Executive MBA

World-class Business School
VISION
To be at the forefront of graduate management study in the Asia Pacific region and among leading international institutions of management education.

MISSION
To provide graduate management study and opportunities for lifelong learning of the highest order of excellence, emphasizing knowledge creation and the practice of management, with an Asian perspective.

VALUES
Teamwork and leadership guided by wisdom, integrity and social responsibility.

PHILOSOPHY
Wisdom is the guiding light; Graduates must compel themselves to lifelong learning.

LEARNING
• Analytical, decision-making and creative skills
• Self-reliance and entrepreneurship
• Teamwork and leadership
• Effective communication, presentation and negotiation skills
• Corporate ethics, social responsibility, and environmental sustainability
• Awareness of cultural diversity

STRATEGIC OBJECTIVES
• Cooperation with renowned international institutions to implement the latest developments in curriculum and management practice, including national and regional diversities
• Excellence in intellectual contributions to the practice of management while maintaining teaching excellence
• Innovative programs in management education
• Collaboration with the public and private sectors to shape policies that reflect the changing global environment

CONTENTS
1 • Message from the Director
2 • Executive MBA Learning Goals
3 • Curriculum
7 • The Teaching Learning Experience
8 • Admissions
10 • About Sasin
12 • Global Recognition

Contact Us
Admissions Office
admissions@sasin.edu
+66 2218 3851, +66 2218 3856-7

Alumni Relations Office
alumni@sasin.edu
+66 2218 3877-8

Business English
Mgt.comm@sasin.edu
+66 2218 3897, +66 2218 4027

Career Placement Services
careers@sasin.edu
+66 2218 4035

Executive Education Center
execed@sasin.edu
+66 2218 3860

ICT Office
it@sasin.edu
+66 2218 3858-9

Registrar’s Office
registrar@sasin.edu
+66 2218 3850

Sasin Advancement Office, USA
Piyapote Pisalyaput
piyapote.pisalyaput@sasin.edu

Student Affairs Office
studentaffairs@sasin.edu
+66 2218 3860-2
Management is a dynamic process that must constantly adapt to changes and shifts in the business environment. The demand for knowledge and skill development among executives in all kinds of organizations – business, non-profit and governmental – continues to grow. To meet this demand, Sasin offers a 19-month Master of Business Administration (Executive) program, with courses designed to help managers update knowledge, refine skills, acquire new tools and techniques for effective management, and implement strategy under conditions of change.

To allow participants to continue their careers while they study, classes are scheduled on Friday evenings and Saturdays.

Kellogg and Wharton faculty members, and other scholars of distinction, all well-known for their research and their experience working with business, government, regulatory bodies and executive education programs, teach the Sasin classes. The practical curriculum offers concentrated studies integrating all managerial disciplines relating to the economic, social and political environment.

The heterogeneous student body is also an invaluable asset. We continue to have managing directors, top-rank corporate managers and senior executives from all professions enroll in the Executive MBA program, each providing insight from a different field. As a result, interaction among students is stimulating, challenging and a learning experience in itself. The many classroom based group activities – case analyses, group projects, etc. – and a range of extracurricular activities create a strong Sasin network, which proves an invaluable business resource for graduates.

For these and many other reasons, if you are interested in a top-flight management education in Thailand, Sasin is the place to be. A superior academic program taught by top quality faculty is combined with extracurricular activities designed to help you develop valuable business contacts which can be of prime importance in your ensuing business career.

THE SASIN EXPERIENCE IS UNIQUE.

Thank you.

PROFESSOR TOEMSAKDI KRISHNAMRA
Director of Sasin
EXECUTIVE MBA LEARNING GOALS

- Analytical, decision-making and creative skills
- Self-reliance and entrepreneurship
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- Effective communication, presentation and negotiation skills
- Corporate ethics, social responsibility, and environmental sustainability
- Awareness of cultural diversity

ABOUT EXECUTIVE MBA PROGRAM

Sasin’s Executive MBA Program was developed with the collaboration of the Kellogg School of Management, the Wharton School, and Thailand’s most well-known academic institution, Chulalongkorn University.

