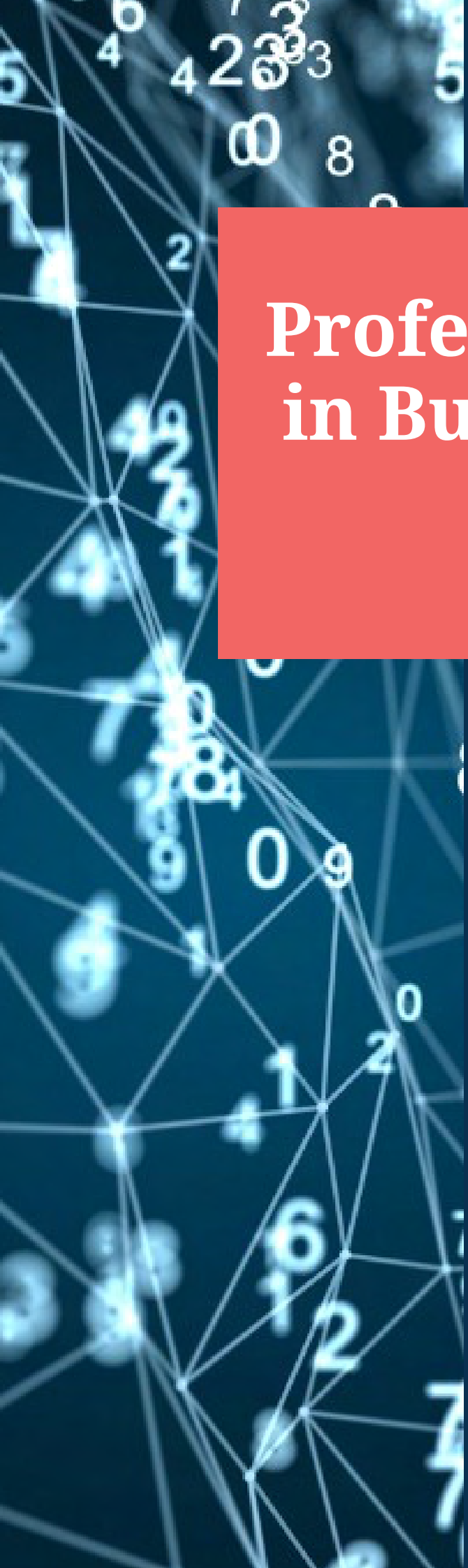

AIT
Asian Institute of Technology

Professional Master's in Business Analytics & Digital Transformation

Start date: August 2021

One-year master's degree for working professionals

School of Management

Towards Creative Global Leaders of Tomorrow

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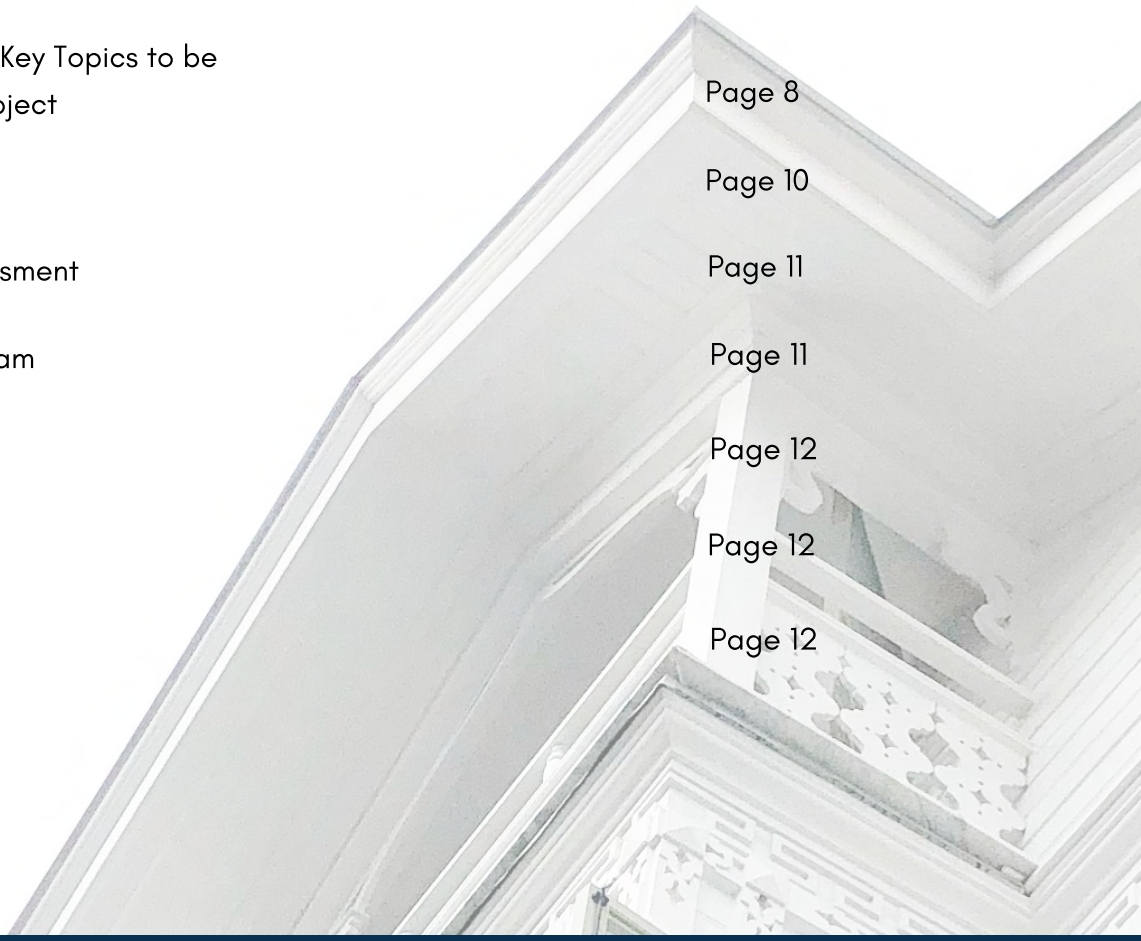


10 Good Reasons for Choosing PMBADT

1. **Sharpen your Strategic Thinking** PMBADT is designed as a program that will enhance your knowledge of emerging trends in the data and analytics domain and how to respond strategically to these trends. You will find yourself wearing a business leader's hat while learning with faculty who will challenge and sharpen your strategic thinking.
2. **Earn a degree that is recognized in the government, public and private sector across countries** PMBADT is a degree awarded by the Asian Institute of Technology (AIT), an international institute of higher learning. Your degree is recognized for government, public, and private sector appointments in most countries in the region.
3. **Earn a degree while continuing in your job** PMBADT is designed and delivered to suit your needs as working executives in the analytics and transformation domain in the region. Classes will be on weekends and weekday evenings using a combination of different modes of delivery.
4. **Earn a master's degree in one year** PMBADT is designed to leverage your experience. The contents focus on what is important for practicing managers in the domain. This allows the exclusion of many introductory courses and optimizes your time to earn a master's degree.
5. **Immerse in a curriculum that is contextually relevant** PMBADT program's contents combine universally accepted frameworks with business realities of the regional context. Case studies and illustrations will be from regional markets which will ensure relevance in your learning.
6. **Learn in an international environment** PMBADT offers you an opportunity to study in an international environment with your peers from the region and develop strong professional networks.
7. **Learn in the company of high potential peers** PMBADT's selection process is designed to ensure that you learn in the company of high performing and high potential peers in the domain.
8. **Benefit from a practice-oriented program** PMBADT will offer you an opportunity to learn with academics and practicing managers, including serving business leaders in digital transformation.
9. **Build valuable professional networks** PMBADT will provide opportunities to interact with domain leaders through the Distinguished speakers series and connect with AIT's large and influential alumni network.
10. **Build enduring personal and professional capabilities** PMBADT is designed to enhance both your personal and professional development through leadership style assessment and mentoring opportunities with senior domain professionals.

