



## **Doctor of Business Administration (DBA) Program in Business Administration, Chiang Rai Rajabhat University, Thailand**

The Doctor of Business Administration (DBA) program offered by Chiang Rai Rajabhat University caters to both academics and seasoned professionals seeking to engage in practical, impactful business research. In addition to comprehensive research training, DBA candidates will partake in coursework that delves into the practical application of theory in real-world scenarios, while also benefiting from specialized workshops to refine their research acumen. Enrollees in the DBA program will have the opportunity to cultivate a diverse skill set, equipping them to influence managerial practices, conduct applied and field research, and effectively instruct others.

Candidates will receive comprehensive instruction in relevant research design and methodological techniques essential for addressing complex business challenges. We take pride in our top-notch courses and experienced instructors, ensuring that DBA candidates can sharpen their skills. This commitment to excellence fosters the expansion and advancement of knowledge within the realm of high-quality business studies.



## Doctor of Business Administration (Business Administration)

### Course Structure

1. Thesis Type 1.1 Total 48 Credit Units
2. Thesis Type 2.1 Total 51 Credit Units

### Class Period

Saturday and Sunday classes

### Tuition fees


- Thai Students 360,000 Bath divided into 6 semesters as follows

Semester	1	2	3	4	5	6
Tuition fees	60,000	60,000	60,000	60,000	60,000	60,000

- International students 480,000 baht divided into 6 semesters as follows

Semester	1	2	3	4	5	6
Tuition fees	80,000	80,000	80,000	80,000	80,000	80,000

\*\* 1 Australian Dollar = 22.59 Thai Baht (Exchange rates on September 6, 2023)






## Student Qualifications

### Specific Qualifications of Thesis Type 1.1

- Master's degree or equivalent in any field from a higher education institution recognized by the Ministry of Education. In case the master's degree does not correspond to the field of study. Must take 15 credits of non-credit courses and/or take additional courses prescribed by program administration.
- Have research experience.
- Have Concept paper for a research topic.

### Specific Qualifications of Thesis Type 2.1

- Hold a master's degree in any subject from a higher education institution recognized by the Ministry of Education.
  - Have Concept paper for a research topic.
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The Doctor of Business Administration curriculum consists of the following components:

### Thesis Type 1.1 Total 48 Credit Units

#### Semester 1

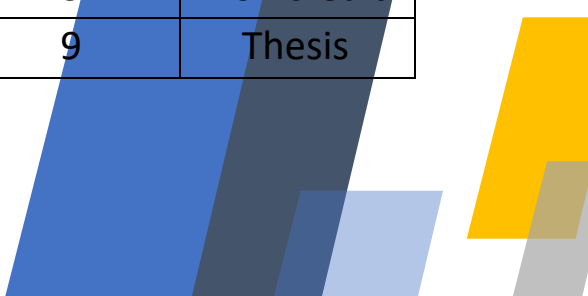
<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Subject Group</b>
DBA9108	Theory and Current Business Situation	3	Non-credit
DBA9301	Doctoral Thesis Seminar I	3	Non-credit
DBA9110	Business Academic Article Writing	3	Non-credit
DBA9501	Thesis Type 1.1	3	Thesis

#### Semester 2

<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Subject Group</b>
DBA9302	Doctoral Thesis Seminar II	3	Non-credit
DBA9501	Thesis Type 1.1	9	Thesis

#### Semester 3

<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Subject Group</b>
DBA9303	Doctoral Thesis Seminar III	3	Non-credit
DBA9501	Thesis Type 1.1	9	Thesis





#### Semester 4

<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Subject Group</b>
DBA9501	Thesis Type 1.1	9	Thesis

#### Semester 5

<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Subject Group</b>
DBA9501	Thesis Type 1.1	9	Thesis

#### Semester 6

<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Subject Group</b>
DBA9501	Thesis Type 1.1	9	Thesis



