

MASTER OF MANAGEMENT

STRATEGIC MANAGEMENT

หลักสูตรการจัดการมหาบัณฑิต
สาขาวิชาการจัดการเชิงกลยุทธ์
(หลักสูตรนานาชาติ)

MMSM

**Strategic Architects for
Sustainable Value Creation**

A professional, practice-based strategic management program for future-ready leaders.



Professional/
Practical
Program

36

Credits



Fully Onsite
Weekend
Delivery



Planned Intakes:
January or
August 2027



Readiness for
External Review:
September 2029



English-Medium



Siam University, Building 19

CONTENTS

1	Cover	1
2	Contents & Program at a Glance Your roadmap to strategic leadership	2
3	General Information & Educational Philosophy What we are, what we believe	3-5
4	Program Objectives, Learning Outcomes & Careers Where the MMSM can take you	6-8
5	Program Structure, Delivery, Faculty & Quality Assurance How we design and deliver excellence	9-12
6-7	Core Course Portfolio Eight integrated core courses	13-20
8-9	Elective Course Portfolio Fourteen professional electives	21-28
10	Admissions, Graduation & Contact How to join, graduate, and connect	29-32

PROGRAM AT A GLANCE



Professional/
Practical Program



36 Credits



1.5 Years
(3 Semesters + 1 Summer)



English-Medium



Fully Onsite
Weekend Delivery



Planned Intakes
January or August 2027



Readiness for
External Review
September 2029



Location
Siam University
Building 19,
3rd and 8th Floors



Degree Title
Master of Management
(Strategic Management)



Single professional
pathway with
Independent Study

“

MMSM prepares strategic architects who can formulate strategy, lead implementation, use digital and AI tools responsibly, communicate persuasively, act ethically, and deliver applied solutions for Thailand, ASEAN, and global contexts.

GENERAL INFORMATION & EDUCATIONAL PHILOSOPHY

GENERAL INFORMATION

 Program Title Master of Management Program in Strategic Management (International Program)	 Degree Title Master of Management (Strategic Management)	 Acronym MMSM
 Type Professional/ Practical Program	 Language English-Medium	 Admission Thai and International Students
 Delivery Fully Onsite Weekend Delivery	 Planned Intakes January or August 2027	 Location Siam University, Building 19, 3rd and 8th Floors
 Review Readiness September 2029	 Major None	 Degree Conferral Single degree



1. INSTITUTIONAL EDUCATIONAL PHILOSOPHY

At Siam University, we cultivate future-ready leaders who create sustainable value for society.



Learner-Centered Development

Empowering learners to grow with purpose, curiosity, and a global mindset.



Applied and Integrative Knowledge

Connecting theory and practice across disciplines to solve complex challenges.



Digital Fluency and Innovation

Harnessing digital technologies and data to drive insight, creativity, and impact.



Ethical Stewardship and Social Responsibility

Acting with integrity and compassion to advance organizations, communities, and a better world.



2. MMSM PROGRAM EDUCATIONAL PHILOSOPHY

Guided by Education for Wisdom, the MMSM program develops strategic architects who turn insight into impact in an uncertain world.



Strategic Resilience

Build the foresight, judgment, and agility to lead with confidence in volatility and disruption.



Practice-Based Learning

Learn by doing—through real cases, simulations, consulting projects, and industry engagement.



Clear C→P Outcome Alignment

Every course connects Concepts to Practice with measurable, career-ready outcomes.



Geopolitical Risk as a Cross-Cutting Lens

Integrate global strategy, geopolitical analysis, and risk thinking in every decision.



Thai and ASEAN Relevance

Create value for Thailand, ASEAN, and the world through applied insight and regional cases.



Wisdom, strategy, analytics, ethics, and implementation converge in one professional learning journey.

