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 (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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In a business environment that has become more and more competitive – where national borders are of less concern – it is clear that the ASEAN region as a whole has a pressing need for sophisticated business leaders. These regional leaders must be wholly qualified to deal successfully with rapid and far-reaching changes, including the rapid development of information technology currently fueling global business.

Sasin develops business administration graduates with the knowledge and analytical skills needed to take effective charge of the new economy. The Sasin MBA program continues to be reckoned as the first in Thailand and in the top rankings in the ASEAN region. Teaching is by case study, balanced with lectures, seminars and group work, all of which emphasize the application of the theoretical training to the practical problems managers face today and are most likely to face in the future.

For over thirty years, the Sasin MBA program has been stressing four fundamental management skills: communication, decision-making, leadership, and teamwork. To enhance the cross-cultural experience so necessary for success in today’s global economy, Sasin has established exchange programs with 28 institutions in North America, Europe, Asia and Australia.

Convinced that modern management education must take root in its home soil, Sasin provides management education that is both relevant and Asian! We cordially invite you to consider the Sasin MBA program with all its resources challenges and opportunities.

Thank you.

PROFESSOR TOEMSARDI KRISHNAMRA
Director of Sasin
MBA LEARNING GOALS

• 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

ABOUT MBA PROGRAM

Sasin’s 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 and only business school to receive accreditation from two world-class accrediting organizations – EQUIS based in Europe while AACSB based in the US.

Students in this full-time, 19-month management program represent the very best minds in Southeast Asia with many going on to become successful entrepreneurs or to assume leadership positions in their chosen fields of endeavor, be it the public section, the private sector or academia.

As part of our commitment to global learning, Sasin offers a wide range of exchange programs to allow students to integrate international study into their Sasin MBA program. Sasin’s reputation also helps students secure opportunities for Summer Internships.
Sasin’s MBA program develops business administration graduates with the knowledge and analytical skills necessary to take effective charge of the new economy. The program stresses four fundamental management skills: communication, decision-making, leadership, and teamwork.

**EAST MEETS WEST, THE BEST OF BOTH WORLDS**

Sasin’s MBA program is a full-time, 19-month program taught by visiting professors from Kellogg, Wharton and other world-class programs, as well as by Sasin’s full-time faculty and other business experts in Thailand and Southeast Asia.

The MBA curriculum provides students with a comprehensive management education emphasizing entrepreneurial spirit, applied practical learning, and the integration of business and society.

In all, the MBA program consists of 27 courses (76.5 credit hours), including 14 core courses and 13 electives. Students are also required to successfully complete at least one Action Learning course.

“The very fact that so many top people have graduated from Sasin, is an inspiration in itself. Being able to rub shoulders with the best minds gave me the determination to try harder, push myself further and generally aim higher. I believe that Sasin was – and still is – the best training ground for MBAs in Thailand.”

ONG-Ard Prapakamol
MBA Class of 1990,
Chief Commercial Officer,
True Visions Plc.
PRE-PROGRAM ACTIVITIES

MBA Orientation
The Sasin MBA program starts with the MBA Orientation held early in each new academic year and attended by all incoming students. The MBA Orientation is designed to maximize networking opportunities among classmates, faculty, current students, and to begin the team building process. The MBA Orientation includes a fun-filled trip with leadership and team-building activities to help students strengthen their relationships with each other.

Management Analysis
This two-week course is designed to prepare students for many of the courses that lie ahead by reviewing and developing fundamental concepts in Mathematics, Economics and Statistics. While students can benefit from the integrated review of these concepts, the emphasis will be on helping out those with the least quantitative backgrounds. In addition, students will be presented examples from Economics, Finance, Marketing, and then develop quantitative skills needed to find solutions to problems in those fields.

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 course runs for 12 hours over 2 – 4 days.

