CHULALONGKORN UNIVERSITY
FACULTY OF COMMERCE AND ACCOUNTANCY
Contents

Message from the Dean 4
Chulalongkorn University at a Glance 6
Faculty 8
Leverage for Success 10
Student 12
Curriculum 14
Facilities 16
Centers for Academic Excellence 20
International Partners 22
Life in Bangkok 24
General Information 26
Contact Information 27
Message from the Dean

Welcome to Chulalongkorn Business School (CBS), officially known as the Faculty of Commerce and Accountancy, Chulalongkorn University. Chulalongkorn Business School was founded in 1958 with the mission of providing business education and preparing business leaders for the country. For 70 years, the school has fulfilled the objectives in educating thousands of students who become executives, entrepreneurs, and leaders in many public and business organizations.

The success of the school can be attributed to the quality of our input students, the dedication of our faculty members, and well-equipped modern facilities. Students are competitively recruited to ensure top-quality input while faculties are encouraged to explore the frontier research and engage in practical experiences so that they can transfer new knowledge to students.

Modern technology is integrated into classroom to facilitate the state-of-the-art teaching-learning environment.

All of the programs were developed to ensure that all graduates are equipped with advanced knowledge, working skills, and most importantly, social responsibility.

Starting from only the Bachelor program in Accounting and in Commerce at the beginning, the school has expanded the programs to cover all areas of business functions as well as all levels of study ranging from baccalaureate degree to doctorate degree.

After 70 years of success, we are thriving for more challenges in the next decade. Innovation will be the key factor to be implemented in curriculum, teaching process, and school operations.

All of us at CBS promise to work hard and smart so that our students can learn the best of business and management education and will lead CBS to be among the top business schools in the region.

Associate Professor Anup Tapolssai, Ph.D.
Dean, Chulalongkorn Business School (CBS)
Chulalongkorn University
Chulalongkorn University at a Glance

“Thailand’s First Institution of Higher Learning”

Named after King Rama V, Chulalongkorn University was officially founded in 1917. King Rama V or King Chulalongkorn had initiated royal policies to strengthen and improve government in the wake of worldwide economic, social and political changes in the late nineteenth century. Chulalongkorn University has, in many ways, been a pacesetter among Thailand’s higher educational institutions and has evolved largely in response to the needs and requirements of the country and its people.

Today, Chulalongkorn University houses 19 faculties, 3 colleges, and 11 institutes. The university offers a wide range of disciplines in mainly four areas: health science, science and technology, social sciences and humanities. The university has over 32,000 students currently enrolled. Chulalongkorn University deems it a duty to instill into its graduates inquisitiveness, constructive initiative, critical thinking, sense of responsibility, foresight, morals and devotion to the common good.

“Morals and Devotion to the Common Good”
Faculty

The excellence of our school stands firmly on three pillars. First of all, the school has developed close relationships with business communities. Our faculty members actively help businesses to achieve better business practices and performance. Our alumni have a strong presence in various business sectors.

Secondly, our vision of a better society has driven the school to make numerous social contributions. Community outreaches, scholarships, and cultural activities are just few examples of our commitments to a better society.

The last and most important factor is the quality of our faculty members. The school recruits faculties based not only on academic credentials but also on moral grounds. Our faculty members publish widely-acknowledged books, give lectures around the country and abroad, and play important roles in Thai society.
Leverage for Success

Chulalongkorn Business School (CBS) gave me not only sound knowledge necessary for becoming a good contributor to the profession, but also a warm family whose members include prominent leaders in almost all important sectors in the country. As the president of The Stock Exchange of Thailand, I find that many difficult tasks have been successfully carried out because of this good relationship and communication with alumni. Thanks to the faculty and all my instructors who have given me such marvelous experiences. I believe that our country needs smart, ethical, and upright citizens, and I trust that CBS will continue to generate such excellent graduates who believe in ethics and integrity as the underpinning of their works and lives.