A program designed to enhance strategic thinking and performance of experienced and high potential professionals in the business analytics and digital transformation domain

Is PMBADT for you?

What does AIT look for in applicants to its Professional Masters?

Length and quality of work experience matters. Organizational background matters. Potential for future leadership roles matters.

- Participants must be accomplished professionals with a track record of on-job performance.
- Employer's endorsement will be given weightage for participants who are sponsored by their employers.
- Those with professional qualifications in the analytics and transformation domain and relevant managerial experience, even without a bachelor's degree, are strongly encouraged to apply. Admission to AIT's professional masters gives substantial weightage to managerial experience. Possession of additional degrees such as bachelors and other masters are also valued as admission criteria.
- Proficiency in English – IELTS scores of 6.0 (or higher) or pass the AIT English Entry Test. Applicants with substantial work experience of working in an environment that uses English will find it convenient to take the AIT English language test. This can be done any time before graduating from the program.

Dean's message

Dr. Roger Levermore

Our management programs help prepare students to become executives who have the intellectual curiosity and associated skills necessary to meet the complexities of our changing world.

I believe in the power of education in transforming students' lives and impacting the communities that they engage with during and after their studies. To do that, experiential learning and analysis are the foundation for good business practice, and both serve as the basis of our curriculum.

Program Director's message

Dr. Sundar Venkatesh

The Professional Masters (PMs) is an innovation pioneered by AIT. In more than 10 years since PMs were launched, AIT has created several offerings to cater to the needs of various categories of professionals.

The PMs are designed for practicing professionals and delivered by a team that blends theory and practice for a deep and practical learning experience.

About AIT

A truly international institution of higher learning

www.ait.ac.th

The Asian Institute of Technology (AIT) promotes technological change and sustainable growth and development in the Asia-Pacific region through higher education, research, and outreach.

Founded in Bangkok in 1959, AIT is a leading international institution of higher learning that is actively working with public and private sector partners throughout the region and with some of the top universities in the world.

AIT's degrees are recognized globally by employers across sectors. As a participant and as an alumnus, you will be part of a large international community of learners and leaders. Faculty in AIT come from across 25 countries and participants from over 40 countries.

The Times Higher Education Rankings, which looks at global universities' commitment and performance in furthering the United Nations' Sustainable Development Goals (SDGs) just ranked the Asian Institute of Technology in the top 20 universities globally.

About School of Management-AIT

Developing Creative Global Leaders

www.som.ait.ac.th/about-som

The School of Management was established in 1987 to meet the growing needs in Asia for graduate management education. In line with AIT's mission, our goal within the School of Management is to impact the quality of management education and practices in the Asia-Pacific region, and around the world, to promote sustainable development, technological leadership, entrepreneurial spirit, wealth creation, and pride. The school prepares corporate leaders to face the most pressing social, economic, political, and technological challenges of our time.

In the latest QS Global MBA Rankings 2021, released on September 23, the AIT Master of Business Administration (MBA) program ranks #14 in Asia and #1 in Thailand.

Professional Master's

An education innovation from AIT designed and delivered for practicing managers

The Professional Master's (PM) is an innovation pioneered by AIT. It is a one-year master's degree that recognizes and builds on the experience of participating professionals.
All Professional Master's programs are taught by a team of academics and practitioners. Academic faculty provide a solid foundation of relevant theory and frameworks. Professional practitioners, with experience in teaching, add a significant practical dimension to the program.

Participants are domain professionals who are preparing themselves for leadership roles in their organizations. A good bachelor's degree is a requirement for entry but can be waived for suitably experienced professionals. English language proficiency is necessary. The PMs attract participants from across the region providing valuable cross-country networking and knowledge-sharing opportunities.

Program delivery is through a blend of innovative tools and techniques that factor in the current pandemic-induced restrictions.

