



DOCTORATE IN PUBLIC AND BUSINESS ADMINISTRATION ('PBA')

Introduction

In view of the fact that managerial challenges arising from evolving political, economic, social and technological conditions are becoming increasingly integrated as a result of interrelated impetuses, needs and demands from both governmental and private sectors, the onus now falls on the latter's leaders to look beyond their respective domains and to start learning from and with each other.

Public agendas in favour of democratic progress, market liberalisation, environmental care and infrastructural development are all critical harbingers of opportunities or threats to strategic framing in corporate ecosystems. In turn, the private sector's strategic movement with its increasing emphasis on global expansion, corporate social responsibility and technological innovation could gradually define and focus the dynamics of national competitiveness in conjunction with the public sector.

These critical issues tend increasingly to bridge the public and the private sectors' respective concerns and thus require public-private partnership in analysing and addressing global challenges. This situation has created a crucial need and niche for visionary leaders and competent scholars with an interdisciplinary knowledge base in both public and business administration.

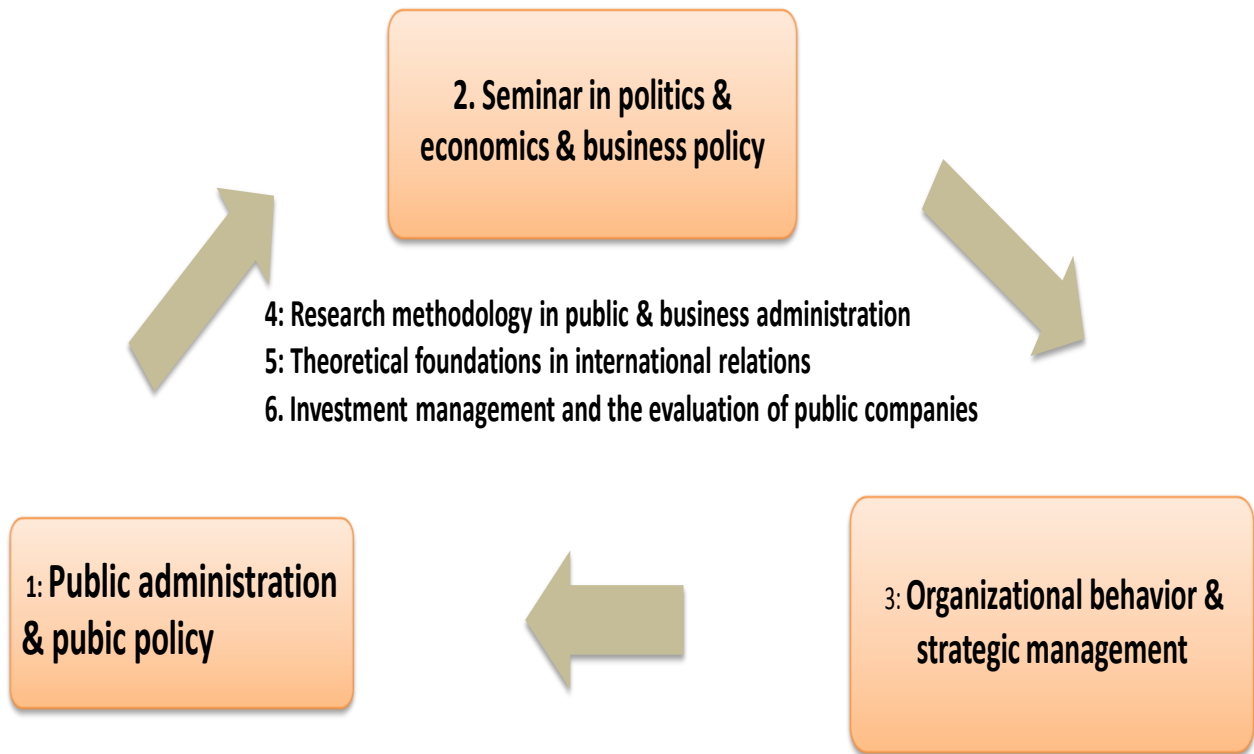
With its cumulative experience in providing high quality education and training to professional managers throughout the region, Shinawatra University ('SIU') could again take the lead with an innovative programme to nurture future leaders positioned at the nexus of the public and private domains.