Patamaya Benjapolchai
President of The Stock Exchange of Thailand

Being a "Chulalongkorn" student is far more than a prestigious title. At Chulalongkorn Business School (CBS), I learned the essentials of business administration and had an opportunity to put theory into practice. I also gained an insight into today's competitive business environment through participation in many business plan competitions. The faculty also appoints Adjunct Professors who are eminent business leaders to provide students with real insights into strategic management, marketing management, entrepreneurship, and innovation. Above all, you form lasting relationships with your peers and friends which enrich you both professionally and personally, and make the experience of your university life more meaningful. So I'd like to say that what I got as a Chulalongkorn student surpasses all my expectations.

Supaches Hettrakul
Class of 2008

PBB is a promote from within company. We are constantly looking for future leaders who are able to deliver since day 1. Chulalongkorn Business School (CBS) is one of the best sources who supply us with prospective employees. Our current employees who are CBS alumni are strong talents who are the key contributors in our company. They are well-trained from the school to think logically and practically. Partnering with CBS is worth our investment.

Kachorn Wattanadilok
Recruiting and Training Manager
Procter & Gamble Thailand
Student

CBS attracts some of the smartest, highly-motivated students from all over the country. Admission to our undergraduate programs, including the BBA International Program, is very competitive. We want to ensure that the admitted students are indeed the cream of the crop who will contribute to our dynamic learning environment. Our graduate-level and professional programs are equally selective in enrolling students. Every year, we select high potential students from all walks of life and produce highly skilled professionals who help propel the rapid growth of Thai economy.

Our various international programs, both undergraduate and graduate-levels, attract foreign students from North America, Europe, and Asia. CBS has established student exchange programs and/or study abroad programs with top universities around the world. Each year we are proud to add new participants to our list of partner universities. Our collaboration with foreign universities have been flourishing over the years, as we see an increase in number and diversity of our international students. One of our main objectives is to create a multicultural environment in which students can benefit from each others’ diverse backgrounds.

The students of CBS are widely recognized by society for their academic excellence, their creativity, and their innovative thinking. This is evident not only through the students’ academic record and job placement, but also through the wide range of extra-curricular activities outside the border of the university. We encourage students to participate in industry-organized contests and competitions on both national and global scales. Our students are very visible and prominent among various award circles. Each year, CBS students win prizes from contests in marketing, entrepreneurship, and advertising, through which they gain recognition and industry contact from major international corporations such as L’Oreal, Samsung, HSBC, and many more.

Apart from activities that showcase our student’s academic excellence, our community also holds sport events, cultural activities, community services, and many others avenues of extra-curricula activities that promote the sense of community and social responsibility.
Curriculum

Undergraduate Programs:

Regular Programs
- Bachelor of Accountancy (B.Acc.)
- Auditing and Internal Auditing
- Managerial Accounting
- Accounting Information Systems
- Bachelor of Business Administration (B.B.A.)
- Management
- International Logistics Management
- Management Information Systems
- Banking and Finance
- Marketing
- Bachelor of Science in Statistics (B.S.Statistics)
- Applied Statistics
- Mathematical Statistics
- Information Technology for Business
- Insurance

International Programs
- Bachelor of Business Administration (B.B.A.)
- International Business Management
- Accounting

Master's Degree Programs:
- Master of Accountancy (Executive Program)
- MBA Master of Business Administration
  - MBA - Regular
  - MBA - Young Executive
  - MBA - Executive
  - MBA - Aviation Management
  - MBA - English Programs
  - MBA - Hospital and Health Care Management
- Master of Science Programs:
  - Master of Science in Information Technology in Business (Regular and Executive Programs)
  - Master of Science in Finance (English Program)
  - Master of Science in Insurance
  - Master of Science in Statistics
  - Master of Science in Business Software Development (Regular and Executive Programs)
  - Master of Science in Corporate Governance (Executive Program)
  - Master of Science in Marketing in:
    - Retail Marketing
    - Information Communication Technology Industry
    - Services Marketing
  - MM Master of Management in International Business Program (International Program)

Doctoral Programs:
- Doctor of Philosophy in Accountancy
- Doctor of Philosophy in Information Technology in Business (English Program)
- Doctor of Philosophy in Quantitative Finance
- Joint Doctoral Program in Business Administration (JDBA)
Facilities

- Management Cockpit
  CBS Management Cockpit is a key strategic enterprise management facility. As a system for planning, setting objectives, and monitoring performance, the Management Cockpit integrates organizational intelligence concepts with key performance indicators and management-by-objective (MBO) strategies. It is one of the very few Management Cockpit facilities in the Asia-Pacific region.