Sasin is Thailand’s first business school to receive accreditation from two world-class accrediting organizations – EFMD based in Europe and AACSB based in the US.

The program serves mid-career executives preparing for the next level, as well as senior executives who wish to enhance their skills and leadership effectiveness.

The Executive MBA participants represent the very best minds in Southeast Asia including successful entrepreneurs, leaders in major multinational corporations and consulting firms, and key public sector managers.

The diversity of the student body is a key strength of the Executive MBA program. Participants come from different professional and cultural backgrounds to share their experience for mutual benefit.
The Executive MBA is a 19-month part-time general management program specially designed for promising executives with substantial management experience. The program provides the latest global management tools and concepts, enabling Executive MBA participants to develop the managerial competencies essential to operate businesses and other organizations, at national, regional, and international levels.

The Executive MBA curriculum operates on twelve five-week "modules", with participants taking two courses per module. Participants are required to complete a total of twenty-five courses (72 credit-hours). The program covers two management residential sessions, eleven modules and a two-week overseas component held in module 10.

**PRE-PROGRAM ACTIVITIES**

To prepare the participants for the transition from the boardroom to the classroom, Sasin provides an exciting set of orientation activities attended by all incoming students:

**Executive MBA Orientation**

The Executive MBA Orientation is a 3-day fun-filled trip held early in each new academic year which highlights opportunities for significant business and management development as well as providing networking opportunities for first and second year participants through leadership and team-building activities.

**Preparatory Study**

A preparation course in Accounting is designed for students who worry that they have an insufficient background. A condensed review of the subject prepares them for the requirements of the upcoming course work. This short course runs for 12 hours over 2 – 4 days. Attendance is voluntary.

**Management Analysis**

This two-week intensive course is designed to prepare students for many of the courses that lie ahead by reviewing and developing fundamental concepts in Mathematics and Statistics. While students can benefit from the integrated review of these concepts, the emphasis is on helping those with less quantitative experience.
CORE COURSES

The core curriculum – developed in conjunction with Kellogg – emphasizes development of general management skills and provides the foundation for the program. In the first five modules, Executive MBA participants will take 13 required core courses.

Financial Reporting Systems introduces generally accepted accounting principles and concepts, together with the preparation and analysis of financial statements.

Leadership in Organizations focuses on the efficient use of information and resources for making decisions in organizations. Topics include getting the best from teams, using information efficiently and creating fair and just workplaces.

Macroeconomic Models for Management studies the impact of fiscal and monetary policies and other critical private sector factors on such macroeconomic variables as GNP, interest rates, unemployment, government budget deficits, inflation and recession.

Marketing Management provides an overview of the total marketing system, examines the forces influencing marketing decisions and presents a framework for analyzing these situational forces and identifying key challenges and opportunities.

Management of Operations Systems reviews and analyzes basic principles of managing the production of goods or services and studies some useful tools. The course emphasizes tools and principles that are equally useful in the service and manufacturing sectors.

EXECUTIVE MBA STUDY PLAN

PRE-MODULE

Executive MBA Orientation
Preparatory Courses
Management Residential Session 1
Leadership in Organizations

Module 1 • Financial Reporting Systems
• Managerial Economics

Module 2 • Raising and Allocating Funds
• Statistical Models and Managerial Analysis

Module 3 • Operating Strategies for General Management
• Sustainability Management
• Negotiations

Module 4 • Marketing Management
• Macroeconomic Models for Management

Module 5 • Management of Operation Systems
• Market Survey and Research Methodology

Module 6 • 2 Electives

Module 7 • 2 Electives

Module 8 • Strategy Formulation and Implementation
• 1 Elective

Module 9 • 2 Electives

Module 10 • 2-week Global Perspective Learning Experience

Module 11 • 2 Electives

Module 12 • 2 Electives

Course scheduling is subject to change.
Managerial Economics explores the nature and determinants (including market forces) of decisions about profit-maximizing production and pricing.