Professional Master's in Business Analytics & Digital Transformation (PMBADT)

A well-curated program that helps emerging domain leaders cultivate a strategic mindset

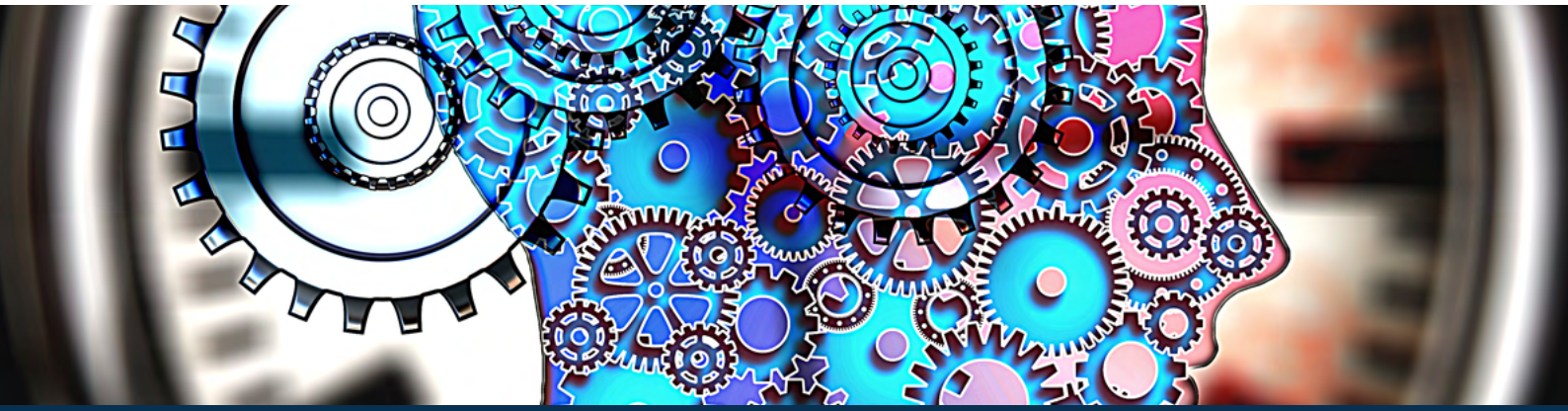
PMBADT aims to empower professionals in the analytics and transformation domain with strategic thinking to meet current and emerging challenges arising from the fast-changing business and technological environment in the data and analytics domain.

Key focus areas include:

- Big Data Analytics
- The Business of Frontier Technologies
- Global Data Management
- Industry 4.0
- Digital Marketing and Consumer Behavior
- Communication skills
- Change Management
- Fin-Tech

At the end of the program, participants will be able to

- Use business analytics as a driver for business change
- Be catalysts for successful digital transformation
- Acquire and apply deep skills in the application and interpretation of business analytics



Structure of the program

- The program will be delivered in 3 modules:
  - Foundations
  - Applying to Industries and Functions
  - Taking it Into the Organizations
- **Foundations** introduce participants to the relevant technologies and the potential
- **Applying to Industries and Functions** show how process improvements, customer experience, and business model changes have been achieved in industries and functions that have spearheaded the exploitation of the potential
- **Taking into to the organization** deals with what makes it work and what goes into a successful implementation
- In addition, the program will feature the CEO and Tech talk series which will feature high-profile domain leaders. Participants will have an opportunity to interact with the speakers and also network with other attendees including prominent AIT alumni.
- The overall integration of program learning will be either through a work-based research project or through a pair of appropriate elective course.

