

Graduate School

SuanSunandhaRajabhat University

SuanSunandhaRajabhat University

1 Ou-thong Nok Road, Washira, Dusit, Bangkok 10300

An Academic Cooperation Program jointly developed by SuanSunandhaRajabhat University and the Football Association of Thailand under Patronage of His Majesty the King.

Master of Business Administration Program in Professional Football Management

Master of Business Administration
(Professional Football Management)

Master of Business Administration Program in Professional Football Management

Program Name:

: Master of Business Administration Program in Professional Football Management

Degree Name:

Full Name : Master of Business Administration (Professional Football Management)

Abbreviated Name : M.B.A. (Professional Football Management)

Major : Professional Football Management

Number of credits required for graduation : 36 credits

Program Description

1. A Master's degree program
2. Instructions in both Thai and English.
3. Thai and foreign students, who are proficient in Thai and English languages, shall be qualified by the Curriculum Management Committee.
4. A program, which was jointly developed by SuanSunandhaRajabhat University and the Football Association of Thailand under Patronage of His Majesty the King.
5. The degree shall be granted to the graduates for a single field of study.

Career Prospect for the Graduate

1. Management of a football team
2. Specialist in governmental and private organizations
3. Management in professional football clubs

Curriculum Management

The Curriculum Management Committee and the Curriculum President had developed all steps to be taken and guidelines for curriculum management as well as procedures for the administration of the curriculum, learning, advisory, instructor preparation including appointment of the advisors to take care and assist all students in all educational matters for the whole program until the date of their graduation, and the Committee has adopted the cooperative principle in their working policy.

Requirement on Field Experience (Internship or Cooperative Education) Standard of learning

from the field experience: None

2. Duration: None

3. Time organization and schedule: None

Requirement on Project and Thesis Development

1. Requirements on Thesis/Independent Study: The topic shall relate to football business management in terms of administration, marketing, finance, human resource management or other subject related to business administration individually beneficial to this field, locality, society or country.

2. Standard of learning : Potentiality in conducting research related to business administration.

3. Duration : Right after the Thesis or Independent Study registration process onwards.

4. Credit requirement : Thesis with 12 credits or Independent Study with 3 credits.

5. Preparation: Advisors shall be appointed. Number of hours for advisory shall be allocated.

6. Evaluation process : Results can be evaluated on progress of the research study as recorded in advisory logbook, and from reports to be presented in required format as scheduled.

Industry Expert and Guest Speaker

Assoc. Prof. Dr. Luedech Girdwichai Mr. Jaturon Himathongkam

Assoc. Prof. Passana Sormpetchpisai Dr. Thitima Promolbal

Assoc. Prof. Dr. Thanasuwit Thabhirunrak Dr. Sumet Suwanprom

Mr. Chaichoke Pumpuang Dr. Ong-artj Kosinkha

Mr. ChuchaiBuabucha

Dr. EkachaiPhoklin

Mr. PichetKerdvichai

Dr. trakarnpunthumlerdrujee

Mr. SupasinHirarit

Dr. ChanvitPolcheevin

Mr. WoraweeMakudee

Etc.

Quality Assurance by

Assoc. Prof. Dr. ThanasuwitThabhirunrak (Dean of the Graduate School)

Mr. ChaichokePumpuang (Senior Vice President)

Philosophy, Significance and Purpose of the Program

* Background (Principle and Rationale)

In this modern society, the population with strong passion for sports, has been increasing every year, especially those with affection in football games. As seen from the popularity trend of the FIFA World Cup tournaments organized by the International Federation of Association Football (FIFA), FIFA has been organizing its competition programs for global excellence once every four years, and in each of FIFA World Cup Tournaments, the number of audiences, who follow and keep watching the games, has grown larger and larger in every 4-year round. As observed from the latest 2010 FIFA World Cup Tournament in South Africa, the total number of audiences had reached 2 billion persons or approximately a third of the world's population. Comparing to the 2012 Olympic Program, which was organized in London of the United Kingdom featuring 28 kinds of sports, the number of its audiences was obviously less than those followers of the FIFA World Cup that featured only a single kind of sport.

Apart from the greatness of football competition in terms of excellence, the football game also has its unique attribute, with which any other kind of games could never match. Such uniqueness worth our attention in this case is that it is the only kind of games with the largest expenditure for professional football business in the world and in every continent. Especially in Europe under the management of the Union of European Football Associations (UEFA), there are several billion pounds of fund circulated in each season. Despite severe economic crisis currently spreading throughout Europe, either in Greece, Spain or Italy, the professional football business in all those countries can still retain popularity at its peak, and kept growing larger in each and every season. Football is highly popular as a kind of sport for pursuing excellence, community sport and professional sport. As aforementioned, it is reasonable and extremely

necessary for football industry in these day to have various management systems developed in order to facilitate its transition into professionalism. In many countries worldwide, such as almost all of European countries, those in South America, and especially, those countries in Asia region, e.g. Japan, South Korea, Vietnam and Singapore, as well as Thailand, football has been fully developed into professional level and it has become the most popular kind of sports now. Similarly, especially for Thailand amidst the current year of 2012, there were totally 117 teams of professional football clubs joining in a total of 3 professional football leagues with at least 6,000 people directly involved in the competition and hundreds of thousand people with indirect involvement.