Market Survey and Research Methodology explores the gathering of market-related data from individuals and business firms, with a particular emphasis on problem formulation, research process, questionnaire design and sampling. The proper use of data analysis methods is also studied. The objective is to demonstrate how research can help managers make better marketing decisions.

Negotiations
The purpose of the course is to help students understand the theory and process of negotiation as it is practiced in a variety of settings. A basic premise of the course is that while a manager needs analytic skills to discover optimal solutions to problems, a broad array of negotiation skills is needed for these solutions to be accepted by others and implemented with their cooperation. The course will allow students the opportunity to develop these skills experientially and to understand negotiation through useful analytic frameworks. Considerable emphasis will be placed on in-class role-playing negotiation exercises, which have been chosen to highlight the central concepts that underlie negotiation strategy. Topics include: overview to negotiations, single-issue and multi-issue negotiations, cross-cultural issues, creating and claiming value, agents in negotiations, ethics in negotiations, multi-party negotiations and dispute resolution.

Operating Strategies for General Management explores the economic principles of business strategy and develops an analytical framework for identifying and evaluating alternative strategies.

Raising and Allocating Funds deals with issues in the financial management of corporations, discussion on capital budgeting, and the process of evaluating long-term capital projects.

Statistical Models and Managerial Analysis explores the use of sample data for purposes of estimating, predicting, forecasting, and decision making.

Strategy Formulation & Implementation addresses the development and execution of strategy in single- and multi-business firms.

Sustainability Management
Global business is moving towards a new strategic paradigm, often called “Corporate Social Responsibility” or stakeholder management. The concern for how sustainable business value is created through engagement with customers, employees, owners and investors, suppliers, communities and the environment has gathered momentum since the collapse of credit markets in 2008. In Thailand, a Buddhist understanding of reasonableness, moderation, and risk-management provides enlightened guidance for sustainability management. By imbuing an understanding of strategic sustainability, this course is designed to equip future business leaders with tools, best practices and ideas on doing well for society as well as for sustainable profits of the enterprise.

“I came to Sasin after a decade of legal experience having worked at large, international law firms for most of that time and later as a small-firm practitioner. While I entered primarily to gain enough general management expertise to run my own law office, I learned much more. First, my time at Sasin has brought me closer to my clients giving me greater insight into the many commercial and legal issues that they face on a daily basis. This newly found perspective has allowed me to give better, value-added legal services to my clients, many of whom are budget-conscious SMEs. Second, my time at Sasin has forced me to become a better time and people manager since I had to juggle my school work with my career, my family life and my numerous volunteer activities. This constant balancing act, where I was often pushed beyond my normal comfort zone, has proven to be invaluable training in its own right. Third, my time has allowed me to build a lifelong network of friends not only among my classmates and other alums, but also with my professors. Even today, I still call on them to bounce off ideas and get their insights and opinions on different commercial issues. As with all of life’s endeavors, I think you get out of Sasin what you put into it. The more you give at Sasin, the more you get and the stronger you become as a manager and a leader. In my case there is still plenty room for improvement, but I have come a long way thanks to Sasin.”

EDWARD THIRAVEJ
PLOYSONGSANG
Executive MBA Class of 2008,
Managing Partner & Co-Owner
Ployprathip International Law Office Co., Ltd. (PIL)
ELECTIVE/ADVANCED COURSES

The curriculum allows the participants to choose “elective” courses of their own interest. Electives vary from year to year. The following courses have been offered during the last three years.

