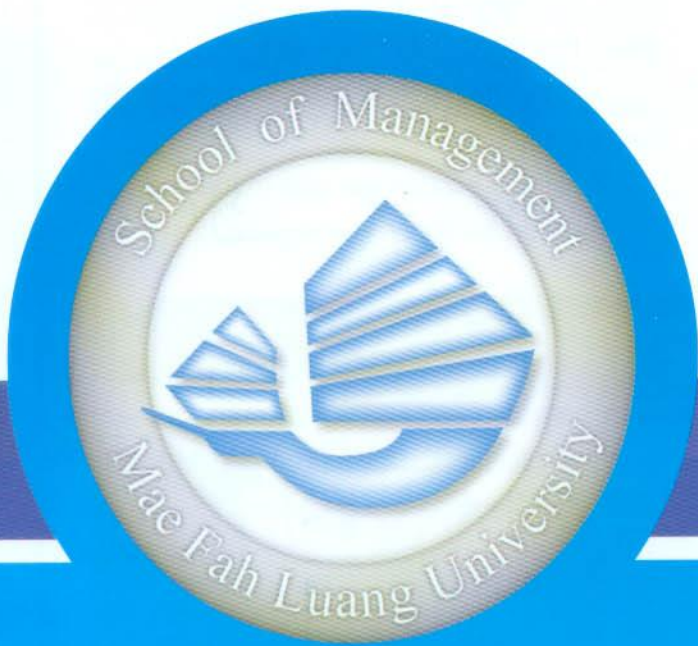




MAE FAH LUANG  
UNIVERSITY



SCHOOL OF MANAGEMENT



# SCHOOL OF MANAGEMENT

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School of Management MFU



## ABOUT SCHOOL OF MANAGEMENT



### OVERVIEW

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.

### 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.

### VISION

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.

### RESEARCH INTEREST

- International business management, ASEAN and international logistics management.
- Green tourism, recreation, corporate social responsibility, service quality, destination resort and hospitality management.
- Cross border and international trade/investment.
- Business economics and marketing.
- Aviation business management.

### CAREER OPPORTUNITIES

Further studies, employment in the public or private sector, business management requiring business management abilities, working in academic or educational institutions

### INTERNATIONAL COLLABORATION

The School of Management has developed international collaboration through student exchange with the Management Centre Innsbruck, Austria and FHS ST. Gallen, Switzerland. Additionally, the School of Management has a joint-degree programme with Brighton University, England.

# Bachelor of Accounting Programme

(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:

**After completing the programme, graduates will be able to:**

- ▶ Have excellent professional knowledge and skills.
- ▶ Have academic development capabilities and be able to provide advice regarding accountancy to both the public and private sector.

▶ Seek modern and existing knowledge and wisdom and be able to 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 Programme in Aviation Business Management

(36,000 Baht per semester; 288,000 Baht per programme – For Thai Student)

(46,800 Baht per semester; 374,400 Baht per programme – For International Student)

(\*\*\*Aviation Operation Major: Cost of flight training 16,000 Baht per hour, includes ground school training, text books, study materials)

This programme aims to produce graduates with knowledge, capability, and skills in aviation business management, such as in flight services, passenger ground services, food and beverage services, air cargo services, aviation safety and security etc. as well as other related industries. Besides, graduates will also have basic business management skills that will enable them to work directly in the aviation industry. Graduates will have the complete ability and confidence to serve the present and future needs of the aviation industry both domestically and internationally.

The programme consists of 3 majors which are;

- ▶ Aviation Service Major
- ▶ Aviation Logistics Business Major
- ▶ Aviation Operations Major

### Objectives:

**After completing the programme, graduates will be able to:**

- ▶ Have the knowledge, skills and expertise in management of the entire aviation business including ground support services, food and beverage services, freight services, safety in air commerce as well as businesses related to the aviation business.
- ▶ Have the knowledge and ability to manage activities related to the entire system of aviation business and have the ability to become an operator in related aviation businesses.



- ▶ Have an awareness of aviation business management in terms of the profession, personality, and attitude to be able to work directly in line with the needs of the labour market and of competition, both domestic and foreign.
- ▶ Use information technology and the ability to learn about new innovations in order to apply these for use in the aviation business.
- ▶ Live ones life and work in the aviation business with morals, ethics, values, creativity and social responsibility.