Objectives of the Programme

1. To develop visionary leaders capable of applying themselves in an informed and professional manner to the critical challenges arising from the interconnected context of public policy and business strategy formulation;
2. To train and prepare highly competent management scholars in an interdisciplinary research arena across the domains of the public and private sectors;
3. To enhance Shinawatra University's social value and standing as a centre of excellence which adopts a leading position in innovative education across the fields of public and business administration.

Curriculum structure

Doctor of Philosophy in Public & Business Administration (PBA)



Coursework structure = 6 Core courses + 2 Electives

Duration of doctoral studies



Course synopses

A: Foundation Courses (non-credit)

English for Graduate Studies

This course aims to develop English skills, mainly in terms of reading and academic writing. Particular attention will be given to research articles and textbooks in the fields of public and business administration.

Statistics for Social Science

This course begins with philosophy of social science research as a knowledge creation process. The statistical method will be treated as a key research tool in the field of social science. The class content covers probability theory, normal distribution, descriptive statistics, parameter estimation, hypothesis testing, correlation analysis with programming application to business decision and policy analysis.

Philosophy of Science

This course provides an introduction to the philosophy of science from the origins of its modern form in the Scientific Revolution in the sixteenth and seventeenth centuries to the latest controversies among contemporary philosophers of science. The objective is to help students develop an appreciation and understanding of the importance of the philosophy of science from both Western and Asian perspectives, especially over how it can be applied to public and business administration.

B: Core Courses

Public Administration and Public Policy: Philosophy, Theory and Application

This course defines the scope, status and dynamics of public administration theory, approaches and paradigms. The paradigm shift in public administration from the old to the new school of thought will be discussed with particular attention paid to critical, structuralist, post-structuralist and post-modernist theories.

Seminar in Politics, Economics and Business Policy

This course covers studies of politico-socio-economic conditions which are significant for the design of public and business policy, with attention also paid to local community development. Conceptual knowledge regarding the processes of public policy formulation, implementation and evaluation will be emphasised. The outcome and effect on the dynamics of business strategy and private sector development will be developed as a central topic of class discussion.

Organisational Behaviour and Strategic Management

This course covers concepts and techniques used in strategy formulation. Topics include defining purpose, strategic analysis and direction-setting using models and concepts such as the value chain, core competencies and capabilities, strategic alliances and acquisitions. Organisational theory will be covered in terms of planning, designing, organising and controlling the modern management system. Topics of discussion also include organisational behaviour, motivation, leadership, communication, conflict management and culture as key factors in strategy implementation.

Research Methodology in Public and Business Administration

This course provides a methodological framework to social science research. The research process in terms of setting a rationale, reviewing literature, framing research design, collecting data and interpreting results both from quantitative and qualitative approaches will be principal areas of discussion. This course will touch on critical contexts of public and business administration fields that encapsulate each student's interest as an initial stage of research proposal development vis-à-vis doctoral dissertation planning.

Investment Management and the Evaluation of Public Companies

This course is devoted to the analysis of public companies listed on the stock exchange in relation to professional asset management. It addresses the evaluation and comparison of the performance of each public company based on a time-series approach as well as in relation to governance, sustainability, corporate social value, competitiveness and social / shareholder responsibility.

Theoretical Foundations in International Relations

This course deals with international relations as articulated within the emergence of the European nation state and born in the context of the First World War and its aftermath. Its discursive field is organised around the constitutive concepts of conflict, anarchy, power, system, rule, law, justice and the practices of civil society and political economy. It introduces students to key ideas and debates in the field of international relations ('IR'). Students are familiarised with Levels of Analysis and several leading IR theories including neo-liberalism, neo-realism and strategic choice. Along with examining political and military relations among states, lectures and readings will also focus on international political economy and the politics of global welfare with attention to the new geopolitics of Asia.

C: Elective Courses

Managing Operations, Innovation and Competitiveness

This course familiarises students with concepts and methods which are useful in understanding the management of an organisation's operations and the tools to deal with operational issues in order to gain competitive advantage. The course focuses on product design, manufacturing or service delivery, quality assurance in for-profit and non-profit organisations, in-service and manufacturing entities. Students learn how to benchmark and apply risk management techniques to innovation. Topics of discussion range from firm-level, industry-level and national-level competitiveness as an taxonomy of a national innovation system.

