



เศรษฐศาสตร์  
ECONOMICS  
Chulalongkorn University



**M A B E**  
**OPEN HOUSE 2024**

Master of Arts in Business and Managerial Economics

Faculty of economics Chulalongkorn university

# Welcome

## MABE

Unlock tomorrow's  
challenges

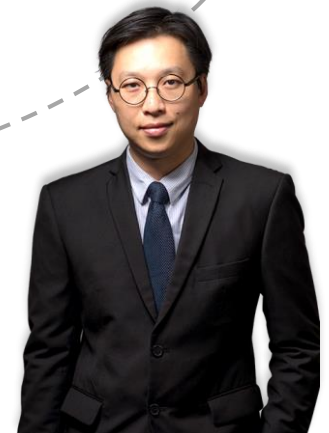
### Curriculum Goals

“

*To adapt to a rapidly changing world,  
the fundamental alignment between  
Business and Economics is needed.*

”

Assistant Professor Nipit Wongpunya, Ph.D.  
MABE Director



# *Why* MABE?

## **Practical and Professional**



*1. Highly qualified lecturers from both academic and professionals in various fields from several domestic universities. There are also lecturers from various organizations.*

*2. Courses that provide necessary knowledge in both economics and business management topics. Regularly updated to reflect rapid changes in economics and business environment, in both domestic and global scale.*

*3. MABE provides a flexible program structure. The program also allows students to choose between thesis and non-thesis option to suit both students who decide to enhance their study further as well as those who just need to update themselves on necessary knowledge and skill for their work.*



# OUTLINE



- 1. Program structure**
- 2. Student Activities**
- 3. Important Notes**

- Double degrees with Seneca university, Canada
- Scholarship available

# 1

# PROGRAM STRUCTURE

- Program Structure
- Core & Elective Courses
- Study Plan
- Thesis & Non-Thesis Options



## Full-Time

1 year (3 terms)

36 credits

&

## Part-Time

2 years (6 terms)

36 credits

	Thesis	Non-Thesis
Core courses	8 courses (24 credits)	8 courses (24 credits)
Elective courses	-	3 courses (9 credits)
Thesis	12 credits	-
Individual Study and Comprehensive Exam.	-	1 course (3 credits)

# Core Courses



(8 courses,  
24 credits)

1. Advanced Economic Theory I
2. Advanced Economic Theory II
3. Quantitative Methods in Economic Analysis
4. Cost and Financial Analysis
5. Economics of Production and Marketing
6. Economics of Human Resource Management
7. Money and Financial Management in Economic Development
8. Economics of International Business Management



# Elective Courses

(3 credits each)

- Research Method and Workshop in Business and Managerial Economics
- Project Evaluation and Project Feasibility Analysis
- Economics of Risk Management
- International Financial and Investment Theory
- Entrepreneurial & Strategic Management
- Management Consulting
- Game Theory and Managerial Application

*\*Only certain Courses will be available in a given semester*



# Invited Lecturers



**Professor Rodolfo Helg, Ph. D.**  
(University of Bocconi, Italy)



**Assoc. Prof. Mikkel Darebye, Ph. D.**  
(University of Bocconi, Italy)



**Asst. Prof. Jo Seung-Gyu, Ph.D.**  
(National University of Singapore, Singapore)



**Prof. Rolf-Dieter Reineke, Ph.D.**  
(University of Applied Sciences, Switzerland)



**Mr. Oliver Gottschall, Ph.D.**  
(Betagro, Chief Operating Officer - Food Business)

# Invited Lecturers



**Assoc. Prof. Jessica Vechbanyongratana, Ph.D.**



**Asst. Prof. Yong Yoon, Ph.D.**  
(Chulalongkorn university, Thailand)



**Assoc. Prof. Wipawee Tharmmaphornphilas, Ph.D.**  
(Chulalongkorn university, Thailand)



**Asst. Prof. Jananya Sthienchoak, Ph.D.**  
(Chulalongkorn university, Thailand)



**Asst. Prof. Suparatana Tanthanongsakkun, Ph.D.**  
(Chulalongkorn university, Thailand)



**Asst. Prof. Rapeeporn Rungsithong,**  
(Chulalongkorn university, Thailand)



**Asst. Prof. Somchanok Passakonjaras, Ph.D.**  
(Chulalongkorn university, Thailand)



**Asst. Prof. Kavin Asavanant, Ph.D.**  
(Chulalongkorn university, Thailand)

# Guest Speakers



**Mr. Kanit Sangsubhan, Ph.D**

(Chairman, Advisory Board of EEC)



