

# MASTER OF BUSINESS ADMINISTRATION (EXECUTIVE)



**TOP 200**

GLOBAL MBA

**QS** WORLD  
UNIVERSITY  
RANKINGS

2021

**QS GLOBAL MBA** #1 in Thailand  
**RANKINGS 2021** #14 in Asia

#7 in Asia in Diversity #18 in the world in Return on Investment



**AIT**

Asian Institute of Technology

## Course 1: Leadership & Organisation Management



### Details of the course:

In the current rapidly changing environment, start-up businesses and well-established large organizations alike will need to develop an efficiently responsive and effective management system to enhance its business sustainability. Leadership becomes an essential resource for organizations to drive towards organizational effectiveness. This course provides the knowledge base on how organization is developed and changed over time to cope with changing environment; how organizations improve their performance and leadership for business sustainability in various business sectors. It emphasizes the role of leadership and leadership development in organization management. The course also aims to develop the learners' ability to develop effective leadership and management skills for their organizations.

Those taking this course will be able to:

- Apply contemporary leadership and organisational theories in business environment
- Analyse and evaluate management issues in the workplace setting
- Develop and implement effective management intervention schemes to solve management problems
- Undertake self-assessment of leadership and management skills

### Mode/dates of delivery:

August-September: Flexible/Online (hybrid mode), in person at AIT-VN office in Hochiminh city

### Course outline:

- Introduction to Leadership and Organisation Management
- Development of an Organisation and its System
- Organising for Performance Improvement
- Effective Performance Management System
- Leadership and Vision
- The Role of Leadership in Organisation Planning
- Leadership and Organisation Dynamics
- Leadership and contextual environment
- Leadership and Organisation Management: A Synthesis

## Course 2: Accounting for Decision-Making

### Details of the course:

This course aims to provide knowledge in financial accounting, cost accounting and tax accounting. It aims to develop accounting skills so that students are able to make decisions consistent with accounting practices and policy in business organizations.

Those taking this course will be able to:

- Evaluate business organizations based on financial accounting reports and information.
- Implement cost accounting in business organizations.
- Realize effects of tax arising from business practices and make business decisions that optimize taxation for business organizations

### Course outline:

- Conceptual Basis of Financial Accounting
- Financial Statements
- Financial Statement Analysis
- Conceptual Basis of Cost Accounting
- Cost Behavior
- Cost Measurement and Analysis
- Tax Accounting

### Mode/dates of delivery:

August-September: Flexible/Online (hybrid mode), in person at AIT-VN office in Hochiminh city



## Course 3: Strategy and Corporate Sustainability



### Details of the course:

Good strategy-making and good strategy-execution are the key ingredients of company success and the most reliable signs of good management. This course is designed to help managers, management consultants, or investment bankers gain an understanding of the theory and practice in the field of strategic management. The goal is to give course participants a thorough understanding of the analytical techniques and tools necessary to identify and formulate strategies successfully and how to implement them. Specifically, the course will focus on three main areas: (a) strategic analysis, including: how to rigorously analyse a firm's competitive environment and its internal resources (b) strategy formulation, including: how to formulate functional-level, business-level and corporate-level strategies; and (c) strategy implementation, including: organisation design and leadership. Moreover, this course will include elements of sustainability that need to take in consideration when they design their corporate strategy.

Those taking this course will be able to:

- Determine the importance of strategic planning and its role within strategic management, and understand the key steps in the strategic planning process
- Identify the process of corporate and business strategy development to achieve competitive advantage
- Demonstrate how to integrate elements of environmental sustainability and stakeholders interests and benefits in strategy planning and implementation
- Develop a corporate strategy for gaining sustainable competitive advantage

### Course outline:

- Strategy Making Process
- External & Internal Analysis
- Building Competitiveness through Functional Level Strategies
- Building Competitiveness through Business Level Strategies
- Corporate Strategies
- Environmental Sustainability and Strategic Management
- Social Responsibility and Ethics in Strategic Management

### Mode/dates of delivery:

October-November: Flexible/Online (hybrid mode), in person at AIT-VN office in Hochiminh city

## Course 4: Corporate Finance

### Details of the course:

The purpose of this course is to provide students thorough knowledge in financial management and financial decision tools. The course aims to provide understanding in corporate finance for both practical and theoretical aspects and an opportunity to utilize valuation techniques in investment banking transactions.