### 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.

# Bachelor of Business Administration Programme

(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:

**After completing the programme, graduates will be able to:**

- ▶ Have knowledge and expertise in the business administration and management fields under the current human resource needs.
- ▶ Have the abilities and skills in business administration and be able to apply management skills for implementing into their future career effectively.
- ▶ Have creativity for self-development to become future leaders and managers who are able to perform within business globally and economically according to the current trends.

- ▶ Have morals and ethics in their career and personal life.
- ▶ Have interpersonal skills and the ability to adapt to working with cross-cultural business organisations.
- ▶ 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 Developer
- ▶ Entrepreneurs, etc.

# Bachelor of Economics Programme

(32,500 Baht per semester; 260,000 Baht per programme)

The Bachelor of Economics programme aims to train students to understand the general economic framework to apply econometrics tools to analyse problems corresponding to the economic development at both national and local levels, and students will learn to understand the interconnection of the forces underlying globalisation with an emphasis on social and national interests.

### Objectives:

**After completing the programme, graduates will be able to:**

- ▶ Have knowledge about economics in line with current global changes.
- ▶ Have the knowledge and ability to analyse and study the economic linkages of the economy between regions.
- ▶ Conduct in depth analysis of the Upper North and GMS subregion economy.

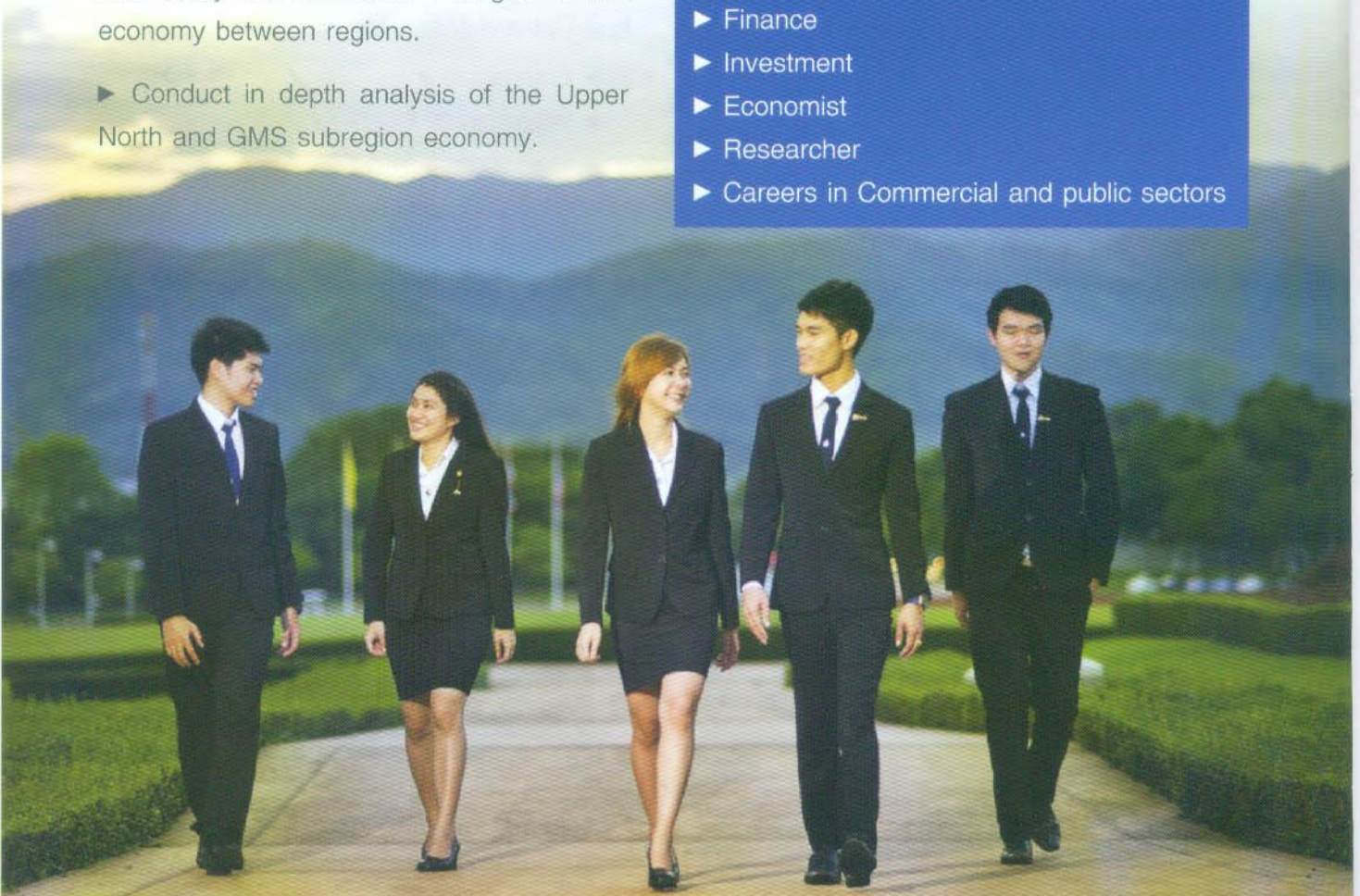
- ▶ Have an understanding of diverse language and cultures in order to facilitate the development of economic cooperation between countries in the region towards sustainable development and peace to become graduates with an awareness of morals and ethics consistent with economic good governance.