With such popularity of professional football spreading faster worldwide, various organizations related to football under FIFA's lead have jointly organized an official global tournament for excellence of football games once in every four years. For the continental and regional level, they organize tournaments for excellence such as, European Championship Cup, Asian Cup, etc. Meanwhile, for the professional football level, there are also championship leagues organized in every continent, e.g. UEFA Champion League in Europe, AFC Champion League in Asia and AFF Championship Tournament. For inter-continental competition, there is also a tournament called Confederation Cup as an example. Regarding income earned from all football tournaments as mentioned above, the champion team and other teams would earn huge amounts of income (in many hundred million Thai Baht). As observed from success stories of FIFA and its continental and regional networks in their management of football games, football has outstandingly demonstrated its potentiality enough to be taken into consideration for further development and evolution on business and professional routes now and in the future.

For candidates without Bachelor's degree related to sports shall be required to take these course in addition, except for those who had taken any of these courses in their Bachelor's degree program without credits earned.

MBF6101 Introduction to Football (3)

MBF6102 The Essence of Football (3)

Course structure consists of a minimum of 36 credits throughout the whole program with the following study plan:

Mandatory course: a minimum of 21 credits

Elective course:

Plan A, type A 2 3 credits

Plan B 12 credits

Thesis Option:

Plan A, Type A 2 12 credits

Plan B 3 credits

1) Program-specific course

Mandatory course 21 credits

Course ID Course Title (credits)

MBF5501 Financial Management for Football Manager (3)

MBF5502 Strategic Management of Football Business (3)

MBF5503 Operation Management (3)

MBF5504 Research for Football Business (3)

MBF5505 Marketing Management for Football Manager (3)

MBF5506 Managerial Accounting and Control for Football Business (3)

MBF5507 Ethics and Social Responsibility (3)

1.2) Elective course

- Plan A, type A 2: Candidates are required to take any of these courses with a minimum of 3 credits earned.

- Plan B: Candidates are required to take any of these courses with a minimum of 12 credits earned.

Course ID Course Title (credits)

MBF5207 Information Technology and Communication for Football Manager (3)

MBF5271 Human Capital Management for Football Business (3)

MBF5272 Laws and Statutes for Professional Football in Global Scale(3)

MBF5273 Change Management for Football Business (3)

MBF5274 International Professional Football Business (3)

MBF5275 Seminar in Professional Football Management (3)

MBF5276 Professional Football Business Management (3)

1.3) Thesis option

Plan A, type A 2: Take this course with 12 credits MBF5590 Thesis 12 credits

Plan B: Take this course with 3 credits MBF5590 Independent Study 3 credits

Purpose

1. To develop and expand knowledge for students to be more capable and change their attitudes from general administrator to become proficient and effective executives, who are capable of managing and directing professional football competition as well as transferring knowledge related to football games to involved parties in a systematical way in accordance with international standard that is potential for further development into sustainable professionalism in the future.
2. To develop Master's degree graduates in professional football management with in-depth understanding of modern and industry-specific knowledge compliant to international rules and regulations, and together with expertise in operations and transformation working conditions of football industry to become a fully commercialized sport-related business of an international level.
3. To develop qualified analysts and researchers for football industry consistent with today's global economic and social circumstances so that they will be specialized and capable of applying their research projects in developmental programs that are beneficial for further development of the whole system of football games in general that are currently functional both in Thailand and international level.
4. To develop Master's degree graduates capable of transforming themselves from other professions and turn to acquire additional knowledge to be capable of properly managing football related business operations with as high performance and effectiveness as planned.
5. To develop Master's degree graduates with complete ethical and moral awareness in both terms of academic and operations of football business, and to be able to satisfy needs of various football clubs in Thailand.

Course Organization, Operation and Structure

1. Course organization

- 1.1 The course is organized on a semester system.
- 1.2 There are summer courses with course duration of at least 8 weeks available. The duration and credits earned from summer courses are considered equivalent to normal courses in semester system. Meanwhile, registration for summer courses shall be subject to the Curriculum Management Committee's consideration.

1.3 Credits earned from the course in semester system are non-transferable.

2. Course operations

2.1 Program Calendar

1st Semester : August – November

2nd Semester : January – April

Summer : May – July

2.2 Qualification for Admission

2.2.1 Bachelor's degree or equivalent in any field.

2.2.2 A minimum cumulative GPA of 2.00 or equivalent

2.2.3 Minimum work experience of 1 year

2.2.4 Other qualification requirements as required by the Curriculum Management Committee

2.3 Problems for the New Entrants

2.3.1 Lacks of background knowledge in business administration field

2.3.2. Lacks of skills in English language and computer usage

2.4 Solutions for problems as mentioned in 2.3

2.4.1 Supplemental courses and basic knowledge in business administration shall be separately provided for students' development of basic knowledge and skills in English and information technology as well as basic knowledge in business administration apart from other courses as required by the program in order to solve their problems with English and information technology basics and basic knowledge in business administration.

Supplement Category

ENG5101 English for Graduate Studies (3)

COM5101 Computer for Graduate Studies (3) Requirement