

Business Intelligence & Research *Batch 2*

“The Art and Science of Winning the Business War”

Know yourself, know your competitors, and importantly know the business battle field.

The Business Intelligence & Research Program is designed for executives who want to learn of the latest research tools and techniques used for business strategies and planning.

- Want to become professional in market research, strategic planner/consultancy
- Want to gain more knowledge on how to apply marketing research tools
- Want to improve in business management strategy

This intensive 120 hours, 5-month course is taught by the most experts in the field, who passionately share their knowledge and direct experience. The program provides broaden perspectives to a world’s Market Research and Business Data Analysis.



More information, please visit www.scitech.au.edu www.tmr.or.th or call

- Faculty of Science and Technology, Assumption University 02-719-1515 ext. 3681, 3789 (Khun Kanokporn)
- Thai Marketing Research Society 02-440-0140 (20 lines) (Khun Urisa)

COURSE PERIOD	NUMBER OF PARTICIPANTS	QUALIFICATION FOR ADMISSION	ADMISSION & PAYMENT PERIOD	ADMISSION FEES (exclude overseas trip)
<ul style="list-style-type: none"> • Jan 9 – May 29, 2009 • Assumption University (Huamark Campus) • Classes every Saturday 9:00 – 16:00hr 	<ul style="list-style-type: none"> • 20 participants 	<ul style="list-style-type: none"> • Bachelor degree 	<ul style="list-style-type: none"> • Nov 1 – Dec 31, 2009 • Apply at Faculty of Science & Technology E bld 6th floor, Assumption University (Huamark Campus) 	<ul style="list-style-type: none"> • (Apply before 31 Dec 09) • 39,900 THB exclude VAT 7%, (Apply 1-8 Jan 09) • 49,900 THB exclude VAT 7%,

Lecturers from Leading Market Research industry:

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| <ul style="list-style-type: none"> ○ Asst.Prof.Dr.Jirayut Poomontre Business Data Analysis Department/ Assumption University ○ Dr.Suwanna Kowathanakul Chairperson Marketing Department /Assumption University ○ Dr.Noppadol Kannika Director ABAC Poll/Assumption University ○ Khun Viriya Vorakittikun/ CSN & Associates Co.,Ltd. ○ Dr.Sasiwimon Smittipatana/ Acorn Marketing & Research Consultants Co.,Ltd. | <ul style="list-style-type: none"> ○ Khun Dangjaitawin Anantachai/ Research Dynamics Co.,Ltd. ○ Dr. Kriengsin Prasongsukam/ Inspire Research Co.,Ltd. ○ Khun Alisara Charinsam/ Independent Consultant ○ Dr. Arapat Boonrod/ InsightAsia Market Research Co.,Ltd. ○ ETC. |
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“ Some said marketing and research don’t go along together. After completing the class, I realize that this class help me understand target group, the real nature and the behavior of my targets, by studying and observing them. Having the knowledge of research, I can look into thing differently and deeply. Take it for yourself and you’ll know what I’m talking about.”

Piyavadee Siriwan (NUI)
Executive Marketing Manager
True Visions (Gsquare)



The Business Intelligence & Research course is offered by *Assumption University and Thailand Market Research Society*