



College of Management
Mahidol University

Welcome to CMMU Orientation for new students

CMMU International Program

College of Management Mahidol University



02 206 2000 ext. 3209 - 3211 LINE OFFICIAL: @cmmueducator

ACADEMIC PROGRAM

COLLEGE OF MANAGEMENT MAHIDOL UNIVERSITY



College of Management
Mahidol University

A Warm Welcome to CMMU



Dean of CMMU

Associate Professor

Prattana Punnakitikashem,
Ph.D.



College of Management
Mahidol University

Program Chairs



**Assoc. Prof. Dr. Astrid
Kainzbauer**
GM
TSM Double Degree



**Assoc. Prof. Dr. Randall
Shannon**
MM
UTS Double Degree



**Asst. Prof. Dr. Trin
Thananusak**
HWM
MDMM



**Assoc. Prof. Dr. Simon
Zaby**
CF
EN



College of Management
Mahidol University

Team of Supporting Educators



Nateeya (Fray)
MM, HWM, MDM
UTS Double Degree



Pimwipa (Pim)
CF, EN, GM
TSM Double Degree



Myrna
IR Department
Study Abroad Program





College of Management
Mahidol University

Vision and Mission

Vision

Wisdom of the Land in Management Education

Mission

To Develop Organizational Leaders through
Problem-based Learning, Research and Industry
Engagement

CMMU Graduate Identity

Professional and Socially Responsible Managers

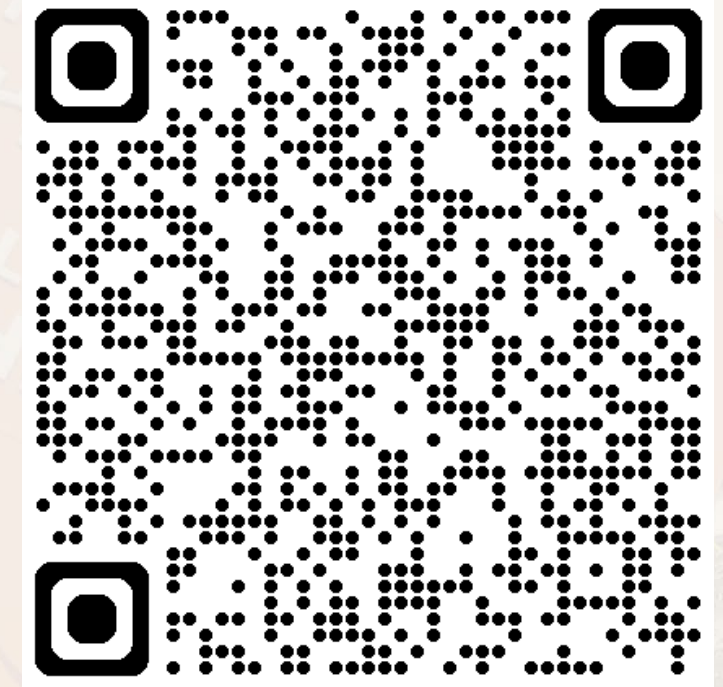




IMPORTANT!

It is the responsibility of all students to thoroughly study and remain familiar with the College's graduate program regulations and requirements to ensure the correct conduct of their education.

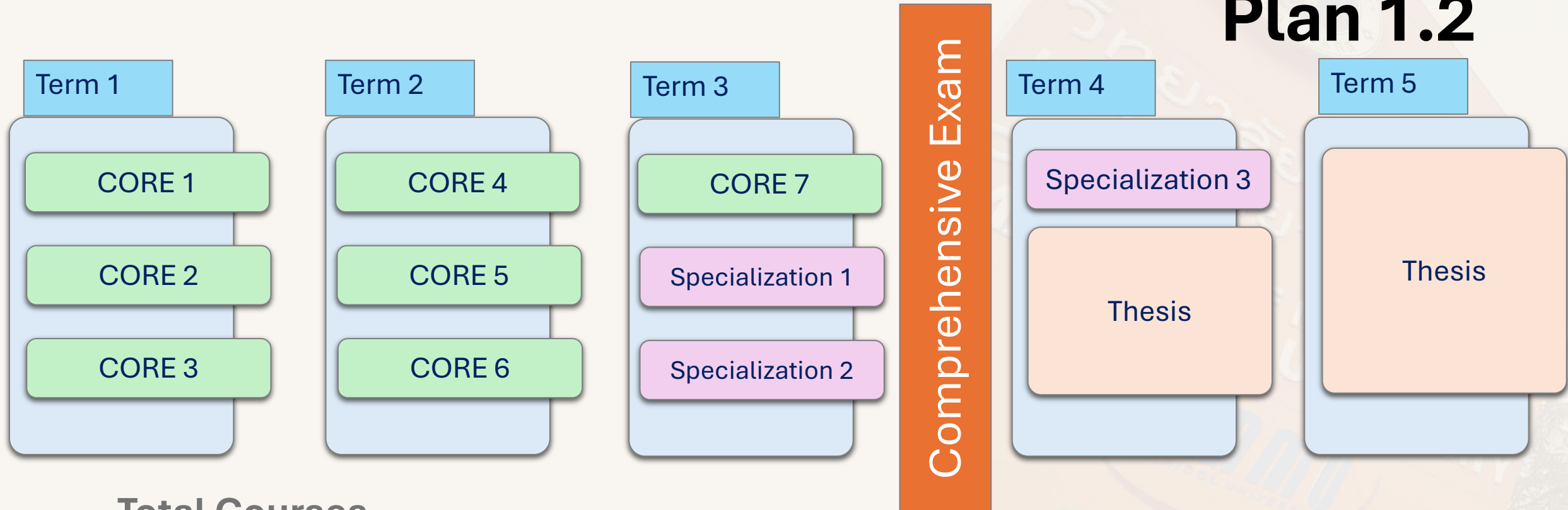
Any neglect, failure to comply, or violation of these regulations and requirements will not be considered an excuse, and the College will not accept any justification or reason for failure to observe them