Accounting
- ACCT S31 Managerial Accounting
- FINC S48 Management of New Venture Funding
- MGMT S62 Entrepreneurial Management

Entrepreneurial Studies
- FINC S48 Management of New Venture Funding
- MGMT S62 Entrepreneurial Management

Finance
- FINC S41 Corporate Finance
- FINC S42 Managerial Finance
- FINC S48 Venture Capital Funding
- FINC S53 Risk Management for Executives
- FINC S55 Growth through Acquisitions
- FINC S60 Investment Management
- FINC S63 Security Analysis
- FINC S64 Fixed Income Securities and Markets
- FINC S65 Derivative Markets I
- FINC S70 Finance for International Business
- FINC S79 Corporate Governance and Management Control
- FINC S486 Topics in Corporate Finance

Law
- LAW S30 Business Law

Management and Organization
- MORS S35 ROI in Human Capital
- MORS S38 Managing Human Capital in a Global Context
- MORS S452 Management of Organizational Change

Management and Strategy
- MGMT S54 Gaining Competitive Advantage with Customer Centricity
- MGMT S55 Strategic IT Decision Making for Executives
- MGMT S62 Entrepreneurial Management
- MGMT S64 Creating Business Value through Technology Management
- MGMT S910 Strategic Crisis Management
- MECN S41 Industrial Structure and Strategy Formulation
- MECN S55 The World Economy
- DECS S50 Decision Analysis

Marketing
- MKTG S52 Consumption and Marketing Management
- MKTG S54 Communicating with Consumers
- MKTG S55 Digital Marketing
- MKTG S59 Services and Hospitality Marketing Management
- MKTG S68 Multicultural Marketing Management
- MKTG S465 Managing New Products and Services

Operations Management
- OPNS S50 Analytical Decision Modeling
- OPNS S75 Managing Projects for Executives

*Like many professionals, I enjoyed a successful climb up the technical career ladder. However, I recognized that future career growth opportunities required a strong knowledge of business management fundamentals, which I lacked. My search for a suitable MBA program led me to Sasin, the leader in Executive Education. My Sasin Executive MBA experience was a completely different from all of my prior academic endeavors. I had expected a few courses to be of immediate value to my career, and much of the rest of the program to be of value only in obtaining my diploma. What I found was that every course, every professor, every assignment, and every hour spent in pursuit of my Sasin Executive MBA provided the skills, experience, insights, and confidence that created both immediate and lasting long term benefits to my professional career. The program was demanding and challenging, but the clear relevance to my work and career, combined with the strong enthusiasm of both professors and fellow students, generated a highly motivational environment. The Sasin Executive MBA program has far exceeded all of my original expectations, and both my career and the fortunes of my employers and employees have been enhanced by my time at Sasin. My two years at Sasin are priceless to me, and my ongoing association with Sasin Graduate Institute and the Sasin Alumni Association continue to enrich my career and my life.*

FRANK TIMMONS
Executive MBA Class of 2000,
Versatile Executive,
Jomtien Beach
THE TEACHING

LEARNING EXPERIENCE

All courses emphasize learning from practical experience as well as from business theories.

As they learn, Executive MBA students are able to immediately apply both functional and managerial skills in their current jobs. The concentrated studies curriculum integrates all managerial disciplines within management’s economic, social, and political environment.

To receive a Master of Business Administration (Executive) degree, an Executive MBA student must successfully complete twenty-five courses. No thesis or final comprehensive examination is required. Examinations and grades are given for each course unit.

Scholastic standing is expressed as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>HP</td>
<td>High Pass</td>
</tr>
<tr>
<td>P</td>
<td>Pass</td>
</tr>
</tbody>
</table>

Grade point average is not computed in the Executive MBA Program, but to receive a Master of Business Administration (Executive) degree, students must achieve either HP or P in all 25 courses (for a total of 72-credit-hours).

TEACHING STYLE

All courses emphasize learning from practical experience as well as from business theories. Teaching methods include lectures, case studies, simulation, field studies, and guest lectures. Much of the teaching involves case discussions or experiential activities where students express their own experiences and opinions. Case studies provide students with real-life business problems to analyze and discuss in class. Teamwork, group assignments, and participation in class discussions are strong features of the Sasin Executive MBA.