	Foundations	Applying to Industries & Functions	Taking into to the organization	Thought Leadership series
Module 1	Industry 4.0 3 credits/ 45 class hours	The Business of Frontier Technologies 3 credits/ 45 class hours	Big Data Analytics 3 credits/ 45 class hours	**CEO Talk series** **Tech Talk series** **(non-credit)**
Module 2	Developing Leadership Skills in the Digital Workplace 3 credits/ 45 class hours	Agile Thinking for Digital Transformation 3 credits/ 45 class hours	Digital Marketing & Consumer Analytics 3 credits/ 45 class hours	
Module 3	Global Data Management 3 credits/ 45 class hours	Change Management 3 credits/ 45 class hours	Preparing for Integrative module	

Integrative Module: 12 Weeks
02 Electives or Project on a contemporary theme: 6 Credits/90 class hours

Program Timeline

02 courses = 90 hours*
06 weekends**

02 weeks break

02 courses = 90 hours*
06 weekends**

02 weeks break

02 courses = 90 hours*
06 weekends**

02 weeks break

02 courses = 90 hours*
06 weekends**

02 weeks break

Integrative Module
12 weeks ++

Total: 40 weeks ++

* (60 hrs of live sessions + 30 hrs of Reflection, Peer-to-Peer & Self-Learning)

** Friday: 02-03 hrs
Saturday: 02-03 hrs + 02-03 hrs
Sunday: 02-03hrs + 02-03 hrs

Learning Highlights/Key Topics to be Explored in Each Subject

Module 1: 03 courses

Industry 4.0

- Megatrends Driving the Fourth Industrial Revolution
- Socio-Economic Shifts
- Business Shifts
- Geo-political Shifts
- The Individual

The Business of Frontier Technology

- Introduction to Artificial Intelligence
- Cognitive Science and AI
- Emergent Intelligence
- Neural Networks and Deep Learning
- Machine Learning in Business
- Natural Language Processing in Business
- Robotics in Business
- Artificial Intelligence in Business and Society
- The Future of Artificial Intelligence

Big Data Analytics

- Types of Big Data Analytics
- Characteristics of Big Data
- Domain-Specific Big Data
- Analytics Flow for Big Data
- Big Data Patterns
- Analytics Architecture Components and Design Databases
- Real-Time Analysis
- Data Visualisation

Module 2: 03 courses

Developing Leadership Skills in the Digital Workplace

- The rise of digital leadership.
- The skills digital leaders need in their roles.
- How leaders can assess their digital skills set.

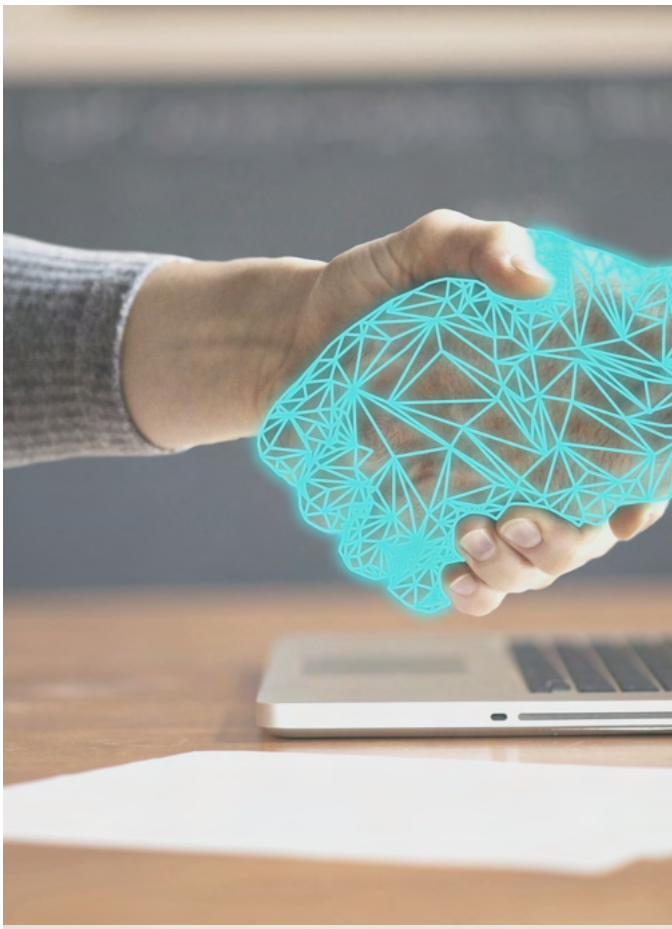
Agile Thinking for Digital Transformation