[Read Handbook
here](#)



Curriculum Structure Courses: Plan 1.2



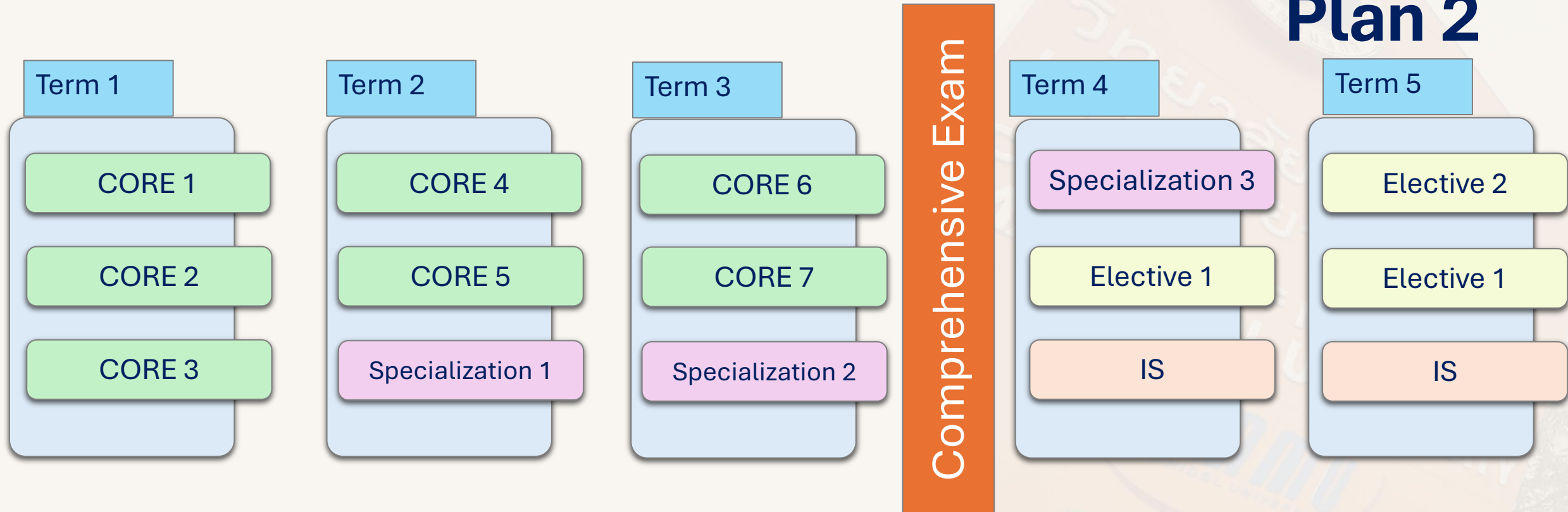
Total Courses

- 7 Core Courses (21 credits)
- 3 Specialization Courses (6 credits)
- Thesis (15 credits)





Curriculum Structure Courses: Plan 2



Total Courses

7 Core Courses (21 credits)

3 Specialization Courses (9 credits)

3 Elective Course (9 credits)

Independent Study





Thesis vs. Independent Study

Thesis 15 credits

- Study and examine a management topic in some depth
- More academic than thematic paper (IS/CI/CP)
 - Extensive study of relevant literature
 - Collect original data and analysis
- Aim for creating new knowledge and international publication

Independent Study 6 credits

- Allow students to demonstrate and extend the knowledge which they have gained in their programs
- Develop a conclusion to a research project

Choose between:

- **Independent study (Full paper 6 credits)**
- **Consultant Internship (CI 6 credits)**
- **Independent Study (1.5 credit x 4 modules)**





Independent Study Options

Independent study (Full paper 6 credits)