## Thesis Type 2.1 Total 51 Credit Units

### Semester 1

<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Subject Group</b>
DBA9108	Theory and Current Business Situation	3	Non-credit
DBA9901	Advanced Research in Business	3	Required Course
DBA9202	Social Science Philosophy and Business Management	3	Required Course
DBA9110	Business Academic Article Writing	3	Non-credit

### Semester 2

<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Subject Group</b>
DBA9201	Seminar in Business Administration	3	Required Course
DBA9101	Marketing Strategies in the Age of Disruption	3	Elective Course
DBA9105	Seminar in Strategic Management for Border Trade Business	3	Elective Course

### Semester 3

<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Subject Group</b>
DBA9502	Thesis Type 2.1	9	Thesis
DBA9301	Doctoral Thesis Seminar I	3	Non-credit

### Semester 4

<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Subject Group</b>
DBA9502	Thesis Type 2.1	9	Thesis
DBA9302	Doctoral Thesis Seminar II	3	Non-credit

### Semester 5

<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Subject Group</b>
DBA9502	Thesis Type 2.1	9	Thesis
DBA9303	Doctoral Thesis Seminar III	3	Non-credit

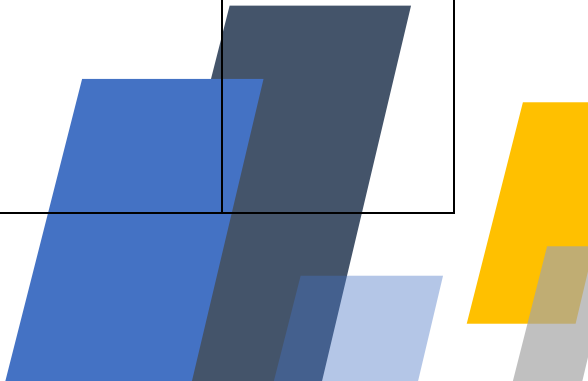
### Semester 6

<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>	<b>Subject Group</b>
DBA9502	Thesis Type 2.1	9	Thesis



## Course Description

Subject Code	Subject	Credit
<b>DBA9101</b>	<b>Marketing Strategies in the Age of Disruption</b> Analysis, synthesis, discussion and critique of marketing concepts; analysis of marketing environment change, technology, highly fluctuate customer behavior under technological change; marketing strategies design for disruption age; catering to diverse and fluctuating customer needs. Being a marketer in the digital age.	<b>3</b>
<b>DBA9102</b>	<b>Strategic Management for Social Enterprise</b> Analysis, synthesis, discussion and critique of theories and concepts, patterns and management process of social enterprise; integration of business organization management concepts and principles with creativity; development of business innovations, implementing royal initiatives, in solving social, environment and economic problems, which assists in higher income and lead to social, environment and economic stability.	<b>3</b>






Subject Code	Subject	Credit
DBA9104	<p><b>Strategic Logistics Management for Small and Medium Enterprises</b></p> <p>Analysis, synthesis, discussion and critique of concepts and principles of logistics, intra and inter organization logistic activities to create competitive business advantage; domestic and international logistics service business; strategic supply chain management for small and medium enterprises; out-sourcing; strategic logistics management plan design, plan implementation; monitoring and assessment of organizational logistics operation to enhance sustainable competitive advantage for small and medium enterprises.</p>	3
DBA9105	<p><b>Seminar in Strategic Management for Border Trade Business</b></p> <p>Analysis, synthesis, discussion on concepts, theories, and border trade business situations, problems, obstacles, opportunities, and border trade business prospect under important economic collaborations in regional context; analysis, discussion, and critique of case studies and current border trade business situations intended for designing strategies for sustainable border trade business in the digital age.</p>	3

