

# หน้าต่างนักศึกษา

รองศาสตราจารย์ ลัดดา วัจนะสาริกากุล\*

## ปริญญาเอกด้านบริหารธุรกิจ

เมื่อ 20 กว่าปีก่อน ยังไม่มีการสอนปริญญาเอกทางด้านบริหารธุรกิจในประเทศไทย ต่อมาสถาบันการศึกษา 3 สถาบันร่วมมือกันเปิดปริญญาเอกทางด้านบริหารธุรกิจ การศึกษาปริญญาเอกด้านนี้ถือว่ายังไม่แพร่หลายนักในประเทศไทยเมื่อ 10 ปีก่อน แต่ในปัจจุบัน ปี 2550 เริ่มมีมหาวิทยาลัยในเมืองไทยหลายแห่งกำลังจะสอน เริ่มสอน หรือสอนปริญญาเอกด้านบริหารธุรกิจไปแล้ว

เรามาศึกษาหลักสูตรปริญญาเอกด้านบริหารธุรกิจของมหาวิทยาลัยในประเทศสหรัฐอเมริกา 2 แห่ง เพื่อเปรียบเทียบกับหลักสูตรปริญญาเอกด้านบริหารธุรกิจของมหาวิทยาลัยในประเทศไทย

**หลักสูตรที่ 1** มหาวิทยาลัยในรัฐทางด้านตะวันออกของประเทศสหรัฐอเมริกา

### DBA Course Requirements

Students in the DBA Program (i.e. Accounting & Management, Marketing, General Management, and Technology & Operations Management) are required to take a minimum of 13 semester courses at the doctoral level, including :

- Two courses in an appropriate discipline (i.e. microeconomics, psychology or sociology)
- Four research methods courses
- Two management theory courses
- Five level two doctoral courses

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## I. Discipline Courses

Students choose one of the following tracks. Note :

- Students in Accounting & Management are required to take the Microeconomics sequence.
- Students in General Management are encouraged to take the Microeconomics sequence.

### *Microeconomics*

HBS 2020a. Microeconomic Theory I

HBS 2020b. Microeconomic Theory II

### *Psychology*

Psychology 1501. Social Psychology of Organizations

Psychology 1502. Applied Social Psychology

### *Sociology*

Sociology 204. Sociological Theory : Seminar

Sociology 224. Organizational Analysis

## II. Research Methods Courses

Students must take four methods courses.

1. HBS 4070. Design of Field Research in Administration
2. One of the following quantitative methods courses :
  - o Statistics 104. Introduction to Quantitative Methods
  - o Economics 2110. Introductory Probability and Statistics for Economists
  - o KSG API 209i. Advanced Quantitative Methods I
3. Two methods courses from either of the following tracks :
  - o *Behavioral Science Research Methods*
    - Psychology 1951. Intermediate Quantitative Methods
    - Psychology 1952. Multivariate Analysis in Psychology
    - Sociology 203a. Methods of Quantitative Social Research I

- Sociology 203b. Methods of Quantitative Sociological Research II
- Sociology 203c. Analysis of Categorical Data
- Statistics 140. Design of Experiments
- Statistics 160. Survey Methods
- o Econometric Research Methods
  - Economics 1123. Applied Econometrics
  - Economics 2120. Introduction to Econometrics (prerequisite Economics 2110)
  - KSG API 210i. Advanced Quantitative Methods II
  - Statistics 139. Regression Analysis
  - Statistics 149. Generalized Linear Models
  - Statistics 232. Incomplete Multivariate Data
  - Statistics 239. Advanced Regression Analysis

### III. Literature Courses

A total of seven courses are required. All students must take :

- Business Studies 2000ab/cd. Management and Markets : Human Behavior, Administration, Organizational Economics, and Finance.
- Five elective doctoral courses.

### IV. MBA Course Requirement

Students who do not have an MBA are required to take either the first semester of the MBA program or five second-year MBA courses, including one course with a general management focus.

Students who have a non-HBS MBA are required to take one approved second-year MBA course in general management.

## V. Exams

General Exam : At the end of the first year, students take this exam based on the material in the Management and Markets course.

Special Field Exam : At the end of the second year or beginning of the third year, students take this exam based on material in the chosen field, e.g., accounting, marketing, policy and management, and technology and operations management.

## VI. Dissertation

All students must write a dissertation. The defense is oral and open to the public.

