



# 10-DAY INTENSIVE EMBA PROGRAMME

.....  
NATIONALLY RECOGNISED &  
INTERNATIONALLY ACCREDITED

FACILITATED BY  
**BANGKOK SCHOOL OF MANAGEMENT**



**BANGKOK SCHOOL  
of MANAGEMENT**  
*inspiring excellence*



**EUROPEAN  
INTERNATIONAL  
UNIVERSITY**



# WHY MINI-MBA?

THE MINI MBA IS AN INTENSIVE 10-DAY PROGRAMME THAT PROVIDES A PRACTICAL FOUNDATION IN CURRENT BUSINESS PRACTICES THROUGH INTERACTIVE CLASS SESSIONS, CASE STUDIES AND OTHER READINGS, AND PROBLEM-SOLVING EXERCISES. THE METHODOLOGY EMPLOYED IN DELIVERING THE COURSES IN THE PROGRAMME ARE INNOVATIVE AND FLEXIBLE, MAKING IT IDEAL FOR PROFESSIONALS WANTING TO BROADEN THEIR MANAGEMENT ACUMEN AND ENHANCE THEIR CAREER POTENTIAL.

PARTICIPANTS OF THIS PROGRAMME HAVE, IN THE PAST, APPRECIATED THE RELEVANCE OF THESE CLASSES TO THEIR JOBS, AND FIND THEM IMMEDIATELY APPLICABLE TO DAY-TO-DAY MANAGEMENT AND INFORMED DECISION-MAKING. INDIVIDUAL COURSES/AREAS INCLUDE: **OPERATIONS, STRATEGY, FINANCE, MARKETING, LEADING ORGANISATION, AND HUMAN RESOURCES.**

NATIONALLY RECOGNISED BY THE **MINISTRY OF EDUCATION, THAILAND**. INTERNATIONALLY ACCREDITED BY THE ACCREDITATION SERVICE FOR INTERNATIONAL SCHOOLS, COLLEGES AND UNIVERSITIES (ASIC, UK) - **UK GOVERNMENT RECOGNIZED ACCREDITATION BODY**

## PROGRAMME OUTLINE

- **OPERATIONS MANAGEMENT (2 DAYS)**
- **STRATEGIC MANAGEMENT (1 DAY)**
- **CORPORATE & MANAGERIAL FINANCE (2 DAYS)**
- **MARKETING & SALES STRATEGY & MANAGEMENT (1 DAY)**
- **LEADING ORGANISATION (2 DAYS)**
- **HUMAN RESOURCE MANAGEMENT (2 DAYS)**

PARTICIPANTS MUST HAVE ATTENDED THE SESSIONS AT LEAST 80% IN ORDER TO RECEIVE A CERTIFICATE FROM BANGKOK SCHOOL OF MANAGEMENT.

## TUITION FEE

\$ 3,299

AFTER THE 10-DAY INTENSIVE MINI MBA CRASH PROGRAMME, ONE COULD WORK TOWARD A FULL MBA DEGREE & RECEIVE AN ACADEMIC TRANSCRIPT FROM **EIU-PARIS (WWW.EIU.AC)** - REQUIRES ONLY AN ADDITIONAL DURATION OF **6-12 MONTHS** - AT ADDITIONAL FEE OF **€ 1,499 ONLY.**

- APPLICATION-ORIENTED-ASSIGNMENTS (AOA) OF 3,500 TO 4,000 WORDS FOR EACH OF THE 2 MODULES
- ACTION RESEARCH (MINIMUM 5,000 - WORD LONG RESEARCH REPORT)



## SPECIAL FEATURES

- **EXTENSIVE PRACTICAL EXPERIENCE BASED DISCUSSIONS**
- **WELL-BALANCED THEORETICAL AND NON-THEORETICAL METHODOLOGY**
- **INTERACTIVE DISCUSSIONS / CASE STUDIES / ACTIVITIES**
- **ACCESS TO A WIDER NETWORK OF PROFESSIONALS**
- **INTERNATIONALLY ACCREDITED PROGRAMME**

## OUTSTANDING SUPPORT

LIVE OPERATORS ARE AVAILABLE ONLINE TO ANSWER YOUR QUESTIONS AT **WWW.BSM.AC.TH**



**EUROPEAN INTERNATIONAL UNIVERSITY**  
[WWW.EIU.AC](http://WWW.EIU.AC)



## ADMISSIONS ARE NOW OPEN!

### BANGKOK SCHOOL OF MANAGEMENT

16TH FLOOR, AMARIN TOWER  
496-502 PLOENCHIT ROAD  
LUMPINI, PATHUMWAN  
BANGKOK 10330, THAILAND

### OFFICE HOURS

MONDAY-FRIDAY 9:00 AM - 6:00 PM  
SATURDAY 9:00 AM - 5:00 PM

### INTAKES

INTAKES ARE OPEN ALL YEAR ROUND. INTERESTED CANDIDATES SHOULD APPLY ONLINE AT **BSM.AC.TH**