CORE COURSES
The core curriculum emphasizes development of general management skills and provides the foundation for the program. It provides students with a solid foundation in the functional areas of business that will prepare them for more advanced study at the elective level. Core courses in Negotiations, Economics, Financial Accounting, Quantitative Methods, Business Strategy, Marketing, Finance, Sustainability Management, Organizational Structure and Operations Management prepare students to think critically about business issues in subsequent elective courses.

ADVANCED COURSES
Starting in Module 6, students have the freedom to select courses in one or two specific areas of concentration to prepare themselves for their chosen careers.

AREAS OF CONCENTRATION
- Entrepreneurship
- Finance
- International Business
- Marketing
- Strategic Management
- Sustainability Management
### MBA STUDY PLAN

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<td>• Management Analysis (mandatory)</td>
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<td>• Introduction to Accounting</td>
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<td>• MORS D30 Leadership in Organizations (mandatory)</td>
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Course scheduling is subject to change.
MBA Core Courses

Accounting for Decision Making
This course is designed to acquaint students with the process used to construct financial reports of organizations. The objective is to understand the decisions that must be made in the financial reporting process and to develop the ability to evaluate and use accounting data. Emphasis is placed on understanding the breadth of accounting measurement practices and on being able to make the adjustments necessary for careful analysis. The course highlights the linkages between accounting information and management planning, decision-making and control.

Business Strategy
Strategy is the set of objectives, policies and resource commitments that collectively determine how a business positions itself to create wealth for its owners. This course introduces students to principles and the conceptual framework for evaluating and formulating business strategy. Topics covered in the course include the boundaries of the firm, the analysis of industry economics, strategic positioning and competitive advantage, and the role of resources and capabilities in shaping and sustaining competitive advantages.

Finance 1
This course studies the effects of time and uncertainty on decision making. Topics include basic discounting techniques, stock and bond valuation, capital budgeting under certainty and uncertainty, asset pricing models and efficient markets.

Leadership in Organizations
This course provides students with the social science tools needed to solve organizational problems and influence the actions of individuals, groups and organizations. It prepares managers to understand how to best organize and motivate the human capital of the firm, manage social networks and alliances, and execute strategic change. This is accomplished through knowledge of competitive decision-making, reward system design, team building, strategic negotiation, political dynamics, corporate culture and strategic organizational design.

Macroeconomic Analysis for Management
This course provides students with a simple but rigorous analytical framework to understand and evaluate international macroeconomic events and their consequences. Actual macroeconomic examples from around the world will be used extensively throughout the course, which is divided into three parts. Part 1 introduces the basic macroeconomic framework, the four key markets (labor, goods and services, assets, and exchange rates) needed to understand the international or open economy macroeconomic equilibrium and the determination of equilibrium output, employment, interest rates, and exchange rates. Part 2 focuses on economic indicators and policy issues. Part 3 discusses long-term economic growth and other topical issues.

Marketing 1
This course takes an analytical approach to the study of the marketing problems of business firms and other types of organizations. Attention is focused on the influence of the marketplace and the marketing environment on marketing decision making; determination of the organization’s products, prices, channels, and communication strategies; and the organization’s system for planning and controlling its marketing effort.

Microeconomic Analysis
Among the topics this core course addresses are economic analysis and optimal decisions, consumer choice and the demand for products, production functions and cost curves, market structures, pricing and non-price concepts. Cases and problems are used for an understanding of the economic tools and their potential use for solving real-world problems.

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 that 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.

Operations Management
This course aims to provide students with a framework for understanding how to gain competitive advantage through operations by establishing a link between business strategy, operational capabilities and operations structure. A process view of operations is developed during the course and used to analyze key operational decisions in the management of capacity, cycle time, supply chain and quality. The course also covers developments such as lean operations, time based competition and business process reengineering.

Research Methods in Marketing
This course considers the gathering of marketing-related data from individuals and organizations, with particular emphasis on integrating problem formulation, research design, questionnaire construction, and sampling to yield the most valuable information. Also studied are the proper use of statistical methods and the use of computers for data analysis.

