



From the MMSM Program Lead

MMSM Program Office
Email: MMSM@siam.edu

Date: 11 September, 2026

Subject: Why the MMSM is Your Unfair Advantage, and How We Will Nurture Your Success

Dear Future Strategic Architect,

You are likely at a pivotal point in your career. You have ambition, you have experience, and you are looking for the next step that will not just advance your career, but transform the way you think, lead, and create value. This letter is our direct invitation to you to join a program that has been purpose-built for this exact moment in your life: the **Master of Management in Strategic Management (MMSM)** at Siam University.

Why Should You Choose the MMSM? Why is This the Right Challenge?

Because the future will not be managed by those who only understand frameworks, it will be led by those who can build them.

1. **Become a Strategic Architect, Not Just a Manager:** Our program's core value intent is to develop "Strategic Architects." This means you will learn to diagnose complex problems, quantify uncertainty with sophisticated financial and data models, and design and lead responsible, sustainable implementation.
2. **Learn from the Best of Both Worlds:** We have meticulously built a faculty that bridges the gap between academic theory and real-world practice. You will learn from seasoned scholars and from industry leaders at national and multinational giants. Imagine learning about strategic implementation from industry leaders who have managed corporate portfolios in leading companies.
3. **Build a Portfolio of Evidence, Not Just a Transcript:** The MMSM is an artifact-driven program. You will graduate with more than a degree; you will have a portfolio of board-ready dashboards, financial models, implementation plans, and a comprehensive business

case or research report from your 6-credit Independent Study. This is your proof of capability.

4. **Master the Cross-Cutting Lenses of Our Time:** Our curriculum doesn't treat geopolitics, digital transformation, AI, and ESG as isolated topics. They are woven into every core course. You will be prepared for the interconnected challenges that define modern business.
5. **A Network of Equals:** By joining the MMSM, you will be part of a select cohort of ambitious, high-potential professionals. Your classmates will be your future collaborators, colleagues, and co-founders. The network you build here will be one of your most valuable assets.

Now, How Will We Nurture Your Success?

We understand you are busy. The MMSM is a **1.5-year, 36-credit program delivered on weekends** in an onsite format and with some hybrid conduct, allowing you to balance your career and education.

Our commitment to you is holistic:

- **The Six Program Learning Outcomes (PLOs)** are our promise. We will work with you to ensure you can formulate strategy (PLO1), use data and AI responsibly (PLO2), lead implementation (PLO3), act with ethical stewardship (PLO4), communicate like a leader (PLO5), and produce applied knowledge (PLO6).
- **A Structure Built for Depth:** From the foundational "Strategic Management Ecosystem" to the applied "Digital Innovation & Business Transformation," your applied "Independent Study artifact" and our "Comprehensive Examination," every element is designed to build your confidence and expertise.
- **A Gateway to Your Future:** Whether you aspire to be a consultant, a corporate strategist, a technology leader, or to launch your own venture, the MMSM is your launchpad. Our emphasis on practical, decision-ready outputs makes you immediately valuable in the job market.

Your application is the first step in a partnership. We look for potential, and we are committed to nurturing it into expertise.

We invite you to take up this challenge. Do not just watch the future unfold; architect it.

Let's begin.

Warm regards,



Assoc. Prof. Teay Shawyun, Ph.D.

Program Lead, Master of Management in Strategic Management (MMSM)