**Mr. Kasidit Tansanguan**

(Director, Digital Currency Team, Bank of Thailand)



**Mr. Naris Sathapholdecha**

(Head of TMB Analytics, TMB Thanachart Bank)



**Dr. Runchana Pongsaparn**

(Deputy Director, Financial Stability Unit, Bank of Thailand)

# Guest Speakers



**Mr. Chomchak Amonvatana, Ph.D**

(Economist Professional Level, Public Debt Management,  
The Fiscal Policy Office)



**Mr. Pan Ananapibut, Ph.D.**

(Senior Expert on Local Public Finance, The Fiscal Policy Office)



**Ms. Pucharat Donsrichana**

(Economist Professional Level, The Fiscal Policy Office)

# Thesis Option

 Full – time : Third term

 Part-time : Second Year

Third term



---

# Individual and Case Study

---

“

**A group research focusing on  
selected business firms**

”

---

Remark:

- Compulsory
- Students must participate in all academic activities throughout the trip.

“

## IS and case study

- Domestic or Oversea field trip
- New economy lecture
- MABE case study

”

# Individual Study

Full-Time: **Domestic Field Trip**

*" Chonburi 2023 "*





# *Individual Study*

## Part-Time: **Domestic** Field Trip

*"Phuket 2023"*



# *Individual Study*

## Part-Time: **Overseas** Field Trip

*"Nagoya, Japan 2023"*





# *Individual Study*

## Full-Time: Domestic Field Trip

- 1998 Chiangmai
- 1999 Khonkaen
- 2000 Hat Yai
- 2001 Chonburi
- 2002 Chiangmai-Chiangrai
- 2003 Songkla
- 2004 Udonthani-Nongkhai
- 2005 Khonkaen

- 2006 Suratthani, Prachinburi
- 2007 Chiangmai
- 2008 Khonkaen
- 2009 Rayong
- 2010 Phuket
- 2011 Chiangmai
- 2012 Chiangrai
- 2013 Suratthani-Krabi
- 2014 Khonkaen
- 2015 Nontaburi
- 2017 Bangkok
- 2018 Chiangmai-Lamphun
- 2023 Chonburi

# *Individual Study*

## Full-Time: Overseas Field Trip

- 2001 China
- 2002 Italy, Japan
- 2003 Japan
- 2004 Germany
- 2005 Italy
- 2006 Germany
- 2007 Italy, Japan

- 2008 Italy, Japan
- 2009 France, Japan
- 2010 France-England, Japan
- 2011 France-England, Korea
- 2012 Italy, China
- 2013 Italy-Switzerland
- 2014 France
- 2015 France-England, Japan
- 2016 Japan
- 2017 Japan
- 2018 Italy-Switzerland
- **2024 Italy-Switzerland**

# *Individual Study*

## Part-Time: Domestic Field Trip

- 2002 Chiangmai-Lumpang
- 2003 Trang
- 2004 Nakhonratchasima
- 2005 Chiangmai
- 2006 Chonburi
- 2007 Rayong
- 2008 Chiangmai
- 2009 Chiangrai

- 2010 Chiangmai
- 2011 Chonburi-Rayong
- 2012 Lumpoon
- 2013 Chiangmai-Lumpoon
- 2014 Chonburi
- 2015 Chonburi
- 2016 Chiangmai
- 2017 Chonburi,
- 2018 Chiangmai
- 2023 Phuket

# *Individual Study*

## Part-Time: Overseas Field Trip

- 2004 China
- 2005 Korea
- 2006 Malaysia
- 2007 Korea
- 2008 Japan

- 2009 France
- 2010 Italy and Hong Kong
- 2011 Korea
- 2012 France-England
- 2014 Japan
- 2015 Japan
- 2016 France
- 2017 Japan
- 2023 Japan