Statistical Methods for Management Decisions
Topics included in this course are population hypothesis testing, correlation, simple and multiple regression analysis, and qualitative variables. Extensive use of statistical analysis software is required. Applications of the material as well as several case studies will be covered.

Strategy in Domestic and International Business
This is an integration of the preceding courses through the study of strategy formulation, implementation functions, and responsibilities of top-level management. The topics addressed include the concept of corporate strategy, competitive strategy, analytical methods for evaluating strategy, key corporate decisions, the design of formal organizational structure planning and control systems, reward and sanction systems, the selection and training of key personnel, and the leadership role of the chief executive officer. Cases and readings are drawn from a variety of organizations.

Sustainability Management 1
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.

**Sustainability Management 2**
This course allows students to apply the theory taught in Sustainability Management 1 in practice through a project with a company, organization or community. The course begins with exposure to panel discussions with guest speakers on various topics, as well as company visits. Working in teams, students will have several months to work on a case study, consulting project, business plan for a new venture, or a community project.

**ACTION LEARNING**
Studying at Sasin combines theory with practice and extends beyond the classroom. Students must learn how to understand the best practices as well as to translate their knowledge and skills into action. All students are required to successfully complete at least one of the following Action Learning courses which each provides students with the opportunity to work directly on real, current, business situations.
- Entrepreneurship and New Venture Formulation
- Management Consulting Practices
- Global Initiatives in Management (GIM)
- DigiMarketing
- Sustainability Management 2

**GLOBAL OPPORTUNITIES**

**Dual Degree Program**
The dual degree program is offered in cooperation with the Schulich School of Business, York University in Canada and the European Business School (EBS), Universität Für Wirtschaft und Recht in Germany. The program aims to prepare MBA graduates for careers in international business requiring knowledge and experience in global thinking.

The program consists of two phases. In phase 1, The Sasin Phase, students must satisfactorily complete 13 courses (40.5 credits) during their first-year of studies at Sasin to be eligible to enter phase 2 at the partner schools. By satisfactorily completing both phases of the program, students will be awarded an MBA degree by Sasin and a degree by Schulich or EBS.

**Study Plan**
**Year 1: Study in Thailand at Sasin**
The curriculum provides students with a solid foundation in the functional areas of business in preparation for more advanced studies at the elective level during the second year. Students must complete the following.
- 13 core courses (34.5 credits)
- 2 electives (6 credits)

**Year 2:**
**Study in Canada at Schulich**
Students must successfully complete
- SGMT 6000 Strategic Management (3-credit-hours)
- MGMT 6100 Strategy Field Study (3-credit-hours)

and at least 24-credit-hours of elective courses at Schulich to fulfill graduation requirements. Students spend 2 - 3 semesters at Schulich and may start their
second-year studies either in the summer of the Fall Term. The normal full-time load is 9.0 – 15.0 credit hours per term.

**Study in Germany at EBS**
During their second year, students can choose to continue their studies in the MBA program* or one of the six specialized Master Degree programs**: Master in Finance, Master in Marketing, Master in Management, Master in Real Estate, and Master in Automotive Management. Students spend two semesters (Fall and Spring) at EBS.

* MBA project is required for students aiming for MBA degree.
** Master’s thesis is required for students aiming for a Master degree in any specialized field. The 60 – 80 page Thesis must be completed within 15 weeks.

**Admissions**
Applicants for the dual degree program must indicate that they wish to be considered for the dual degree program when they apply to the Sasin MBA program. Normally two students will be admitted to the dual degree program each year. The dual degree admission criteria are the same as those for the Sasin MBA program with the following additional conditions:

- Scores on GMAT of no less than 600
- Scores on TOEFL of no less than 100.
Sasin recognizes that to effectively prepare students to become successful business leaders, it is essential to integrate substantial international exposure and content into the MBA program. This is why Sasin offers students the opportunity to learn about global business practices and develop their international contacts for future business networking through exchange programs with leading business schools in North America, Europe and Asia. Each year, approximately 35 - 40 full-time MBA students spend one quarter/semester abroad on exchange programs.