### Interesting Subjects:

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

### Career Opportunities:

- ▶ Banking
- ▶ Finance
- ▶ Investment
- ▶ Economist
- ▶ Researcher
- ▶ Careers in Commercial and public sectors



# Bachelor of Business Administration Programme 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:

After completing the programme, graduates will be able to:

- ▶ Have knowledge and expertise in hotel management and food and beverage 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.
- ▶ Have morals and professional ethics and have responsibility in working with other cultures in various situations.

### Interesting Subjects:

- ▶ Front Office Management
- ▶ Food Preparation and Culinary Skills Cruise
- ▶ Lines Business
- ▶ Health and Spa Tourism Management

### Career Opportunities:

- ▶ Accommodation and Service Providers Hospitality
- ▶ Entrepreneurs Related Business such as Cruise Line Business, Airline Business and Tourism Business, etc.



# Bachelor of Business Administration Programme in Logistics and Supply Chain Management

(32,500 Baht per semester; 260,000 Baht per programme)



This programme aims to produce graduates with theoretical academic knowledge and the ability to apply such knowledge in real business situations. Students will have the skills and potential to manage using logistics and supply chain concepts to increase the efficiency in business management systems corresponding to the development of country.

## Objectives:

**After completing the programme, graduates will be able to:**

- ▶ Have morality and ethics in their career and work with others creatively, with discipline and honesty.
- ▶ Have the skills and knowledge to analyse concepts and theories in logistics and the supply chain, and apply these in planning and solving problems in business activities together with integrated fields.
- ▶ Have the potential to solve problems creatively by using the knowledge applied in real situations appropriately and also be aware of the environment.

- ▶ Have leadership, a broad vision and work well with other people with a high level of responsibility and accountability.
- ▶ Have communication skills of more than one language and the ability to use modern technology.
- ▶ Use and apply the concepts of logistics and supply chain management to conduct business operations and apply to one's own life and society.

## Interesting Subjects:

- ▶ Introduction to Logistics and Supply Chain Management
- ▶ Legal and Tax Aspect for Logistic Globalisation
- ▶ Logistic Management
- ▶ International Business and Border Trade Management

## Career Opportunities:

- ▶ Logistics Business and Services Developers
- ▶ Hospitality and Tourism Logistics Strategists
- ▶ Border Trade Specialists
- ▶ Route Planners, etc.

# Bachelor of Business Administration Programme 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:

**After completing the programme, graduates will be able to:**

- ▶ 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.
- ▶ Have morality, ethics, responsibility and accountability in cross-cultural situations.

### Interesting Subjects:

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

### Career Opportunities:

- ▶ Tour Guides
- ▶ Travel Agency/ Tour Operators
- ▶ Entrepreneurs
- ▶ Related Businesses in Airline, Cruise Line, etc.

# Further Study Programmes

- ▶ Master of Business Administration Programme in Entrepreneurial Management (International Programme)
- ▶ Master of Business Administration Programme in Logistics and Supply Chain Management (International Programme)
- ▶ Master of Business Administration Programme in Business Administration (Thai Programme)
- ▶ Master of Business Administration in Tourism Management (International Programme)
- ▶ Doctor of Philosophy Programme in Business Administration