Managing Finance and Investment Projects

This course provides an overview of the fundamental concepts, framework and tools for analysing financial decisions based on fundamental principles of modern financial theory in corporate finance management. Topics include financial risk management, investment decisions and financial performance. Topics of study will also include project financing, with particular attention to public-private partnership (PPP) as an innovative financing model for large-scale investment projects.

Seminar in Governance, Leadership and Ethics

This course introduces definitions, concepts and details regarding good governance in accordance with the rule of law, morality, transparency, participation, responsibility and cost effectiveness within a cooperative context against the background of public-private-civil society. The scope of discussion also covers corporate governance, social responsibility and management ethics in the private sector's practical operation.

Environmental Policy and Sustainability

This course introduces a policy framework regarding the role of technology and environmental management in political, economic, social and national development. In particular, rules and regulations regarding technological change and natural resource management will be clarified. Topics of discussion include burgeoning air and water pollutions in an urban environment. Key solutions such as community participation, environmental impact assessment and law enforcement will be emphasised. The private sector's practice in terms of managing sustainability will be reviewed in conjunction with incoming challenges from public policy.

International Business and Inter-Governmental Alliances

(adapted from the book "Alliance Capitalism and Global Business" by Professor John Dunning and Putnam, R. (1988) *Diplomacy and Domestic Politics: The Logic of Two-Level Games*. International Organization, 42(1): 427-460).

This course introduces students to theories and cases on the formation of intergovernmental alliances with emphasis on its impact on international trade. Case studies are used to help students understand the rationale behind negotiations between stakeholders, within the government at the domestic level, between governments at the international level and between governments and multinational organisations. In addition, students will define best practice for business and international alliance formation.

Interrelated Contexts Within Public-Private-Civil Society

This course enables students to analyse interactions among public-private-civil society ranging from regional to global level. Particular attention will be given to collaboration models that deliver benefit to all stakeholders. This course also touches on the impact of political reform and decentralised governance on business and economic systems.

Foreign Policy and National Development

This course provides the conceptual basis for analysing the interrelationships between foreign policy, diplomacy and national development frameworks. It focuses on the formulation of national development strategy that responds effectively to the global dynamics in the political-economic-societal relations of neighbouring countries and the global community network, with consideration given to the interests of all parties involved.

Seminar in Public Administration and Privatisation

This course classifies public and private enterprise in terms of its philosophy, background and responsibilities. The relationships between governmental departments, public enterprises, specialist autonomous units and other forms of public organisation will be highlighted. The conceptual basis of deregulation and privatisation that enable autonomy in public enterprise will be discussed. Key topics include the outsourcing, concessioning and joint venture processes with attention given to good governance principles.

Budgeting Processes, Resource Acquisition and Networking

This course introduces key elements in the government's budgeting process that involve income, expenditure, budgeting and public debt management. Topics of discussion will cover both macro- and enterprise-level challenges in budgeting process management. Co-operation between public organisations, the private sector and civil society will be studied as resource acquisition strategies to overcome budget constraints.

Politics, Foreign Policy and International Law

This course presents political institutions under “the rules of the game” which establish the domains of public activity both nationally and internationally. The traditional power structure is addressed as well as the impact of "soft power", which plays an increasingly important role in diplomacy and foreign policy. The course also analyses the concepts, structures and political underpinnings of international law. Topics covered by case studies may include the sources of and players in international law, international legal institutions, the use of force, human rights law, the law of the sea and cyberspace law.

Cyber Security and Information Technology Policy

Our world is increasingly supported by a cyberspace infrastructure, providing convenience but also leading to vulnerability. Using a multidisciplinary approach, this course provides students with a broad analytical framework for understanding cybersecurity and threats to cyberspace infrastructure, e.g. network outages, data compromised by hackers, propagating viruses etc. Cybersecurity threats are studied at the enterprise, national and global levels. Emphasis is placed on the roles of government, inter-organisational alliances, international cooperation and legal concepts such as privacy, intellectual property and civil liberties