The program also attracts exchange students to Sasin every year. Incoming exchange students work closely with their Sasin colleagues in class activities, providing further opportunities for cultural exchange and international networking.

Current affiliations include:

**AUSTRALIA**
- Brisbane Graduate School of Business, Queensland University of Technology, Brisbane

**CANADA**
- Schulich School of Business, York University, Toronto

**CHINA**
- Guanghua School of Management, Peking University, Beijing

**FRANCE**
- ESSEC Business School, Cergy-Pontoise
- HEC School of Management, Jouy-en-Josas
- IAE d’Aix en Provence, Puycard
- EDHEC Business School, Lille-Nice

**GERMANY**
- WHU – Otto Beisheim School of Management, Vallendar
- HHL – Leipzig Graduate School of Management, Leipzig
- European Business School (EBS) – Universität für Wirtschaft und Recht, Wiesbaden

**ITALY**
- Bocconi University, Milan

**JAPAN**
- The Graduate School of Management, International University of Japan, Niigata
- Keio Business School, Graduate School of Business Administration, Keio University, Yokohama
- Nagoya University of Commerce and Business, Nagoya
- The Graduate School of Business Sciences of the University of Tsukuba

**KOREA**
- KAIST Graduate School of Management, Seoul
- Sungkyunkwan University (SKKU) Business School, Seoul
- Graduate School of Business, Chonnam National University, Gwangju

**PORTUGAL**
- University of Porto Business School, Porto

**TAIWAN (REPUBLIC OF CHINA)**
- College of Commerce, National Chengchi University, Taipei

**THE NETHERLANDS**
- RSM Erasmus University, Rotterdam

**USA**
- Kellogg School of Management, Northwestern University, Evanston, Illinois
- The Wharton School of the University of Pennsylvania, Philadelphia, Pennsylvania
- The Fuqua School of Business, Duke University, Durham, North Carolina
- Kenan-Flagler Business School, University of North Carolina at Chapel Hill, Chapel Hill, North Carolina
- Marshall School of Business, University of Southern California, Los Angeles, California
- The Johnson School, Cornell University, Ithaca, New York

**UNITED KINGDOM**
- Manchester Business School, The University of Manchester, Manchester
GLOBAL INITIATIVES IN MANAGEMENT (GIM) PROGRAM

The Global Initiatives in Management (GIM) program is an exciting opportunity offered to Sasin MBA students to learn about non-Thai business environments within an innovative and flexible framework combining classroom-based learning with structured in-country field research. Students meet with industry leaders and carry out the primary research needed to complete their group projects. The students select the location with the courses organized by student leaders under the guidance of a faculty adviser.

BUSINESS PLAN COMPETITIONS

Each year MBA students are selected to represent Sasin at various Business Plan competitions in Bangkok or abroad.

The mai Bangkok Business Challenge® @ Sasin
The mai Bangkok Business Challenge® @ Sasin is a business plan competition, held at Sasin, to simulate the real-world process of raising venture capital and creating a practical business plan. Competitors are required to present ideas for a new business, develop the idea into a business plan and present the plan to a panel of entrepreneurs, venture capitalists, businessmen and other professionals. More information at http://www.bbc.in.th/.

Asia Moot Corp® Competition
The Asia Moot Corp is the premier intercollegiate business plan competition in the Asia Pacific region. The winner from the Asia Moot Corp is eligible to compete in the University of Texas at Austin Moot Corp®.

Other business plan competitions:
- HKUST MBA International Business Plan Competition http://www.ust.hk/miabplan/
- Global Social Venture Competition – Southeast Asia http://www.gsvc-sea.org/
- Idea to Product Asia Competition http://www.idea-toproduct-asia.org/
- New Venture Championship in Portland, Oregon, USA http://wwworegonvc.com/
The program operates on a five–week module system. Twelve modules are offered during the nineteen–month program. Most courses run over a single module, some use two consecutive modules. Students usually take two courses per module.