Financial Lab
  Within the Financial Lab, students actually see for themselves how securities valuation, trading strategies, portfolio management techniques, and other important financial market information are knitted together in the financial marketplace.
  The FAST system makes use of live, real-time financial information and news, supplied by Reuters. The "market action" is real; only the gains or losses are simulated.

In addition to the FAST system, Reuters satellite data link and Reuters Financial Television (RFTV), the Financial Lab provides other sophisticated financial analysis tools like MatLab and SAS. Faculty members and students can also access a wide variety of data sources, including stock market information from I-SIMs, PACAP, and Datastream.
IT BOC
As a one-stop learning and training center, IT BOC provides solutions for integrating IT into all areas of business, including e-business, strategic enterprise management, business intelligence and mobile commerce. The center also provides consultation and implementation for local and external institutions and agencies. Among its clients are students, alumni, faculty members, companies, government agencies, and other professionals interested in IT applications in business.

Computer Center
A parallel focus on information technology and educational content is at the heart of our instructional philosophy. Our knowledge is also enhanced by our pioneering and continual efforts to improve our computing facilities. In 1993, the first computer system in Thailand, an IBM 3080, was installed at our school. There are currently seven computer centers, housing more than 300 high-performance personal computers linked to the Internet and electronic mail through a Local Area Network (LAN) via fiber optic technology.
Our computer centers are fully equipped with state-of-the-art and properly licensed software applications such as ORACLE, SPSS, and SAP.

Library
With more than 50,000 volumes and subscriptions to over 200 academic journals, business periodicals, and trade magazines, our library is recognized as one of the biggest business school libraries in the region. The library is connected to the Chulalongkorn University Library Information Network (CHULALINET), an on-line database search system, which offers faculty members and students access to pools of knowledge worldwide.
Centers for Academic Excellence

- Corporate Governance Center
  With the importance of good corporate governance in mind, CBS established the corporate governance center with the objectives to forge cooperation between organizations and institutions in providing a better understanding of the value and implementation of good corporate governance practices, and to support the teaching and learning processes as well as solid academic research. This center also creates and maintains data sources for academic research.

Chulalongkorn Statistical Consulting and Research Center
In the rapidly changing world, statistics plays a critical role in business decision making processes. Chulalongkorn Statistical Consulting and Research Center serves as a center providing statistical solutions and consulting services to Chulalongkorn students, government agencies, nonprofit organizations, educational institutions, and private corporations. Its objective is to offer high-quality training in statistical tools and statistical packages and to produce research works aimed at demonstrating the values of statistical applications to real world problems. The center also develops cutting-edge statistical tools. With the importance of social science research in mind, the center collects and supplies useful social science data and research to government agencies and private enterprises.

- Center of Insurance Consulting and Research
  To enhance the efficiency of the insurance industry and reach the international standard. Center of Insurance Consulting and Research aims at creating the insurance database and new knowledge base for the benefits of teaching, researching, and distributing knowledge to community. Center of Insurance Consulting and Research will not only develop personnel well-equipped in insurance knowledge base who will transfer the knowledge to the general public, but also provide consultation to external business sector.