WORKING AS A TEAM

Teamwork is an important part of the course and students spend most of the time together in study, social, and extra-curricular activities. Many class projects are assigned to groups rather than to individuals, and require significant teamwork. Executive MBA students typically form groups of five to seven members with diverse academic and/or professional backgrounds. Through the program, students learn how to work effectively with others, enhance their skills in working as part of a team, and develop personal friendships and life-long networking.

CLASS MEETING

Classes are normally scheduled Friday 18:00 – 21:30 and Saturday 8:30 – 16:30. Occasionally make-up classes may be held at other times. Regular class attendance is required – students are expected to attend all classes of courses for which they are registered and will be allowed to take examinations only if they satisfy an 80% attendance requirement. In addition, students should expect to spend at least 15 hours per week in out-of-class study.

Study groups and teamwork are essential to the Executive MBA experience. Students can expect informal group meetings once or twice a week to work on case studies. Individual assignments are also required.
ADMISSIONS

ELIGIBILITY

Sasin welcomes applications from graduates of all fields, but requires a minimum seven years work experience, normally after the first degree (or five years experience after a master’s degree) – and a passing grade in the English Proficiency Test.

ADMISSIONS CRITERIA

Selection is based on the Admissions Committee’s careful evaluation of the applicant’s academic history, English Proficiency Test results, recommendations, work experience, interviews, and commitment to complete the program. However, most important is work experience, including an applicant’s work history and current role and responsibilities in his or her organization. Applicants must have a minimum of seven years of work experience.

For the benefit of students, sponsoring organizations and the program itself, the Admissions Committee seeks to admit a group of students holding comparable managerial responsibilities but reflecting diverse skills and experience.

In addition to academic promise, the Admissions Committee considers these factors:

- Does the applicant’s organizational sponsor consider that he or she has outstanding promise and potential within the organization?
- Does the applicant have, or will he or she soon have, a position of executive responsibility that makes the program of value in furthering his or her career?
- Does the applicant have both the time and the motivation to make a two-year commitment to attend classes and prepare assignments?

Although GMAT is not required for admission, it is desirable that Executive MBA participants should have a certain level of quantitative background.

Assessment of international degrees is based on the characteristics of the national system of education, the type of institution attended, and the level of studies completed.

ENGLISH PROFICIENCY TEST (ITP TOEFL)

Proficiency in reading, listening, and speaking English is necessary. Classes and group work require strong language skills. All non-native English-speaking applicants are required to take the English Proficiency Test at Sasin. Please see www.sasin.edu/programs/emba/keydates for the specified test dates. Applicants may submit the scores report on TOEFL IBT (Internet-based Testing) or TOEFL CBT (Computer-based Testing) and be exempted from the Sasin English Proficiency Test.

The ITP TOEFL test evaluates students’ knowledge of English at the intermediate to advanced levels of English language studies. The questions in each section are in multiple-choice format with four possible answers per question. There are three sections in the test: Listening Comprehension, Structure and Written Expression, and Reading Comprehension.

INTERVIEW

Interviews are required for admission to the Executive MBA Program. Interviews are normally conducted by the Sasin Admissions Committee (made up of Sasin Administrators/Faculty and Sasin Executive MBA alumni) at Sasin. Please see www.sasin.edu/programs/emba/keydates.

The interview is used to provide additional insight into the applicant’s ability and desire to complete the Executive MBA program. Interviews also provide an opportunity for applicants to discuss the Executive MBA program and raise questions of concern to them. Interviews, whether on campus or elsewhere, will be arranged and conducted only after the application and all supporting documents have been submitted to the Admissions Office.
Executive MBA

Applicants are admitted for the academic year in which they apply for enrollment. Under unusual circumstances, an accepted applicant may request deferral, for not more than two years, and pay an applicable fee. Request for deferred enrollment should be made prior to starting Executive MBA studies in May. When a student wishes to return to complete his/her studies after dropping out of a program for a period of time, persuasive evidence must be supplied that the student is prepared and able to complete the degree requirement before re-admission will be considered. The student must also accept any additional tuition charge for the academic year in which he/she actually enrolls.