Class Meeting
Classes are normally scheduled Tuesday through Friday. Occasionally make-up classes may be held at other times. Regular class attendance is required. Students are expected to attend all sessions 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.

Working as a Team
Teamwork is an important part of the course and students spend most of the time together in study, social and extracurricular activities. Many class projects are assigned to groups of students, rather than to individuals, and require significant TEAMWORK. 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.

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 MBA.

Life at Sasin, Enjoying the MBA Experience
Sasin MBA students are highly motivated. They come to Sasin with diverse backgrounds, varying educational aims and career objectives. Some of these students have more business experience, while others have unique professional experience that brings a rich and varied perspective to the learning environment. Sasin students create a cooperative environment by supporting each other and working together to achieve excellence both academically and professionally. The common thread among students is the sense of TEAMWORK.

Meet Your MBA Class – Friends for Life
The individual students who make up the Sasin MBA student body are confident, intelligent, energetic, creative and well connected in Thailand and Southeast Asia. But as a group, they are family.
STUDENT PROFILE

48% Female
52% Male
11% International students*
7% Students with advanced degrees
51% Students with degrees outside Thailand
100% Students with full-time work experience (average 3 years) Average age 26

* Countries represented typically include: Denmark, Japan, Malaysia, The Netherlands, Poland, Russia and The U.S.A.

UNDERGRADUATE MAJOR

- 10% Architecture/Design
- 7% Accounting
- 22% Business Studies
- 12% Economics
- 17% Engineering
- 13% Science & Technology
- 19% Social Sciences & Humanities

BEYOND THE CLASSROOM

Sasin Executive Mentor Program

MBA students will benefit from the real-life experiences of alumni in becoming effective managers and great leaders. Alumni will meet with small groups of MBA students, throughout their time at Sasin, to share do’s—and don’ts, in an atmosphere of trust and confidence. As well as providing in-depth, practical coaching, this strengthens relationships between alumni and current students, and helps them build networks.

Leadership Opportunities

Extracurricular activities are an integral part of the Sasin educational experience. Student activities personalize and broaden the educational experience of the classroom through the development of interpersonal skills, leadership and career-related learning. Sasin offers extensive programs in professional development, academic enrichment and social interaction. Outreach groups also organize non-career-related activities and community service events. Name a major multinational and you’ll find a Sasin MBA alumnus! Check out the names of partners in many of the best consulting firms in Southeast Asia, and you’ll come upon men and women with Sasin MBAs. Some of the finest minds in the Thai Civil Service have wrestled with accounting, finance and marketing concepts at Sasin. A Sasin MBA has also been the catalyst for more than a few successful entrepreneurs.

CAREER PLANNING SERVICES

Career Workshops

Hands-on workshops teach you:

- How to conduct a job search
- How to prepare a professional resume
- How to be your best in interviews

Seminars include "Where and How to Look for Jobs" and in the Mock Interview Program, Sasin alumni from a range of industries interview MBA students. They get to practice interview skills with leading business people, who then provide invaluable detailed feedback and guidance.
Summer Internship Program

Students who have successfully completed the first year, and do not cross-register for an exchange program can participate in the Summer Internship Program. Summer Interns receive intensive on-the-job training from well-known organizations in Thailand and Southeast Asia.

On-Campus Recruitment

Many firms hold informal receptions for MBA students, letting them meet corporate representatives and learn about their companies before an actual interview. In addition, some employers recruit through the Career Services Center, which arranges formal job interviews on campus. Each year, Sasin holds a job fair – Sasin Career Opportunities Day – for first and second-year MBA students. Employers are invited to visit Sasin and recruit qualified graduates.