- Information Systems Center for Society and Business
  The integration of information technology into society and business gives rise to complex information system issues. This center recognizes that these issues are deeply interrelated. It aims to develop understandings of the issues and utilizes these understandings for the benefit of business and society. To accomplish these, the center conducts research to uncover new findings and provides consulting services to the community to get the first-hand experiences. This center serves as the depository of knowledge and the place to turn to when society and business seek deeper understanding about information systems.
International Partners

Asia
- China
- University of Macau
- Hong Kong
- The Hong Kong University of Science and Technology
- Hong Kong Baptist University
- Japan
- Gifu University
- Akita International University
- Singapore
- Nanyang Technological University
- National University of Singapore
- Singapore Management University
- South Korea
- Korea University
- Fudan University
- Taiwan
- National Sun Yat-Sen University

The Americas
- Canada
- Simon Fraser University
- The University of Calgary
- University of British Columbia
- U.S.
- California State University, Fresno
- Brandeis University
- Michigan State University
- New York University
- Oregon State University
- University of North Carolina at Chapel Hill
- University of Hawaii at Manoa
- San Jose State University
- University of Florida
- Oklahoma State University
- University of Wisconsin Madison
- University of Maryland
- San Diego State University

Europe
- Finland
- Satakunta Polytechnic of Applied Sciences
- France
- École Supérieure De Commerce De Rouen (ESC Rouen)
- Institute of Management and Business (IEMCB)
- The Institute National des Télécommunications
- Germany
- European Business School
- University of Mannheim
- ESA-Universität, University of Applied Science
- FH Aachen University
- Italy
- Università Carlo Cattaneo - UIC
- The Netherlands
- Hogeschool van Amsterdam
- University of Maastricht
- Sweden
- Linköping University
- Stockholm University

Norway
- BI Norwegian School of Management Oslo
- Belgium
- Université Libre de Bruxelles
- Denmark
- Copenhagen Business School

Oceania
- Australia
- Curtin University of Technology
- Monash University
- University of South Australia
- University of the Sunshine Coast
- University of Newcastle
- New Zealand
- Auckland University of Technology
Life in Bangkok

Chulalongkorn University, located in the heart of downtown Bangkok, is surrounded by telecommunications network facilities, banking services and shopping complexes. Chulalongkorn University has the advantage of efficient transportation infrastructure of fast BTS-skytrain, comfortable MRT-subway and plentiful public buses.

Bangkok is a city full of culinary experiences and gourmet sensations. The authentic Thai cuisine has gained worldwide popularity over the years. The city has also become a shopping paradise for handicrafts, textiles, gems, jewelry, art and antiques, with various shopping venues from flea markets and roadside stalls to international brand name boutiques at luxurious shopping centers.

Thailand's capital city for over two hundred years, Bangkok has been not only the political and economic center of the country, but also the gateway to South East Asian cities. Bangkok is one of the world's most dynamic cities, successfully combining the ancient and modern worlds. This fascinating city offers visitors not only world-class cosmopolitan amenities but also a unique treasure trove of cultural attractions.
## General Information

### Academic Calendar

<table>
<thead>
<tr>
<th>Semester</th>
<th>International Semester</th>
<th>Regular Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Semester</td>
<td>Mid-August to Mid-December</td>
<td>1st Semester</td>
</tr>
<tr>
<td>Spring Semester</td>
<td>Mid-January to Mid-May</td>
<td>2nd Semester</td>
</tr>
<tr>
<td>Summer</td>
<td>June - July</td>
<td>Summer Semester</td>
</tr>
</tbody>
</table>

### Faculty Member

- Department of Accountancy: 38
- Department of Commerce: 23
- Department of Statistics: 29
- Department of Banking and Finance: 19
- Department of Marketing: 11

### Total Faculty Members: 120

### Student Numbers

- Bachelor’s Degree students: 2,550
- Master’s Degree students: 2,449
- Doctoral Degree students: 23

### Total Students: 5,122

## Contact Information

**Office of International Affairs**
Chulalongkorn Business School (CBS)
Chulalongkorn University, Bangkok 10330 Thailand
Tel: +66 2 218 5888  Fax: +66 2 218 5705
E-mail: interaff@acc.chula.ac.th
Website: http://www.acc.chula.ac.th