PROGRAM OBJECTIVES, LEARNING OUTCOMES & CAREERS



PROGRAM OBJECTIVES

- 1** Formulate and defend integrated strategies using management knowledge, critical thinking, quantitative reasoning, and evidence-based analysis.
- 2** Lead implementation and change by translating strategy into measurable action, managing projects, and coordinating stakeholders.
- 3** Use digital, data, and AI literacy responsibly for analysis, innovation, and decision-making with sound data ethics and governance.
- 4** Communicate clearly and persuasively through executive-ready reports, presentations, and professional artifacts.
- 5** Demonstrate principled leadership, governance, and responsible corporate citizenship.
- 6** Produce applied research and practical solutions that inform practice and policy and support value creation in innovative and sustainable organizations and communities.

PROGRAM LEARNING OUTCOMES (PLOs)



PLO1

Strategic Diagnosis and Formulation

Analyze complex environments and formulate integrated strategies that create sustainable value.



PLO2

Digital, Data & AI for Decisions

Use digital tools, data analytics, and AI responsibly for quantitative analysis and evidence-based decision-making.



PLO3

Design & Implement Practical Solutions

Design and implement practical solutions, prototypes, and value-creating initiatives that deliver impact.



PLO4

Leadership, Ethics & Governance

Lead strategic initiatives through principled, ethical, and governance-aware decision-making.



PLO5

Communication & Stakeholder Impact

Communicate clearly and persuasively and collaborate effectively with diverse stakeholders.



PLO6

Integrity & Applied Knowledge

Act with integrity and produce applied knowledge via a focused Independent Study pathway (Project Management / Feasibility-Business Case / Focused Research).

CAREERS AFTER GRADUATION



Management Consulting



Technology & Telecom



Financial Services



Manufacturing & Supply Chain



Energy & Healthcare



Startups & Venture Capital



WHY MMSM?

The MMSM equips strategic architects with future-ready capabilities—strategy, analytics, digital transformation, and ethics—combined with real-world implementation through live projects, case simulations, and industry engagement.

**For Thailand. For ASEAN.
For the World.**

PROGRAM STRUCTURE, DELIVERY, FACULTY & QUALITY ASSURANCE

ONE PROFESSIONAL PATHWAY. INTEGRATED LEARNING. ASSURED EXCELLENCE.

SINGLE PROFESSIONAL PATHWAY

CORE COURSES

24 Credits
Build strategic capability



ELECTIVES

6 Credits
Personalize your expertise

INDEPENDENT STUDY

6 Credits
Deepen through independent inquiry

COMPREHENSIVE EXAMINATION

None-credit
Integrative assessment

TOTAL CREDITS: 36

PROGRAM STRUCTURE AT A GLANCE

	Core Courses 24 Credits	8 core courses across three integrated blocks
	Elective Courses 6 Credits	Select 2 from 14 professional electives
	Independent Study 6 Credits	One approved professional pathway
	Comprehensive Examination None-credit	Written and/or oral integrative requirement
	TOTAL CREDITS	36
		Single professional curriculum

STUDY PLAN BY TERM

Term	Period	Courses	Credits
1	Semester 1 Aug-Dec	742-210 Strategic Management Ecosystem 742-211 Global Strategic Environment and Geopolitical Analysis 742-212 Strategic Analysis, Development and Corporate Portfolio Management	9
2	Semester 2 Jan-Apr	742-213 Finance for Strategic Decision-Making 742-214 Strategic Implementation, Sustainability & Performance Management 742-215 Operations & Supply-Chain Strategy	9
	Summer May-Jul	742-216 Digital Innovation & Business Transformation 742-217 Strategic Leadership & Organizational Change	6
4	Final Term* (Intake Progression) Jan or Aug 2027	- Two elective courses 742-401 Independent Study 742-402 Comprehensive Examination	12
TOTAL			36

* Final Term offered in January for January intake / August for August intake.



