

**Digital Economics and Management Innovation (International Program)**  
**Developed curriculum, 2025**

**Institution:** Maejo University  
**Campus/Faculty:** International College

**General information**

**Name of Curriculum**

1. Master of Business Administration Program in Digital Economics and Management Innovation (International Program)
2. **Name of Degree and Field of Study**  
Master of Business Administration (Digital Economics and Management Innovation)  
M.B.A. (Digital Economics and Management Innovation)
3. **Majors**  
none
4. **Number of Credit throughout the curriculum**  
  
Plan 1.1: 36 credits  
Plan 2: 36 credits
5. **Format of the Curriculum**
  - 5.1 2 years master's degree program
  - 5.2 **Language used**  
All subjects are taught in English
  - 5.3 **Admission**  
Accept Thai and International students who can speak, listen, read, and write English well for communication.

## **Management system for education, operation and curriculum structure**

### **1. Education Management System**

#### **1.1 System**

The Educational system of the International College, Maejo University uses a binary education system, 1 academic year is divided into 2 regular semesters, 1 regular semester, with a study period of not less than 15 weeks.

#### **1.2 Summer Education Management**

There is no learning and teaching activities in the summer.

### **2. Course implementation**

#### **2.1 day - time for teaching and learning activities**

First Semester: June - October

Second Semester: November - March

Summer: April - May

Or according to the academic calendar of the university announced at that time.

#### **2.2 Qualifications of Applicant**

##### **Plan 1.1**

1. Graduated with a Bachelor's degree or equivalent in Economics, Business Administration, or related fields from an educational institution accredited by the Office of the Civil Service Commission (OCSC); OR possess at least 1 year of research or working experience related to Social Sciences, Economics, Business Administration, Marketing, Accounting, Public/Private Management, or other related fields, and meet the English language proficiency requirements set by the university.
2. Meet the qualifications according to Maejo University's regulations on graduate studies and other relevant university announcements in effect at the time.
3. For International students: Must have graduated with a Bachelor's degree from an institution accredited by the educational authority of the origin country; must have English proficiency test scores meeting Maejo University's criteria or internationally recognized equivalents; and must be approved by the curriculum executive committee prior to admission.
4. Meet the qualifications according to Maejo University's regulations on graduate studies and other relevant university announcements in effect at the time.

## Plan 2

1. Graduated with a Bachelor's degree in any field or equivalent from a higher education institution accredited by the Ministry of Education, the Office of the Higher Education Commission (OHEC), or the OCSC, both domestic and international, or at the discretion of the program chair.
2. Meet the qualifications according to Maejo University's regulations on graduate studies and other relevant university announcements in effect at the time.
3. For International students: Must have graduated with a Bachelor's degree from an institution accredited by the educational authority of the origin country; must have English proficiency test scores meeting Maejo University's criteria or internationally recognized equivalents; and must be approved by the curriculum executive committee prior to admission.
4. Meet the qualifications according to Maejo University's regulations on graduate studies and other relevant university announcements in effect at the time.

## 3. Curriculum

### 3.1 2 years master's degree program

#### 3.1.1 Total credits throughout the course

##### 3.1.1.1 Plan 1.1

Is an educational plan that focuses primarily on conducting a thesis with a minimum of 36 credits to create researchers capable of generating new knowledge. The goal is to create academics or researchers who can integrate knowledge from various fields to develop new concepts, theories, or academic innovations of high value.

##### 3.1.1.2 Plan 2

Is an educational plan that focuses on coursework and independent study, comprising 30 credits of major specific courses (12 credits compulsory, 18 credits elective) and 6 credits of independent study. The goal is to create high-level entrepreneurs or practitioners with in-depth theoretical knowledge who can effectively apply it to real-world operations.

### 3.1.2 Structure of the Curriculum

#### 3.1.2.1 Plan 1.1

1. Non-Credit courses	(7 Credits)
2. Thesis	36 credits
Total credit throughout the curriculum	36 credits

#### 3.1.2.2 Plan 2

1. Non-credit courses	(7 Credits)
2. Major Compulsory Course	12 credits
3. Elective courses not less than	18 credits
4. Independent study	6 credits
Total credit throughout the curriculum	36 credits