The Application

An application form, together with the program brochure, can be downloaded online (www.sasin.edu/programs/emba/admissions). A complete application for admission consists of the application itself and the following:

- Official transcripts and copies of degree certificates
- Two letters of recommendation
- Letter of corporate sponsorship, if not self-financed
- Honor Code Covenant
- Application fee

The written application is carefully examined by the Admissions Committee. Each part of the application should be carefully, thoroughly and honestly completed by the applicant personally. Applications that are incomplete cannot be evaluated. While the Admissions Office will attempt to inform applicants if information is missing, it is up to each applicant to ensure that his or her application is complete.

Academic Transcripts

An official transcript from each college/university or professional school previously attended is required. Transcripts must be in English and prepared by the issuing institution. If the institution will not provide a translation, we will accept translations from the embassy or consulate of the institution’s country or its designated agent. Copies of transcripts and degree certificates are required of all applicants prior to the Admissions interview.

Letters of Recommendation

Two letters of recommendation are required, from peers and/or supervisors who know the applicant well, preferably from someone within the applicant’s current/or previous organization. The most helpful recommendations demonstrate an awareness of the applicant’s management potential.

Letter of Corporate Sponsorship

Written approval for attendance in the Executive MBA Program as well as confirmation of sponsorship from the sponsoring organization is required of those who will receive support.

The Admissions Committee begins reviewing applications in November. Sasin holds two admissions application rounds for each year’s entering class from November through January. Applicants are strongly encouraged to submit their applications before each deadline. Please see www.sasin.edu/programs/emba/admissions for admission dates.

Deferral Policy

“Two years at Sasin have given me three lifetime treasures. Firstly, ‘People’, I have met many great people including classmates, faculty members, staff and alumni. Some of them have become my best friends, and some have been my respected mentors. Secondly, ‘knowledge & skills,’ I have gained from both inside and outside of the classrooms. Besides learning business analytical tools and management frameworks in classes, I have improved my time and people management skills. Studying Executive MBA gave me a challenge to balance work, school and family all at the same time, and taught me how to coordinate and cooperate with people from diverse backgrounds for the group projects and school activities. Lastly, ‘unforgettable memories: during my Sasin life, I got a chance to go back in time to feel like a freshman in college by participating in school activities such as sport days, residential trips and hanging out with friends for group projects and exam preparations till late at night. I am very thankful that I decided to attend Executive MBA program at Sasin because these lifetime treasures are really worthwhile.”

ATCHARA MAHATCHAWARE
Executive MBA Class of 2009, HR & IT Manager, Vichit Sind Jewelry Manufacture Co., Ltd.
The Graduate Institute of Business Administration (GIBA) of Chulalongkorn University was established by Chulalongkorn University as an autonomous institution of higher education in 1982.

The name “Sasin” was graciously bestowed by His Majesty King Bhumibol Adulyadej of Thailand on the occasion of His Majesty’s 60th Birthday on December 5, 1987, and so, GIBA became Sasin.

Sasin’s development has fulfilled the expectations of its founders whose vision was to establish “an educational institute of the highest order of excellence.”

Sasin is the first graduate management program in Thailand taught completely in English, and continues to produce graduates comparable in knowledge and skills to those graduating from other leading business schools in the world.

WHAT’S IN A NAME?

The name “Sasin” comes from two Sanskrit words: Sasa and Indra. Sasa, meaning “rabbit”, which also represents His Majesty’s birth year in the Thai 12-year astrological cycle. Indra means “chief.”