DELIVERY MODEL

- ✓ Fully onsite, classroom-based weekend delivery
- ✓ English-medium instruction
- ✓ Interactive seminars
- ✓ Applied workshops & simulations
- ✓ Case studies & real-world projects
- ✓ Integrated work assignments
- ✓ Executive presentations



INDUSTRY-ACADEMIC TEACHING FACULTY

- ✓ Academically qualified faculty
- ✓ Industry co-instructors
- ✓ Executive guest speakers
- ✓ Project mentors
- ✓ Advisory input from employers and practitioners



QUALITY ASSURANCE

- ✓ OBE-TQF2 alignment
- ✓ CLO-to-PLO mapping
- ✓ Rubric-based assessment
- ✓ Moderation and double-marking where appropriate
- ✓ Direct and indirect PLO assessment
- ✓ Curriculum review and stakeholder feedback
- ✓ Readiness for external review in September 2029



Global
Perspective



Strategic
Insight



Execution
Excellence



Responsible
Leadership



Sustainable
Value



Measurable
Outcomes

CORE COURSE PORTFOLIO I

Strategic Foundations and Finance

Eight integrated core courses build the strategic mindset, analytical depth, and financial acumen for future-ready leaders.



1 742-210

Strategic Management Ecosystem



Description

Reconceptualizes strategic management through ecosystem and systems thinking, platform strategy, network effects, and AI applications with Thai/ASEAN scenarios.



Objectives

- Build systems-based strategic thinking.
- Apply ecosystem and platform concepts.
- Create integrated strategic diagnostics.



Sample CLOs

- Analyze strategic ecosystems and network effects.
- Apply platform and systems frameworks to ASEAN cases.
- Produce an integrated diagnostic and implementation portfolio.



Mapped PLOs

PLO1

PLO4

2 742-211

Global Strategic Environment and Geopolitical Analysis



Description

Country analysis, risk heatmaps, wargaming, and decision support for cross-border choices under geopolitical risk and resilience pressures.



Objectives

- Strengthen geopolitical analysis.
- Build scenario and risk capabilities.
- Support board-grade strategic advice.



Sample CLOs

- Assess country and geoeconomic risk.
- Design scenarios and simulations.
- Formulate evidence-based cross-border recommendations.



Mapped PLOs

PLO1

PLO3

PLO4

3 742-212

Strategic Analysis, Development and Corporate Portfolio Management



Description

Advanced strategic analysis, climate-risk scenario analysis, ESG in M&A due diligence, and corporate portfolio management.



Objectives

- Sharpen strategic and portfolio analysis.
- Integrate ESG and climate-risk thinking.
- Develop decision-grade portfolio recommendations.



Sample CLOs

- Evaluate business and portfolio options.
- Integrate ESG and climate-risk evidence into due diligence.
- Deliver an executive M&A or portfolio briefing.



Mapped PLOs

PLO1

PLO3

4 742-213

Finance for Strategic Decision-Making



Description

DCF, WACC, real options, scenario and stress testing, model governance, ESG/climate finance, and financing feasibility.



Objectives

- Build strategic finance capability.
- Use quantitative models for decisions.
- Communicate financing recommendations clearly.



Sample CLOs

- Construct and interpret DCF and scenario models.
- Perform sensitivity and stress tests.
- Present board-ready financing feasibility recommendations.



Mapped PLOs

PLO1

PLO2

PLO5

07 Core Course Portfolio II

Implementation, Innovation, Leadership and Capstone

1 742-214 STRATEGIC IMPLEMENTATION, SUSTAINABILITY & PERFORMANCE MANAGEMENT

 **Description** Execution frameworks, KPI design, dashboards, sustainability metrics, governance, OKRs, agile performance, and continuous improvement.

 **Objectives**

- Translate strategy into execution
- Develop dashboard and KPI capability
- Integrate sustainability and governance

 **Sample CLOs**

- Develop implementation frameworks and KPIs
- Design reproducible performance dashboards
- Recommend governance and continuous-improvement actions

 **Mapped PLOs** PLO3, PLO4

2 742-215 OPERATIONS & SUPPLY-CHAIN STRATEGY

 **Description** Operations strategy, multi-tier supply-chain modeling, digital process improvement, AI-powered optimization, and resilient supply-chain design.