### 3.1.3 Courses in the Curriculum

#### 3.1.3.1 Plan 1.1 Academic

	Credit (Lecture-Practice-Self Study)	
<b>1) Non-Credit Courses</b>	<b>(7)</b>	<b>Credits</b>
21603501 Research Methodology for Integrated Social Sciences		(3) (2-3-5)
21603591 Seminar 1		(1) (0-2-1)
21603592 Seminar 2		(1) (0-2-1)
21603593 Seminar 3		(1) (0-2-1)
21603594 Seminar 4		(1) (0-2-1)

*Note: ( ) are non-credit courses and they are evaluated in S or U*

<b>2) Thesis</b>	<b>36</b>	<b>Credits</b>
21602691 Thesis 1		6 (0-18-0)
21602692 Thesis 2		6 (0-18-0)
21602693 Thesis 3		12 (0-36-0)
21602694 Thesis 4		12 (0-36-0)

Note: Other courses that are non-credit in the curriculum

1. Foreign language courses according to the regulations of the graduate school.
2. Courses that are not major compulsory courses or major elective courses as approved by the lecturer responsible for the curriculum.

3. Additional basic courses for students that are necessary without counting towards credits, as approved by the lecturer responsible for the curriculum.

### 3.1.3.2 Plan 2

		<b>Credit (Lecture-Practice-Self Study)</b>	
<b>1) Non-Credit Courses</b>		<b>(7)</b>	<b>Credits</b>
21603501	Research Methodology for Integrated Social Sciences		(3) (2-3-5)
21603591	Seminar 1		(1) (0-2-1)
21603592	Seminar 2		(1) (0-2-1)
21603593	Seminar 3		(1) (0-2-1)
21603594	Seminar 4		(1) (0-2-1)

Note: ( ) are non-credit courses and they are evaluated in S or U

		<b>Credit (Lecture-Practice-Self Study)</b>	
<b>2) Compulsory Courses</b>		<b>12</b>	<b>Credits</b>
21603511	Theories and Applied Economics	3	(2-2-5)
21603512	Digital Technology for Socio-economic	3	(2-2-5)
21603513	Business Management in Digital Era	3	(2-2-5)
21603514	Design Thinking for Innovation Management	3	(2-2-5)

		<b>Credit (Lecture-Practice-Self Study)</b>	
<b>3) Elective Courses</b>		<b>18</b>	<b>Credits</b>
21603521	Big Data Analysis for Economic and Business	3	(2-2-5)
21603522	Creative Economy in Digitalization Edge	3	(2-2-5)
21603523	Green Economy and Business for Sustainable Development	3	(2-2-5)
21603524	Behavioral Economics in the Digital Era	3	(2-2-5)
21603525	Digital Technology and Innovation Marketing	3	(2-2-5)

		<b>Credit (Lecture-Practice-Self Study)</b>	
21603526	Smart Entrepreneur Development Strategy	3	(2-2-5)
21603527	Social Enterprise Strategic Management	3	(2-2-5)
21603528	Strategic Management of Public-Private Cooperation	3	(2-2-5)
21603529	Creative and Innovative Communication Strategy	3	(2-2-5)
21603531	Future Agriculture and Environment Management	3	(2-2-5)

		<b>Credit (Lecture-Practice-Self Study)</b>	
<b>4) Independent Study</b>		<b>6</b>	<b>Credits</b>
2163680	Independent Study		(0-18-0)

Note: Other courses that are non-credit in the curriculum

1. Foreign language courses according to the regulations of the graduate school.
2. Courses that are not major compulsory courses or major elective courses as approved by the lecturer responsible for the curriculum.
3. Additional basic courses for students that are necessary without counting towards credits, as approved by the lecturer responsible for the curriculum.

### 3.1.4 Study Plan

#### 1) Plan 1.1

Year 1/ first semester

code	Course	Credit	Theory	Practice	Self-Study
21603501	Research Methodology for Integrated Social Sciences*	(3)	(2)	(3)	(5)
21603591	Seminar 1*	(1)	(0)	(2)	(1)
21603691	Thesis 1	6	0	18	0
	<b>Total</b>	<b>6</b>	<b>0</b>	<b>18</b>	<b>0</b>

Year 1/ Second Semester

code	Course	Credit	Theory	Practice	Self-Study
21603592	Seminar 2*	(1)	(0)	(2)	(1)
21603692	Thesis 2	6	0	18	0
	<b>Total</b>	<b>6</b>	<b>0</b>	<b>18</b>	<b>0</b>

Year 2/ first semester

code	Course	Credit	Theory	Practice	Self-Study
21603593	Seminar 3*	(1)	(0)	(2)	(1)
21603693	Thesis 3	12	0	36	0
	<b>Total</b>	<b>12</b>	<b>0</b>	<b>36</b>	<b>0</b>