Thus “Sasin” literally means “Chief or King of the Rabbits.” Simultaneously the academic center was renamed “Sasa Patasala Building” and our residential hall became “Sasa Nives” or “Sasa International House.” His Majesty also named Sasin’s new recreation center, built to commemorate our 20th anniversary, as “Sasabol” Health and Recreation Center.
THE FOUNDING PARTNERSHIP: CHULALONGKORN UNIVERSITY, KELLOGG AND WHARTON

Sasin was founded by Chulalongkorn University with the support and collaboration of the Kellogg School of Management and the Wharton School. The Chulalongkorn-Kellogg-Wharton management education collaboration pioneered the use of world-class visiting professors, complemented by full-time Sasin faculty and other experts in Southeast Asia.

CHULALONGKORN UNIVERSITY

The Sasin Graduate Institute of Business Administration is located on the campus of Chulalongkorn University, the oldest and best known university in Thailand. Founded in 1917 by H.M. King Vajiravudh (Rama VI), the university was named as a tribute to His Majesty’s royal father, H.M. King Chulalongkorn (Rama V). Since its inception, the university has maintained the excellence of its academic standards. Chulalongkorn University, with a student population of approximately 35,000, is now a university encompassing nineteen faculties and many schools, institutes and projects. The enthusiastic, respected, high-profile teaching staff and specialists offer 480 programs in four main areas of study: health sciences, science and technology, social sciences, and humanities. Among these are 70 international programs at undergraduate, graduate diploma and postgraduate levels.

The Chula campus covers 456 acres in the heart of Bangkok, the capital of Thailand. The campus is within easy reach of the major business and financial districts, government offices, city parks, shopping centers, the National Stadium, and Chulalongkorn Hospital, home of the Chulalongkorn University Medical School and the Thai Red Cross Society.
GLOBAL RECOGNITION

INTERNATIONAL ACCREDITATION

Sasin is the first business school in Thailand to earn AACSB (Association to Advance Collegiate Schools of Business) and EQUIS (European Quality Improvement System) accreditation.

Association to Advance Collegiate Schools of Business (AACSB)

AACSB accreditation is the hallmark of excellence in management education. It represents the highest standard of achievement for business schools worldwide. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. Accreditation follows a rigorous process which assesses all aspects of a School’s operations and activities including research, teaching and their contribution to the wider business community.

European Quality Improvement System (EQUIS)

EQUIS is recognized as one of the top gauges of standards in management education in Europe and beyond. It is awarded by the European Foundation for Management Development (EFMD). EQUIS accreditation demonstrates not only that the School’s activities are of a very high quality but also that the School has a very strong international dimension. The award is made after an assessment of the entire School, including its taught programs, executive education provision, innovation, marketing and interaction with the business world.

INTERNATIONAL PARTNERS

Association of Asia-Pacific Business Schools (AAPBS)

Sasin is an active founding member of AAPBS. The association’s primary purpose is to provide leadership and representation in order to advance the quality of business and management education in the Asia-Pacific Region. The Association will accomplish its mission by collaborating in research and teaching, and working in partnership to improve business school standards and quality. AAPBS and its members are striving to understand and develop a solid paradigm for an Asian management education model within a global context.
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VALUES
Teamwork and leadership guided by wisdom, integrity and social responsibility.

PHILOSOPHY
智慧是光，照亮黑暗。
Graduates must compel themselves to lifelong learning (Given by the Supreme Patriarch, September 15, 1983).

LEARNING OBJECTIVES
- Analytical, decision-making and creative skills
- Self-reliance and entrepreneurship
- Teamwork and leadership
- Effective communication, presentation and negotiation skills
- Corporate ethics, social responsibility, and environmental sustainability
- Awareness of cultural diversity

STRATEGIC OBJECTIVES
- Cooperation with renowned international institutions to implement the latest developments in curriculum and management practice, including national and regional diversities
- Excellence in intellectual contributions to the practice of management while maintaining teaching excellence
- Innovative programs in management education
- Collaboration with the public and private sectors to shape policies that reflect the changing global environment

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