

MMSM'S STRATEGIC ARCHITECT VALUE INTENT

Thailand's dedicated Master of Management in Strategic Management develops Strategic Architects who can diagnose complexity, quantify uncertainty, design workable responses, and lead responsible implementation.

The program integrates geopolitical analysis, finance, digital and AI capability, innovation, resilience, sustainability, and ethical leadership through executive-ready artefacts and a 6-credit Independent Study.

CONTACT US SIAM UNIVERSITY

38 PETCHKASEM ROAD, BANGWA,
PHASICHAROEN, BANGKOK 10160, THAILAND

+66(0)2-867-8088, 02-457-0068
+66(0)2-457-9382, 02-467-3174

e-mail: MMSM@siam.edu
www.siam.edu



MASTER OF MANAGEMENT (STRATEGIC MANAGEMENT)

PROFESSIONAL PROGRAM | 36 CREDITS | 1.5 YEARS



STRATEGIC ARCHITECT

Shapes the Future of Business

Global outlook with local impact and practical strategies



Navigate international markets and cultural complexity; convert geopolitical and ASEAN insight into measurable organizational advantage.

Academic rigor meets executive experience



Combine academic rigor with executive practice through live cases, simulations, analytics, and integrated work assignments.



Industry-focused curriculum

Build strategy, digital, leadership, and implementation capability through employer-aligned artefacts and a professional Independent Study.

PROGRAM STRUCTURE

3 Semesters and 1 Summer

- ☐ 36 Credits
- ☐ 8 Core Courses + 2 Electives + 6-Credit Independent Study
- ☐ One Professional/Practical Program
- ☐ Comprehensive Examination (Non-credit)
- ☐ Weekend Hybrid Delivery

Term	Courses / Requirements	Credits
Semester 1 Aug-Dec	742-210 Strategic Management Ecosystem 742-211 Global Strategic Environment & Geopolitical Analysis 742-212 Strategic Analysis, Development & Corporate Portfolio Management Integrated Work Assignment	9
Semester 2 Jan-May	742-213 Finance for Strategic Decision-Making 742-214 Strategic Implementation, Sustainability & Performance Management 742-215 Operations & Supply-Chain Strategy Integrated Work Assignment	9
Summer Jun-Aug	742-216 Digital Innovation & Business Transformation 742-217 Strategic Leadership & Organizational Change Integrated Work Assignment	6
Year 2 Semester 1 Aug-Dec	Two elective courses 742-401 Independent Study: Implementation, Feasibility/Business Case, or Focused Research 742-402 Comprehensive Examination	12
TOTAL	Single professional curriculum	36

SINGLE PROFESSIONAL PATHWAY