Subject Code	Subject	Credit
DBA9106	<p><b>Selected Topic in Business Administration</b>            Selection of problems, case studies, and current situations of interest concerning the application of philosophy, theories and concepts in business administration for analysis and discussion of the phenomenon.</p>	3
DBA9107	<p><b>Advanced Theory of Organization Management for Future Leaders</b>            Philosophy, management concepts and its application in current business situations under the context of visionary organization leader in a rapidly changing world; development of leadership in different situational contexts, leader as change agent and cross-nation human resources management in the digital age for a sustainable, moral and ethical organization.</p>	3
DBA9108	<p><b>Theory and Current Business Situation</b>            Theories on business administration, organization and management, strategic management for competitive advantage, business ethics, business sustainability; case studies in current business situations; design of business plan under simulated business contexts.</p>	3

Subject Code	Subject	Credit
DBA9110	<p><b>Business Academic Article Writing</b></p> <p>Development process of business academic articles, including reading; citation and referencing business articles; techniques in writing effective business articles; information search practice; reading and writing different genre of business administration articles; publish different article genres.</p>	3
DBA9201	<p><b>Seminar in Business Administration</b></p> <p>Analysis, synthesis, discussion, and critique on business administration situation focusing on contemporary issues in the area of management, marketing, human resource management, accounting, finance and production management under strategic perspective, integration of related research concepts and theories in proposing business administration guidelines or creatively and ethically solve business problems leading to sustainable business.</p>	3
DBA9202	<p><b>Social Science Philosophy and Business Management</b></p> <p>Social science philosophy; concepts, definition and theory building including rational explanation; understanding theories structurally; finding empirical data; application of social science philosophy in business administration, including verification and confirmation with research process.</p>	3

Subject Code	Subject	Credit
<b>DBA9203</b>	<p><b>Seminar in Advanced Business Innovation Management</b></p> <p>Analysis, synthesis, discussion on concepts and theories including advance business innovation management situations; significant roles of business innovation application in the organization; business innovation through advanced research model to solve problems and improve business competency; business innovation strategies in digital era.</p>	<b>3</b>
<b>DBA9901</b>	<p><b>Advanced Research in Business</b></p> <p>Philosophy, concepts and research paradigms both quantitative and qualitative; research ethics; advance business research plan and design; conceptual framework; developing research model; hypothesis formation; research methodology, population and sample group, research tools; data analysis; interpretation, summary, discussion and writing research report, including the application of research results in solving problems and developing business operation situations.</p>	<b>3</b>
<b>DBA9301</b>	<p><b>Doctoral Thesis Seminar I</b></p> <p>Discussion and development of a research topic; formulation of research problems; researching related concepts, theories and literature review; business research design for research proposal development.</p>	<b>3</b>

Subject Code	Subject	Credit
DBA9302	<p><b>Doctoral Thesis Seminar II</b> Discussion and development of research tools for thesis, data collection techniques, data analysis, and writing data analysis results.</p>	3
DBA9303	<p><b>Doctoral Thesis Seminar III</b> Discussion on presenting and defending thesis results, writing up thesis report, and publication of academic articles.</p>	3
DBA9501	<p><b>Thesis Type 1.1</b> Study of profound business research problems that builds and expands new body of knowledge in business and grounded theory with advanced research characteristics; systematic development of body of knowledge in accordance to research process and methodology; literature review, conceptual framework, research instruments, data collection, analysis, discussion, with ethical, valid, comprehensive and profound synthesis of knowledge gained from conducting thesis under the guidance of advisors committee, with approval from thesis examination committee; thesis results publication in qualified journals and in accordance to the standards and criteria set by the Office of the Higher Education Commission.</p>	48



<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>
<b>DBA9502</b>	<b>Thesis Type 2.1</b> Study of profound business research problems, developing theoretical concepts or creating new body of knowledge in business; systematical development of body of knowledge in accordance to research ethics, process and methodology; conceptual framework, research instrument development, data collection, data analysis, discussion and profound synthesis of knowledge gained from conducting thesis under the guidance of advisors committee, with approval from thesis examination committee; thesis results publication in qualified journals and in accordance to the standards and criteria set by the Office of the Higher Education Commission.	<b>36</b>