On completion of this course, you will be able to:

- Apply time value of money for financial decisions
- Derive cash flows, interest rates and make appropriate financial decisions
- Formulate sound capital budgeting, financial and capital asset investment decisions
- Critically assess the value of companies and investment banking transactions

### Course outline:

- Basic Concepts of Finance
- Introduction to Financial Management
- Capital Assets Investment
- Long-term Financing
- Short Term Financial Planning
- Investment Banking Transaction
- Corporate Governance

### Mode/dates of delivery:

January-February: Flexible/Online (hybrid mode), in person at AIT-VN office in Hochiminh city



## Course 5: Change Management

### Details of the course:

Change is the only constant that we can rely on in the business world, especially in the current 'VUCA' environment. This course will help students understand and apply the principles of change management in the workplace by essentially, understanding, promoting, coping and valuing change.



On completion of this course, you will be able to:

- Develop an appreciation of the theories associated with change management and apply this to the way businesses have changed since the start of the century
- Synthesize the theory into practical examples of corporate structure adding value
- Analyze and apply improved change management structures onto corporate entities
- Evaluate a range of companies who have undergone successful and unsuccessful change management and identify the advantages and disadvantages to both approaches

### Course outline:

- Expectations and Setting Boundaries ( Balancing self, team, organisation and social context; The Nature, types and contexts of change; Change Management methodology – principles, processes and elements)
- Mobilising the organisation for change (Assembling the change team; Aligning leaders, sponsors and workforce; The vision for change; The business case and communications plan; Current state assessment; Outline of desired state)
- Understanding the role of technology in the change process
- Designing the desired state (Organisational change readiness assessment; The case for change defined and communications defined; Impact assessment – people, systems, processes and culture; Complete blueprint of desired state)
- Implementing Change (Employee involvement process implemented; Aligning processes and systems; Designing training process; Preparation for go-live)
- Sustaining Change (Training and consolidation; Coaching management and team leaders to sustain change)

### Mode/dates of delivery:

January-February: Flexible/Online (hybrid mode), in person at AIT-VN office in Hochiminh city

## Course 6: Managerial Economics

### Details of the course:

An understanding of economic theory, economic tools and techniques is essential for managers to make the best operating and planning decisions. This course focuses on the evolution and functioning of markets using theories of economics, behavioral science and sociology and enable students to understand the behaviors of real markets. The role of government in influencing a firm's decision making is also introduced since changes in government policy could directly or indirectly affect the firm's operating and planning decisions.

On completion of this course, you will be able to:

- Identify and analyze elasticities which could influence changes in demand and scale economics and cost that could influence supply
- Evaluate the characteristics of different market models, how the real markets function and how prices and quantity are set in each type of market
- Apply production and cost theories to the analysis of real market behavior in Asian countries and related managerial response decisions

### Course outline:

- Introduction
- Demand Theory
- Estimating Demand Function
- Production Theory
- Cost Theory
- Perfect Competition; Monopoly and Monopolistic Competition
- Government Policy
- Pricing Techniques
- Oligopoly and Game Theory
- Market Failures
- Market Models

### Mode/dates of delivery:

March-April: Flexible/Online (hybrid mode),  
in person at AIT-VN office in Hochiminh



## Course 7: Managing Technology & Innovation

### Details of the course:

Technology and innovation are sources of corporate competitive advantage, profitability and sustainable growth. The ability of the modern-day managers to analyse and make strategic decisions with respect to technology and innovation has an important bearing on the survival, competitiveness and sustainable growth of the firms. The objective of this course is to provide participants with knowledge and tools to understand, anticipate, acquire and use technology for attaining competitiveness at the marketplace. The course focuses on integrating various techno-economic and human factors that condition the firm's creativity, strategies, structures and operations for managing product and service innovations.



On completion of this course, you will be able to:

- Evaluate how technology is embodied in a firm and the capabilities required to exploit it for achieving competitive advantage and for integrating technology and business strategies
- Analyse the issues involved in the process of technology acquisition and the different loci of innovation
- Compare technology-push and market-pull innovation and identify how companies should approach market research for each
- Analyse the different strategic postures of a firm and related innovation strategies.
- Evaluate the importance of external linkages in the innovation process, and the factors that determine the choice of in-house research and development versus external collaboration

### Course outline:

- Technology Trends, competitiveness and types of technological innovation
- Technology Evolution, Change and Disruptive Technology
- Developing Technology Strategy
- Technical Standards Battles and Design Dominance
- Industrial Innovation
- Managing Creativity and Knowledge for Innovation
- Research Alliances and Innovation Partnerships
- Innovation Strategies

### Mode/dates of delivery:

June-July: Flexible/Online (hybrid mode), in person at AIT-VN office in Hochiminh city





## Course 9: Marketing Management

### Details of the course:

This course aims to provide knowledge in marketing concepts from a managerial perspective. The course focuses on how managers analyse the market environment, competition and customers and how to design effective marketing strategies. The course emphasises marketing process as a system to plan and deliver an integrated marketing mix of product, price, place and promotion that create value for customers, and achieve organisational objectives.

