

Contact Information

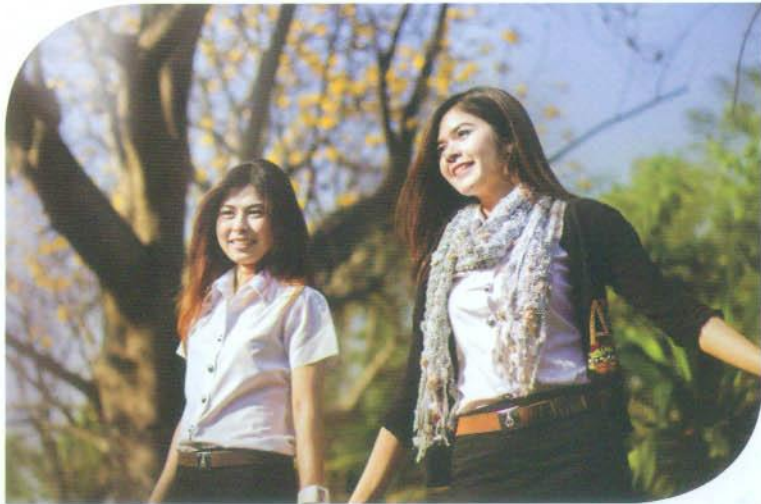
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MAE FAH LUANG
UNIVERSITY

SCHOOL OF MANAGEMENT



Bachelor's Degrees in

- ▶ Accounting
- ▶ Business Administration
- ▶ Economics
- ▶ Tourism Management
- ▶ Hospitality Industry Management
- ▶ Aviation Business Management
- ▶ Logistics and Supply Chain Management

BBA in Aviation Business Management

46,800 Baht per semester

374,400 Baht per programme

Since Aviation Service is the fastest growing business in the region, Mae Fah Luang University realised that the Aviation Services Professionals and pilots shortage is one of the most important challenges that Aviation business face today. Therefore, we seize this opportunity to offer Aviation Business Management Programme.

Mae Fah Luang University has professionals from Thai leading airlines as visiting professors and lecturers. Besides, we also have memorandum of understanding (MOU) with Thai Airways (Thailand National Carrier) and in collaboration with Aviation Government Organisation, Bangkok Aviation Centre (BAC) and Civil Aviation Department. These will give our students good opportunities to learn from experience specialists and professionals.

The programme consists of 3 majors which are:

- ▶ Aviation Services
- ▶ Aviation Logistics Business
- ▶ Aviation Operations



Interesting Subjects:

- ▶ In-flight Service Management
- ▶ Airline Catering Business Management
- ▶ Aviation Logistics and Supply Chain Management
- ▶ Flying Operation

Career Opportunities:

- ▶ Flight Attendants
- ▶ Airline Marketing Analysts
- ▶ Pilots
- ▶ Air Traffic Controllers, etc.



Application Requirements

- ▶ A completed application form
- ▶ A single 1-inch photograph
- ▶ ID card (for Thai citizens) or Passport (for Non-Thai citizens)
- ▶ Household registration (for Thai citizens only)
- ▶ All academic transcripts/records up to the highest level studied (high school and above)
- ▶ English proficiency score report (TOEFL, IELTS) if applicable
- ▶ Doctor's Medical Report (certification)
- ▶ Scholarship Documents (if required)
- ▶ Application Fee



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International Collaboration

The School Of Management has developed international collaboration through student exchange with the Management Centre Innsbruck (Austria) , the University of St. Gallen (Switzerland), Yunnan University of Finance and Economics (China), University of Wisconsin Milwaukee (USA) and Ingolstadt University of Applied Sciences (IUAS) (Germany). Additionally, the school of management has a joint BBA programme with University of Brighton, England.



Activities

Besides studying in the classrooms, the programme also provides activities for students in order to enhance their knowledge and understanding of the course contents, broaden their experiences and enable them to apply these experiences with their future careers. The activities of our programmes include:

- ▶ Educational Field Trips
- ▶ Business Seminars
- ▶ Academic Competitions
- ▶ Corporate Social Responsibilities Activities



School Of Management



With the aim of crafting proficient graduates in each field of study to meet the needs of businesses, industries and government departments, throughout Thailand and abroad.

The School is one of the leading business schools in the region, offering extensive and diverse courses, using modern teaching approaches to ensure the utmost benefit to

the students, and also providing a high amount of exchange opportunities to many of its partner institutions.

About the School

The School of Management, Mae Fah Luang University is recognised as one of Thailand's fastest growing and effective international business schools, constantly producing high quality graduates. All of the School's academic programmes are well-constructed and suitable for both Thai and international students. The School of Management offers extensive and diverse courses, using modern teaching approaches with support from computerised systems, to ensure the utmost benefit to the students. Moreover, the School's quality assurance system certifies the quality of education in crafting proficient graduates in each field of study.

Bachelor of Accounting

28,600 Baht per semester

228,800 Baht per programme

The Bachelor of Accounting Programme focuses on producing graduates not only with knowledge, capability, and skills in accounting, but also with skills in operating internationally utilised information-technology systems. The programme also aims in providing students with good morals and career ethics that are necessary to be a professional in this industry.

