality and aims toward new and useful results that advance knowledge of digital business in the digital economy; passing the thesis proposal examination; writing the thesis; passing the thesis defense examination; and publishing a full research article, at minimum in conference proceedings, under the guidance and supervision of the thesis advisor.