

# Comprehensive Examination

## Criteria for Comprehensive Examination of Master of Business Administration Program

### 1. Objectives

1.1 To evaluate the ability of a student in the field of business administration, on fundamental and applied level.

1.2 To measure the skills in business administration, such as, ability to identify problems, identify opportunities, ability to propose alternative solutions, guideline for business development.

1.3 To measure the ability for communication and presentation.

### 2. Qualifications

Students may take the comprehensive examination when they:

2.1 Have successfully completed all coursework according to the curriculum.

2.2 Have GPA of not below 3.00.

### 3. Examination

Comprehensive examination consists of 2 parts, written examination and oral examination.

### 4. Written examination

4.1 The examination

Comprehensive examination is an evaluation that measures a student's competency in the field of business administration and the ability to apply the knowledge to business situations or case studies. The examination duration is 4 hours. Textbooks, notes, calculator are allowed to use during this examination. Other requirements are in accordance with the school's regulations.

4.2 Content of examination

Written examination is the integration of 4 major sections:

**Section 1** Business Leadership, Human Resource Management and Organization Behavior, Strategic Management, Negotiation and Conflict Resolution Strategies in Business, Business Ethics and Social Responsibility, Strategy and Management for New Venture, Business Creativity, Innovative Small and Medium Enterprises Management, Strategic Compensation Management, Strategic Compensation Management, Current Topics in Business, International Business Management, Real Estate Management, Competency - Based Human Resource Management, Hospitality and Service Management.

**Section 2** Marketing Management, Managerial Accounting, Managerial Finance, Tax Planning, Managerial Economics, Fundamental of Managerial Accounting.

**Section 3** Marketing Management, Services Marketing Management, Strategic Management, Advanced Financial Management, Real Estate Management, E-Commerce Management, Branding Innovation, Marketing Communications and Promotions, Managerial Economics, Business Creativity, Appreciative Inquiry and Positive Organization Development, Innovative Small and Medium Enterprise Management, International Business Management, Negotiation and Conflict Resolution Strategies in Business.

**Section 4** Managerial Economics, Operations Management, Quality Management, Supply Chain Management, Real Estate Management, Services Marketing Management, Logistics Management, Managerial Decision Making using Quantitative Models, Production Scheduling and Sequencing Methods, Project Management.

#### 4.3 The questions

Comprehensive examination uses a variety of questions, including explaining theories and applying theories. This exam is to measure student's ability in core courses and elective courses, ability to identify the problems, ability to identify opportunities, ability to propose alternative solutions, ability to analyze and select the best alternative, ability to make the guideline for business development, ability for written presentation.

#### 4.4 Evaluation

Students must obtain an aggregate score from all sections of no less than 50% of total score.

### **5. Oral examination**

The interview will be conducted after the written exam. Students are required to pass the written examination prior to being eligible for the oral examination.

#### 5.1 The examination

The exam assumes that the students are executives, people in charge of the organization's development, or people who are dealing with challenges in the organization they work for. Students will present to the committee the management problems, the solutions, and the business opportunities by using integration of theories, as well as answer the questions from the committee in no less than 20 minutes. Students must prepare a situation summary on one sided A4 page. Communication devices are not allowed during the presentation. If a student does not work for any organizations or is unable to obtain information from the organizations with whom he or she works, information from other organizations can be used to make a presentation.

## 5.2 Evaluation

The committee will evaluate skills and abilities in the four areas listed below:

- (1) The communication skill. The presentation must be rational, understandable, and the student must be able to respond to the questions from the committee.
- (2) The appearance of a good business person, which include proper dress, body language, and emotional control ability.
- (3) The expression of having Life Purpose, IKIKAI, Your Calling is clear.
- (4) The ability to rationally analyze questions, problems, causes, as well as come up with creative solutions to problems.

The committee will grade the student with S or U:

S (Satisfactory) means the student has passed the examination.

U (Unsatisfactory) means the student has not passed the examination.

## 6. Passing the comprehensive examination

To be considered passing the comprehensive examination, students must pass the written examination with a total score of at least 50% and the oral examination with S.

## 7. Examination schedule

The comprehensive examination will be held twice a year. For 2022, the schedules are as follows:

<b>Round 1</b>	<b>(Written)</b> June 25, 2022	<b>(Oral)</b> July 17, 2022
<b>Round 2</b>	<b>(Written)</b> September 3, 2022	<b>(Oral)</b> September 18, 2022

## 8. Dress

Business formal attire.

<b>Schedule for comprehensive examination</b>	<b>Round 1</b>	<b>Round 2</b>
Submission of an examination request 1. Student must successfully complete all coursework according to the curriculum. 2. Student's GPA is not below 3.00.	Submit the request within June 19, 2022 Comprehensive examination fee 1,500 THB	Submit the request within August 28, 2022 Comprehensive examination fee 1,500 THB
Announcement of the list of eligible students for written examination via <a href="http://mba.kku.ac.th">http://mba.kku.ac.th</a>	June 22, 2022	August 31, 2022
Written examination	June 25, 2022 (09:00-13:00)	September 3, 2022 (09:00-13:00)
Announcement of the list of students who pass the written examination	July 12, 2022	September 14, 2022
Oral examination	July 17, 2022 (Start from 08:30)	September 18, 2022 (Start from 08:30)
Announcement of the list of students who pass the oral examination	July 18, 2022	September 19, 2022