**หลักสูตรที่ 2** มหาวิทยาลัยในรัฐทางด้านใต้ของประเทศสหรัฐอเมริกา

## Curriculum Profile

Professionals in the Doctoral Programming Office meet with beginning candidates to discuss and design a degree completion plan. The following represents a typical curriculum profile. Students are encouraged to meet with a program representative soon after admission to the program. All courses are four credits except where noted.

### Component One : Common Core - 30 credits

(26 credits for Finance and Accounting specialties)

- MGT 6020 Emerging Issues in Organizational Behavior and Human Resources Management
- ECN 6040 Emerging Issues in Economics
- OPS 6050 Emerging Issues in Operations Management
- DOC 6080 Seminar in Academic Research (2 credits)
- MKT 6120 Emerging Issues in Marketing Management and Research

- INB 6110 Emerging Issues in International Business
- FIN 6130 Emerging Issues in Financial Decision Making (Finance specialists replace with FIN 6500)
- MGT 6140 Emerging Issues in Strategic Decision Making (Accounting specialists replace with ACT 6730)

## **Component Two : Specialty Areas**

### **Accounting (16 credits)**

- ACT 6710 Seminar in Financial Accounting
- ACT 6730 Seminar in Managerial Accounting
- ACT 6760 Seminar in Accounting Information Systems and Auditing
- ACT 6770 Current Issues in Accounting Research

### **Finance (16 credits)**

- FIN 6500 Seminar in Corporate Finance
- FIN 6510 Seminar in International Finance
- FIN 6540 Seminar in Investments
- FIN 6580 Seminar in Special Topics in Finance

### **Human Resource Management (12 credits)**

Select 3 courses from the following :

- HRM 6315 Seminar in Strategic Planning in Human Resource Management
- HRM 6325 Seminar in Employee Relations and Services
- HRM 6330 Seminar in Performance and Reward Systems
- HRM 6335 Seminar in Special Topics in Human Resource Management

### **International Business (12 credits)**

- INB 6410 Seminar in Global Management
- INB 6460 Seminar in Global Strategy

**Select one of the following :**

- INB 6490 Seminar in Special Topics in International Business
- MKT 6420 Seminar in International Marketing
- FIN 6510 Seminar in International Finance

**Management (12 credits)**

- MGT 6010 Seminar in the History of Management Thought
- MGT 6015 Seminar in the Sociological and Psychological Principles of Management

**Select one of the following :**

- MGT 6025 Seminar in Organizational Behavior Research
  - MGT 6035 Seminar in Special Topics in Management
  - MGT 6100 Advanced Leadership Studies
- Any other specialty course

**Marketing (12 credits)**

- MKT 6810 Seminar in Marketing Theory
- MKT 6830 Seminar in Research Analysis for Marketing Decisions

**Select one of the following courses :**

- MKT 6420 Seminar in International Marketing
- MKT 6890 Seminar in Special Topics in Marketing

**Operations Management (12 credits)****Select three courses :**

- OPS 6630 Seminar in Quality and Productivity Management
- OPS 6670 Seminar in Global Supply Chain Management
- OPS 6680 Seminar in Innovation in Project Management
- OPS 6690 Seminar in Special Topics in Operations Management

**Component Three : Competencies - 2 credits**

**All competencies are zero credit unless otherwise noted.**

- DOC 6072 Online Communications and Internet Competency

- DOC 6073 Orientation
- DOC 6090 Comprehensive Examination
- DOC 6096 Publication Requirement
- DOC 6098 or 6099 Seminar in Teaching Methods or Seminar in Consultancy (2 credits)

### **Component Four : Research - 12 credits**

**All research courses are three (3) credits.**

- QNT 6001 Research Methodology
- QNT 6007 Quantitative Methods
- QNT 6008 Qualitative Methods
- QNT 6009 Special Topics in Research Techniques

### **Dissertation - 12 credits**

**All dissertation courses are two (2) credits.**

- DOC 6011 Literature Review
- DOC 6012 Seminar in Research Presentation
- DOC 6091 Dissertation I
- DOC 6092 Dissertation II
- DOC 6093 Dissertation III
- DOC 6094 Dissertation IV

ถ้าผู้อ่านมีข้อสงสัยอะไร สามารถติดต่อกับผู้เขียนได้ทาง E-mail ดังนี้ [msasvlad@sou.ac.th](mailto:msasvlad@sou.ac.th), [vatjanas@gmail.com](mailto:vatjanas@gmail.com) และ [vatjanas@nova.edu](mailto:vatjanas@nova.edu) แล้วพบกันใหม่โอกาสต่อไปค่ะ