# MABE Case Study

MABE Case Study | Issue. 2023 no.01 | APRIL 2023



**Exploring the Resilience of Chain Hotels in Thailand During and After the COVID-19 Pandemic**

MABE Case Study | Issue. 2023 no.02 | APRIL 2023



**Competitiveness of sports resorts post-COVID-19**

MABE Case Study | Issue. 2023 no.03 | APRIL 2023



**Thai Hotel Resilience during Covid-19**

# New Economy Lecture

October 2022

**MABE ECON CHULA**  
Master of Arts in Business  
and Managerial Economics

“**Future tourism  
Future Phuket**”

**NEW ECONOMY**



**Mr. Bhummikitti Ruktaengam**

Advisory chairman of Phuket Tourist Association

October 2022



# New Economy Lecture

New Economy  
Lecture Series

**MOVE  
FORWARD  
WITH  
THAILAND 4.0**

EMPOWERING  
BUSINESSES AND  
INDUSTRIES TO GROW

**MARCH 21, 2023  
09.00 - 10.30 HRS.**

**ROOM 210**

Register : 8.30 - 09.00 hrs.  
Faculty of Economics

For more informatin:  
MABE office  
Room 508/2  
[www.mabe.econ.chula.ac.th](http://www.mabe.econ.chula.ac.th)  
Tel. 66 2218 6215  
email: mabe@chula.ac.th

  
Cholachit Vorawangso Virakul, Ph.D.  
Assistant Secretary  
for Macroeconomics of The Eastern  
Economic Corridor Office of Thailand  
(EECO)

  
**MABE**  
Master of Arts Program  
in Business and  
Managerial Economics  
Faculty of Economics  
Chulalongkorn university

March 2023

## MOVE FORWARD WITH THAILAND 4.0

EMPOWERING BUSINESSES  
AND INDUSTRIES TO GROW

Cholachit Vorawangso Virakul, Ph.D.  
Assistant Secretary for Macroeconomics  
of The Eastern Economic Corridor Office of Thailand (EECO)

# New Economy Lecture



NAGOYA UNIVERSITY  
Graduate School of  
International Development

## Japan's Economic Development



Professor Umemura Tetsuo, Ph.D.

The Economic Development policy  
and management Program of GSID  
Nagoya University

October 2023

# 2

## STUDENT'S ACTIVITIES

- The Orientation
- Sport Day
- Get-Together Party
- Special Lecture





# The First and The Last Orientation



# Get-Together Party





# Special Lecture

  **ECONOMICS**  
CHULALONGKORN UNIVERSITY

**MABE**  
The Master of Arts Program  
in Business and  
Managerial Economics  
and The Center for Business  
and Managerial Economics  
associated with  
**NOMURA**  
Connecting Markets East & West  
Capital Nomura Securities  
Public Company Limited

## ESG Investing and Capital Market Development in With/Post COVID-19 Era

November 20th, 2021  
10:00-11:30  
(Bangkok Time)



Mr. Yuta Seki  
Senior Corporate  
Managing Director



Mr. Yohei Kitano  
Senior Analyst



Mr. Kenji Tominaga  
Financial Industry Analyst

November 2021

  **ECONOMICS**  
CHULALONGKORN UNIVERSITY

Master of Arts Program in Business and Managerial Economics  
in cooperate with Capital Nomura Securities PCL.

**NOMURA**  
Connecting Markets East & West

Special Speaker



**Mr. Katsuya Imanishi**  
President  
Capital Nomura Securities PCL.

Utilizing  
MABE studying  
experiences  
in the real  
business world

18 February 2023 | 10.00 - 12.00  
Room 512 Faculty of Economics

For more information:  
[www.mabe.econ.chula.ac.th](http://www.mabe.econ.chula.ac.th)  
Tel. 66 2218 6215  
email: mabe@chula.ac.th



February 2023

# Special Lecture

VOLUME 01-2024  
ACADEMIC YEAR 2024



เศรษฐศาสตร์  
ECONOMICS  
Chulalongkorn University

Master of Arts Program in Business and  
Managerial Economics (International Program)

**MABE**

## SPECIAL LECTURE

### SUSTAINABLE FINANCE IN SOUTHEAST ASIA

“ Empower your investments  
for a greener future: Unveiling  
the dynamics of sustainable  
finance in Southeast Asia ”