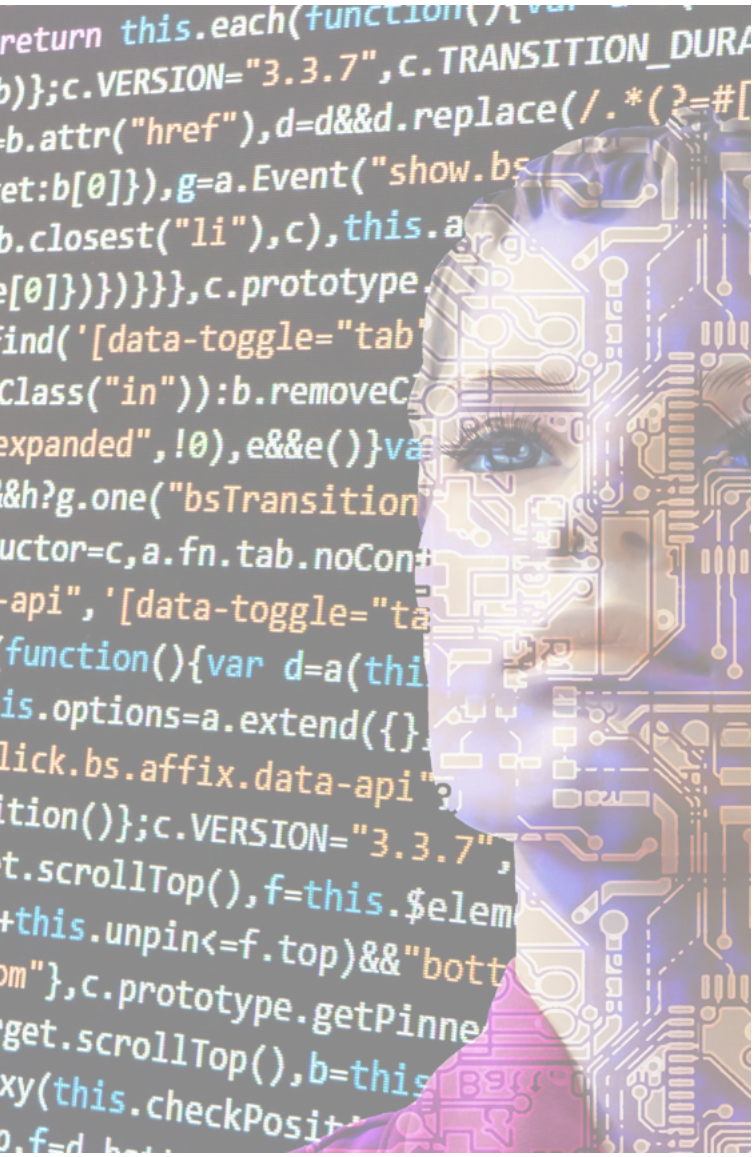
- The Relationship between Mindset Development and Digital Transformation
- Loop Mindset Techniques (OODA)
- Overcoming Obstacles
- Data Collection Techniques to Assist Agile Thinking
- Agile Thinking and Design Thinking
- Agile and Problem Scenarios

Digital Marketing & Consumer Analytics

- Principles of Consumer Behaviour and Marketing Strategy
- Meaning and relevance of Branding in the Digital Age
- Dependent Variable Techniques
- Inter-relationship Techniques
- Leveraging Big Data Analytics in Developing Consumer Insights

Empower professionals in the analytics and transformation domains





Module 3: 02 Courses

Global Data Management

- Essential Concepts in Data Management
- Ethics in Data Handling and Management
- Data Governance
- Data Architecture
- Business Drivers of Data Modelling and Design
- Data Storage and Operations
- Metadata Strategies and Architecture

Change Management

With a focus on Digital Business Strategy and Transformation

- The Core Domains of Digital Transformation
- Understanding and Leveraging Customer Networks
- Focusing on Platforms rather than Products
- Data as an Asset
- Innovating like a Start-up
- Adapting your Value Proposition
- Mastering Disruptive Business Models

Preparing for Integrative Module

Participants who plan a workplace-based project will work on identifying and defining the scope and objectives of the project. Alternatively, if participants choose to study a pair of electives, they will research to identify suitable themes of their choice for inclusion in the list of electives.