First year students also have an opportunity to meet with the human resources managers from leading companies in Thailand and Southeast Asia, from the major multinationals, and from consulting firms. Companies that do not recruit on campus on a regular basis often send details of job openings to Sasin’s Career Services Center for posting at Sasin.

ADMISSIONS ELIGIBILITY

Sasin welcomes applications from graduates of all fields who are interested in management study. Individuals holding a bachelor's degree or its equivalent from a Thai university or an international institution of recognized standing are eligible for consideration. A number of places will be allocated to non-Thai students in order to ensure the international quality of the program.

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

The following guidelines indicate the level of study expected of applicants to the Sasin MBA program:

- U.S.: bachelor’s degree from an accredited university
- British-patterned education: a university degree
- French-patterned education: a degree or diploma requiring four years of post baccalaureate study
- Other European countries: a university degree requiring a minimum of four years of study
- Middle East: a university degree requiring a minimum of four years of study
- Canada: a three-year bachelor’s degree from Quebec; a four-year bachelor’s degree from all other provinces
- India, Pakistan, Bangladesh, Nepal: a bachelor’s degree in engineering or medicine, a master’s degree in all other fields
- The Philippines: a five-year bachelor’s degree or four-year bachelor’s degree plus one year of graduate work
- Other Asian countries: a university degree requiring a minimum of four years of study

"Anyone who is interested in doing business in Southeast Asia would benefit from the exposure to the local business environment and the network of prominent business leaders that comprise Sasin alumni."

LESLIE TAY CHOON MONG
MBA Class of 2000,
M.D., A medical practitioner & an entrepreneur in Singapore
Sasin looks for students with outstanding potential for leadership as well as the intellectual and interpersonal skills needed to make a meaningful contribution to the academic and extracurricular life of Sasin. We aim to form a dynamic and diverse student body representing many countries, personalities, backgrounds, and career aspirations.

In the selection process, the Admissions Committee evaluates the applicant’s academic ability, personal character, motivation, leadership ability, interpersonal skills, work experience and management potential by carefully appraising the following:

Academic Records
Undergraduate and any other collegiate records are examined not only for the overall grade average, but also for grade trends and areas of particular scholastic strength.

Graduate Management Admission Test (GMAT)
All applicants must take the GMAT. The GMAT is a computer-based examination that is administered year-round at test centers throughout the world. The GMAT consists of four main parts, the Quantitative Section, the Verbal Section, integrated reasoning, and the Analytical Writing Assessment. All four sections are delivered in a computer adaptive format.

GMAT scores are valid for five years. Applicants must arrange to have their GMAT results reported to the Sasin MBA program directly by the GMAT Test Administrator. Sasin’s school code is FSk-WL-48 (previously 9318). It is suggested that the GMAT be taken early in the year.

The GMAT test is offered year round at a number of international locations. Please see www.mba.com for full details. GMAT charges a US$ 250 testing fee.

In Thailand, the GMAT is offered by Professional InterEducation Co., Ltd.

Bangkok:
Pearson Professional Centers
BB Building, Level 10 Unit 1010,
5a Sukhumvit 21 (Asoke Road),
Bangkok 10110, Thailand (Center ID 50507)
Tel.: +66 2664 3563

Chiang Mai:
A&A Neo Technology
248/55–56 Maneenopparat Road,
Sripoom, Mueang, Chiang Mai 50200,
Thailand (Center ID 51272)
Tel.: +66 5322 7500-2

The Graduate Record Examination (GRE) is also acceptable.

Test of English as a Foreign Language (TOEFL)
All non-native English-speaking applicants must take the TOEFL in addition to the Graduate Management Admission Test (GMAT). The results must be reported to the Sasin MBA program directly by Educational Testing Service (ETS). Sasin’s school code is 9318 and department code is 02. TOEFL scores are valid for two years.

The TOEFL Test is offered year round at many international locations, either as a paper exam or online. (See www.toefl.org).