- Business and Management Research
- Creating new knowledge that is of general interest or is applicable to many organizations
- An in-depth investigation of a business issue from an academic viewpoint
- Individual Research report as output

Consultant Internship

- Apply knowledge through a consultancy engagement for a business organization
- Address and solve a specific business problem or opportunity faced by the enterprise
- 2 terms
- Individual Research report as output

Independent Study (1.5 credit x 4 modules)

- 3 Problem Based Learning (PBL) modules + 1 paper module
- Address business problems, conducted in class in teams
- 7 weeks each
- Individual Research report as output
- Presentation





CMMU Teaching Approaches

- Problem-based learning
- Case-based learning
- Simulation
- Lecture and discussion
- Group/Individual presentation
- Business project
- Company visits
- Guest speakers

Be on time for class! 🕒





Study Abroad Program

between CMMU and global partner universities

- Participating students **pay tuition fee at home university** and are exempted from the payment at host university.
- Exchange students **take course load as full-time students for at least one term.**
- Credit transfer



MACQUARIE
University
SYDNEY · AUSTRALIA





Become a Buddy for our international Exchange students

The role of a buddy is to be a local friend and help our international students.

E.g. introduce them to life in Bangkok, show them your favorite restaurants

Imagine if you go to study in a foreign country, you would also be grateful to have a local friend.





College of Management
Mahidol University

Student Activities

International Summer Schools



Exchange Students & Visiting Students



Study Abroad Program



Site Visits



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ACADEMIC PROGRAM
COLLEGE OF MANAGEMENT MAHIDOL UNIVERSITY



College of Management
Mahidol University

Company Visits



TRIA
MEDICAL WELLNESS CENTER
สถาบันสุขภาพและความงาม ตรีญา



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ACADEMIC PROGRAM

COLLEGE OF MANAGEMENT MAHIDOL UNIVERSITY



College of Management
Mahidol University

Double Degree

Master of Management from CMMU

Master in International Management from Toulouse University, France

Study 3 terms at CMMU (General Management)

Study 2 terms at Toulouse University, France (October – March)

Pay only for CMMU degree!



2 Terms in France

Toulouse School of Management

Pay only for CMMU degree!

Franco Thai Scholarship available to cover cost of
living in France!



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ACADEMIC PROGRAM

COLLEGE OF MANAGEMENT MAHIDOL UNIVERSITY



College of Management
Mahidol University

Double Degree

Double Degree



MACQUARIE
University
SYDNEY • AUSTRALIA

Master of Management CMMU + Master of Commerce, Marketing, Management
Macquarie University, Australia



UTS UNIVERSITY
OF TECHNOLOGY
SYDNEY

Second Degree

Master of Management (Marketing) CMMU + Masters in Marketing
University of Technology Sydney, AUS





College of Management
Mahidol University

Double Degree



Master of Management from CMMU

Master of Finance from Massey University, Auckland, New Zealand
specializing in

- Risk Analytics
- Financial Analytics & Research

Study 3 terms at CMMU (Corporate Finance)

Study 2 terms at Massey University, New Zealand
(Feb and July Intake)





College of Management
Mahidol University

Special Talks / Workshops

**How to lead people effectively
in changing situations
– a practitioner's perspective**



Carlos Diaz Rigby

former Vice President of Operations
Coca-Cola Thailand, Myanmar and Laos



College of Management
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CMMU CEO Impact Seminar

**Leading with Impact:
Managing Yourself and
Inspiring Others to Deliver Results**



Darin Suthapong

Co-founder, CEO at Hato Hub



CMMU Building, Bangkok, Viphavadee - Dindang | www.cmmu.ac.th | +662 206 2000 ext. 3102, 3104



CMMU Impact Seminar

**What do you want to be
known for?**

How to position yourself as the go-to expert in your field

A session by: Amel Derragui

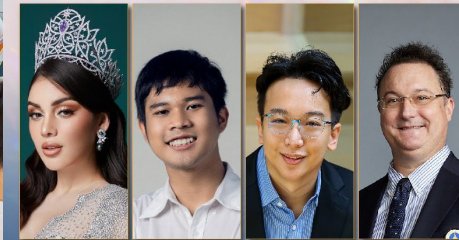
Business and marketing strategist, speaker and host of
The Time is Now, a podcast ranked among the top 2% globally.
A seminar for entrepreneurs, managers and professionals who want
to shape their careers and make an impact in a global context.



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Seminar by CMMU x Miss Universe Myanmar 2024

**Crafting Digital Identity:
Personal Branding &
Social Media Presence**



Thot San Anderson
Miss Universe
Myanmar 2024

Terry Thukha
Kaung Mon Soe
Influencer Marketing
Executive, Haplo Digital
Media Thailand

Aj. Chawapol
Fahumnuayphol
Digital Marketing Lecturer

Assoc. Prof. Dr. Randall
Shannon
Program Director of
Marketing and Management



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Enjoy your time at CMMU!