Integrative Module

The integrative module provides a choice of either two electives or a workplace-based project. Given the limited batch sizes that the program works with, the choice of electives will be based on a consensus within the participant group. It is also likely that most participants choose to conduct a workplace-based project, in which case no electives may be offered. The curriculum leaves this open-ended for participants to choose in consultation with the Program Director.

Pedagogy and Assessment

The pedagogy and assessment are tailored to suit the needs of experienced learners. The pedagogy is designed to:

- Acknowledge and build on the experience of learners
- Provide an environment for free thinking and sharing
- Respect individual points of view
- Be challenging and constructively critical
- Promote active participation
- Evolve in response to participant feedback

In line with this, the pedagogy emphasizes the practical side of knowledge built on a strong logical and conceptual foundation. Learning from each other, rather than only from the faculty, is the preferred mode. Practitioners form a significant part of the faculty. Current case studies and talks on best practices will help deepen participants' learning.

As an international institute of higher learning, AIT's pedagogy acknowledges cultural diversity across participants. Faculty adapt accordingly.
Participants' learning in each course will be assessed by a combination of exams, contributions to class discussions, assignments, reports, and case analyses.

Delivery of the program

The program will be delivered using a combination of methods such as interactive self-learning, live classroom, face-to-face classroom either in AIT campus in Thailand, AIT Vietnam, or at other locations depending on the travel restrictions.

Each course (except the integrative module) will be delivered in several weeks. Approximately, this translates into 12 to 15 hours of class work per week, on average. The Program Director will be in constant touch with participants and faculty to work out the schedule for each week and each course.

All courses will be delivered in a face-to-face mode. Face-to-face delivery can be either in-class or on zoom/MS Teams. In-class delivery can be in the participants' host country, in AIT's campus in Thailand or Vietnam (http://aitvn.asia/about-us/), or AIT's partner institution campus in Dubai. Given the current pandemic induced international travel restrictions, decisions about in-class delivery will be made by the Program Director in consultation with all participants and their sponsoring organizations. The Integrative Module is expected to be in class. The program will attempt to provide options for participants to attend all or part of the integrative module on campus, taking into account the participants' work schedules.

Faculty

The program is designed to be delivered by both academics and professional practitioners.

Please write to us for a discussion with one or more of our faculty.

Fees

- For details of fees and financing options please write to som_pm@ait.ac.th or to the Program Director at svenkat@ait.ac.th
- AIT offers merit-based partial fellowships. The award of fellowships depends on the quality of applications.
- Special fees apply to corporate and apex domain organizations who enter into longer-term agreements with AIT for sponsoring participants.
- Participants and sponsoring organizations are encouraged to write in for discussions about many of AIT's easy payment plans.
- Travel tickets and accommodation for campus-based learning are not included in the fees.
- At AIT campus, AIT offers subsidized student accommodations and executive accommodations at competitive rates.
- The AIT campus has several restaurants serving different types of cuisine and halal food. Click here for a campus tour of AIT.

Scan QR code to apply or click here

Contact us

Contact us at som_pm@ait.ac.th to start a conversation.

Main campus:
P.O. Box 4, 58 Moo 9, Km. 42, Paholyothin Highway, Klong Luang, Pathum Thani 12120, Thailand

Bangkok campus:
Column Tower (15th Floor), Sukhumvit Soi 16, Khlong Toei, Wattana, Bangkok, 10110, Thailand