 **Objectives**

- Improve operations and supply-chain decisions
- Model resilience under disruption
- Design practical rollout plans

 **Sample CLOs**

- Analyze operations and supply-chain options
- Model resilience and digital improvement opportunities
- Present operational simulation results and rollout recommendations

 **Mapped PLOs** PLO1, PLO3

3 742-216 DIGITAL INNOVATION & BUSINESS TRANSFORMATION

 **Description** Digital innovation, MVP design, agile sprints, pilot execution, scale-up planning, governance-ready dossiers, and investor-grade pitches.

 **Objectives**

- Cultivate innovation and transformation capability
- Design and test strategic MVPs
- Connect digital innovation to practical value creation

 **Sample CLOs**

- Design MVP and transformation concepts
- Manage agile experimentation and pilots
- Communicate innovation proposals through executive-ready presentations

 **Mapped PLOs** PLO2, PLO3, PLO5

4 742-217 STRATEGIC LEADERSHIP & ORGANIZATIONAL CHANGE

 **Description** Leadership frameworks, change diagnostics, stakeholder readiness, capability building, hybrid leadership, and human-AI collaboration.

 **Objectives**

- Strengthen strategic leadership
- Lead complex organizational change
- Align stakeholders around implementation

 **Sample CLOs**

- Diagnose change readiness and leadership challenges
- Develop change feasibility and capability plans
- Deliver persuasive stakeholder-focused leadership recommendations

 **Mapped PLOs** PLO3, PLO4, PLO5



742-401 INDEPENDENT STUDY (6 CREDITS)

Choose one approved professional pathway:



PROJECT MANAGEMENT / IMPLEMENTATION STUDY

Sample Outputs

- Implementation plan
- KPI dashboard prototype
- Impact assessment report



FEASIBILITY / BUSINESS CASE STUDY

Sample Outputs

- Feasibility analysis
- Financial & strategic case
- Recommendation memo



FOCUSED RESEARCH STUDY

Sample Outputs

- Research report
- Data analysis & insights
- Executive summary

Mapped to
PLO6



742-402 COMPREHENSIVE EXAMINATION

Assesses integrated mastery across all PLOs.

Mapped to **ALL PLOs**



ELECTIVE COURSE PORTFOLIO I

Professional Electives 742-310 to 742-316



Strategic
Focus



Real-World
Impact



Leadership
Mindset



Global
Perspective

Code & Title	Focus / Description	Key Objectives / Sample CLOs	PLO Mapping
 742-310 Strategic Entrepreneurship & Corporate Venturing	new ventures, feasibility, corporate venturing governance, stage-gate and agile launch.	• assess venture opportunities and feasibility; • design governance and launch plans; • develop a venture pitch and growth roadmap.	PLO3, PLO5
 742-311 Mergers, Acquisitions & Strategic Alliances	strategic rationale, valuation, due diligence, integration, and alliance management.	• evaluate deals and alliances; • conduct due diligence and integration planning; • present value-capture and stakeholder plans.	PLO1, PLO4, PLO5
 742-312 Digital Transformation Management and Leadership	digital transformation strategy, change management, cross-functional leadership, and human-AI collaboration.	• design digital transformation strategies; • manage change and initiative portfolios; • communicate board-grade transformation plans.	PLO2, PLO3, PLO4, PLO5
 742-313 Strategic Risk Management & Corporate Resilience	strategic risk identification, risk quantification, resilience planning, crisis playbooks, and continuity plans.	• identify and quantify risk exposures; • build resilience architectures and continuity plans; • recommend enterprise risk actions.	PLO2, PLO3, PLO4, PLO5
 742-314 Cross-Cultural Strategic Negotiations & Partnerships	negotiation strategy across cultures, deal structuring, and partnership implementation.	• assess cross-border partnership feasibility; • design negotiation and partnership strategies; • manage implementation and stakeholder alignment.	PLO1, PLO5
 742-315 Circular Economy & Sustainable Value Chains	circular business models, lifecycle and feasibility analysis, circular pilots, carbon and sustainability metrics.	• appraise circular opportunities; • design pilots and measure sustainability outcomes; • recommend resilient value-chain actions.	PLO3, PLO4
 742-316 Strategic Marketing Analytics & Customer Insights	analytics-driven marketing strategy, channel feasibility, campaign execution, and dashboard monitoring.	• formulate data-informed marketing strategy; • assess channels and customer insights; • design campaign dashboards and execution plans.	PLO2, PLO3, PLO5