On completion of this course, you will be able to:

- Apply the concepts of marketing management and marketing strategies to solve real-world situations
- Analyse business situations and identify relevant marketing problems to create and capture customer value
- Assess an organisation's activities, develop and implement a marketing strategy

### Course outline:

- Overview (Introduction to operations management; Issues in operations management)
- Forecasting (Forecast characteristics and its role in operations management; Forecasting techniques for operation planning)
- Product development and long-term operations planning (Product development; Capacity plan; Facility location)
- Inventory management (Principles of inventory management; Economic order quantity)
- Medium and short-term operations planning (Aggregate planning; Materials requirements planning; Short-term scheduling)
- Quality management (Dimensions of quality; Principles of quality management)
- Just-in-time and lean production (Origin of lean; Just-in-time and Lean philosophy; Implementation of lean)
- Project management (Purposes and types of projects; Project management principles; Techniques for project planning and control)

### Mode/dates of delivery:

June-July: Flexible/Online (hybrid mode), in person at AIT-VN office in Hochiminh city



# SCHOOL OF MANAGEMENT

DEVELOPING CREATIVE GLOBAL LEADERS

## Introducing some of faculty member



### Dr. VIMOLWAN

Is an Assistant Professor in the School of Management at Asian Institute of Technology. She holds a Ph.D. degree in Organisational Behaviour from Melbourne Business School (University of Melbourne). Vimolwan is the recipient of AIT's Distinguished Teacher Award 2016 which recognises outstanding achievement in teaching and pedagogical development. She has worked at Exxon Mobil and as consulting manager. She is the joint editor of The Changing Face of Women Managers in Asia and Women in Asian Management. She currently serves on the Editorial Board of Asia Pacific Business Review journal.

### Dr. VENKATESH

Is a Chartered Accountant who was educated at the Indian Institute of Management. He has worked in audit, consulting, manufacturing and academics in a career spanning over 20 years. He is a certified leadership trainer and an accredited practitioner in organisation culture and change. He teaches as an Adjunct Faculty in the Asian Institute of Technology's School of Management and in several other business schools in the region. He has won awards for teaching excellence. He is an author of five books.



### Dr. VATCHARAPOL

Is an Adjunct Professor at School of Management, Asian Institute of Technology. He has experience in both business and academia with the areas of specialisation in supply chain management and operations management. In addition, he has done several business consulting works in supply chain planning, operational developments, and business process improvements. Vatcharapol received his Ph.D. in Industrial Engineering from Texas A&M University in the area of Operations Research.



### BENJAMIN QUINLAN

CEO and Managing Director of Quinlan & Associates. An outstanding public speaker and corporate trainer, Benjamin has worked at PWC, UBS, Oliver Wyman and Deutsche Bank (positions included Head of Strategy for Equities Business).



### LAKEESHA K. RANSOM

Over twenty years of experience working with educational, corporate, not-for-profit, and governmental organisations and teams. Previously, she was a senior manager for a Fortune 50 consumer retail company and cultivated initiatives in collaboration with the World Economic Forum.



### SAM HANNA

Sam has led and worked with several Fortune 500 companies over a 30-year period at senior Executive and CEO levels at Shell, Allied Signal, Honeywell in ASEAN and China leading these organisations to achieve record results during his tenure.



### TIM EDMUNDS

MD of Weave Consulting, a Hong Kong based consultancy company. His early career focused on project management and specialised in response to crises. After completing his MBA from HKUST, he has worked as a consultant. Weave consulting aims to give advice on improving supply chain performance, guiding them through the transformation process to deliver impact for the apparel, footwear, accessories & electronic goods markets.



# SCHOOL OF MANAGEMENT

DEVELOPING CREATIVE GLOBAL LEADERS

## Admission Requirements:

1. Bachelor's degree & bachelor's transcripts
2. Application form
3. CV
4. 2 Letter of recommendations
5. English requirements : IELTS 5.0 or take English Test at AITCV Office
6. Passport
7. Picture 3\*4

*In addition, the applicant should have a minimum of five years relevant work experience*



## DAO THANH YEN

Local Coordinator for SOM - AIT in Vietnam

### Asian Institute of Technology in Vietnam

6th Floor, FCC Building  
45 Dinh Tien Hoang, Ben Nghe, District 1, HCMC

Tel : 08 3910 7423 (ext. 111)

Mobile : 098 360 4487

Email : yendt@aitcv.ac.vn

Website : www.som.ait.ac.th