Year 2/ Second Semester

code	Course	Credit	Theory	Practice	Self-Study
21603594	Seminar 4*	(1)	(0)	(2)	(1)
21603694	Thesis 4	12	0	36	0
	<b>Total</b>	<b>12</b>	<b>0</b>	<b>36</b>	<b>0</b>

## 2) Plan 2

Year 1/ first semester

code	Course	Credit	Theory	Practice	Self-Study
21603501	Research Methodology for Integrated Social Sciences*	(3)	(2)	(3)	(5)
21603591	Seminar 1*	(1)	(0)	(2)	(1)
21603511	Theories and Applied Economics	3	2	2	5
21603513	Business Management in Digital Era	3	2	2	5
	<b>Total</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>10</b>

Year 1/ second semester

code	Course	Credit	Theory	Practice	Self-Study
21603592	Seminar 2*	(1)	(0)	(2)	(1)
21603512	Digital Technology for Socio-economic	3	2	2	5
21603514	Design Thinking for Innovation Management	3	2	2	5
21603...	(Elective subject) 1	3	2	2	5
21603...	(Elective subject) 2	3	2	2	5
21603...	(Elective subject) 3	3	2	2	5
	<b>Total</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>25</b>

Year 2/ first semester

code	Course	Credit	Theory	Practice	Self-Study
21603593	Seminar 3*	(1)	(0)	(2)	(1)
21603...	(Elective subject) 4	3	2	2	5
21603...	(Elective subject) 5	3	2	2	5
21603...	(Elective subject) 6	3	2	2	5
	<b>Total</b>	<b>9</b>	<b>6</b>	<b>6</b>	<b>15</b>

Year 2/ second semester

code	Course	Credit	Theory	Practice	Self-Study
21603594	Seminar 4*	(1)	(0)	(2)	(1)
21603680	Independent Study	6	0	18	0
	<b>Total</b>	<b>6</b>	<b>0</b>	<b>18</b>	<b>0</b>

## Graduation Criteria for Master's Degree

### Study Plan: Plan 1.1

1. Pass the foreign language examination or English proficiency test according to the criteria and conditions officially announced by the university.
2. Pass the Comprehensive Examination within 4 semesters.
3. Present the thesis in English and pass the final oral examination in an open system format. The examination committee must be appointed by the university and consist of program instructors and external experts.
4. The thesis must be written entirely in English. The format, citations, and components must follow the current thesis manual of the Graduate School, Maejo University.
5. The thesis or part of the thesis must be published or accepted for publication as at least 1 paper in a quality academic journal according to OHEC criteria at the national or international level. The published article must be written in English.
6. For international publication, the journal must be credible and indexed in recognized databases (e.g., Scopus, Web of Science) or approved by Maejo University. Journals on Beall's List or categorized as predatory are not allowed.
7. For national publication in Thailand, the journal must be certified by TCI (Tier 1 or Tier 2) and actively certified in the year of publication. Journals removed from TCI are not allowed.
8. If the student receives external funding, graduation criteria must meet the funder's requirements, provided they are not lower than the curriculum's criteria.

### Study Plan: Plan 2

1. Complete all courses as specified in the curriculum with a GPA of not less than 3.00 out of a 4.00 system, and receive no 'I' or 'Op' grades.
2. Pass the foreign language examination or English proficiency test according to the criteria and conditions officially announced by the university.
3. Pass the Comprehensive Examination.
4. The independent study report must be written entirely in English. The format, citations, and components must follow the current thesis manual of the Graduate School, Maejo University.
5. Present the independent study report in English and pass the final oral examination in an open system format. The examination committee is appointed by the university.

6. The independent study report or part of it must be published as an academic article, innovation, invention, or presented at a national or international conference with a traceable and publicly accessible record. At least 1 paper must be presented at an international conference with a full paper published in the Proceedings. The conference must have a peer-review process (at least 3 qualified reviewers) and be organized by recognized academic or professional institutions. Both the article and proceedings must be written entirely in English.
7. If the student receives external funding, graduation criteria must meet the funder's requirements, provided they are not lower than the curriculum's criteria.

### **English proficiency**

#### **Test scores/English Proficiency Skills**

TOEFL ITP = 480

TOEFL iBT = 50

IELTS = 5.0

or pass an English test organized by Maejo University within the first academic year.