



**MAEJO UNIVERSITY  
INTERNATIONAL COLLEGE**

# Doctoral & Master Degree

## DIGITAL ECONOMICS AND MANAGEMENT INNOVATION (INTERNATIONAL PROGRAM)

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### GRADUATE STUDIES

#### Semester Start

**SEMESTER 1**

June

#### Admission & Application Period

**SEMESTER 1**

December - May

#### Tuition Fees

**MASTER DEGREE**

\*150,000 THB

**DOCTORAL DEGREE**

\*450,000 THB

\*throughout the program



#### Admission



📞 053 873461  
<https://admissions.mju.ac.th/graduate/>  
📍 MJU Graduate Admissions

#### More Information



📞 053 875612  
[www.mju-ic.ac.th](http://www.mju-ic.ac.th)  
📍 Maejo University International College

SCAN





# Doctoral & Master Degree Program

## DIGITAL ECONOMICS AND MANAGEMENT INNOVATION (INTERNATIONAL PROGRAM)



### PHILOSOPHY

To Create new and applied knowledge for career in the pace of digital economy changes, and develop the organization through innovation, based on economic thinking in the management of business innovation that integrates science with modern technology. For sustainable economic and business development and being recognized in the international academic community.

### UNLOCK NEW SKILLS! HERE'S WHAT YOU'LL LEARN

- Big Data Analysis for Economic and Business
- Design Thinking for Innovation Management
- Business Management in Digital Era
- Theories and Applied Economics
- Creative Economy in Digitalization Edge
- Advanced Econometrics for Big Data Analysis
- Intelligent Economics for Sustainable Development
- Evaluation of Digital Economy Development
- Digital Technology Management for Socio-economic

### SIGNIFICANCE

This programme is an international program that focuses on human resource development in advanced economics and business administration to raise the standard of modern entrepreneurs. According to the national strategy for building competitiveness, especially using digital technology, quantitative analysis tools, information technology for management purposes, and modern business management techniques. For research studies and digitalization used to develop agriculture, also create value, increasing productivity, both quantitatively and its value combining a variety of agricultural products. Industry and service of the future that drive Thailand to a developed country with innovation and technology of the future. Developing the economy based on new entrepreneurs.



**Assoc. Prof. Dr. Siriporn Kiratikrankul**  
Program Chairman



**Asst. Prof. Dr. Danaikrit Inthurit**  
Program Committee



**Dr. Watcharanan Thongma**  
Program Committee

### DURATION

- **MASTER DEGREE**  
2 Years
- **DOCTORAL DEGREE**  
3 Years

### LEARNING METHOD

- Online
- On-Site