Objectives:

- ▶ Have excellent professional knowledge and skills.
- ▶ Have academic development capabilities and provide advice regarding accountancy to both the public and private sectors.
- ▶ Seek modern and existing knowledge and wisdom and adjust oneself to act appropriately in the current rapidly changing environment that involves international competition.
- ▶ Think, act and problem solve, as well as have good quality morals and professional ethics.

Interesting Subjects:

- ▶ Financial Reporting and Analysis
- ▶ Specialised Accounting
- ▶ Tax Planning
- ▶ Forensic Accounting

Career Opportunities:

- ▶ Auditors
- ▶ Accountants
- ▶ Financial Analysts
- ▶ Due Diligences, etc.



Bachelor of Business Administration

28,600 Baht per semester

228,800 Baht per programme

The Business Administration programme aims to meet the human resource requirements of businesses and to develop the human resources capability to manage, analyse and apply knowledge with wisdom, merit, and moral virtues for success in the graduates' careers, for social development in a changing environment, and for competition in the modern business world.

Objectives:

- ▶ Have knowledge and expertise in the business administration and management fields under the current human resource needs.
- ▶ Have creativity for self-development to become future leaders and managers who perform within business globally and economically according to the current trends.

3 Optional Major Tracks

- ▶ Entrepreneur
- ▶ International Business
- ▶ Marketing

Interesting Subjects:

- ▶ Innovation and Technology Management
- ▶ Business Management in ASEAN Countries
- ▶ International Business and Border Trade Management
- ▶ Human Resources Management

Career Opportunities:

- ▶ Business Consultants
- ▶ International Business Developers
- ▶ Entrepreneurs, etc.



Bachelor of Economics

32,500 Baht per semester

260,000 Baht per programme

"Join Domestic and International Regional Study"

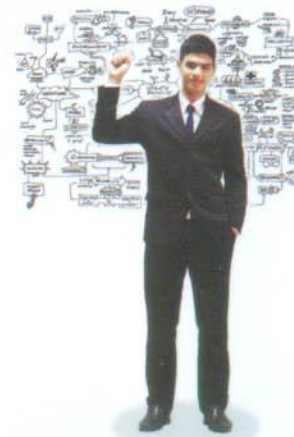
- "Express Your Performance at National and International Conference"
- "Excellent Learning Experience with supportive environment for study"
- "Superior quantitative and qualitative skills for fulfilling several professions"

The Bachelor of Economics Programme aims to train students:

- 1) to understand the general economic framework.
- 2) to apply econometrics tools to analyse problems corresponding to the economic development at both national and local levels.
- 3) to understand the interconnections of the forces underlying globalisation with an emphasis on individual and social interest.

3 Optional Major Tracks

- ▶ International and Economics Policy (IEP)
- ▶ Entrepreneurial Economics (EEC)
- ▶ Applied Economics and Development (AED)



Interesting Subjects:

- ▶ International Economic Cooperation and Trade Negotiation
- ▶ Globalisation and Logistics Management
- ▶ Cross Border Trade
- ▶ Economy Economics of Regional Integration

Career Opportunities:

Graduates will be able to pursue career in Banking, Finance, Investment, Economist, Research and in other management careers in both commercial and public sectors.

BBA in Hospitality Industry Management

28,600 Baht per semester

228,800 Baht per programme

The hospitality industry is one of the world's fastest growing industries. In today's fast paced hospitality industry, hotel and restaurant owners, managers and supervisors must have a broad based knowledge of all aspects of the business in order to keep their business competitive. As a starting point for a management career in this industry, this programme aims to develop entrepreneurial leadership in the acquisition of the business and management skills.

Objectives:

- ▶ Have knowledge and expertise in hospitality management.
- ▶ Develop the process of management and arrange the systems of administration as well as have an expertise in communications and in the use of modern technology.
- ▶ Initiate tourism and food and beverage businesses with a basic understanding and concept of building a new business in order to conduct a sustainable profession in the service industry.



Interesting Subjects:

- ▶ Hotel and lodging management
- ▶ Food and beverage management
- ▶ Facilities management
- ▶ Kitchen Management

Career Opportunities:

Accommodation and service providers in the areas of:

- ▶ Front office
- ▶ Housekeeping
- ▶ Food and Beverage
- ▶ Catering
- ▶ Kitchen
- ▶ Health and Spa
- ▶ Revenue Management
- ▶ Sales and Marketing



BBA in Tourism Management

28,600 Baht per semester

228,800 Baht per programme

This programme aims to produce graduates with theoretical academic knowledge and capability in general tourism business management, as well as the principles of business, emphasising the importance of developing students to be the prospective entrepreneurs with tourism management skills and knowledge of professional operations in the tourism and hospitality industry and related businesses. Students will be able to use information technology and have morality and ethics in order to succeed in their careers and for social development.

Objectives:

- ▶ Have knowledge and skills in managing the tourism industry.
- ▶ Have service operation management skills as well as communication and technology skills for the tourism industry.
- ▶ Have entrepreneurial skills in the tourism and service industry with concern for sustainability.



Interesting Subjects:

- ▶ Principle of Professional Tour Guide
- ▶ Ecotourism
- ▶ ASEAN Tourism
- ▶ Fundamentals of Events and MICE

Career Opportunities:

- ▶ Tour Guides
- ▶ Travel Agency/ Tour Operators
- ▶ Entrepreneurs and related businesses in Airline, Cruise Line, etc.