Elective Course Portfolio II

Professional Electives 742-317 to 742-323

Code & Title	Focus / Description	Key Objectives / Sample CLOs	PLO Mapping
 742-317 Behavioral Strategy & Managerial Decision-Making	cognitive bias, behavioral mechanisms, AI bias, choice architecture, and behavioral pilot rollouts.	- analyze behavioral influences on strategy - design behavior-informed interventions - evaluate pilot results and decision implications	PLO1, PLO3, PLO4
 742-318 Innovation Ecosystems & Startup Platforms	ecosystem feasibility, platform business models, network launch projects, and growth metrics.	- evaluate ecosystem opportunities - design platform and launch strategies - manage stakeholder alignment and growth metrics	PLO3, PLO5
 742-319 Public Sector & Nonprofit Strategic Management	public and nonprofit strategy, policy environments, program feasibility, and rollout accountability.	- analyze policy and stakeholder ecosystems - design feasible public or nonprofit programs - manage monitoring, evaluation, and accountability systems	PLO1, PLO3, PLO4, PLO5
 742-320 Family Business Strategy & Succession Planning	family enterprise dynamics, governance, succession feasibility, and transition planning.	- evaluate family business governance and succession challenges - design transition strategies - balance continuity, financial, and relational priorities	PLO2, PLO3, PLO4, PLO5
 742-321 Strategic Data Analytics & AI Applications	data analytics, predictive modeling, machine learning, NLP, AI-driven solutions, and governance.	- build analytical pipelines and models - interpret and communicate AI-enabled insights - govern data quality, ethics, and accountability	PLO2, PLO3, PLO4
 742-322 Healthcare & Pharmaceutical Strategic Management	healthcare strategy, regulatory feasibility, reimbursement, and cross-sector innovation projects.	- analyze healthcare and pharma strategy issues - assess feasibility and regulatory considerations - manage innovation projects from pilot to evaluation	PLO1, PLO3, PLO4, PLO5
 742-323 Strategic Human Capital for Future Works	future of work, workforce analytics, skills architecture, mobility, reskilling, hybrid and AI-augmented work.	- assess workforce capability gaps - design strategic human capital responses - align people strategy with business strategy and ethics	PLO1, PLO2, PLO4, PLO5

ADMISSIONS, GRADUATION & CONTACT

1 APPLICATION QUALIFICATIONS



Bachelor's degree from a recognized institution



Open to Thai and international applicants



Transcript and supporting documents



CV or résumé



Statement of purpose / letter of intention



Recommendation letters or references



Evidence of English proficiency where required



Interview or selection review



Professional work experience preferred but not always mandatory

2 GRADUATION REQUIREMENTS



Complete 36 credits.



Satisfy the required GPA standard (minimum cumulative GPA 3.00).



Pass all core courses, elective courses, Independent Study, and the Comprehensive Examination.



Demonstrate attainment of the six (6) Program Learning Outcomes (PLOs).



Meet English proficiency and university regulations.



Complete the final professional presentation / panel review as required.

3 STUDENT VALUE & CONTACT



Integrated Modules – Connect strategy, sustainability, finance, operations, and leadership.



Executive-Ready Artifacts – Build frameworks, dashboards, roadmaps, and implementation plans.



Industry-Academic Faculty – Learn from scholars and senior practitioners.



Thai & ASEAN Relevance – Local insight, global outlook, practical applications.



Strategic Analytics – Data-driven decision-making and performance impact.



Responsible AI – Ethical, transparent, and human-centered use of technology.



Career-Focused Learning – Grow your influence. Lead change. Deliver results.

GET IN TOUCH



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Scan to learn more about the MMSM Program.



Lead with strategy. Deliver with impact.

MMSM — Strategic Architects for Sustainable Value Creation.