 **FEB.6, 2024**

 **1 pm. – 3 pm.**

 **Room 512**  
Faculty of Economics,  
Chulalongkorn University



Registration

 **THE WORLD BANK** special speaker:

**Ms. Cécile Thioro Niang**

Practice Manager, Finance,  
Competitiveness, and Innovation, East  
Asia & Pacific at World Bank Group



February 2024



# MABE website



[Home](#) [About](#) ▾ [Program](#) ▾ [Admission](#) ▾ [News & Updates](#) ▾ [For Students](#) ▾ [MABE Alumni](#)



MABE – Master of Arts Program in  
Business and Managerial Economics  
(International Program)

Top-Ranking Economics  
Program in Thailand and  
Worldwide

Always Up-to-date and Relevant  
Curriculum

<http://www.mabe.econ.chula.ac.th>



# Supports and Facilities

## LIBRARY RESOURCES

Electronic journals database such as JSTOR, Science direct



Chula  
Reference  
Databases



Chula Thesis &  
Research



CU-Online  
Access  
Information



Chula  
E-Lecture



EndNote



Library Catalog  
(OPAC)



Statistics



Chula Connex



Chula Library  
Thai eBook

<https://www.car.chula.ac.th/>

# IMPORTANT NOTES

Master Of Arts In Business And Managerial Economics  
Faculty Of Economics, Chulalongkorn University

- Double degrees  
with Seneca university, Canada
- Scholarship available
- English Proficiency Test
- Intensive Courses
- Foreign Applicants' Visa
- The First Term Study

3



# Double Degrees

with **Seneca** university, Canada



*The double degrees is in progress.*



# Double Degrees

with **Seneca** university, Canada

1. Take MABE core courses
2. Choose either:

## Supply Chain Management:

- Logistics and Supply Chain Management
- International Purchasing and Supplier Management
- Supply Chain Sustainability

## Business Analytics:

- Analytics Case Studies
- Strategic Leadership in Business Analytics
- Security, Privacy and Ethics for Business Analytics



## Additional Information:

- Both programs have intakes each term.
- Allowing students to start in May.

# Scholarship Available

Chulalongkorn University has taken a leading role in implementing interactive collaboration with the international community. In order to further develop academic cooperation between Thailand and foreign countries.



**ASEAN or Non-ASEAN  
countries Scholarship**



**MABE Scholarship**

# English Proficiency Test

Applicants who have not fulfilled an English proficiency requirements are required to take an English proficiency test and get at least a minimum score as announced by MABE within May 15, 2024.

- CU-TEP at least 61
- TOEFL (paper-based) at least 500
- TOEFL (internet-based) at least 61
- Academic IELTS at least 5.5

# Admission for Academic year 2024



**MABE ADMISSION**  
**Academic year 2024**

Master of Arts Program in Business and Managerial Economics  
(International Program)

- ✓ **Practical and Professional**
- ✓ **Unlock tomorrow's challenges**  
**with the Econ Chula MABE**

APPLICATION PERIOD

**Feb 1 - May 15, 2024**



Faculty of Economics, Chulalongkorn University  
Room 508/2, the 5th floor



+66-218-6215



mabe@chula.ac.th



www.mabe.econ.chula.ac.th



Scholarships Available

Application period: **Feb 1 – May 15 , 2024**

# Intensive Courses

- Applicants who do not have strong backgrounds in economics and/or econometrics are strongly advised to take appropriate intensive courses.
- 3 Intensive courses are available: Introduction to Econometrics, Microeconomics and Macroeconomics.
- Details on intensive courses will be announced on our website  
<http://www.mabe.econ.chula.ac.th/>



# The First Term Study: On-Site

MABE's first classes will begin at very early **August 2024**.

A study in the first term will be **ON-SITE**.

# Contact

**Address : Faculty of Economics Chulalongkorn University**  
254 Phayathai Road, Pathumwan, Bangkok 10330  
Thailand

**Tel :** (+66) 2 218 6215, (+66) 2 218 1474

**E-mail :** mabe@chula.ac.th

**Website :** [www.mabe.econ.chula.ac.th](http://www.mabe.econ.chula.ac.th)

**Facebook :** [www.facebook.com/mabe.chula/](http://www.facebook.com/mabe.chula/)

# Q & A

Master Of Arts In Business And Managerial Economics  
Faculty Of Economics, Chulalongkorn University