In Bangkok, the TOEFL test is offered at the Institute of International Education (IIE), Maneeya Center, 6th Floor, 518/3 Ploenchit Road, Pathumwan, Bangkok 10330, Thailand
Tel.: +66 2652 0653 or e-mail: iiethai@bkk.iie.org

TOEFL charges a testing fee of US$140 or US$160, depending on the location and date of the test.

Recommendations
Two letters of recommendation are required. In general, recommendations should provide information about leadership and management capacity and potential. It is highly recommended that at least one recommendation come from your current workplace. The other recommendation may be from someone who has had a chance to evaluate you in a professional setting.

Work Experience and Management Potential
The Admissions Committee seeks to evaluate an applicant’s potential for a management career through careful review of experience and accomplishments in full and part-time work settings, as well as in extracurricular activities. In general, Sasin students have had three years of meaningful work experience and demonstrate clear management potential. We do not preclude applications from exceptional younger applicants with little work experience, provided they can demonstrate maturity and ability to contribute to the Sasin experience. However, a minimum of one-year full-time work experience is required when applying for MBA admission.

Interview
Interviews are required for admission to the MBA Program. Interviews are normally conducted by the Sasin Admissions Committee (made up of Sasin faculty, administrators and Sasin alumni). The interview is used to provide additional insight into the applicant’s ability and desire to complete the MBA program. Interviews also provide an opportunity for applicants to discuss the 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.

Please see www.sasin.edu/programs/mba/keydates.
An application form, together with a program bulletin, can be obtained throughout the year from the Admissions Office or online as a Word document (www.sasin.edu/programs/mba). Each completed application must be accompanied by a non-refundable application fee of Baht 1,200 (US$ 40.00) submitted directly to the Admissions Office, Sasin Graduate Institute of Business Administration of Chulalongkorn University.

The written application is carefully reviewed 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/her application is complete.

The following are required for application:

- Academic transcripts from all colleges/universities and professional schools attended
- GMAT or GRE
- TOEFL (if applicable)
- Essays, Resume, and Honor Code
- Two letters of recommendation

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/mba/admissions for admission dates.

Applicants are encouraged to apply for admission in the academic year in which they intend to enroll. Under unusual circumstances, an accepted applicant may request deferral, for not more than two years, by writing to the Director of the Sasin Graduate Institute of Business Administration and enclosing a non-refundable reservation deposit of Baht 80,000. Request for deferred enrollment should be made prior to starting the MBA studies by the end of April. When a student wishes to return to complete his/her studies after dropping out of the 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.

Upon receipt of an offer of admission, a candidate from outside Thailand should immediately apply for the necessary clearance and visa, since several weeks are frequently required to obtain these. The letter of Acceptance from Sasin should not be used to apply for a visa if the applicant is not planning to attend the program.

"After completing the two-year program, I can say that the quality and character of people that administer, teach, and attend Sasin equal the best anywhere in the world. If you are looking for a quality learning experience, with excellent instruction and with classmates who are cohesive, hard-working and intelligent, then Sasin will definitely be a valuable and enjoyable experience for you."

CHARLES A. PARSONS II
MBA Class of 1998
President, Parsons Globe
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 favorably comparable in knowledge and skills to those graduating from other leading business schools in the world.

**WHAT’S IN A NAME?**

Faculty, staff and students alike take tremendous pride in the name “Sasin,” which comes from two Sanskrit words: Sasa and Indra.

Sasa, meaning “rabbit,” represents His Majesty’s birth year in the Thai 12-year astrological cycle. Indra means “chief.” Thus “Sasin” literally means “Chief of 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. This 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 30,000, is now a university encompassing nineteen faculties and many schools, institutes and projects. The enthusiastic, respected, high-profile teaching staff and specialists offer 450 programs in four main areas of study: health sciences, science and technology, social sciences, and humanities. Among these are 59 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.
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 compelling 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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Sharpening Minds
Shaping Leaders Since 1982

World-class Business School

MBA